American Workforce Policy Advisory Board

June 26, 2020

Washington, DC

Develop a Campaign to Promote Multiple Pathways to Career Success

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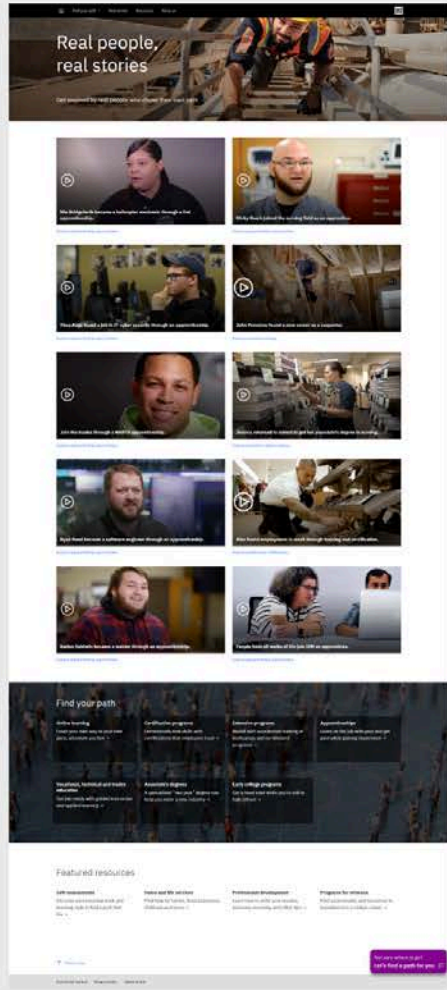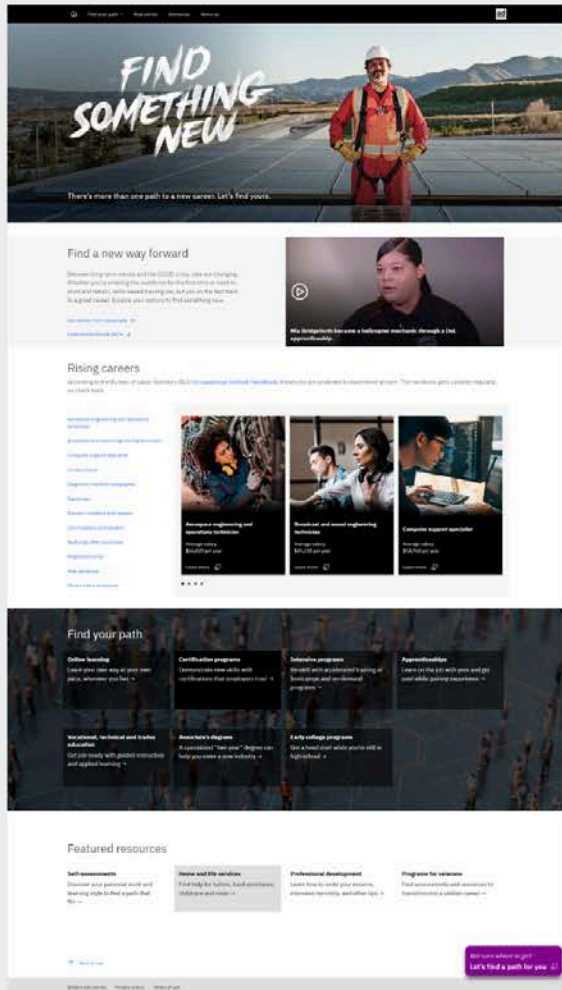
Sheree Utash, President, WSU Tech

Better prepare the American workforce to meet 21st century challenges

Work Force Readiness
Creative Concepts

June 26, 2020

IBM

Website

2

Website

Resources

Additional tools and resources to support you as you follow your path

Self-assessments   School and tuition   Professional development   Home and life services   Programs for veterans

Self-assessments

Take any of these self-assessment tests to learn more about your interests, strengths, work motivations and possible career options

New to the workforce?

Student Interest Survey

Identify the career clusters or industries that are a good fit

Download the Advance CTE survey

ASVAB aptitude test

Plan your education and find vocations that fit your interests and strengths

Take the ASVAB test

Which STEM are you?

Lockheed Martin's STEM quiz is a fun, interactive way to find out which STEM career would interest you

Take the Lockheed interactive quiz

Have some work experience?

CareerOneStop

Three self-assessments work together to match you with a career based on your interests, skills and work values

Do the CareerOneStop self-assessment

The O*Net Resource Center

Self-assessment tests meant to create a 360° vision of yourself and your abilities

See the big picture with O*Net

What Career is Right for Me?

