

Skills on Purpose—Creating the Next Generation of Manufacturers



Scanning for Regional Skill Needs: Going Beyond the Data

Tuesday, September 8, 3:00–4:00pm ET

Welcome

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Welcome (Continued)

Materials: The presentation will be available for download at the end of the webinar and an accessible version will be posted to the PCRN (cte.ed.gov)

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Mark Mitsui

Deputy Assistant Secretary for Community Colleges
Office of Career, Technical, and Adult Education

Welcome and Introduction from Secretary Arne Duncan

United States Secretary of Education

Maria Flynn

Senior Vice President

Jobs For the Future

- **Our Mission:**

JFF works to ensure that all lower-income young people and workers have the skills and credentials needed to succeed in our economy.

- **Our Vision:**

The promise of education and economic mobility in America is achieved for everyone.

- **Our Approach:**

JFF designs and drives the adoption of innovative, scalable approaches and models—solutions that catalyze change in our education and workforce delivery systems.



Expanding
Opportunity
Today and for
America's Next
Generation



JOBS FOR THE FUTURE

Applications of Labor Market Information Analysis

Demand Driven Programming

- **OUTCOMES:** Match program offerings to economic demand; revise outdated offerings; see emerging trends
- **SOURCE:** Long Term Occupational Projections, Job Vacancy Studies, Real Time LMI, Regional Economic Analysis, Employer Input

Curriculum Content

- **OUTCOMES:** Align learning outcomes to identified skill and qualification requirements
- **SOURCE:** Real Time LMI, Traditional LMI (O*NET), Employer Input, Postsecondary Program Review

Employer Engagement

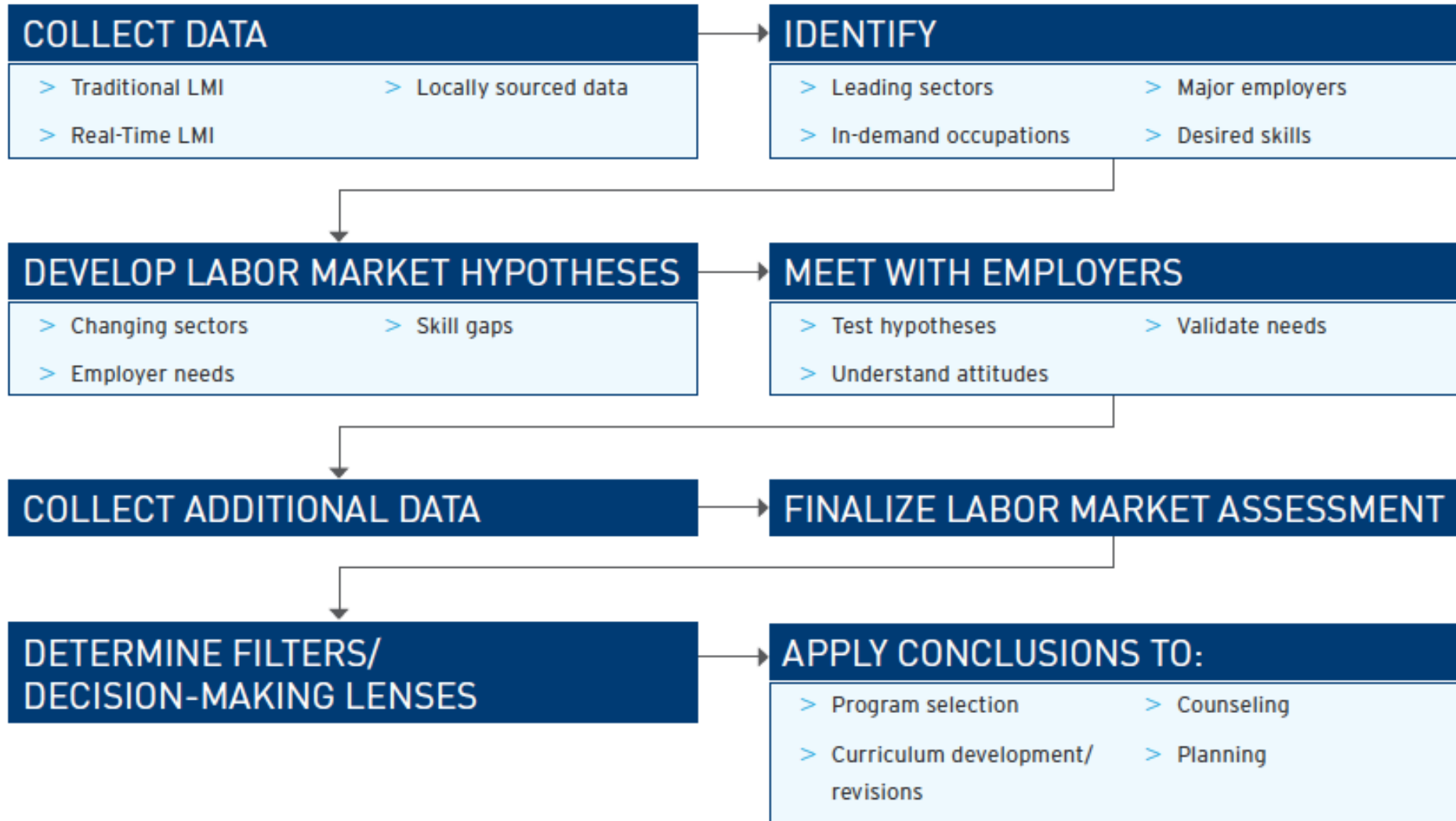
- **OUTCOMES:** Enhance employer conversation; create opportunities for student/instructor interactions
- **SOURCE:** Real Time LMI, Traditional LMI (O*NET), Employer Input

