

Reimagining the Delta Workforce



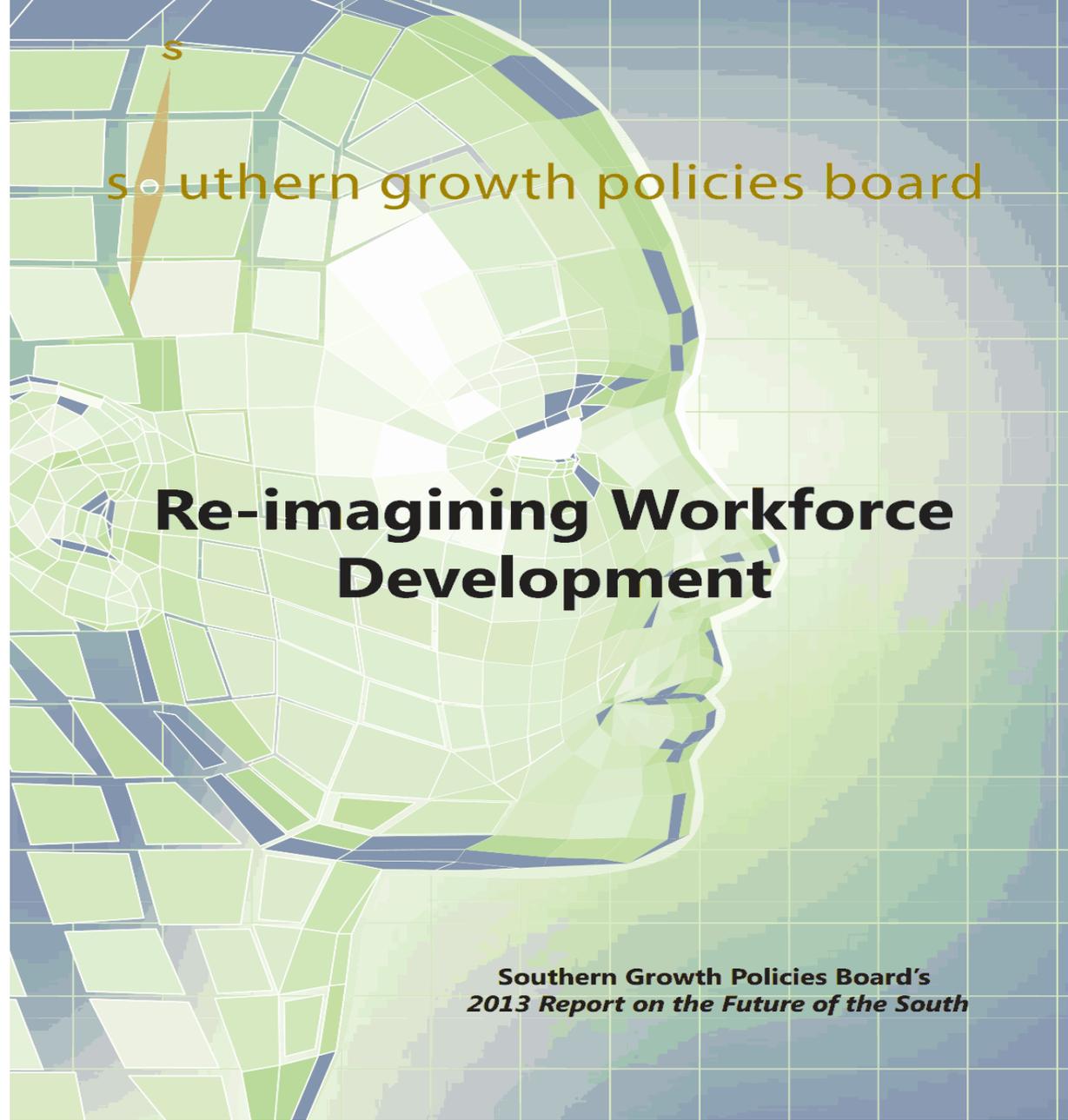
Ted Abernathy
ted@econleadership.com

**Reimagine
Readiness**

**Reengage Adult
Learners and
Disconnected
Youth**

**Realign
Relationships and
Resources**

**Listening to the
South**



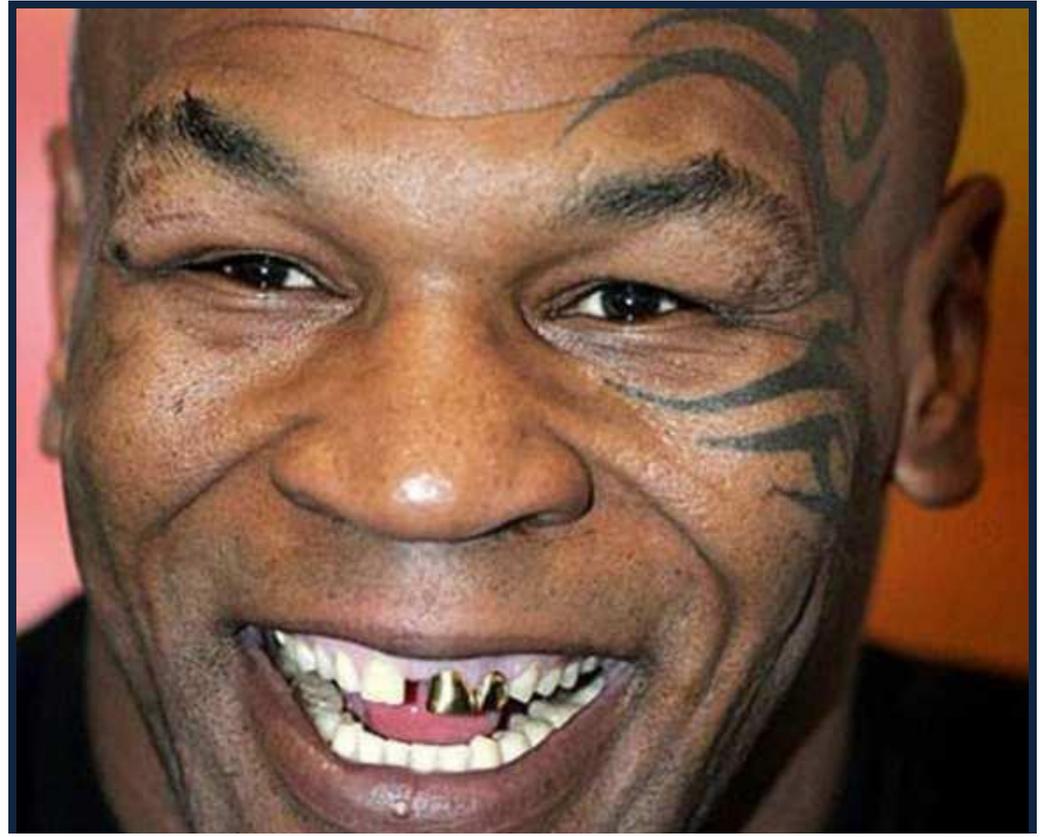
Why?

southern growth policies board

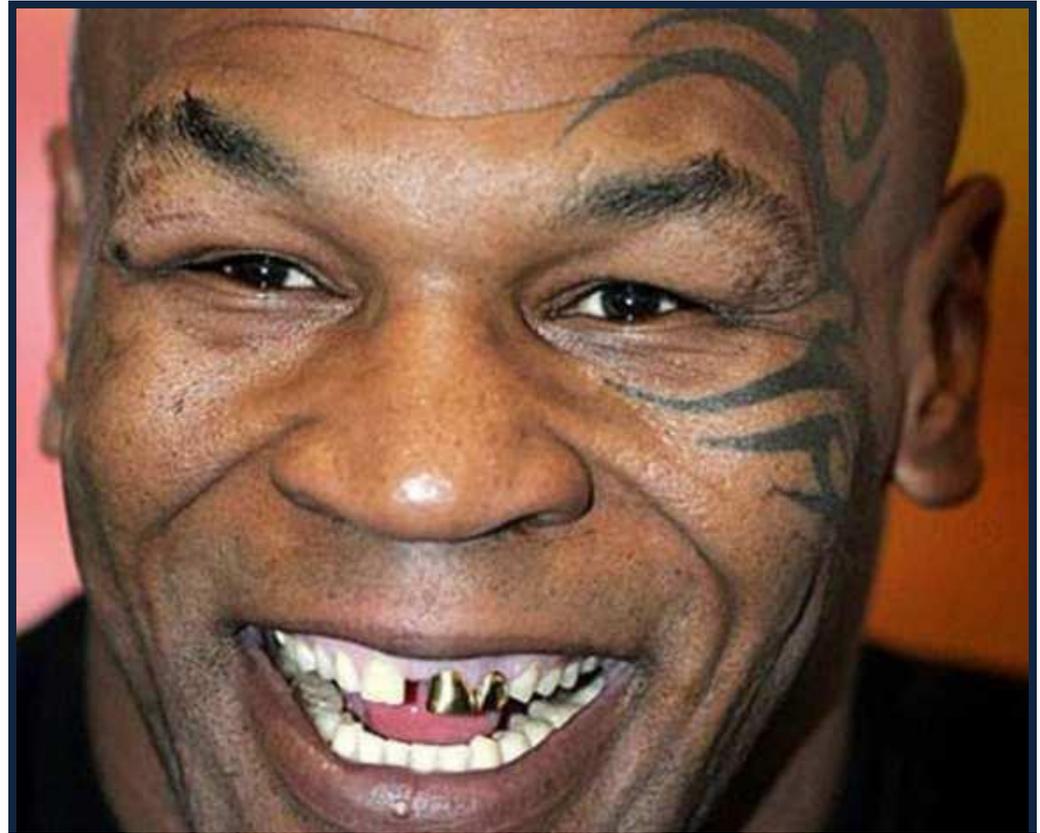
Re-imagining Workforce Development

Southern Growth Policies Board's
2013 Report on the Future of the South

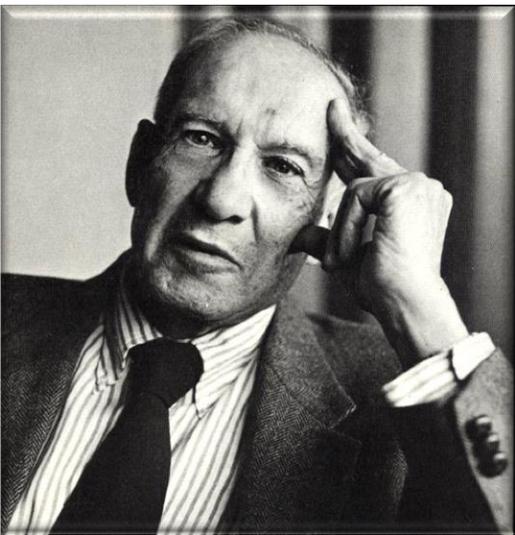
"Everyone
has a plan
'till they
get hit in
the mouth"



MIKE TYSON

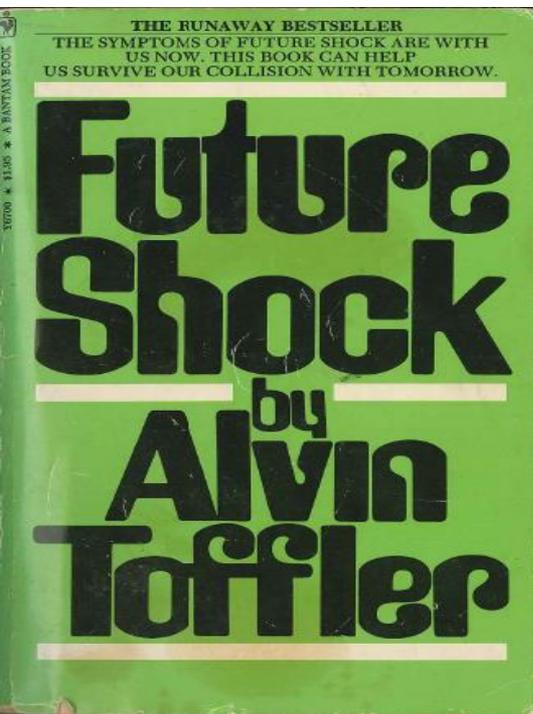


Mike Tyson



“No one born after the turn of the century has ever known anything but a world uprooting its foundations, overturning its values and toppling its idols.”

Peter Drucker 1957



“Is the dizzying disorientation brought on by the premature arrival of the future, a product of the greatly accelerated rate of change in society.”