A free, five-step career aptitude test, plus a results-driven guide showing which schools near you offer relevant courses.

Find out more

↑ Back to top

Not sure where to go?
Let's find a path for you ⧉

About us

The Find Something New campaign was created by the Ad Council to inspire and empower Americans to achieve career success

What is the Ad Council?

Supporting partners

Find Something New was created in cooperation with leading private, public and nonprofit sector partners.

The White House pledge to America's Workers

PLEDGE TO AMERICA'S WORKERS

You have more career options than you think. Find new career paths at **FindSomethingNew.org**

Print

Print Copy

There are career paths that you might not know about. Whether you're making a change or just starting out, you have more options than you think. Find new career paths at FindSomethingNew.org

5

Print

THE NEW CORNER OFFICE

There are career paths that you might not know about. Whether you're making a change or just starting out, you have more options than you think. Find new career paths at **FindSomethingNew.org**

ad COUNCIL

THE NEW FINAL EXAM

There are career paths that you might not know about. Whether you're making a change or just starting out, you have more options than you think. Find new career paths at **FindSomethingNew.org**

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THE NEW DESK JOB

There are career paths that you might not know about. Whether you're making a change or just starting out, you have more options than you think. Find new career paths at **FindSomethingNew.org**

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Increase Data Transparency to Better Match American Workers with American Jobs

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Doug McMillon, President and CEO, Walmart

Michael Piwowar, Executive Director, Milken Institute

Sebastian Thrun, Founder, President, and Executive Chairman, Udacity

Jay Timmons, President and CEO, National Association of Manufacturers

Scott Sanders, Executive Director, National Association of State Workforce Agencies

Marianne Wanamaker, Professor, University of Tennessee

Better prepare the American workforce to meet 21st century challenges

Digital Infrastructure Principles

These principles should guide government and private sector actions to expand our country's digital infrastructure.

1. **Advance Access for All**

2. **Coordinate and Empower Government Actors**

3. **Partner with the Private Sector**

4. **Develop, Disseminate, and Use Accurate Data**

5. **Build for Economic Competitiveness**

June 2020

IBM CYBERSECURITY Career Journey

—

Helping Americans Get Jobs in Cybersecurity

A joint initiative between IBM, National Student Clearinghouse, Western Governors University (WGU), Central New Mexico Community College and IQ4

Alex Kaplan
Global Leader, Blockchain for Industry Credentials
Alex.Kaplan@us.ibm.com

Joint Initiative

A joint initiative between IBM, National Student Clearinghouse, Western Governors University (WGU), Central New Mexico Community College and IQ4

to build a blockchain platform supporting the learning and employment credentials stakeholder ecosystem,

with an initial focus on helping learners and workers become skilled and hire into cybersecurity jobs.

The IBM Learning and Employment Record Cyber Security Skills Pilot: Making it easer for workers to find jobs

Exchange Credential: Securely share credentials with others for jobs, admissions, etc.

Issue Credential: Streamline the issuance of credentials that demonstrate skill mastery.

Verify Credential: Instant verification and provenance of the authenticity of a skills credential.

Manage Credentials: Update, revoke, and aggregate credentials from multiple organizations.

Search Credentials: Look at an individual's skills and credentials and match them to for job, learning and careers.

- Workers can **share verified skills-based education and work achievements** with employers.

- Help companies **identify promising job candidates** by **searching verified skills**.

- Make it easier for **academic institutions** to **manage learning credentials**.

- **Compassing tools** enable workers to understand the **value of their achievements** in the market.

- Credential issuers can **create and manage immutable digital credentials** that **enable all individuals with self-sovereignty over their data**.

Isabella Flores is a smart young woman who wants an **interesting** career in technology

Izzy has been working for 2 years at an entry level data analyst job, but she is not feeling challenged.

She enrolls in classes to build her skills but is not sure how those skills move her career along. Izzy receives those skills in her blockchain based lifelong learning wallet.

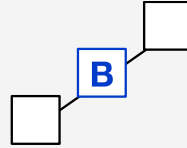Using the skills in her wallet, and an industry career framework, the compassing tools show her that her combined skills from work and classes make her a good fit for a career in cyber security.

Izzy uses the secure online compassing tool to see what additional skills she needs for a path into a cyber security job, and where she can learn those skills.

Izzy wants employers to see she is looking for a job, so makes her skills searchable through the blockchain. Only Izzy controls who sees her skills and who can contact her to learn more.

IBM is looking for people with the types of skills Izzy has. Since her skills are verified on the blockchain, and aligned to the industry framework, IBM securely reaches out to her for an interview.