Student Career Guidance

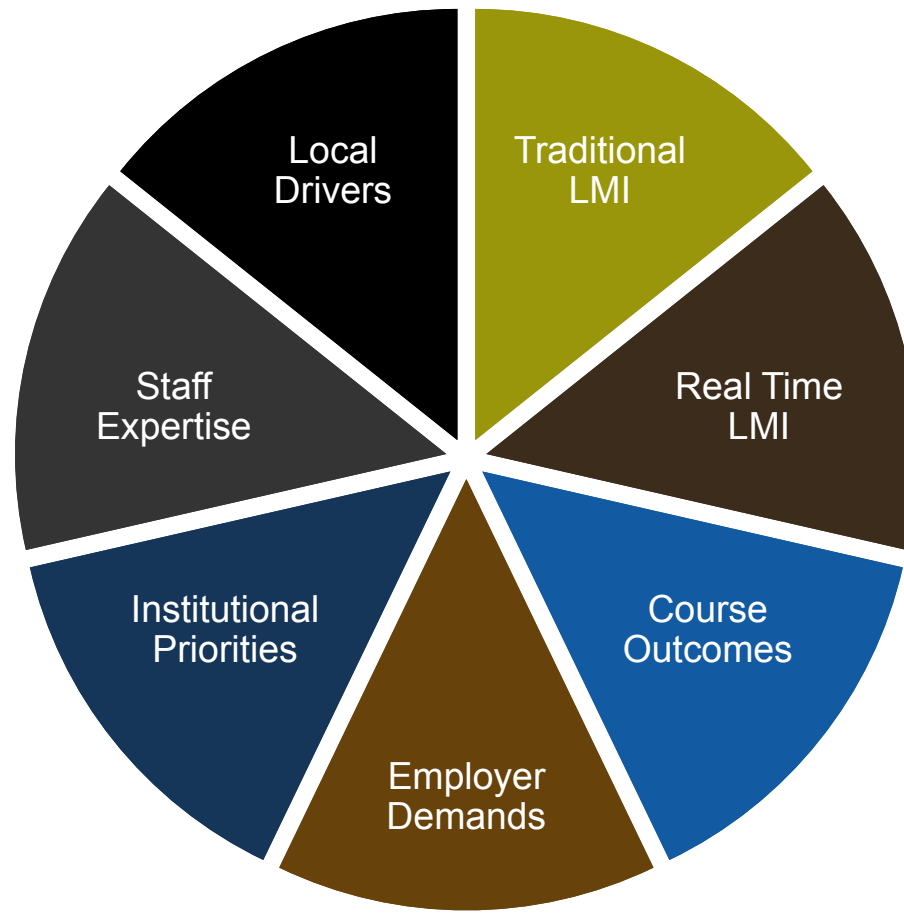
- **OUTCOMES:** Better matching for student employment
- **SOURCE:** Occupational Employment Statistics and Projections, Real Time LMI, Employer Input, Postsecondary Program Review

