

# American Workforce Policy Advisory Board

June 18, 2019

*Charlotte, NC*



# Develop a Campaign to Promote Multiple Pathways to Career Success

## Campaign Working Group

### Co-chairs

**Ginni Rometty**, Chairman, President & CEO, IBM & **Tim Cook**, CEO, Apple

### Members

Jay Box, President, Kentucky Community and Technical College System

Walter Bumphus, President & CEO, American Association of Community Colleges

Jim Clark, President & CEO, Boys & Girls Clubs of America

Juanita Duggan, President & CEO, National Federation for Independent Business

Elizabeth Goettl, President & CEO, Cristo Rey Network

Marillyn Hewson, Chairman, President & CEO, Lockheed Martin

Eric Holcomb, Governor, State of Indiana

Barbara Humpton, CEO, Siemens USA

Vi Lyles, Mayor, City of Charlotte

Sean McGarvey, President, North America's Building Trades Unions

Doug McMillon, President & CEO, Walmart

Craig Menear, Chairman, President, & CEO, The Home Depot

Kim Reynolds, Governor, State of Iowa

Scott Pulsipher, President, Western Governors University

Sheree Utash, President, WSU - Tech

**Better prepare the American workforce to meet 21st century challenges**



# Develop a Campaign to Promote Multiple Pathways to Career Success

## Campaign Working Group

### Mission

Companies, workers, parents, and policymakers have traditionally assumed that a university degree is the best, or only, path to a middle-class career. Employers and job seekers should be aware of multiple career pathways and skill development opportunities outside of traditional 4-year degrees.

### Focus Areas

- 1** **Develop a National Marketing Campaign** to promote the growing number of multiple pathway opportunities to well-paying jobs for all Americans.
- 2** Develop recommendations to promote local, state, and federal policies, and employer and academic institution practices that **sustain and expand multiple pathway opportunities.**

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# Increase Data Transparency to Better Match American Workers to American Jobs

## Data Transparency Working Group

### Co-chairs

**Eric Holcomb**, Governor of Indiana, and **Bill McDermott**, CEO, SAP

### Members

Jay Box, President, Kentucky Community and Technical College System

Tom Donohue, CEO, U.S. Chamber of Commerce

Juanita Duggan, President & CEO, National Federation for Independent Business

Doug McMillon, President & CEO, Walmart

Michael Piwowar, Executive Director, Milken Institute

Scott Pulsipher, President, Western Governors University

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

Jay Timmons, President & CEO, National Association of Manufacturers

Marianne Wanamaker, Professor, University of Tennessee



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# Increase Data Transparency to Better Match American Workers to American Jobs

## Data Transparency Working Group

### Mission

High-quality, transparent, and timely data can significantly improve the ability of employers, students, job seekers, education providers, and policymakers to make informed choices about education and employment—especially for matching education and training programs to in-demand jobs and the skills needed to fill them.

### Focus Areas

- 1 Break down data-sharing barriers** to create a robust, real-time data foundation to spur innovation
- 2 Build on existing efforts to create an interoperable digital learning record** that includes education attainment, non-traditional learning pathways, experience, professional affiliations, and other certifications to help job seekers attain high wage jobs
- 3 Improve skills-based ontologies** so diverse data assets can speak a common, machine-readable language that helps us understand the skills needed today and anticipate the skills of the future

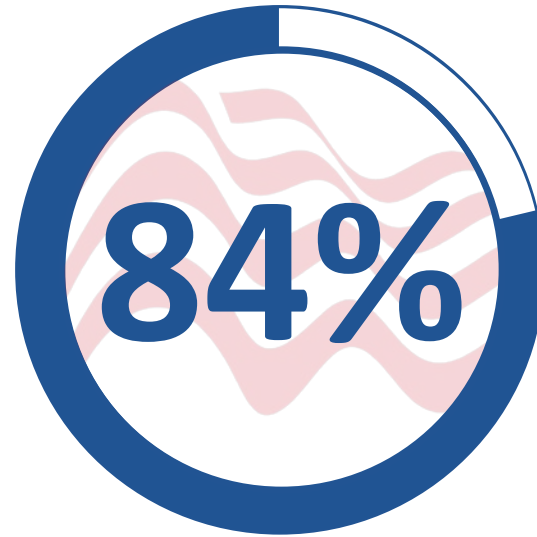
**Better prepare the American workforce to meet 21st century challenges**