Alvin Toffler 1971

Everybody farmed and all 4 worked in textile mills of NC (First generation workers)
Everybody lived in towns of less than 3,000 (sort of)
The highest grade of school was 6th
No body ever had a passport, airplane ticket, mobile phone, computer or a foreign car



Roy

Margaret

Genora

Wade

Today's New "Place" Reality

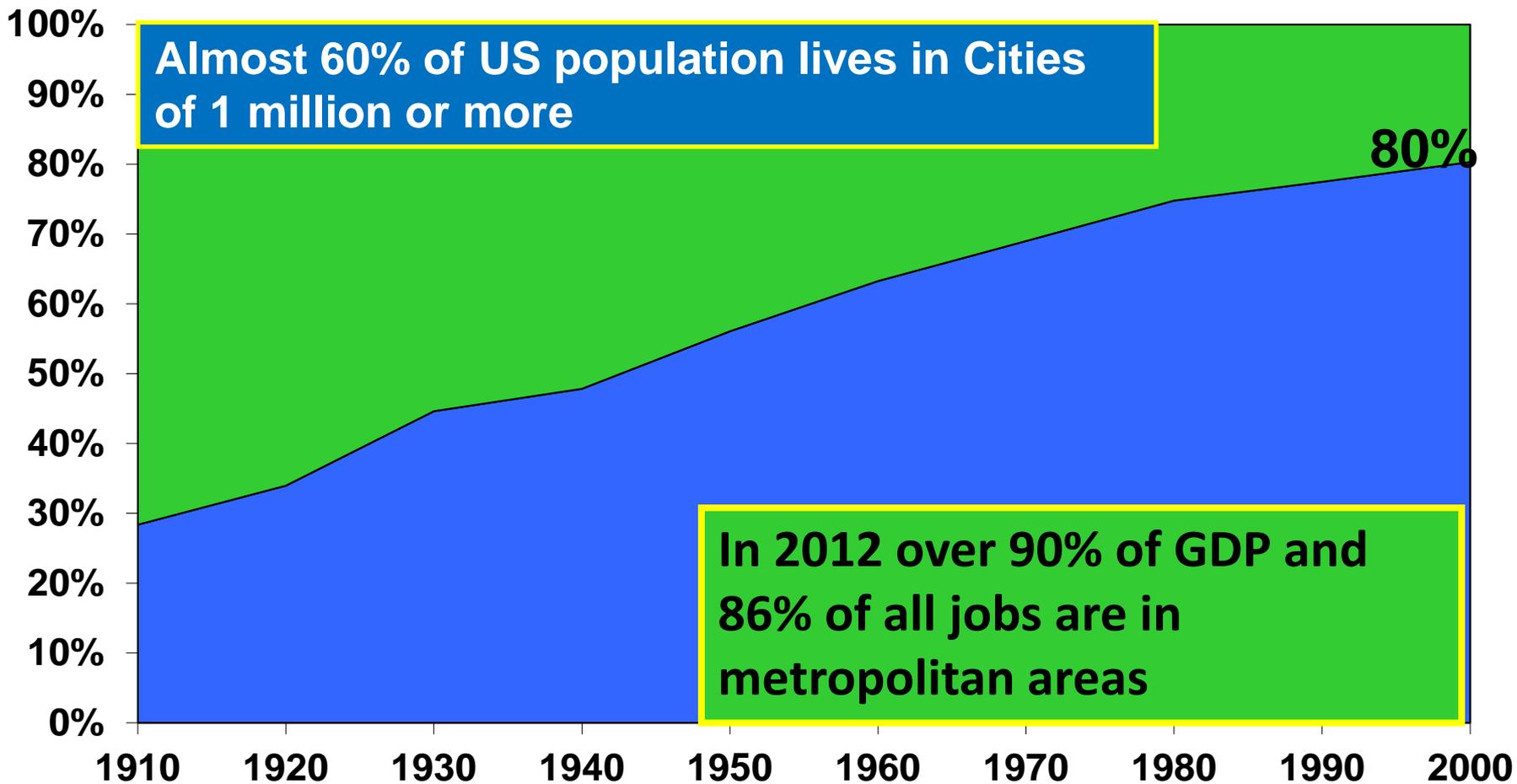
- The economy changed
- The competition changed
- Locational factors changed
- The U.S. workforce has changed
- The talent demands changed
- Customer (talent & companies) demands/expectations changed
- The pace of change and everything else changed



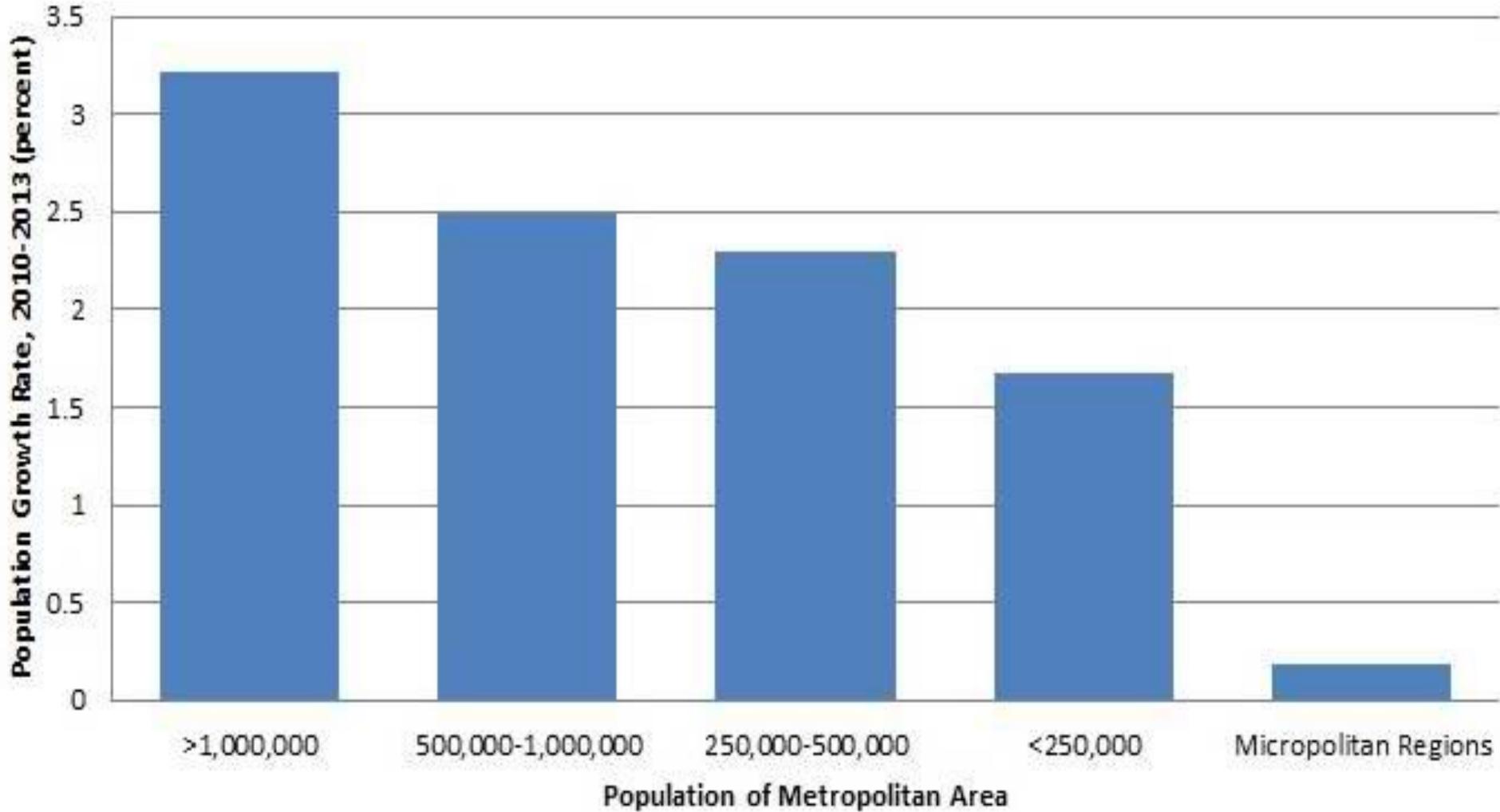
Urbanization



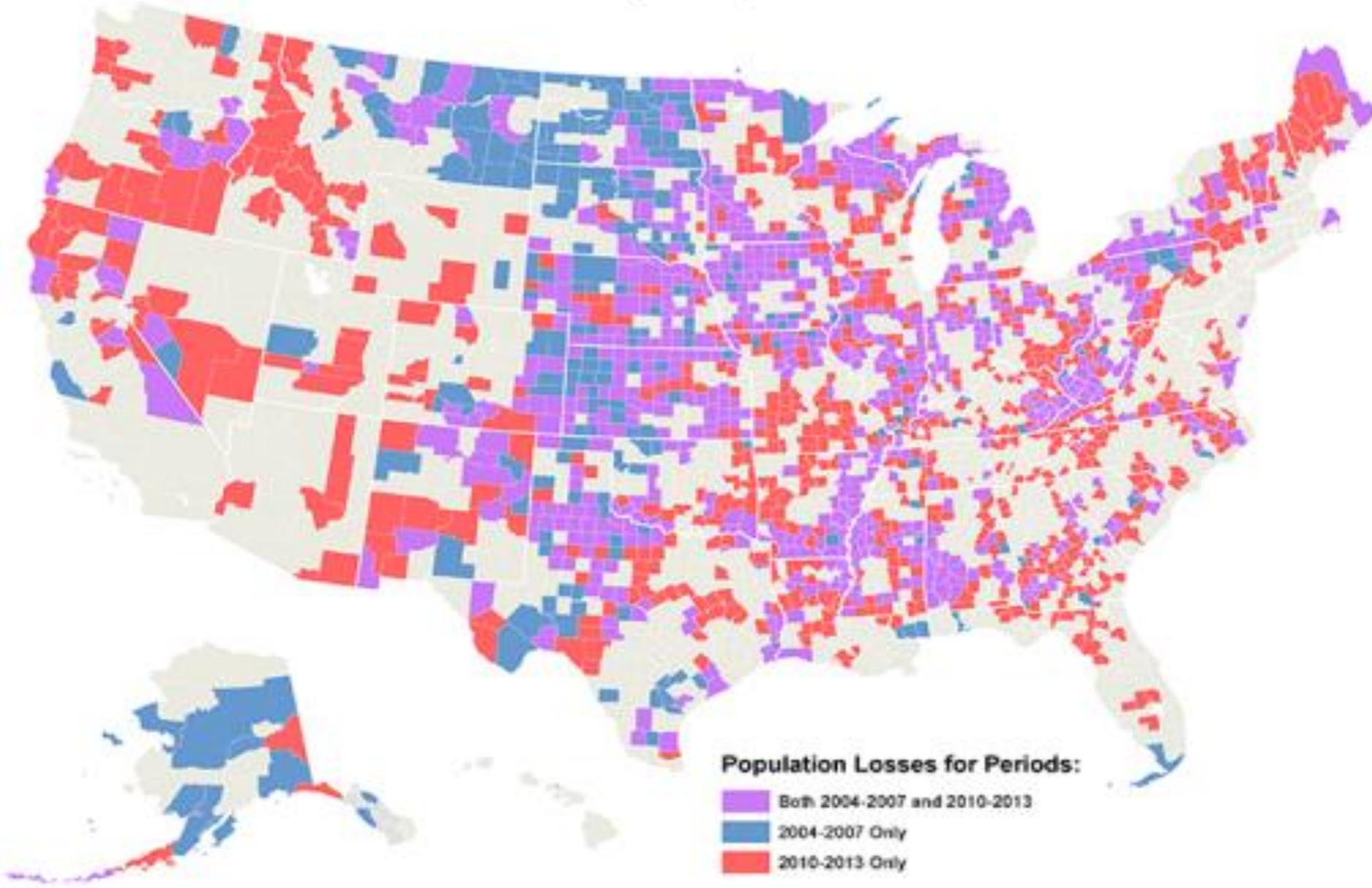
U.S. Population Concentration Metro-Non-Metro