Also adds significant value to overall strategic and administrative planning

Understanding the Market Through Data



Sources of Labor Market Analysis



LMI Work with Community Colleges

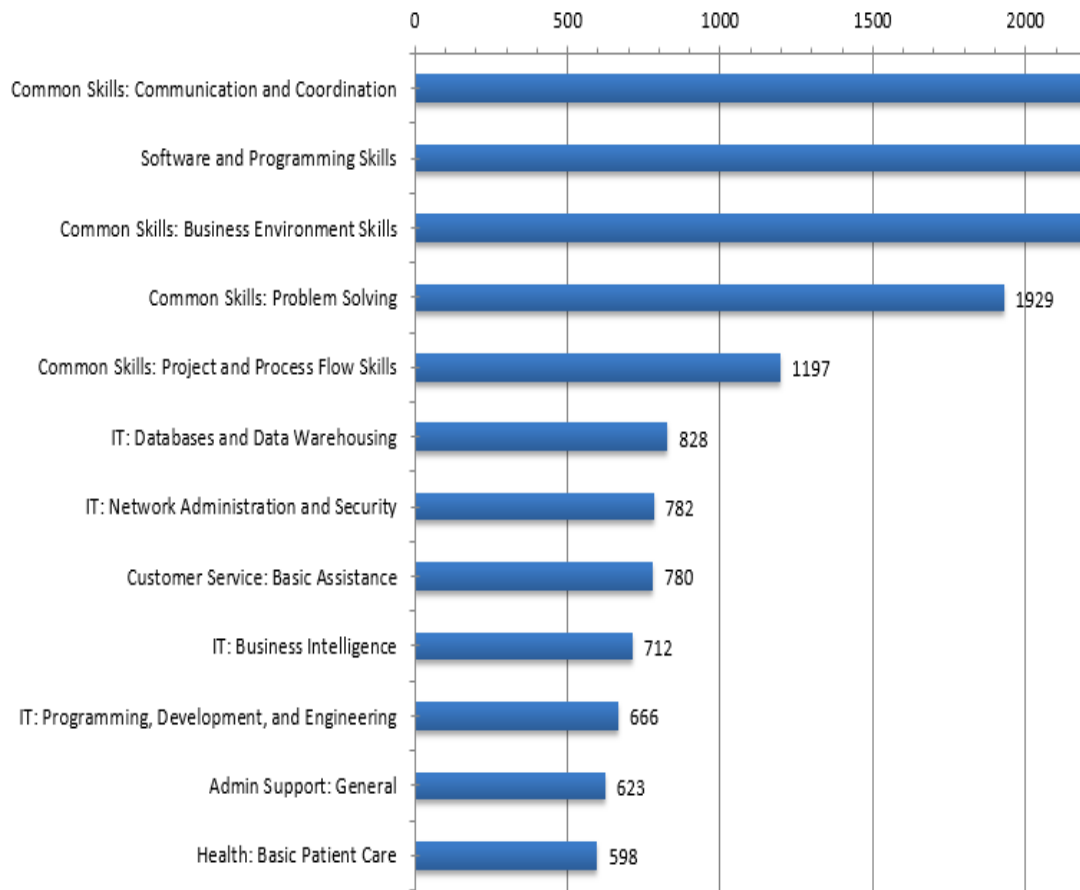
- Aligning program offerings with regional labor markets
- Mapping in-demand skills and certificates onto program curricula
- Identifying sector-based career advancement pathways

Program Outcome Example (Lake Michigan College)



Program Skill Mapping Example (Delgado Community College)

Skill Clusters in Demand, All TAA IT Occupations, 2014

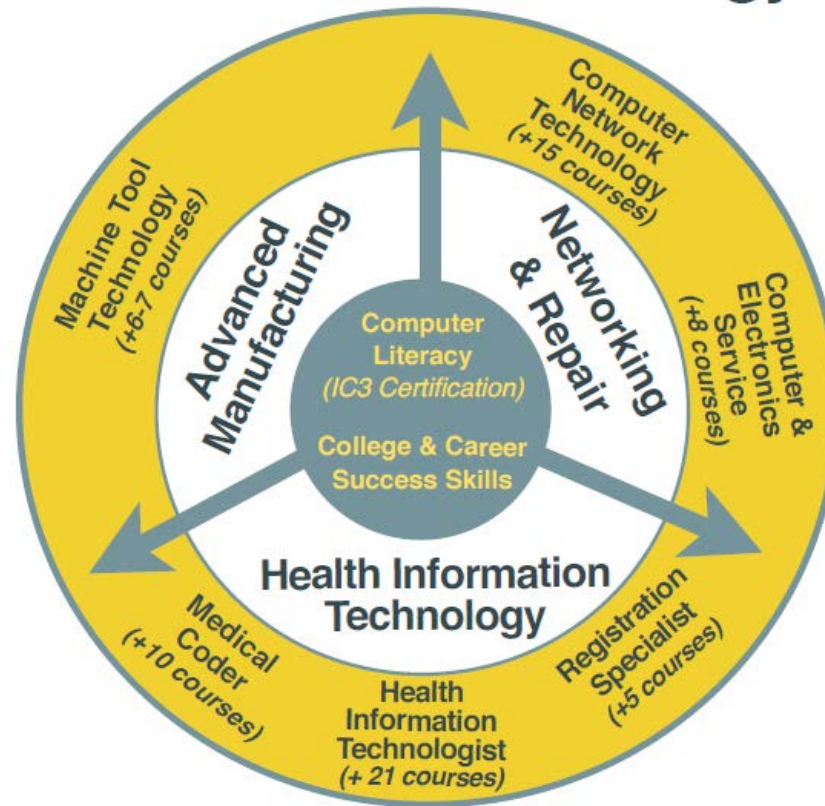


TOP CERTIFICATIONS, ALL TAA IT OCCS, LOUISIANA
 A major caveat with this list is that certifications often are extremely limited in job postings data – commonly, less than 20% of job postings specify a certification in a way that allows the software to recognize it. As such, this should not be viewed as a definitive or comprehensive list of IT certifications with labor market value in the region.