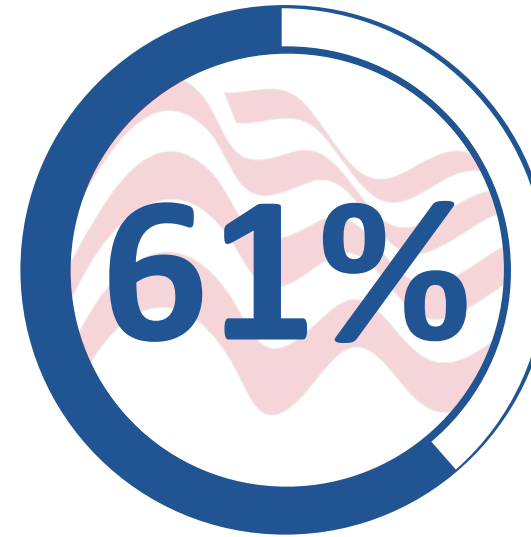
# Data Sharing Pilot Survey Key Results

## What Did We Learn?

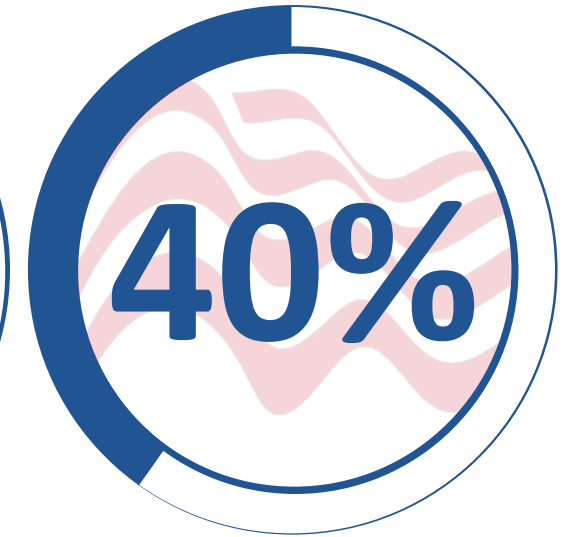
- Preliminary results from pilot survey
- Responses from **33 States**
- Pilot survey sent to **state and local personnel** including CIOs, Agency Heads, General Counsels, Data Scientists, etc. with interest and expertise in workforce and education data sharing



Data sharing is  
extremely or very  
important



Extremely or  
somewhat difficult to  
share data

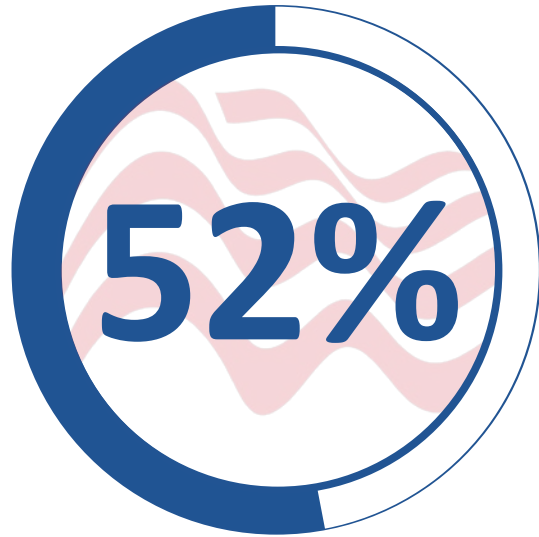


Cannot access  
strategic data  
assets



# Data Sharing Pilot Survey Key Results

## What Did We Learn?



**Federal laws and regulations are the greatest barrier to data sharing**

### Barriers

“Data sharing regulations are often used as an obstruction to data sharing rather than parameters to work within.”

“Inconsistent interpretations of legal and regulatory frameworks and fear of ‘getting it wrong’.”

### Needs

“Standardized data sharing arrangements designed by experts.”

“Single agreed upon interpretations of specific federal regulations (HIPAA, ..., FERPA).”

# Modernize Candidate Recruitment and Training Practices

## Modernize Candidate Recruitment & Training Working Group

### Co-chairs

**Johnny C. Taylor, Jr.**, President & CEO, Society for Human Resource Management and  
**Al Kelly**, Chairman & CEO, Visa

### Members

Walter Bumphus, President & CEO, American Association of Community Colleges

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Sheree Utash, President, Wichita State University - Tech



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# Modernize Candidate Recruitment and Training Practices

## Modernize Candidate Recruitment & Training Working Group

### Mission

Employers often struggle to fill job vacancies, yet their hiring practices may actually reduce the pool of qualified job applicants. To acquire a talented workforce, employers must better identify the skills needed for specific jobs and communicate those needs to education providers, job seekers, and students.