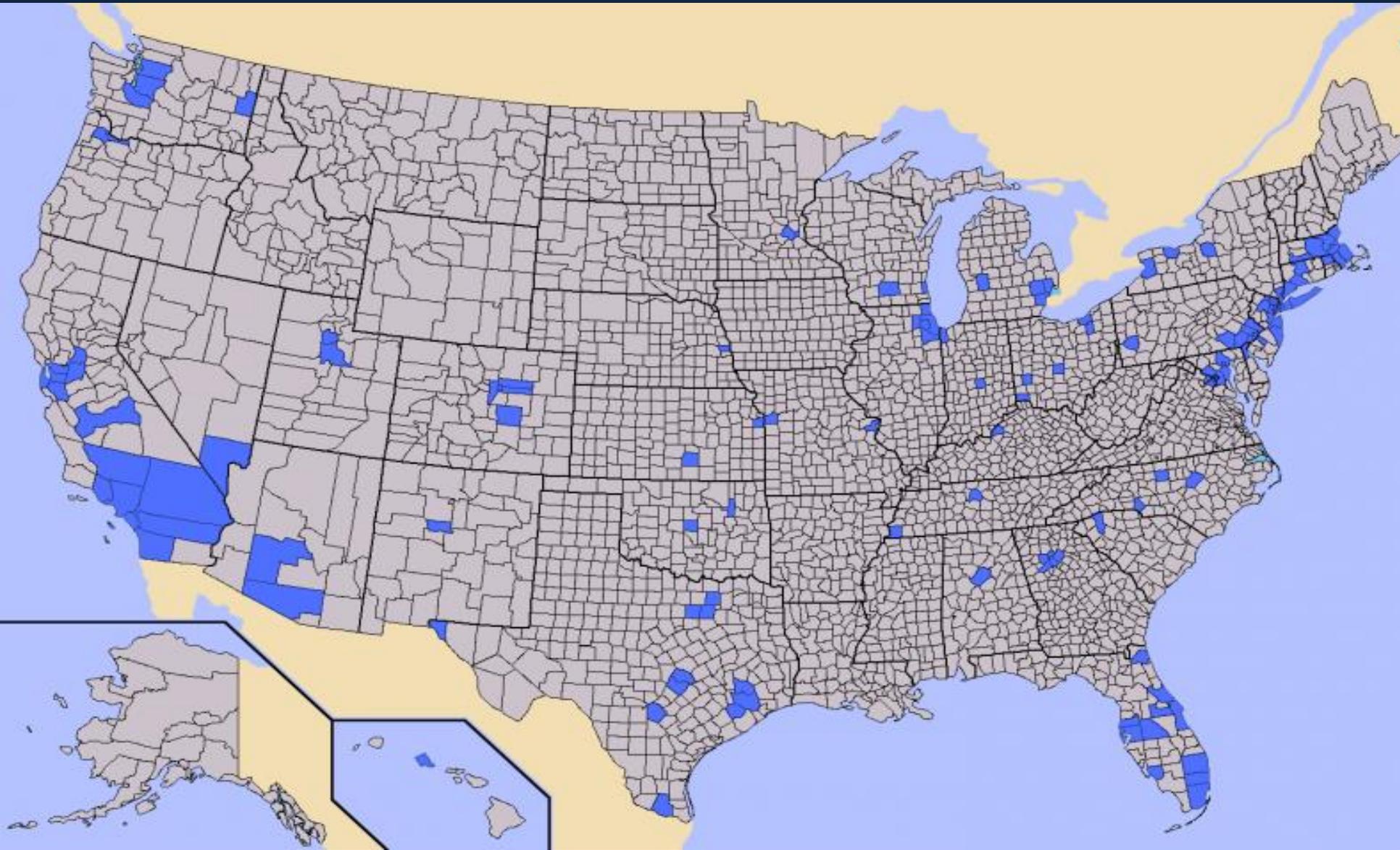
Population Growth Rate by Regional Size



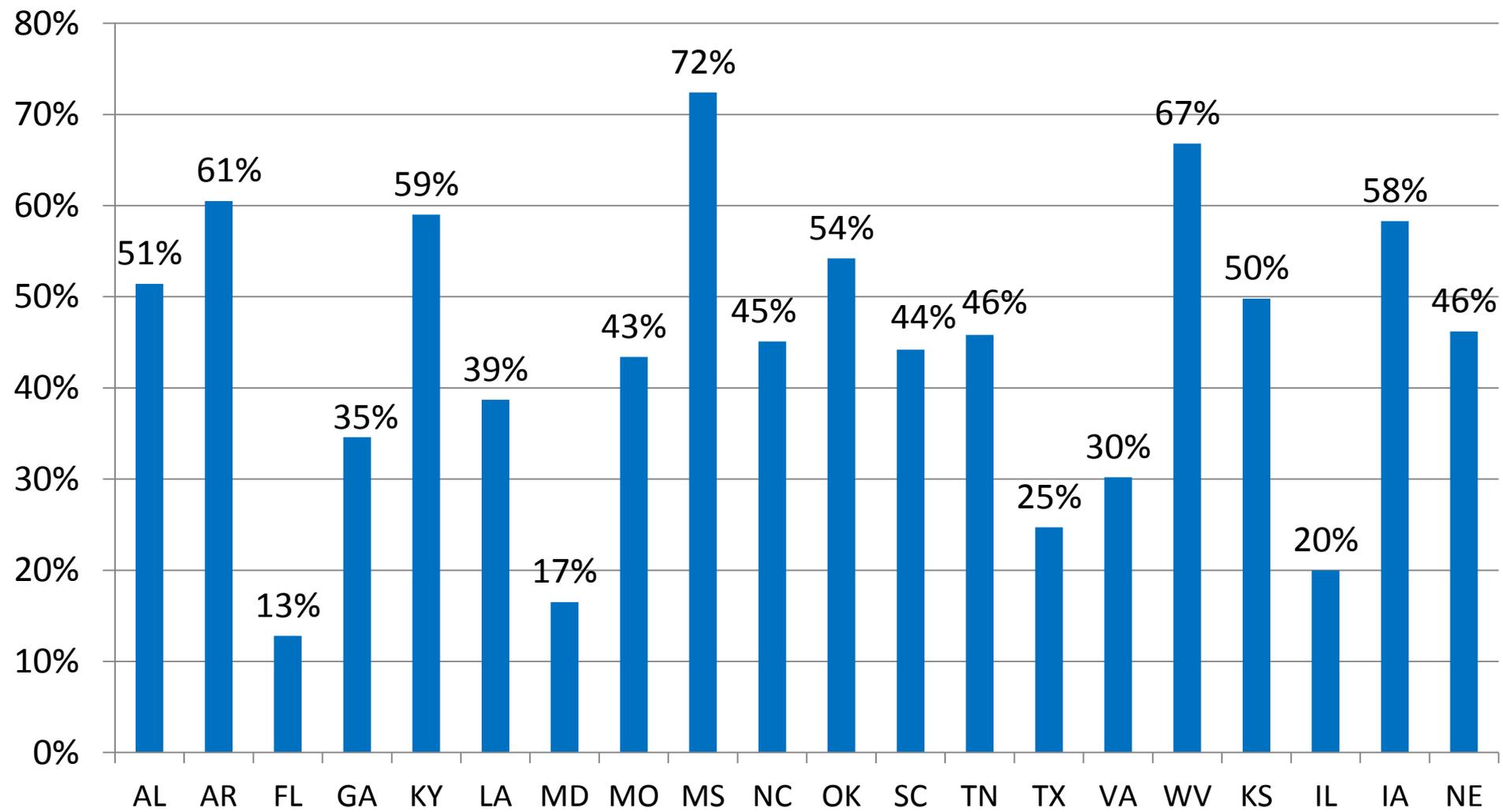
Population Loss Counties, Outside Large Metropolitan Areas, 2004-2007 and 2010-2013



Half of the US Population Lives in these 146 Counties



Southern States % of Population Rural & Small Cities 2010



The Individual Focus Workforce Conundrum for Places



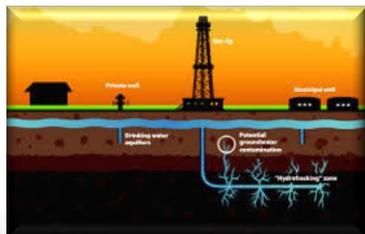
The Technology Conundrum



McKinsey & Company

Disruptive Technologies: May 2013

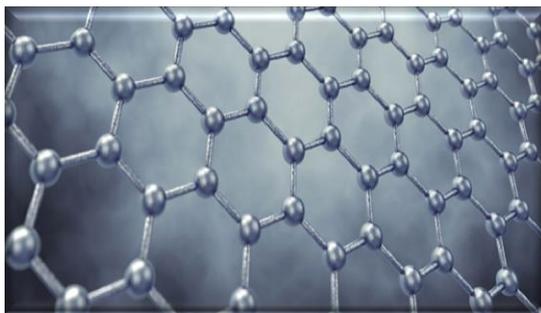
Energy



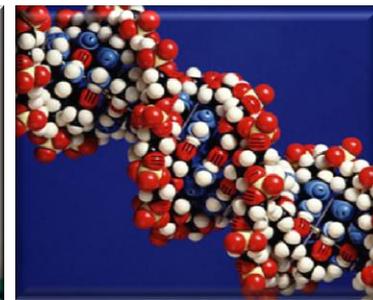
Mobile Internet



Advanced Materials



Next Generation Genomics



Robotics, Cloud, Digital-intel, 3D Printing

- Digital Technologies
- Huge benefits and uneven impacts
- ASCI Red-1996 (\$55 million, 1,600 SF of floor space, first one teraflop/second, the energy of 800 homes/hour)
- 9 years later, Sony PlayStation 3
- 1985 Cray-2 Supercomputer and iPad have identical calculation speeds

THE SECOND MACHINE AGE

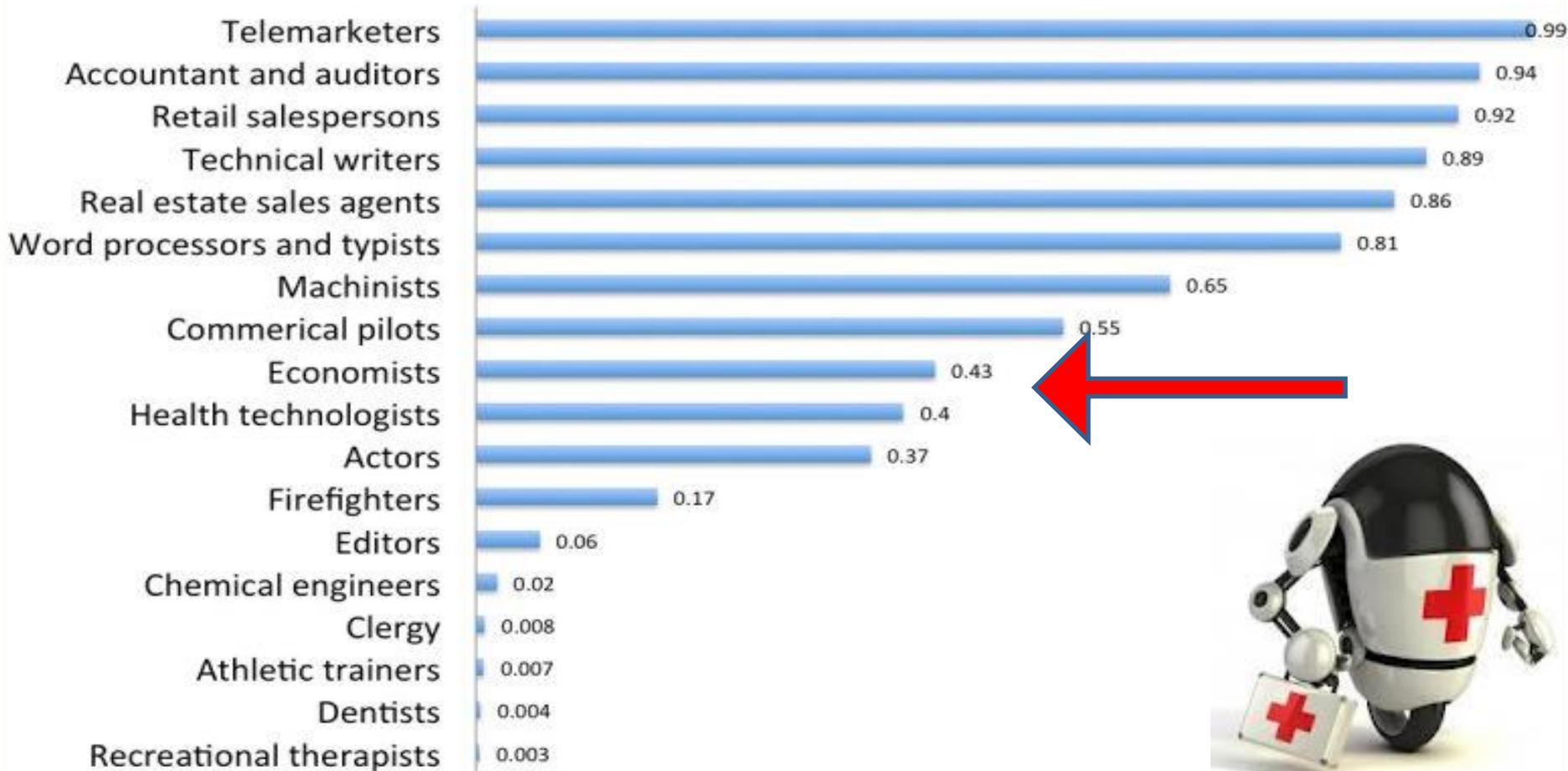
**WORK, PROGRESS, AND PROSPERITY
IN A TIME OF
BRILLIANT TECHNOLOGIES**

**ERIK BRYNJOLFSSON
ANDREW McAFEE**

Flat Screen TVs
Moveable Sidewalks
Electric Toothbrushes
Automatics Doors
Robot Vacuum
Cleaners
Videophones
Homework on Tape



Probability Robots Will Take Your Job In Next 20 Years, 1=Certain



Source: The Economist, The Future of Employment: How susceptible are jobs to computerisation?

Most frightening to parents:

“Only the best-educated humans will compete with machines. And education systems in the U.S. and much of the rest of the world are still sitting students in rows and columns, teaching them to keep quiet and memorize what is told to them, preparing them for life in a 20th century factory.”

— Howard Rheingold, tech writer and analyst



Re-imagine Readiness

- Strengthen the connections between education and job skills
- Re-think credentials and their value in the workplace
- Give students more exposure to the world of work
- Scale technology so that every student can benefit from a high quality, personalized learning experience



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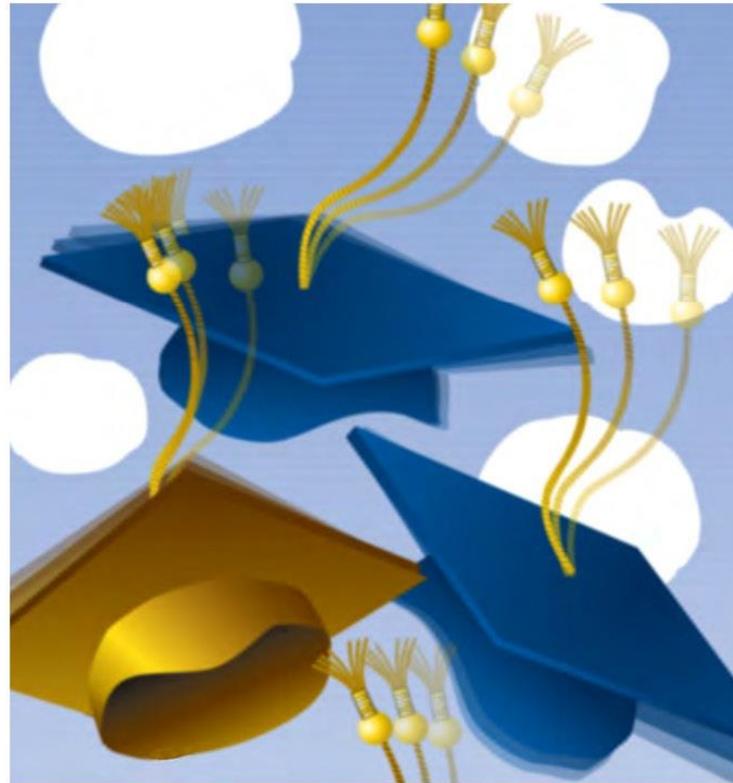


Re-imagine Readiness

Where do people
get skills?