Certification	Job Openings
REGISTERED HEALTH INFORMATION ADMINISTRATOR	248
REGISTERED HEALTH INFORMATION TECHNICIAN	242
CERTIFIED MEDICAL ASSISTANT	200
SECURITY+	188
PROJECT MANAGEMENT CERTIFICATION (E.G. PMP)	175
MICROSOFT CERTIFIED SYSTEMS ENGINEER (MCSE)	167
CERTIFIED INFORMATION SYSTEMS SECURITY PROFESSIONAL (C	167
CERTIFIED PROFESSIONAL CODER	159
FIRST AID CPR AED	148
CERTIFIED CODING SPECIALIST	141
CISCO CERTIFIED NETWORK ASSOCIATE	138
CERTIFIED A+ TECHNICIAN	134
NETWORK+ CERTIFIED	132
PUBLIC RELATIONS	95
CERTIFIED INFORMATION SYSTEMS AUDITOR (CISA)	88

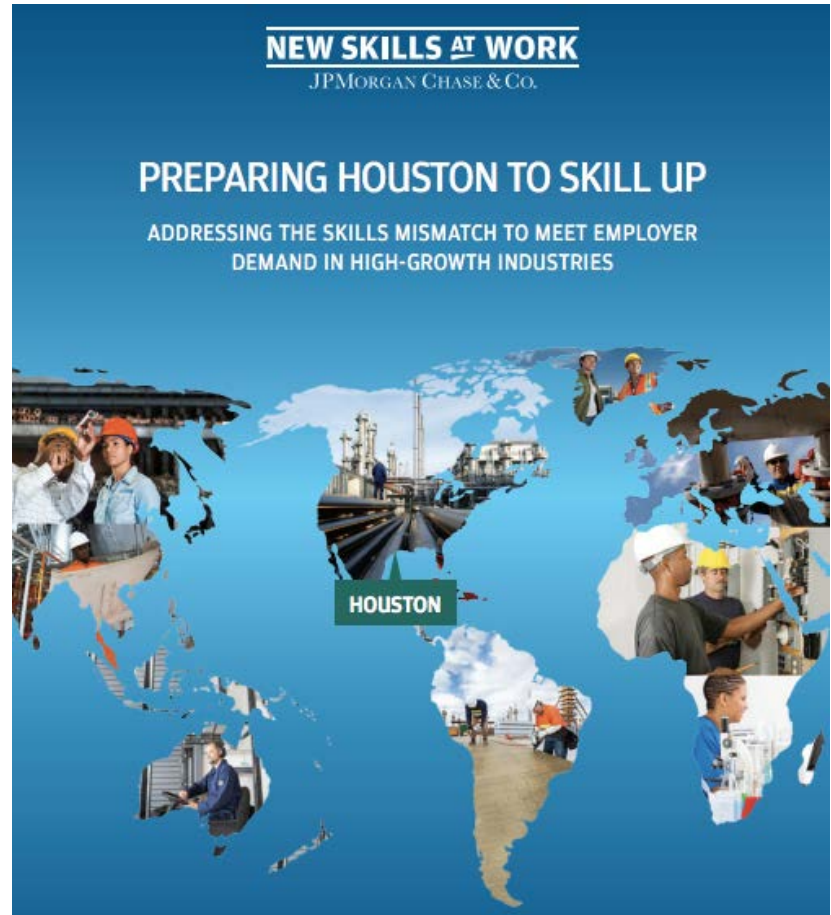
Program Skill Mapping Example (Delgado Community College)

Information Technology



New Skills at Work Reports

- JP Morgan Chase funded effort to strengthen the talent pipeline in 9 U.S. cities
- Identify target industry sectors and career pathways
- Recommend stakeholder action