Izzy has a successful interview and IBM offers her a job. The process was faster and simpler than she expected because the blockchain allowed IBM to confirm and validate that the skills Izzy had were the right ones for the job.

Modernize Candidate Recruitment, Hiring, and Training Practices

Co-chairs

Al Kelly, Chairman and CEO, Visa

Johnny C. Taylor, Jr., President and CEO, Society for Human Resource Management

Members

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Scott Sanders, Executive Director, National Association of State Workforce Agencies

Julie Sweet, CEO, Accenture

Sheree Utash, President, WSU Tech

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Modernize Candidate Recruitment, Hiring, and Training Practices

AMERICAN WORKFORCE
POLICY ADVISORY BOARD

LEADING PRACTICES

IN MODERNIZING CANDIDATE RECRUITMENT, HIRING, AND TRAINING

Better prepare the American workforce to meet 21st century challenges

New JOLTS Product Labor Dynamics Estimates at the MSA Level

- AWPAB asked BLS to produce MSA JOLTS estimates in Fall of 2019.

- JOLTS estimates for the 18 largest MSAs were published on June 16, 2020, three months ahead of schedule.

- These 18 MSAs contain 38 percent of the US labor force, and each MSA contains at least 1.5 million workers.

- This is a demonstration, proof of concept project. These data run from February 2001 through December 2019.
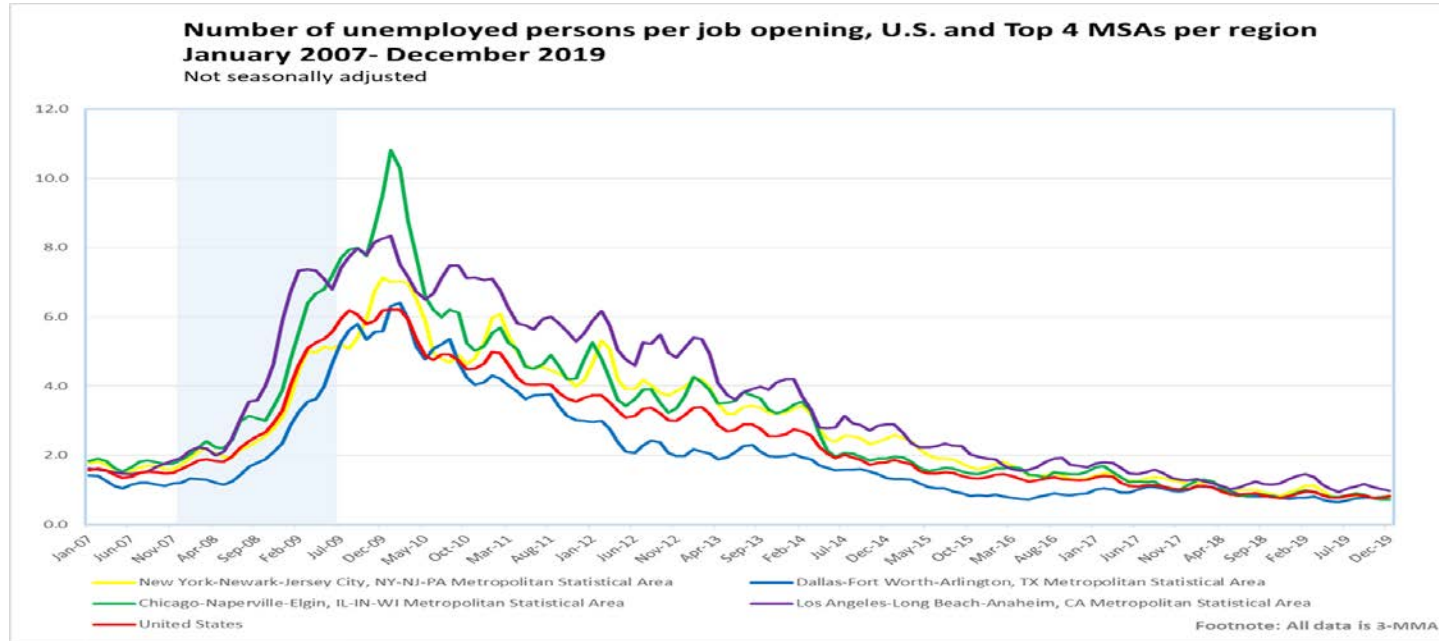
JOLTS MSA Research Estimates – Rates