www.nifi.org

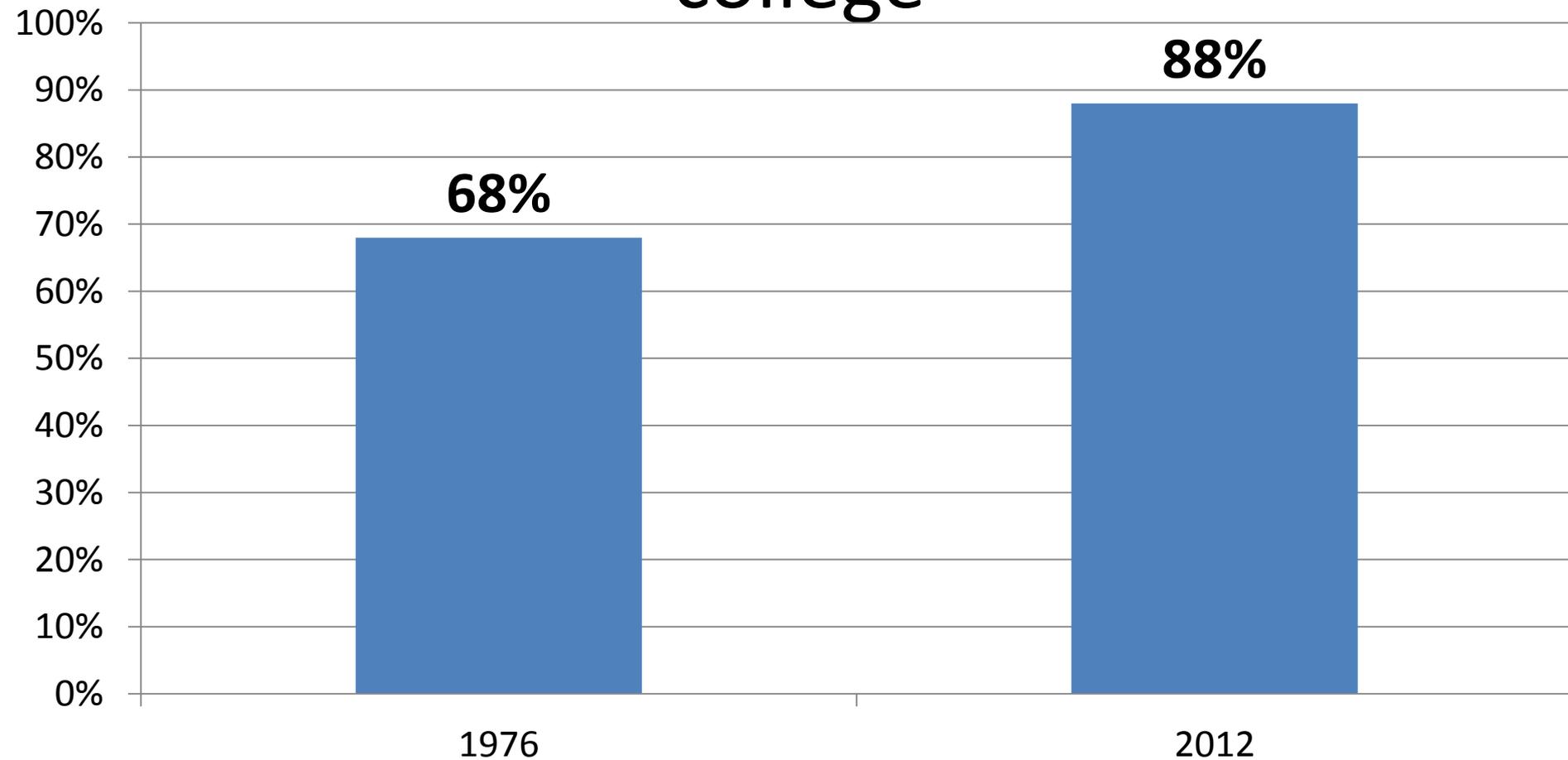


>> Shaping Our Future

How Should Higher Education Help
Us Create the Society We Want?

http://www.youtube.com/watch?v=uBSQXwt09iU&feature=player_embedded

% of College Freshman “to be able to get a better job” as an important reason for college



Top Skills Employers Say They Want (2014)

1. Ability to work in a team
2. Ability to make decisions and solve problems
3. Ability to plan, organize and prioritize work
4. Ability to communicate verbally
5. Ability to obtain and process information
6. Ability to analyze quantitative data
7. Technical knowledge related to the job
8. Proficiency with computer software programs
9. Ability to create and/or edit written reports
10. Ability to sell and influence people

Rankings of Employee Skills from Most Important to Least Important

<u>Under \$12 per hour</u>	<u>\$12-20 per Hour</u>	<u>Over \$20 per hour</u>
Honesty/Integrity	Honesty/Integrity	Honesty/Integrity
Dependability/Responsibility	Dependability/Responsibility	Dependability/Responsibility
Positive Attitude/Energy	Positive Attitude/Energy	Positive Attitude/Energy
Work Ethic	Work Ethic	Work Ethic
Customer Service	Teamwork	Teamwork
Teamwork	Customer Service	Problem Solving
Professionalism	Professionalism	Verbal Communication
Verbal Communication	Verbal Communication	Professionalism



Job Specific
Skills

(Such as
construction
trades,
coding, or
customer
service)

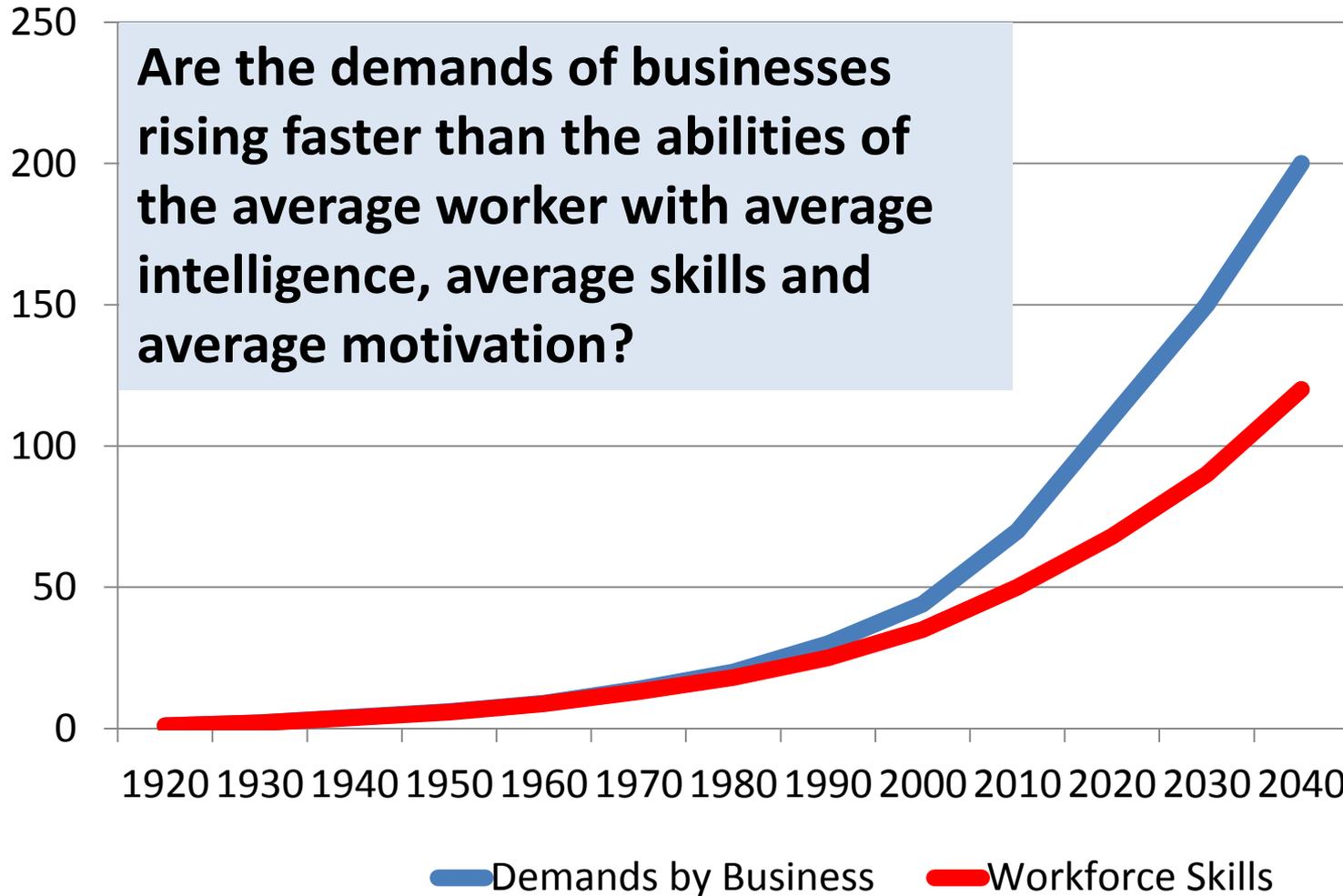
Work Skills

(Such as
communication
problem
solving, and
critical
thinking)

Life Skills

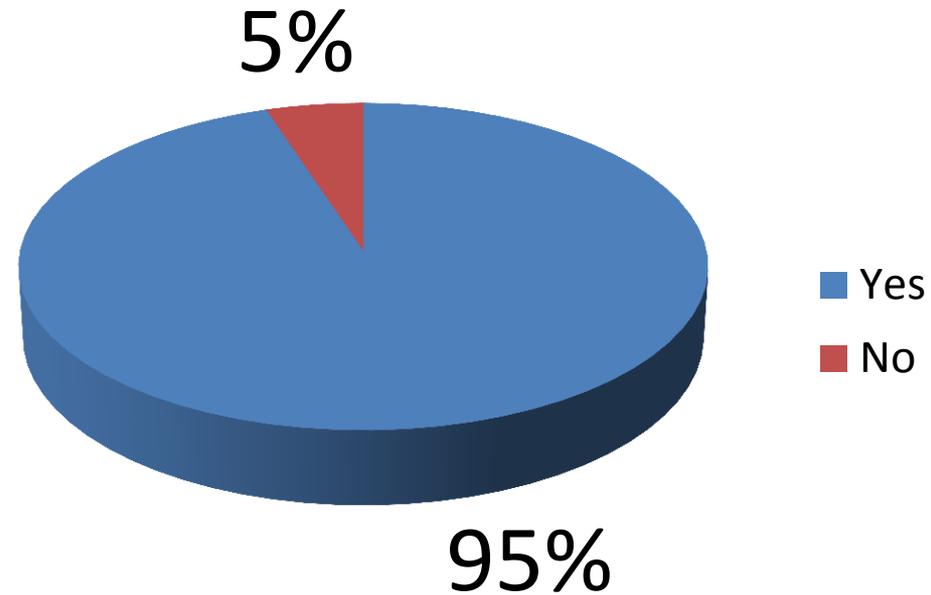
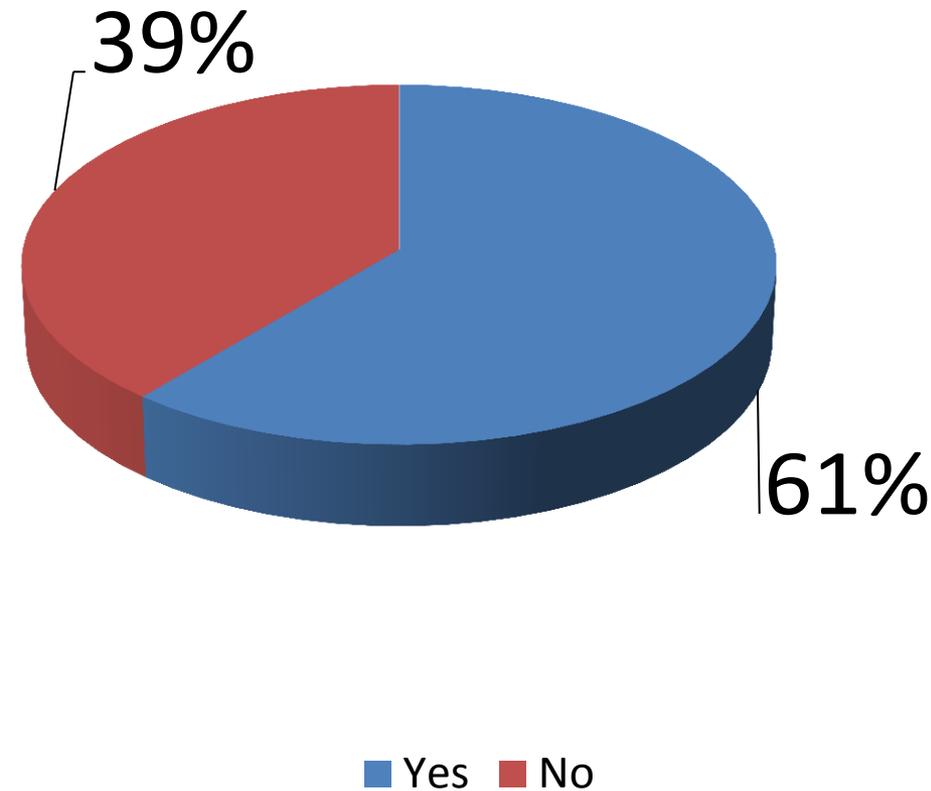
(Such as
honesty,
dependability,
teamwork
and, positive
attitude)

Can the Skills of the Talent Pool Keep Up With the Demand for Skills?



Is There a Skills Gap in the U.S.?

Are You Qualified for Your Job?