New Skills at Work Overview: Strategies and Solutions

Phase 1: Networking and Orientation

Phase II: Cutting Edge LMI Analysis and Skills
Gap Reports

Phase III: Strategic Assessment and Action
Planning

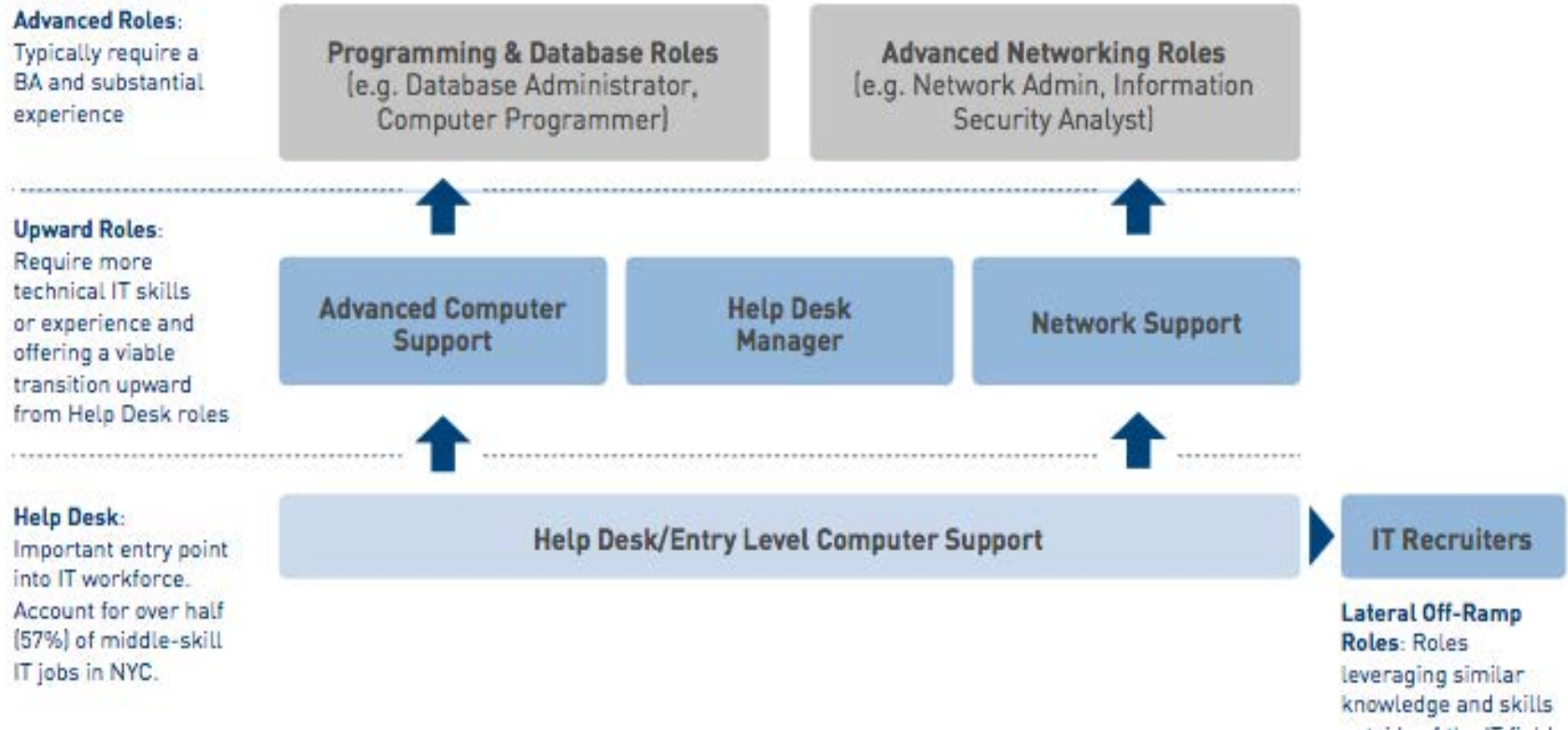
Phase IV: Pathway Design and Implementation

New Skills at Work Overview: About the Skills Gap Reports

- Provide information about how the skills gap impacts certain discrete sectors of the economy (e.g. IT, health care) in each market
- Adopts the definition of the skills gap as a mismatch between skills jobseekers possess and the skills an employer needs
- Targets the growing skills gap for middle skill occupations – those that require more than a high school degree but less than a four-year degree
- Serve as regional blueprints to mobilize action and leverage synergies among the following actors to close the skills gap:
 - Employers
 - Community based organizations
 - Economic developers
 - Education system (high school educators, leaders, and community college leaders)
 - Funders
 - Political and community leaders
 - Workforce system (WIB, training providers)