MSA by Census Regions

REGION	MSA	JOB OPENINGS RATES			HIRES RATES			TOTAL SEPARATIONS RATES		
		Dec. 2018	Dec. 2019	OTYC	Dec. 2018	Dec. 2019	OTYC	Dec. 2018	Dec. 2019	OTYC
National-NSA		4.3	3.8	-0.5	2.8	2.9	0.1	3.5	3.6	0.1
South	Atlanta-Sandy Springs-Roswell, GA	4.6	4.4	-0.2	3.5	4.0	0.5	3.3	3.8	0.5
	Dallas-Fort Worth-Arlington, TX	4.5	3.8	-0.7	3.6	3.3	-0.3	3.8	3.5	-0.3
	Houston-The Woodlands-Sugar Land, TX	5.2	3.9	-1.3	3.7	3.4	-0.3	3.4	3.1	-0.3
	Miami-Fort Lauderdale-West Palm Beach, FL	3.8	3.4	-0.4	3.4	3.5	0.1	2.8	3.0	0.2
	Washington-Arlington-Alexandria, DC-VA-MD-WV	4.4	4.7	0.3	3.0	3.5	0.5	2.6	2.9	0.3
Northeast	New York-Newark-Jersey City, NY-NJ-PA	3.7	3.9	0.2	2.5	2.7	0.2	2.5	2.7	0.2
	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	3.7	3.4	-0.3	2.7	2.6	-0.1	2.4	2.5	0.1
	Boston-Cambridge-Nashua, MA-NH NECTA	4.4	3.7	-0.7	2.7	2.7	0.0	2.4	2.5	0.1
Midwest	Chicago-Naperville-Elgin, IL-IN-WI	4.5	4.2	-0.3	3.8	3.5	-0.3	4.0	2.9	-1.1
	Detroit-Warren-Dearborn, MI	4.6	4.4	-0.2	3.5	3.1	-0.4	3.3	3.2	-0.1
	Minneapolis-St. Paul-Bloomington, MN-WI	4.9	3.8	-1.1	3.1	3.0	-0.1	3.8	3.0	-0.8
West	Denver-Aurora-Lakewood, CO	4.0	3.8	-0.2	2.9	3.0	0.1	3.0	3.4	0.4
	Los Angeles-Long Beach-Anaheim, CA	3.3	4.0	0.7	3.1	3.3	0.2	2.7	3.0	0.3
	Phoenix-Mesa-Scottsdale, AZ	4.7	4.0	-0.7	4.2	3.5	-0.7	3.3	3.0	-0.3
	Riverside-San Bernardino-Ontario, CA	3.9	3.9	0.0	3.5	3.5	0.0	3.0	3.2	0.2
	San Diego-Carlsbad, CA	3.9	3.7	-0.2	3.2	3.2	0.0	3.0	3.5	0.5
	San Francisco-Oakland-Hayward, CA	3.8	3.9	0.1	2.9	3.0	0.1	2.8	3.0	0.2
	Seattle-Tacoma-Bellevue, WA	3.6	3.3	-0.3	2.7	2.6	-0.1	2.6	2.8	0.2
MAX		5.2	4.7	0.7	4.2	4.0	0.5	4.0	3.8	0.5
MIN		3.3	3.3	-1.3	2.5	2.6	-0.7	2.4	2.5	-1.1

JOLTS MSA Research Estimates

MSAs Unemployed Persons per Job Openings

Number of unemployed persons per job opening, U.S. and Top 4 MSAs per region
January 2007– December 2019
Not seasonally adjusted

Legend:
- New York-Newark-Jersey City, NY-NJ-PA Metropolitan Statistical Area
- Chicago-Naperville-Elgin, IL-IN-WI Metropolitan Statistical Area
- United States
- Dallas-Fort Worth-Arlington, TX Metropolitan Statistical Area
- Los Angeles-Long Beach-Anaheim, CA Metropolitan Statistical Area