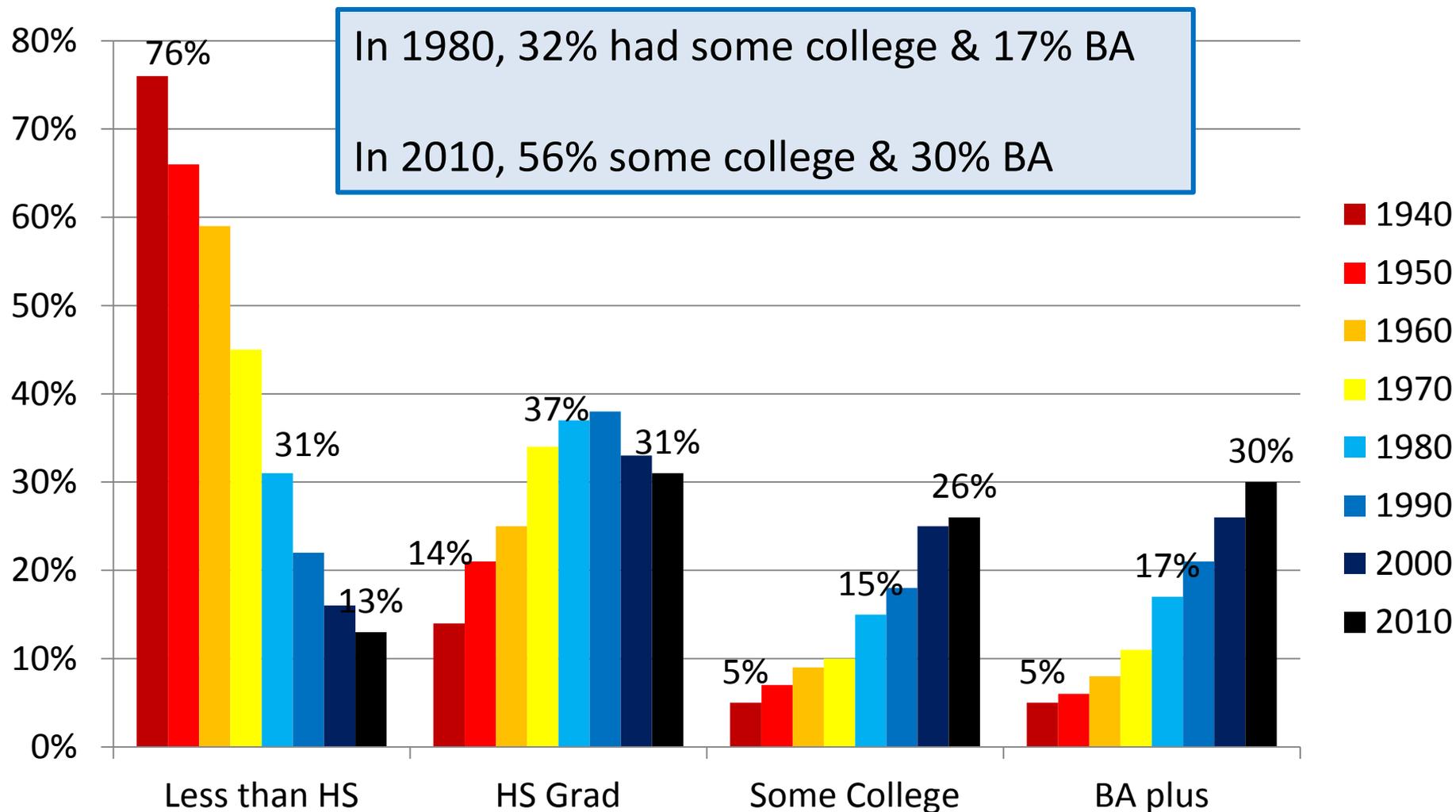


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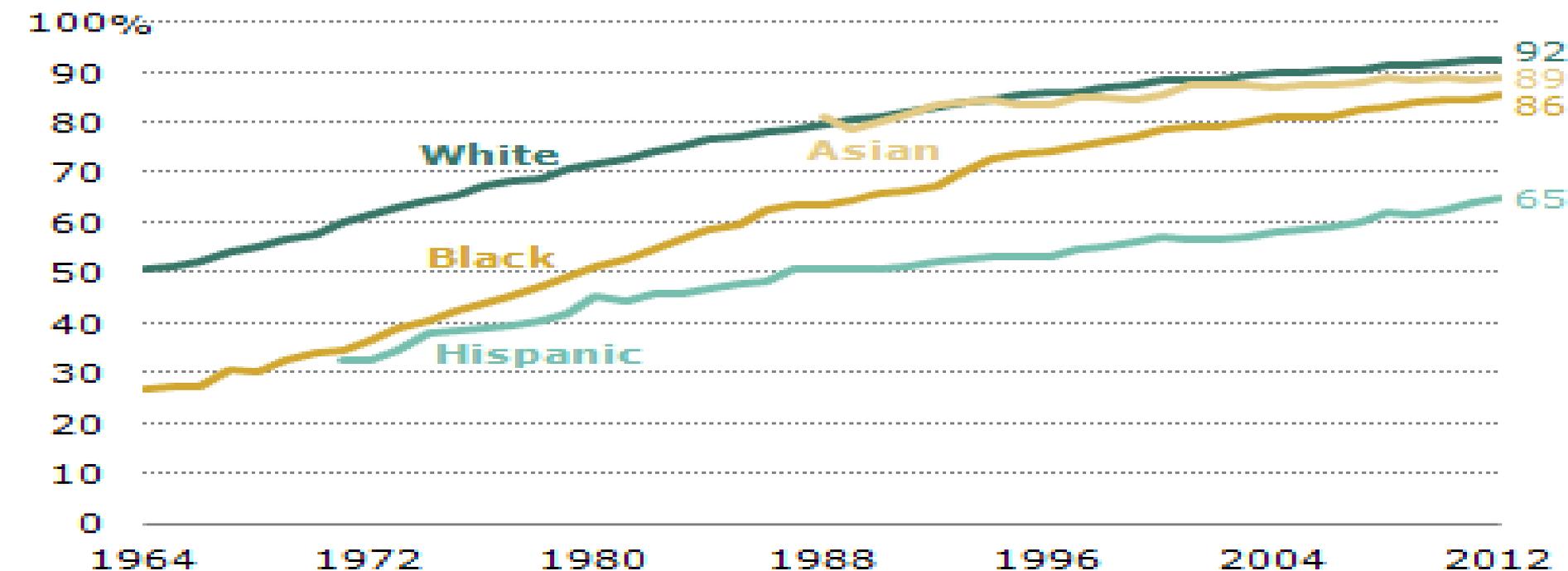


US Adults Years School Completed



High School Completion by Race/Ethnicity, 1964-2012

% of adults age 25 and older

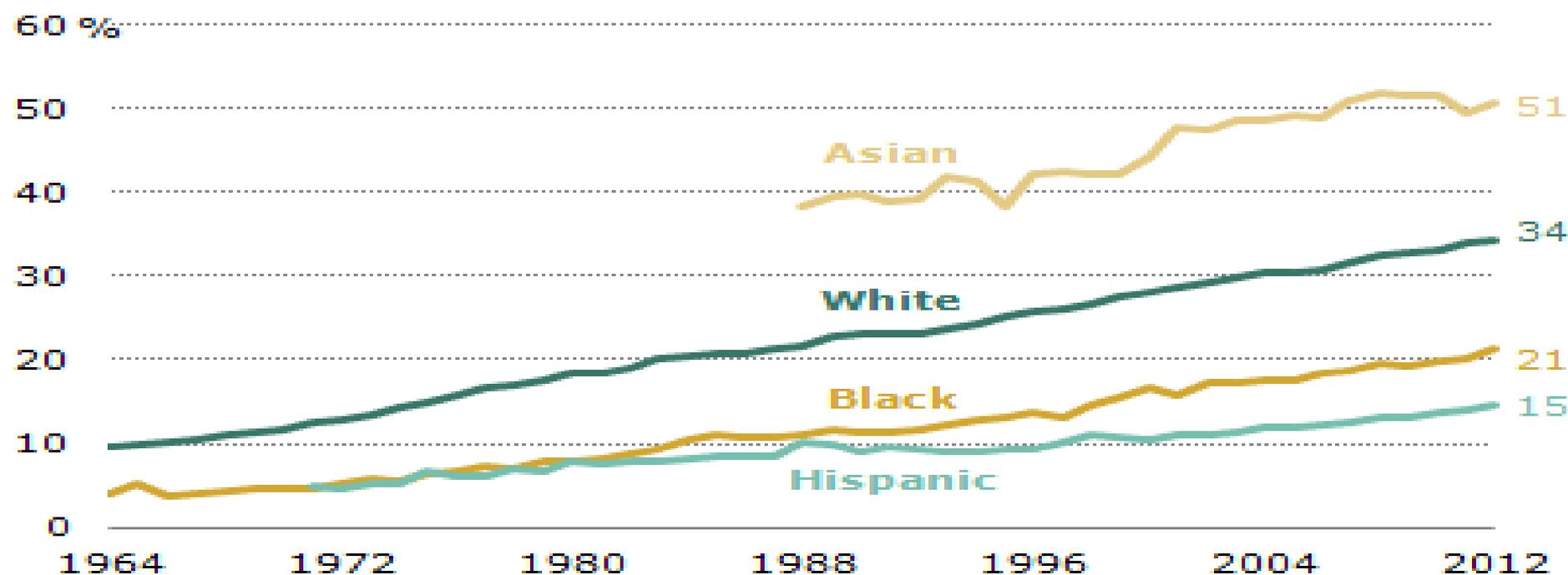


Note: White, black and Asian adults include only those who reported a single race. Native Americans and mixed-race groups not shown. Data for whites, blacks and Asians from 1971 to 2011 include only non-Hispanics. Data for whites and blacks prior to 1971 include Hispanics. Comparable data for Hispanics not available prior to 1971. Data for Asians not available prior to 1988. Asians include Pacific Islanders. Before 1992 refers to those who completed at least 12 years of school. For 1992-2012 refers to those who have at least a high school diploma or its equivalent.

Source: Pew Research Center tabulations of the Current Population Survey Annual Social and Economic Supplement (IPUMS)

College Completion by Race/Ethnicity, 1964-2012

% of adults age 25 and older

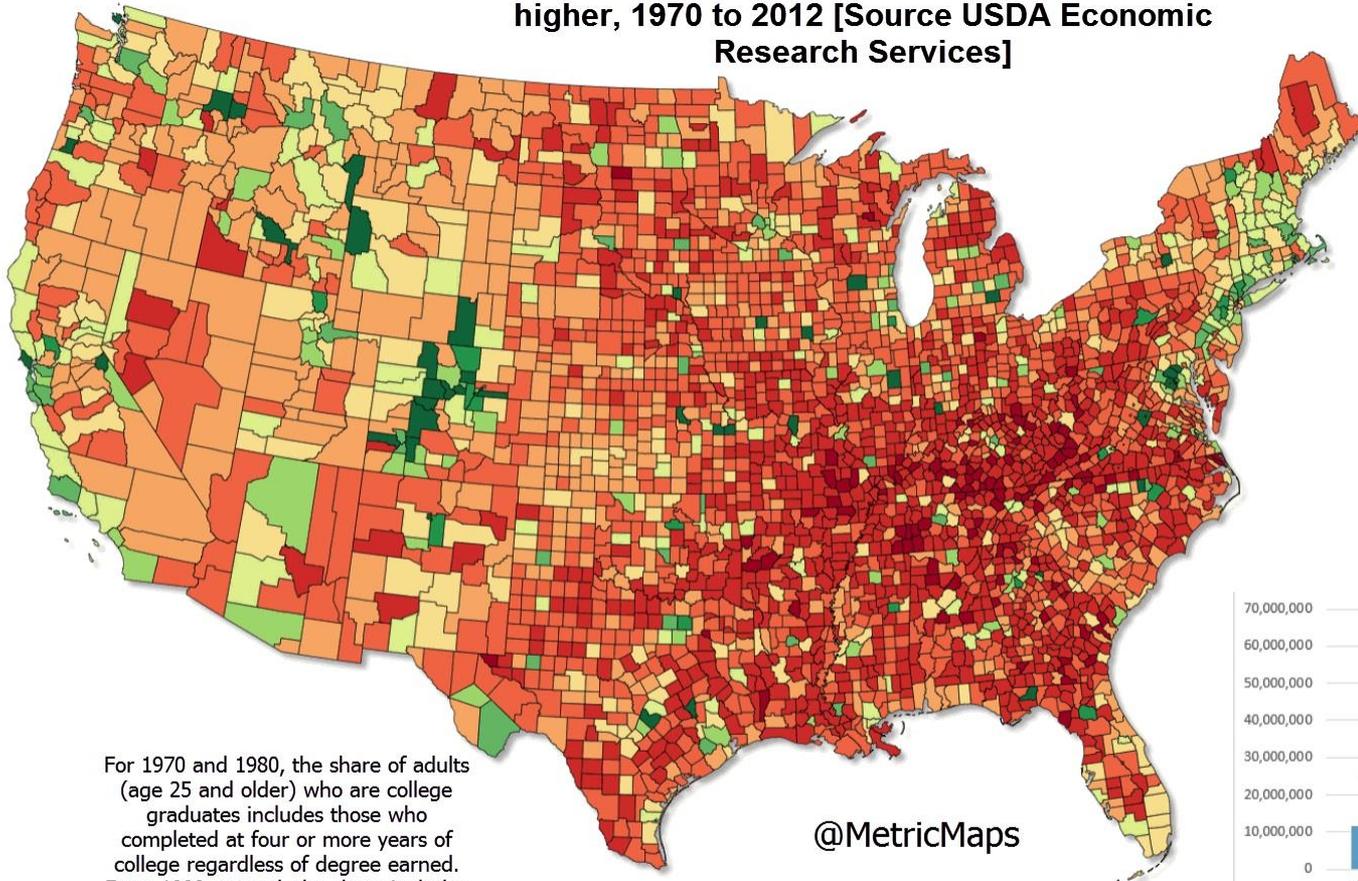


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Source: Pew Research Center tabulations of the Current Population Survey Annual Social and Economic Supplement (IPUMS)