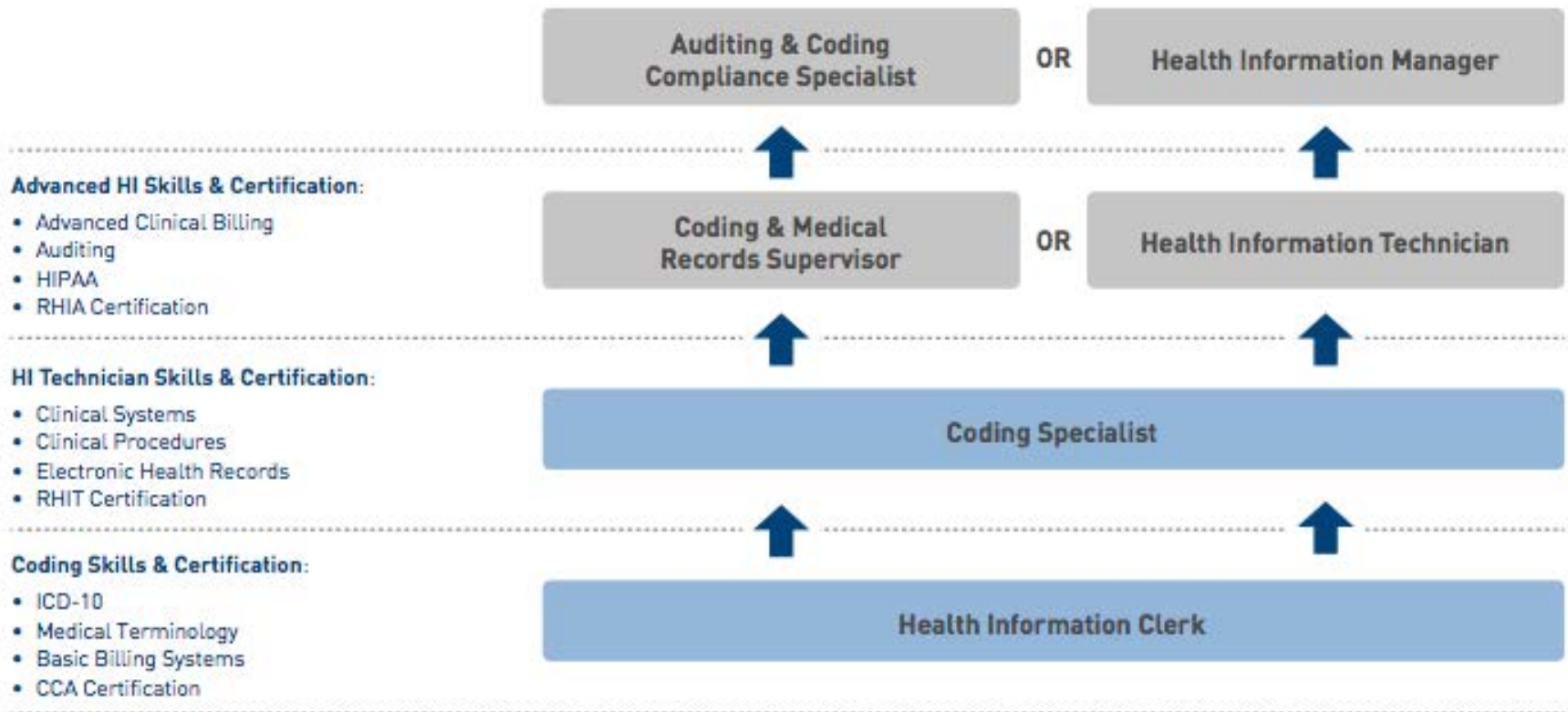
New Skills at Work: Sample IT Help Desk Pathway

Technology and healthcare offer clear career pathways to middle skill jobs



New Skills at Work: Sample Health Information Pathway

Technology and healthcare offer clear career pathways to middle skill jobs.



New Skills at Work: Sample Report Recommendations

- Create career pathways that are aligned with demand
- Expand sector-focused workforce development systems to ensure that all providers are developing programming that aligns with industry needs
- Develop funding strategies to sustain and scale a system of career pathways
- Invest in comprehensive student supports that help low-income students persist in and complete middle-skill training
- Develop stronger connections between workforce development resources and high-need communities and populations
- Align public, private and philanthropic investment in talent development with industry-focused vision and goals
- Develop contextualized “bridge” programs to prepare low-skilled youth and adults for success in select career pathways
- Develop work-based learning strategies across the talent pipeline

Resources

JFF's LMI webinar series:

<http://www.jff.org/initiatives/credentials-work/webinar-series>

Using LMI to build STEM pathways:

<http://www.jff.org/publications/success-real-time-using-real-time-labor-market-information-build-better-middle-skill-0>

Environmental Scan:

<http://www.jff.org/publications/real-time-labor-market-information-environmental-scan-vendors-and-workforce-development>

Emily DeRocco

Director of Education and Workforce

LIFT

Using Our Experience at LIFT: Be Demand- and Data-Driven & More

- LIFT is 1 of 6 institutes in the National Network of Manufacturing Innovation Institutes
- Our core mission is **innovation**
- **Talent development** is essential for industrial application of innovation
- Technology-infusion in manufacturing adds new demand for “digital skills” and “data analytics”
- Emerging technologies raise questions about a “ready workforce”

Our Vision and Goal Are Clear

“We will educate and train to the knowledge, skills, and abilities in demand by manufacturers.”

Our goal: To build an educated and skilled manufacturing workforce; **confident and competent in using new technologies and processes.**

Understand Demand-Supply-Gaps in the Manufacturing Workforce First

- Partnered with Workforce Intelligence Network – “think and do” tank in Detroit
- Identified 140 Occupations related to Lightweighting:
 - skilled trades
 - administration
 - engineering and design
- Agreed we needed a better-curated and validated analysis of employer demand

Demand 2.0 Analysis

- Recognized the need to move to a Demand 2.0 Analysis
- Use traditional national databases on occupations and jobs as baseline
- Supplement with insights on employer demand from real-time, transactional data and trend analysis
- Organize and analyze in two ways: by occupation and by skills/competencies

Demand 2.0 Analysis

This level of analysis positions us to apply two important “lens” to our data:

- Qualitative Evaluations

- Are the jobs “in demand” because new/different skill sets are needed? [Demanding new educational pathways]