### Focus Areas

- 1 Improve the Labor Force Participation Rate**
  - a. Better identify untapped talent pools and locations
  - b. Optimize employment opportunities for untapped talent pools
  
- 2 Modernize Recruitment, Hiring, and Training Practices**
  - a. Modernize occupational skills needed in job postings
  - b. Improve the feedback loop between the in-demand skills used for hiring and the skills taught in our education and workforce system
  - c. Identify and promote best practices for expanding and making more equitable the recruitment and hiring process

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# Measure and Encourage Employer-led Training Investments

## Employer-led Training Working Group

### Co-chairs

**Barbara Humpton**, CEO, Siemens USA and **Mike Piwowar**, Executive Director, Milken Institute

### Members

Jim Clark, President & CEO, Boys & Girls Clubs of America

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# Measure and Encourage Employer-led Training Investments

## Employer-led Training Working Group

### Mission

The size, scope, and impacts of education and skills training investments are still not fully understood. There is a lack of consistent data on company balance sheets and in federal statistics. Business and policy makers need to know how much is spent on training, the types of workers receiving training, and the long-term value of the money and time spent in classroom and on-the-job training.

### Focus Areas

- 1 Develop recommendations on national measures of employer-led training** to quantify the impact of training, show the value to employees, and reveal the true value to the bottom line
  - Create a common framework for classifying training investments
  - Recommend a mechanism for collecting national data
- 2 Create a plan to institutionalize the Pledge to America's Workers** in order to expand and enrich this initiative to highlight employers' investment in worker education and training
  - Define ongoing tracking and reporting mechanism for pledges
  - Identify a plan to transfer the pledge to a government agency, private entity, or public/private partnership

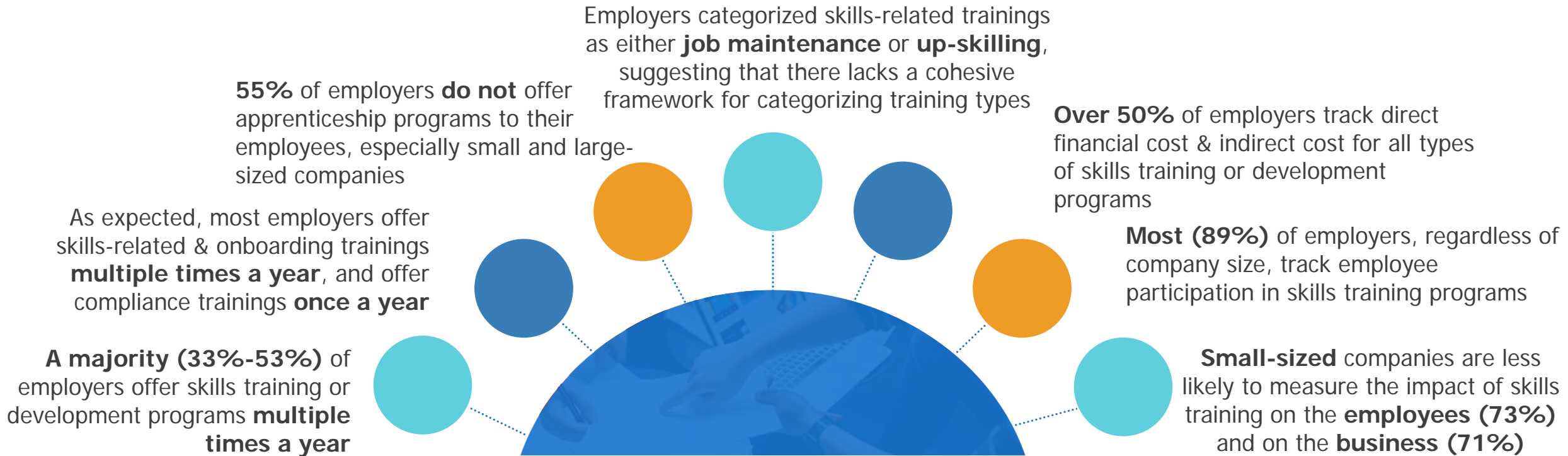
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# HR Professional Survey Results: Executive Summary

## *How are employers training and developing their workforce?*





**PLEDGE TO**   
**AMERICA'S**  
**WORKERS**