PEW RESEARCH CENTER

Percent of adults with a bachelor's degree or higher, 1970 to 2012 [Source USDA Economic Research Services]

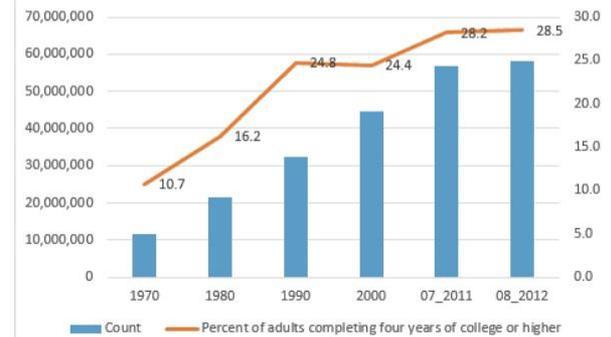


1980

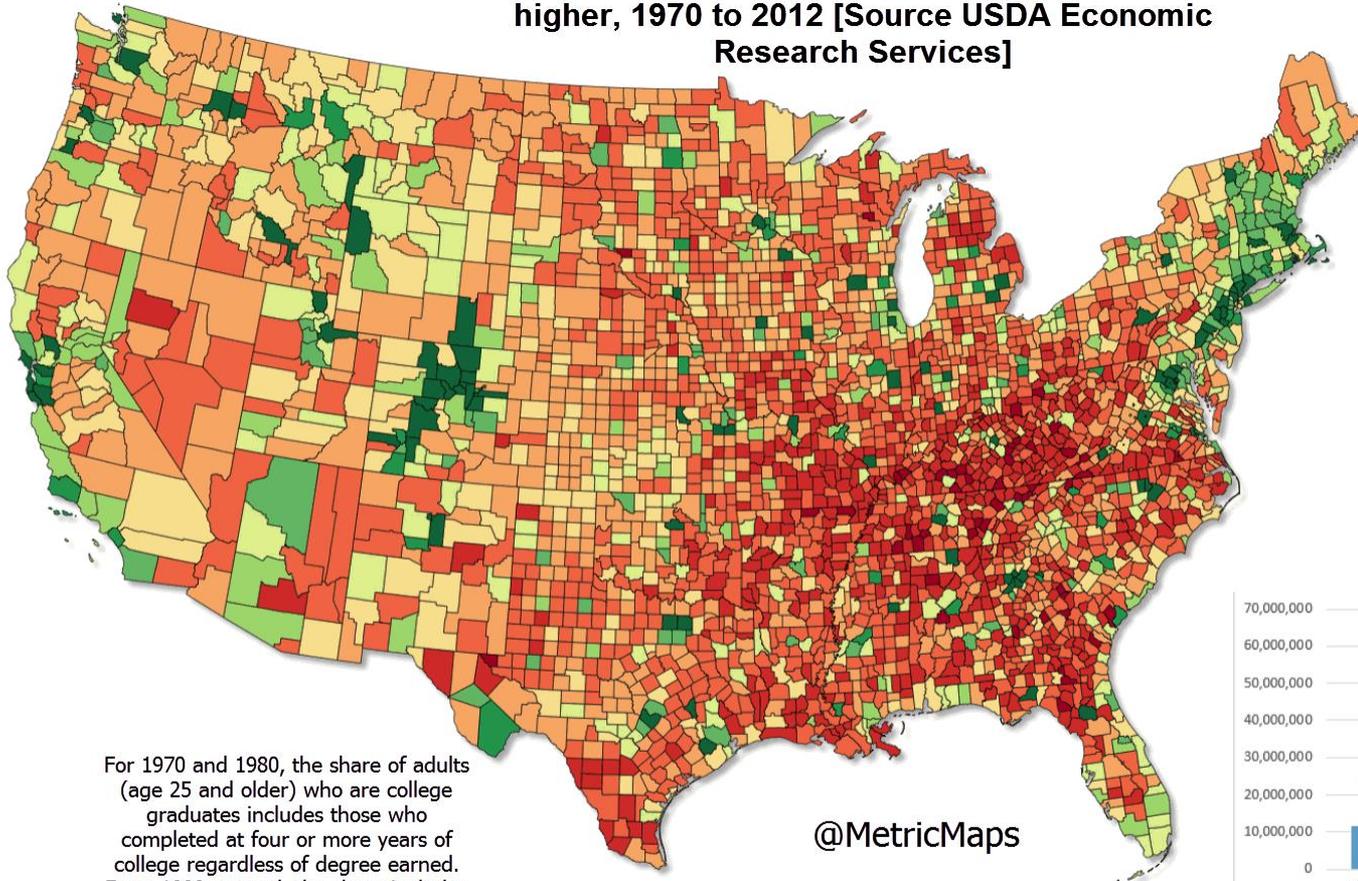


For 1970 and 1980, the share of adults (age 25 and older) who are college graduates includes those who completed at four or more years of college regardless of degree earned. From 1990 onward, the share includes those who received a bachelor's or higher degree

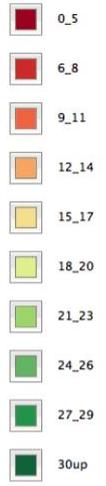
@MetricMaps



Percent of adults with a bachelor's degree or higher, 1970 to 2012 [Source USDA Economic Research Services]

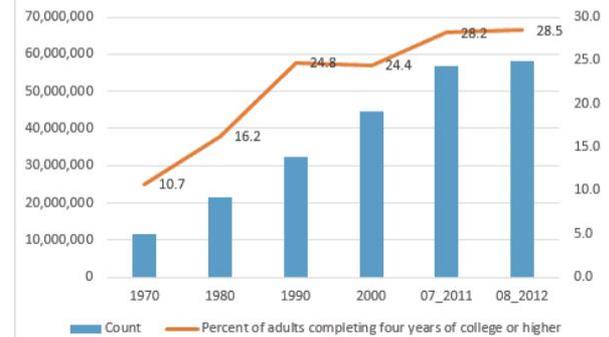


1990

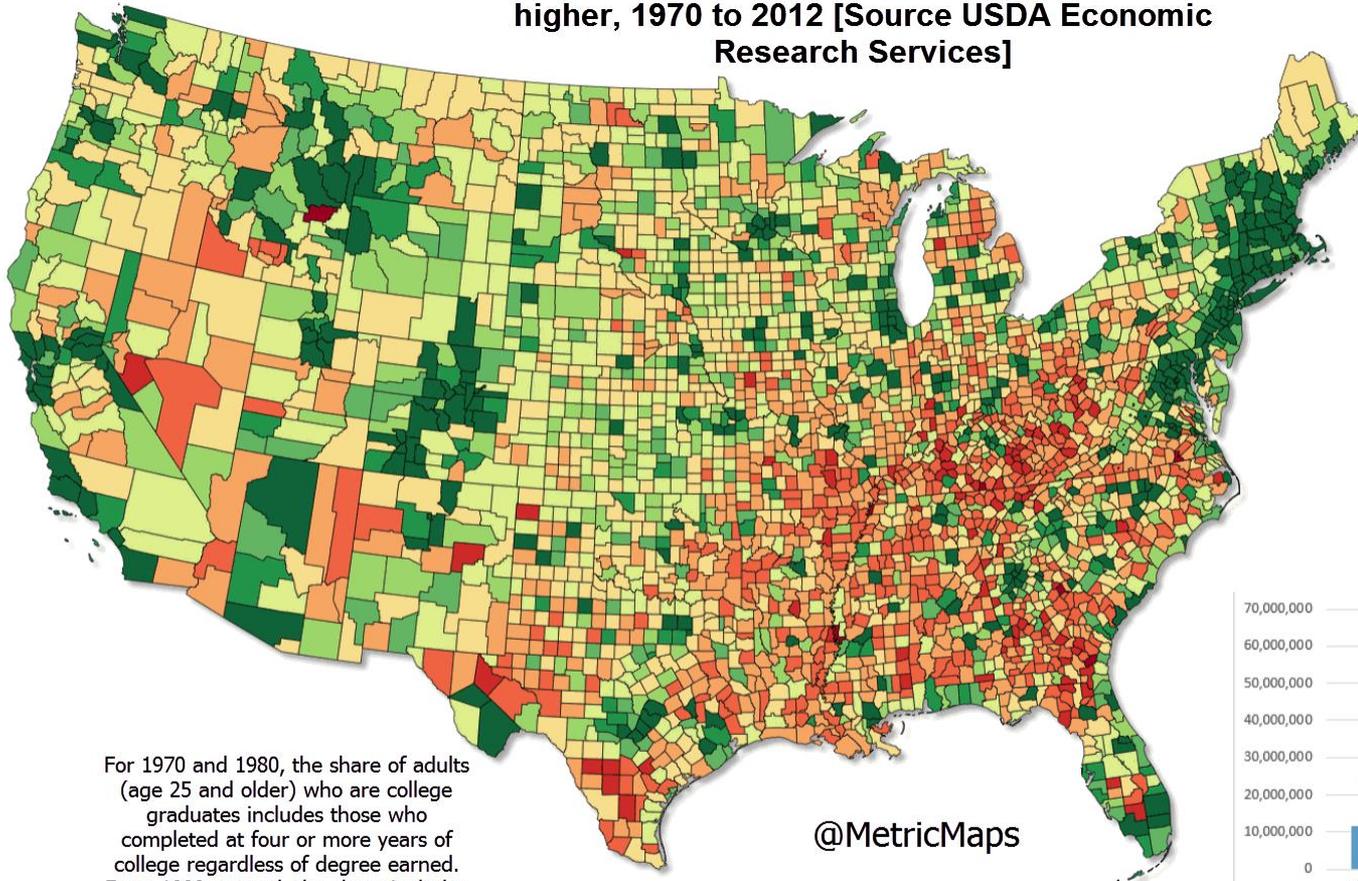


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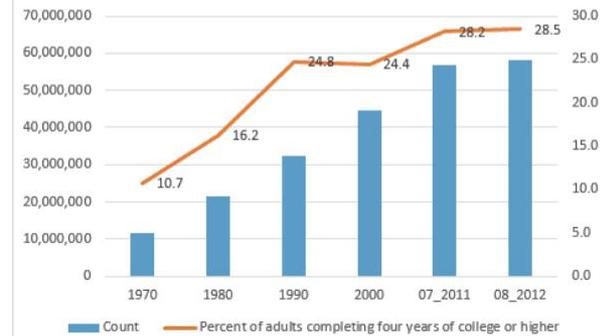


2000

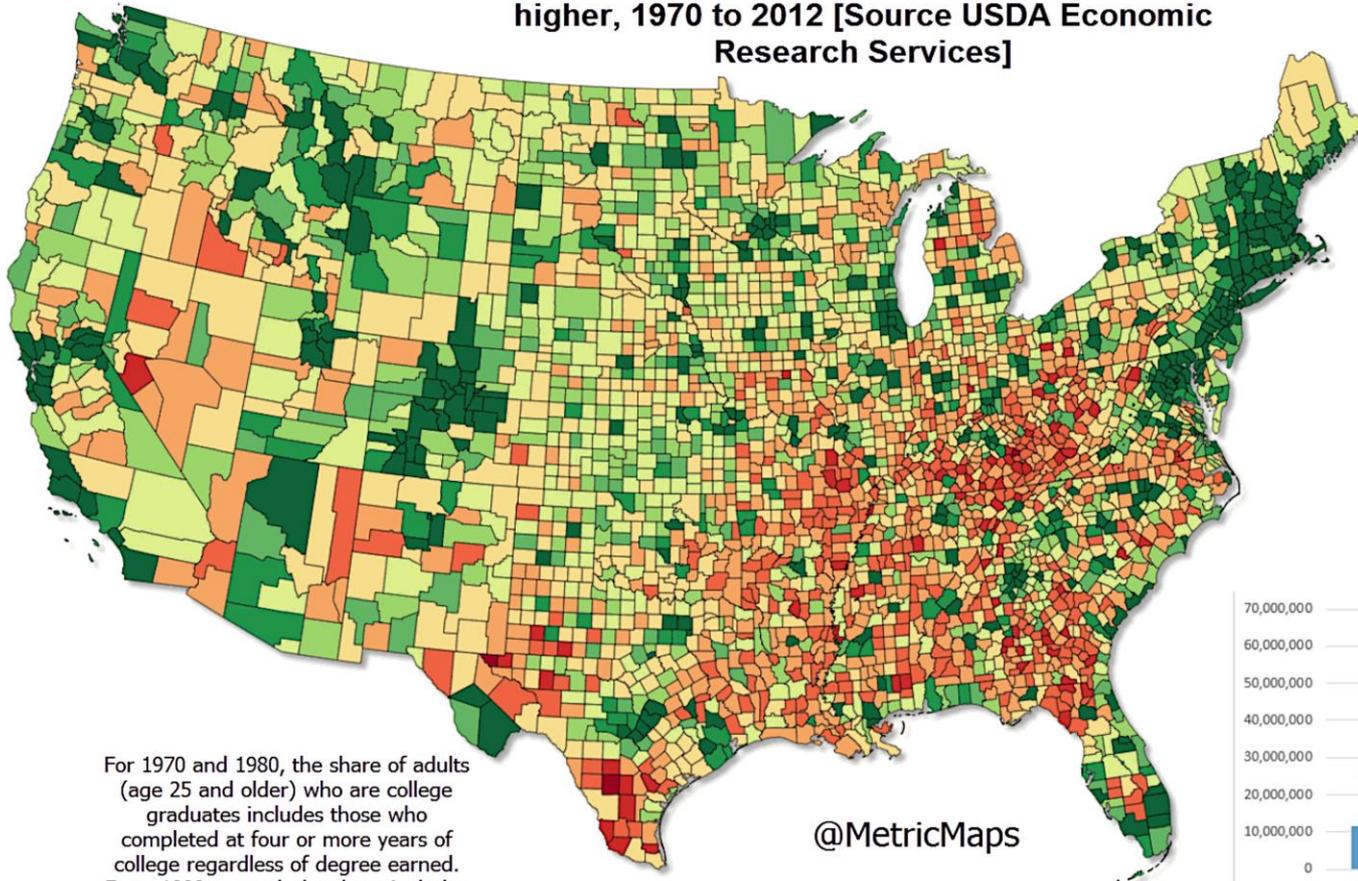


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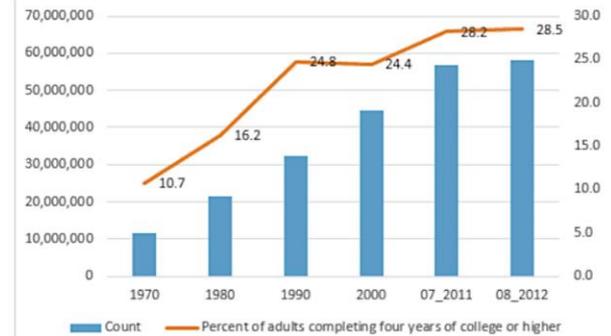