Or

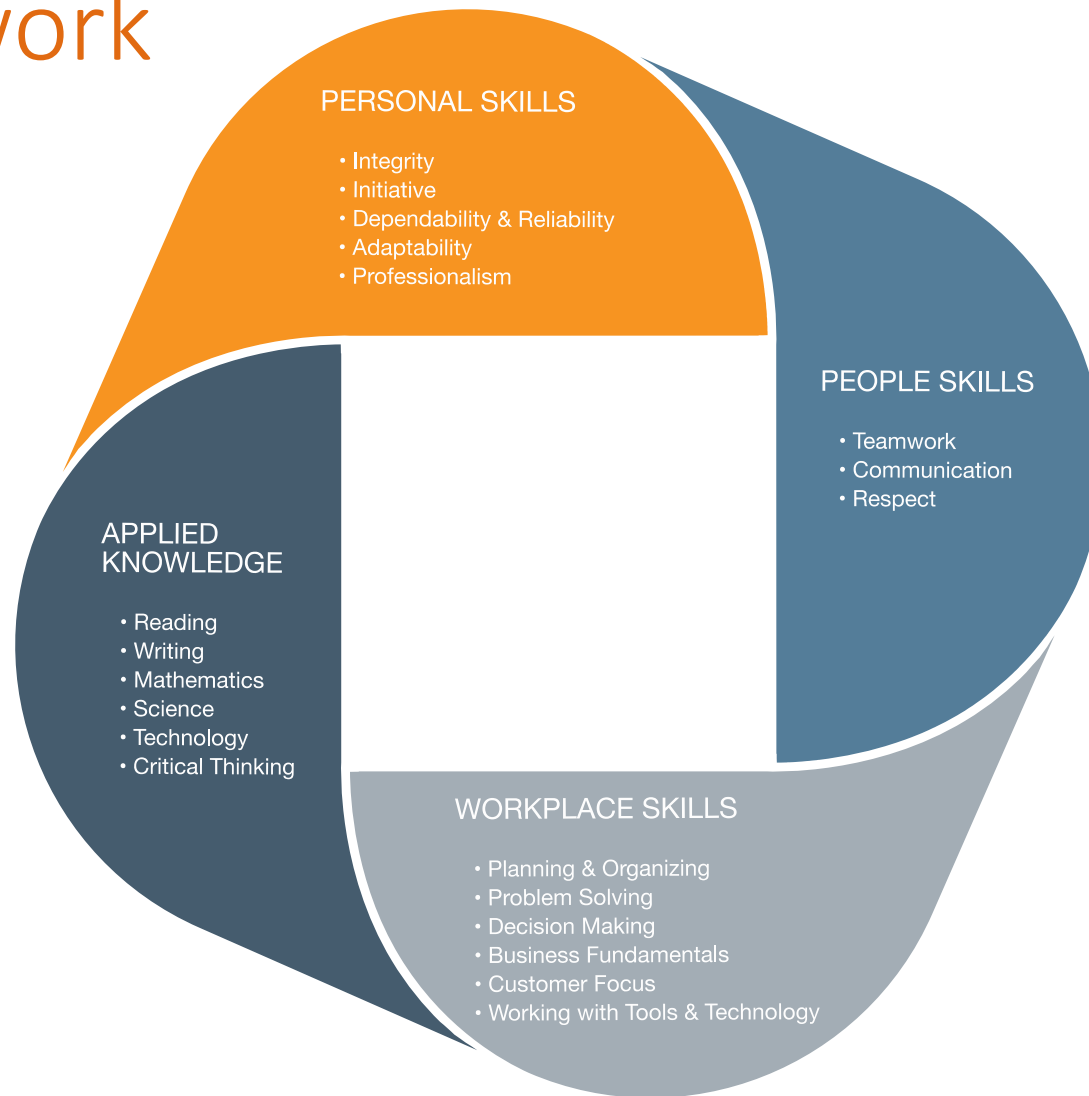
- Are the jobs “in demand” just because there are a large number of unfilled jobs, with no advancement potential?
- For the latter, build the pathways into the jobs, but build pathways out as well

Demand 2.0 Analysis

Evaluation of Foundational or Cross-cutting Skills

- Educating or training to these skills can “pay off” for both workers and employers
 - Example: Common Technology Skills
 - Example: Common Employability Skills

Common Employability Skills Framework



Engage the Right Partners

National Workforce & Education Working Group

- 12 national experts in STEM, industry certifications, and advanced industries
- 5 powerful state LIFT teams in Ohio, Michigan, Kentucky, Indiana, and Tennessee
 - Education at all levels
 - Workforce development
 - Business & industry, economic development
 - Labor
 - Government
 - Community-based organizations