Footnote: All data is 3-MMA

JOLTS MSA Research Estimates

MSAs Job Openings - Rates

Job openings rates for the four largest MSAs in each region
January 2007- December 2019
Not seasonally adjusted, in thousands
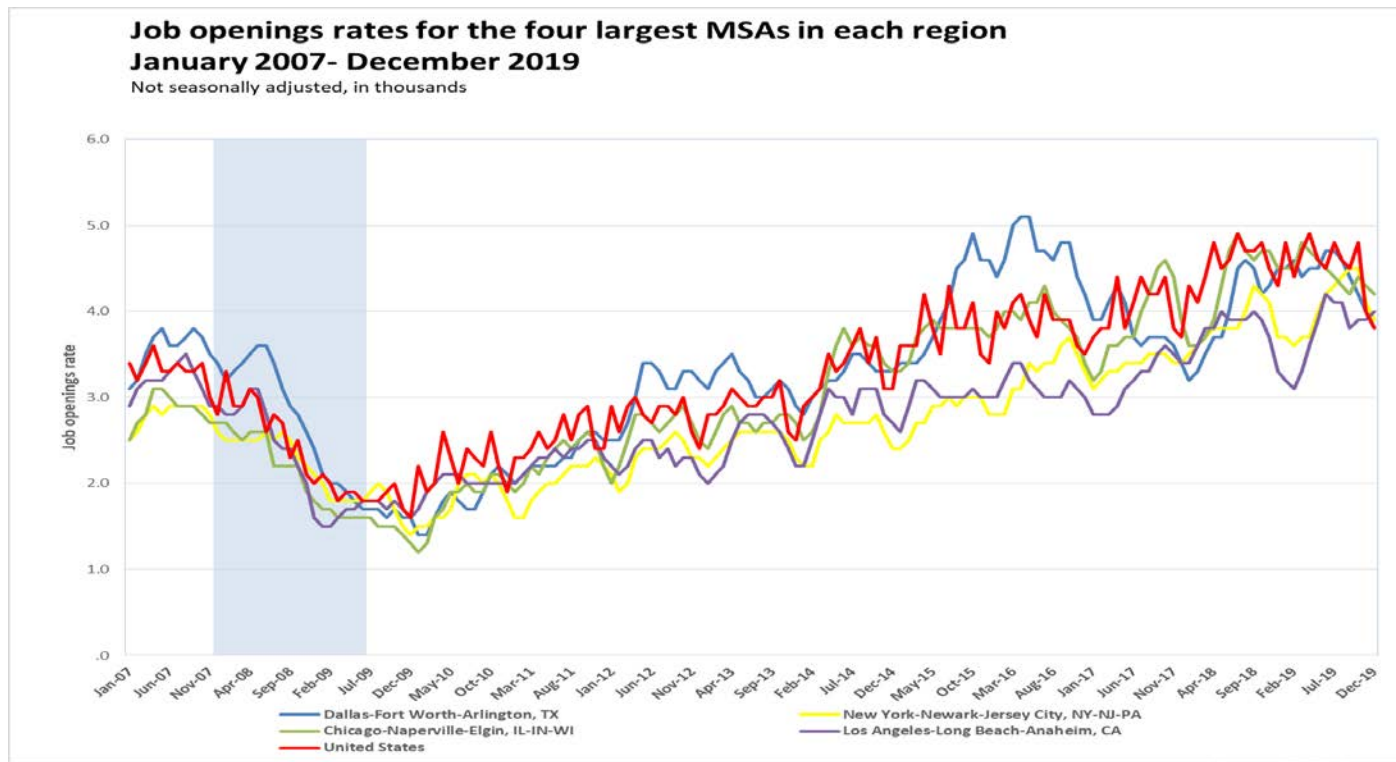
Measure and Encourage Employer-led Training Investments

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Better prepare the American workforce to meet 21st century challenges

Essential Data to Measure Employer-Provided Training*

1. **Incidence of employer-provided training**
   a. Share of workers receiving training
   b. Share of employers providing training
   c. By industry and employer size

2. **Intensity of employer training**
   a. $ spent per worker annually
   b. Employee hours dedicated
   c. Employer assessments of training impact

3. **Financial metrics of firms,** and their relationship with employer-provided training investments

4. **Demographics of workers trained** (worker type, occupation, geography, salary, educational attainment, age, gender, tenure, etc.)

*See white paper for a full list.

Key Principles for Data Collection

1. Essential data elements should be collected in conjunction with measures of firm technology investments, including investments in robotics and artificial intelligence.

2. Skill-based training investment data should be collected at least every other year from a nationally representative sample.

3. Survey results, tabulated by industry, worker education level, size of firm, etc., should be disseminated for ready access.

Employer-Provided Training Data Collection Recommendations

Short-Run Strategy

1. Expand the Census Bureau's Annual Business Survey or Capital Expenditures Survey to capture prevalence of and expenditures on employer-provided training among firms.

2. Expand the Bureau of Labor Statistics's National Compensation Survey to capture incidence of employer-provided training among workers.

Long Run

1. Introduce a new employer-provided training survey to capture key data elements.

2. Optimize new survey sampling to maximize complementarities with U.S. Census Bureau products and ensure long-run view of training investments.

Recommendations for Lifelong Learning Opportunities

Since publishing its Call-to-Action, the Advisory Board has been deliberating further on the barriers and paths to workforce development recommendations. It reached immediate consensus in three areas to guide public and private sector efforts in creating successful lifelong learning opportunities.

1. **Modernize the federal student financial aid system**

2. **Expand employer-provided education assistance to support employees**

3. **Encourage repatriation of strategic supply chains in underserved communities**

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