2012



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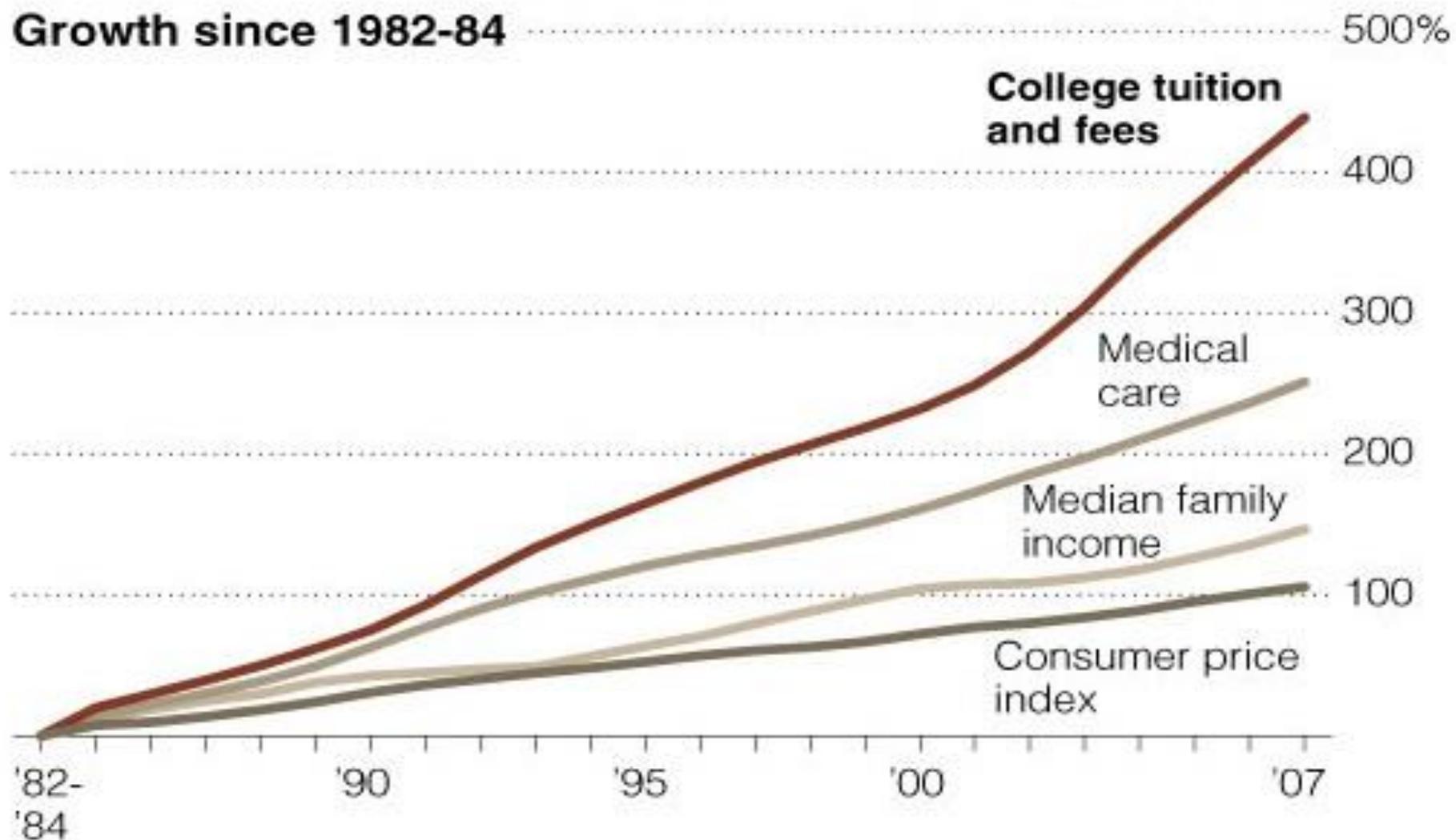
@MetricMaps



Soaring College Tuitions

College tuition continues to outpace median family income and the cost of medical care, food and housing.

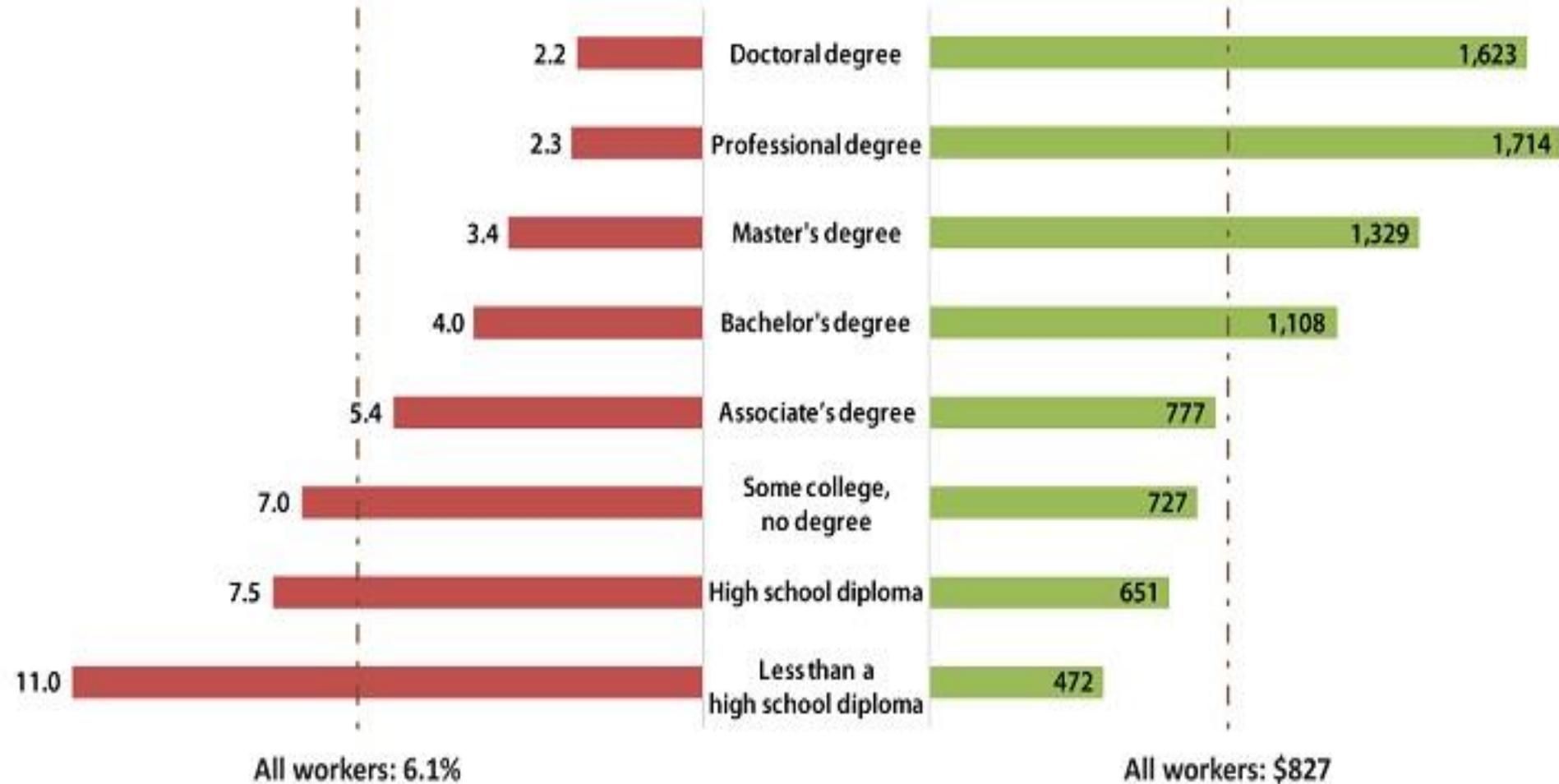
Growth since 1982-84



Earnings and unemployment rates by educational attainment

Unemployment rate in 2013 (%)

Median weekly earnings in 2013 (\$)

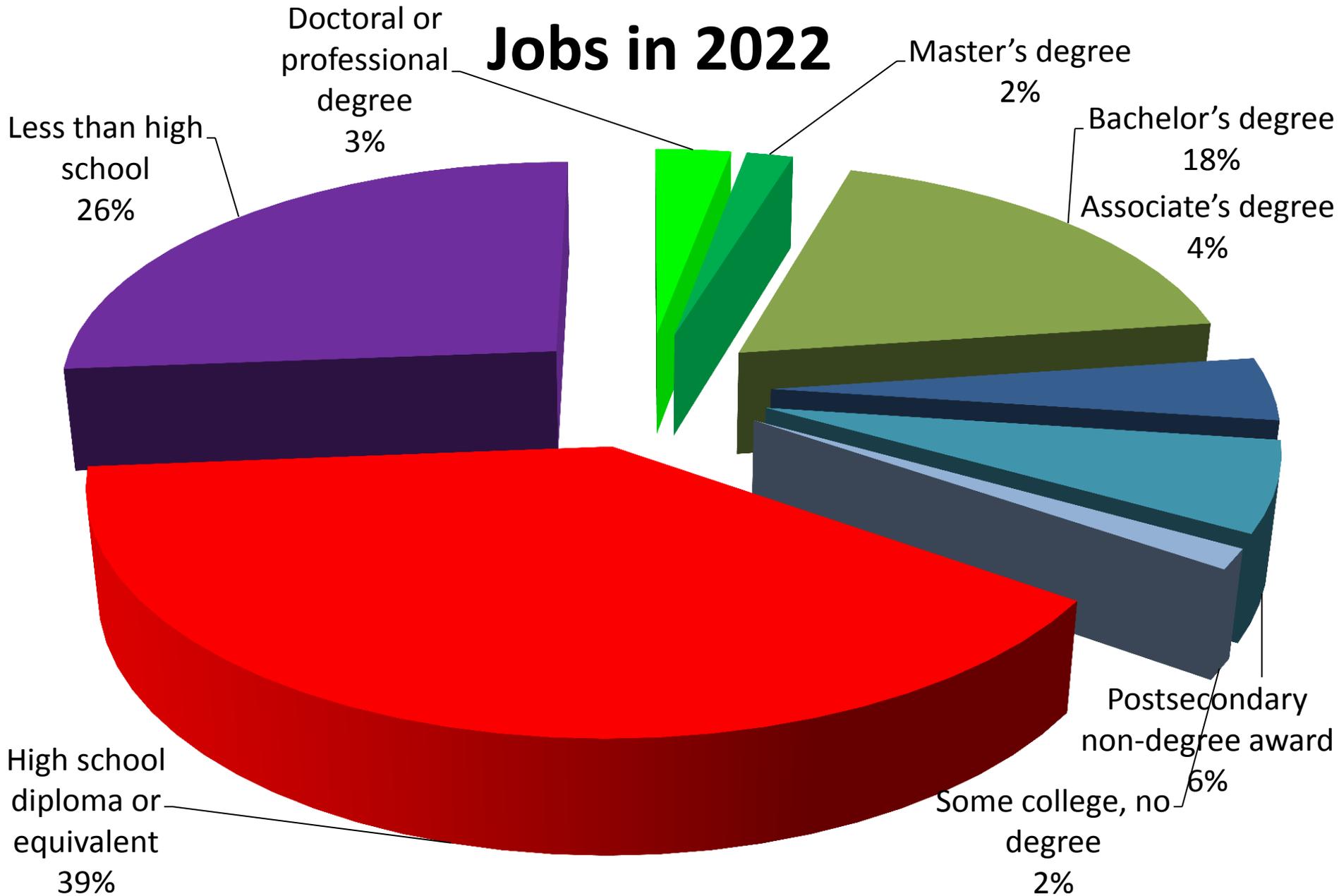


Note: Data are for persons age 25 and over. Earnings are for full-time wage and salary workers.
Source: Current Population Survey, U.S. Bureau of Labor Statistics, U.S. Department of Labor