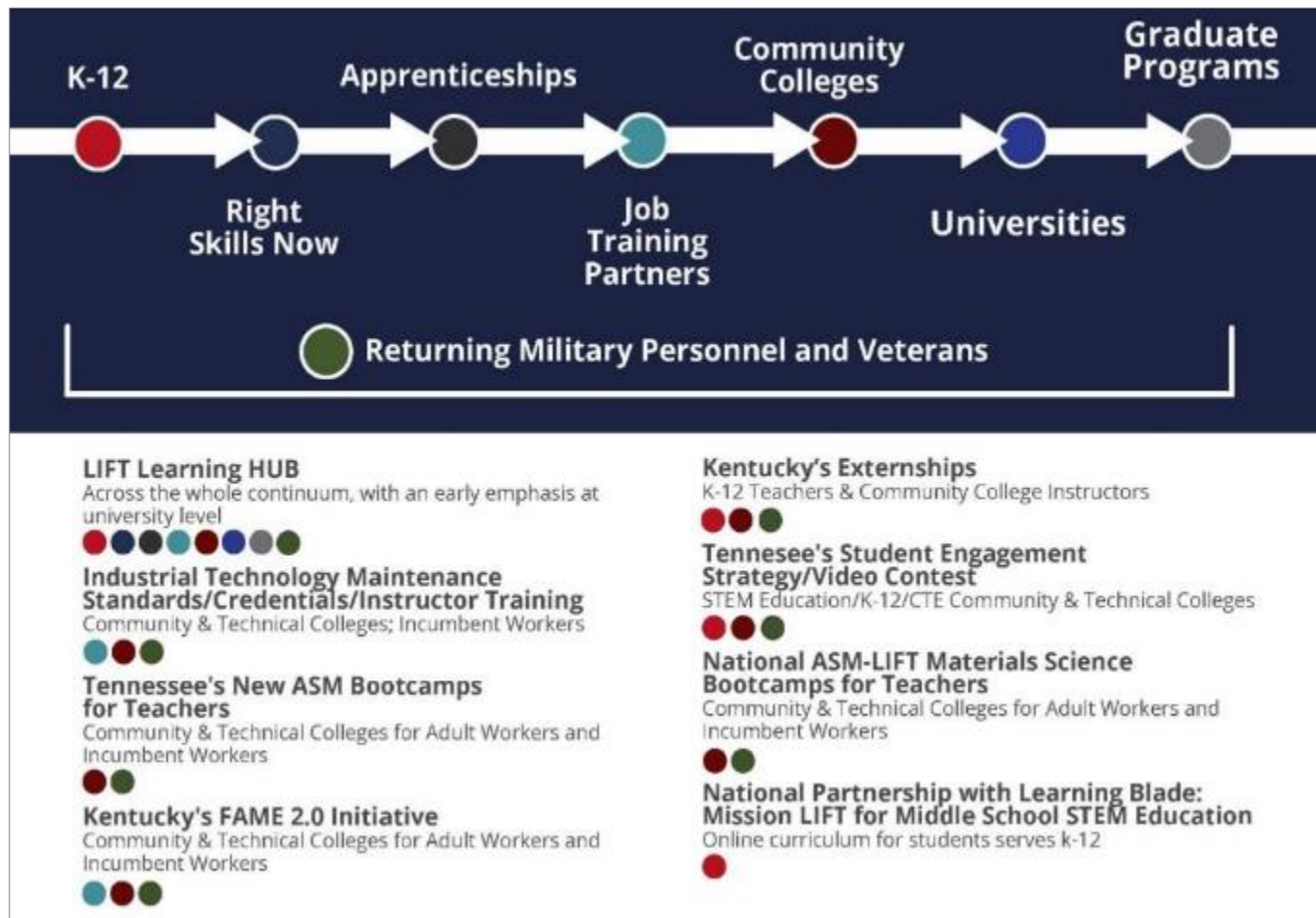
Understand Our Region: the I-75 Corridor

- Providing bi-monthly demand-supply-gap analyses customized to each state team keeps us data-driven
- Matching demand and supply is a ground game
- Aligning with each state's roadmap to produce an educated and skilled manufacturing workforce has been imperative

Link & Leverage Available Assets

- Gubernatorial initiatives
- Educational pathways/stackable credentials
- STEM
- Separating military, transitioning adults, disconnected youth

Making Data- and Demand-Driven Investments



Scanning for Regional Skills Needs: Going Beyond the Data

- Data are used to start/guide the conversation
- Employer needs are used to ensure the best investments
- Outcomes and impact are used to measure success

Thank you!

This event room will remain open for 15 minutes so that you can download a copy of the presentation by clicking on the file in the bottom right of your screen.

Comments or questions about today's session, please write SkillsOnPurpose@ed.gov.

Final Webinar
in the Series

Skills on Purpose

Creating the Next Generation of Manufacturers



SAVE

THE

DATE

The U.S. Department of Education invites you to participate in the final webinar of the series

Sustaining Manufacturing Partnerships and Consortia— Building Connections That Last

Monday, September 21, 2015, 2:00 pm-3:00pm ET

Please click [HERE](#) now to complete the webinar survey:

<http://www.surveygizmo.com/s3/2256903/Scanning-for-Regional-Skill-Needs-Going-Beyond-the-Data-Evaluation>