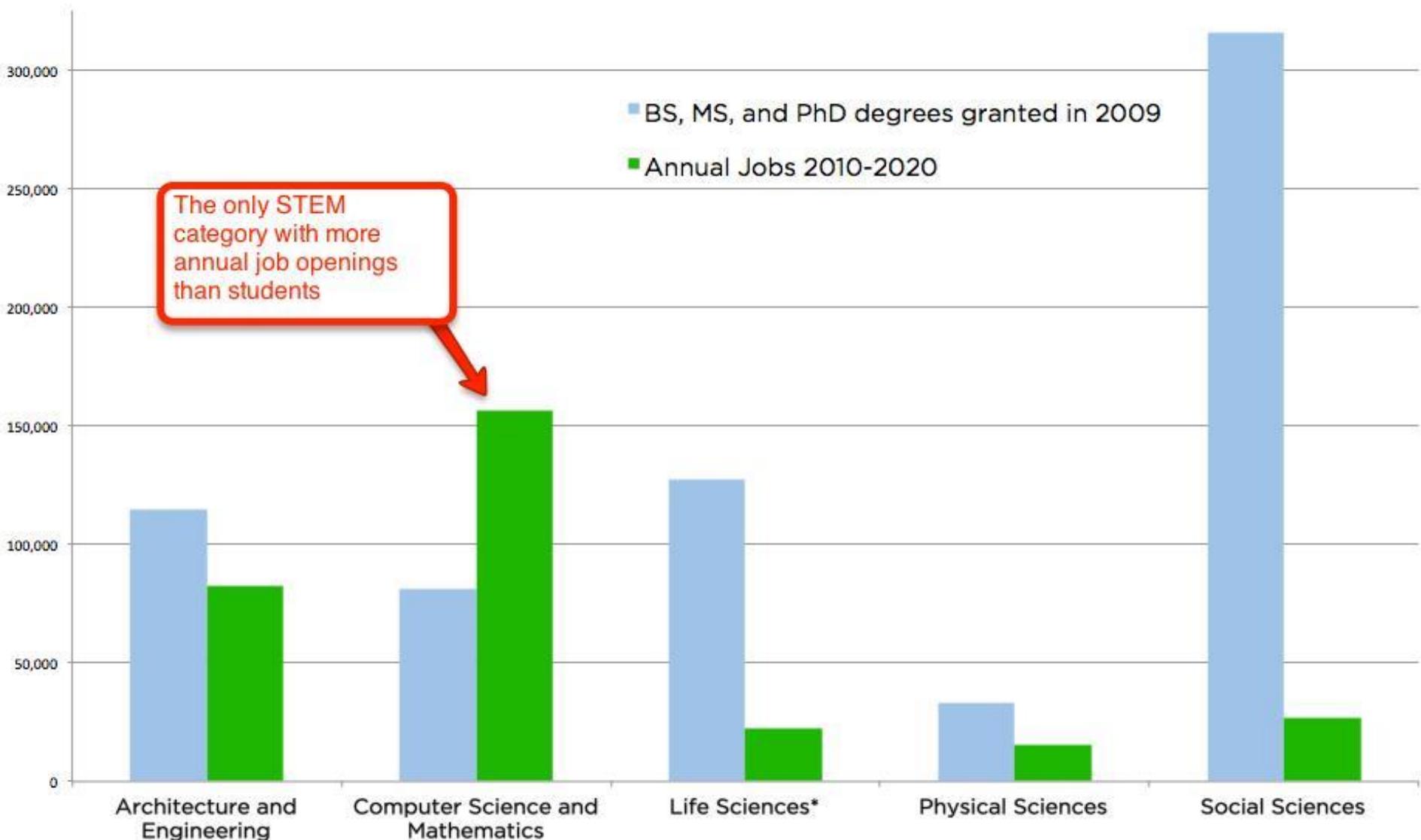
What % of Jobs, in America, in 2022 will require a Bachelor's Degree or more?



Jobs in 2022



Not all STEM Degrees Are Equal

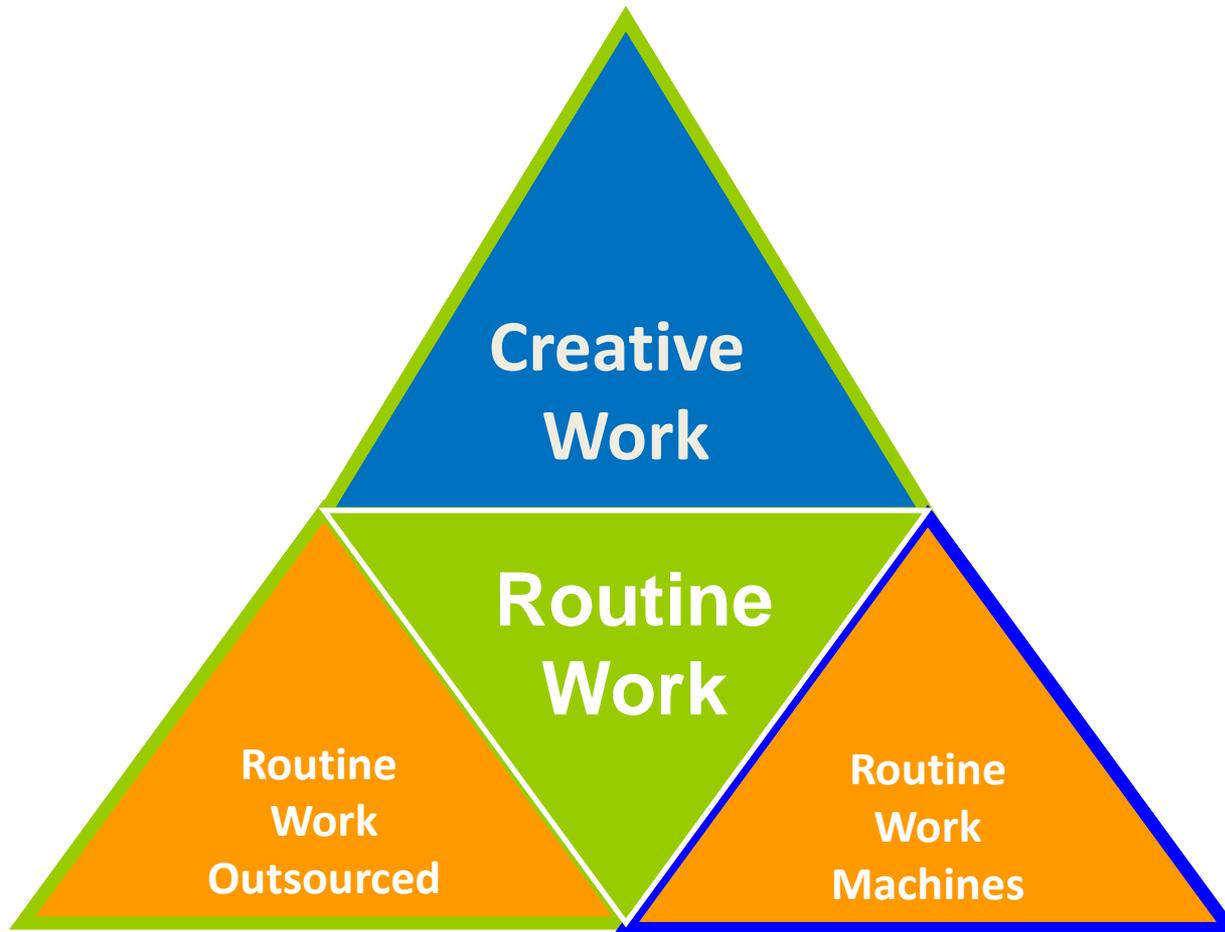


Re-imagine Readiness

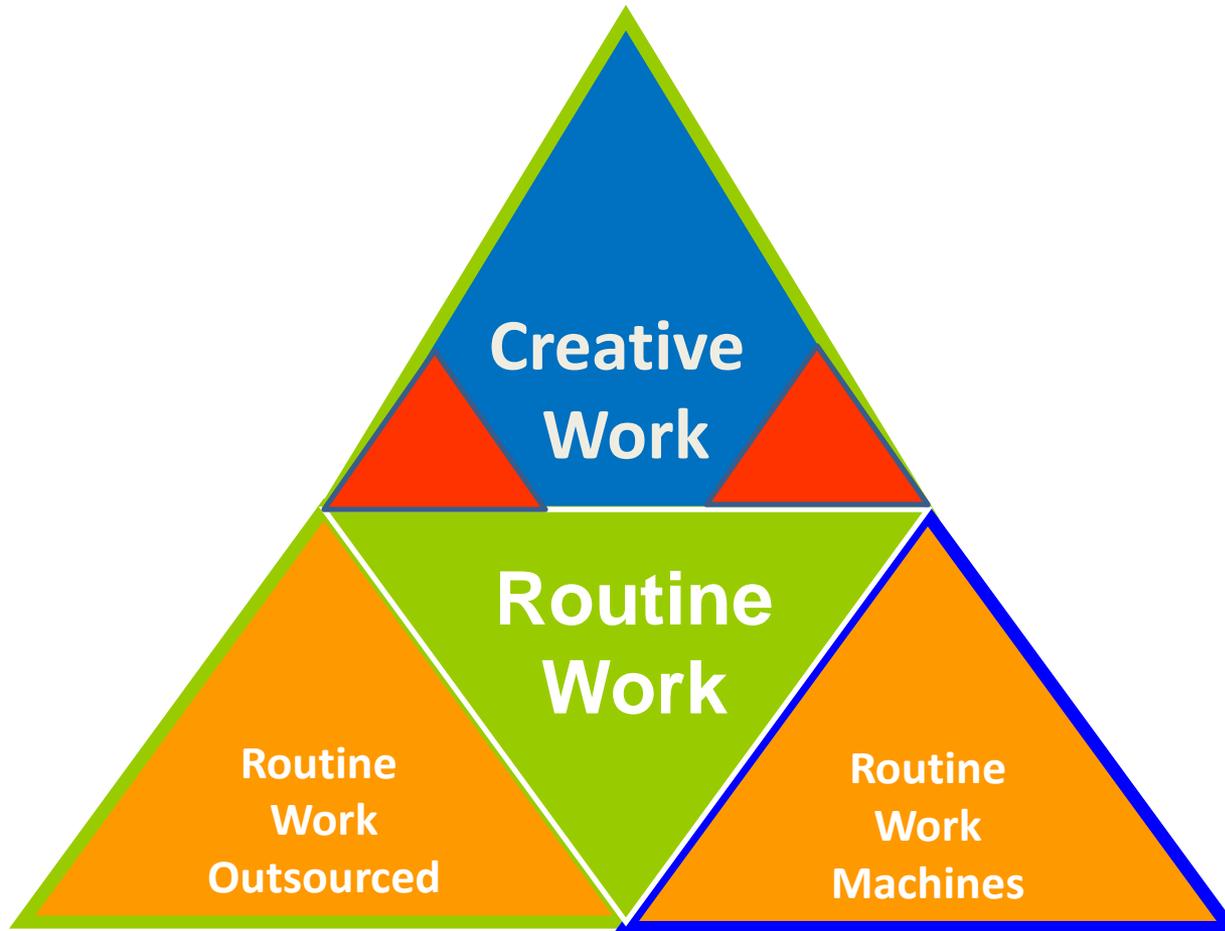
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Work Shifts



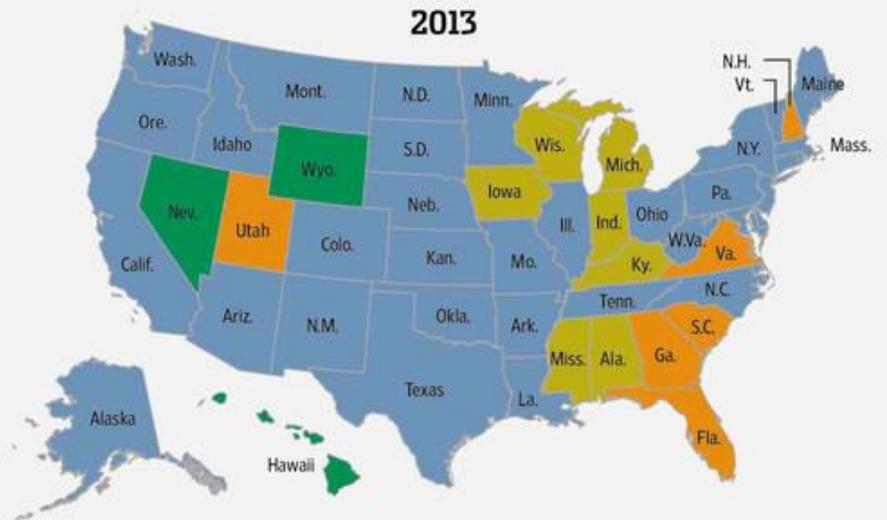
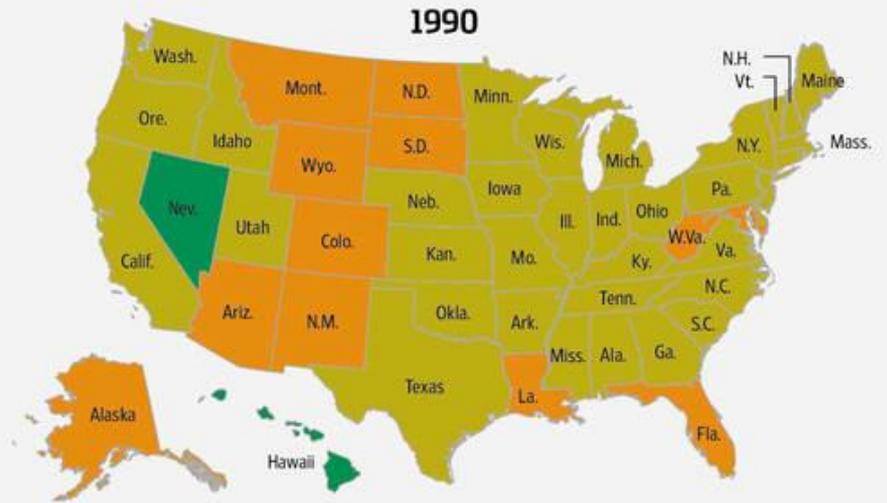
Work Shifts



The shift in the types of jobs has been swift and profound!

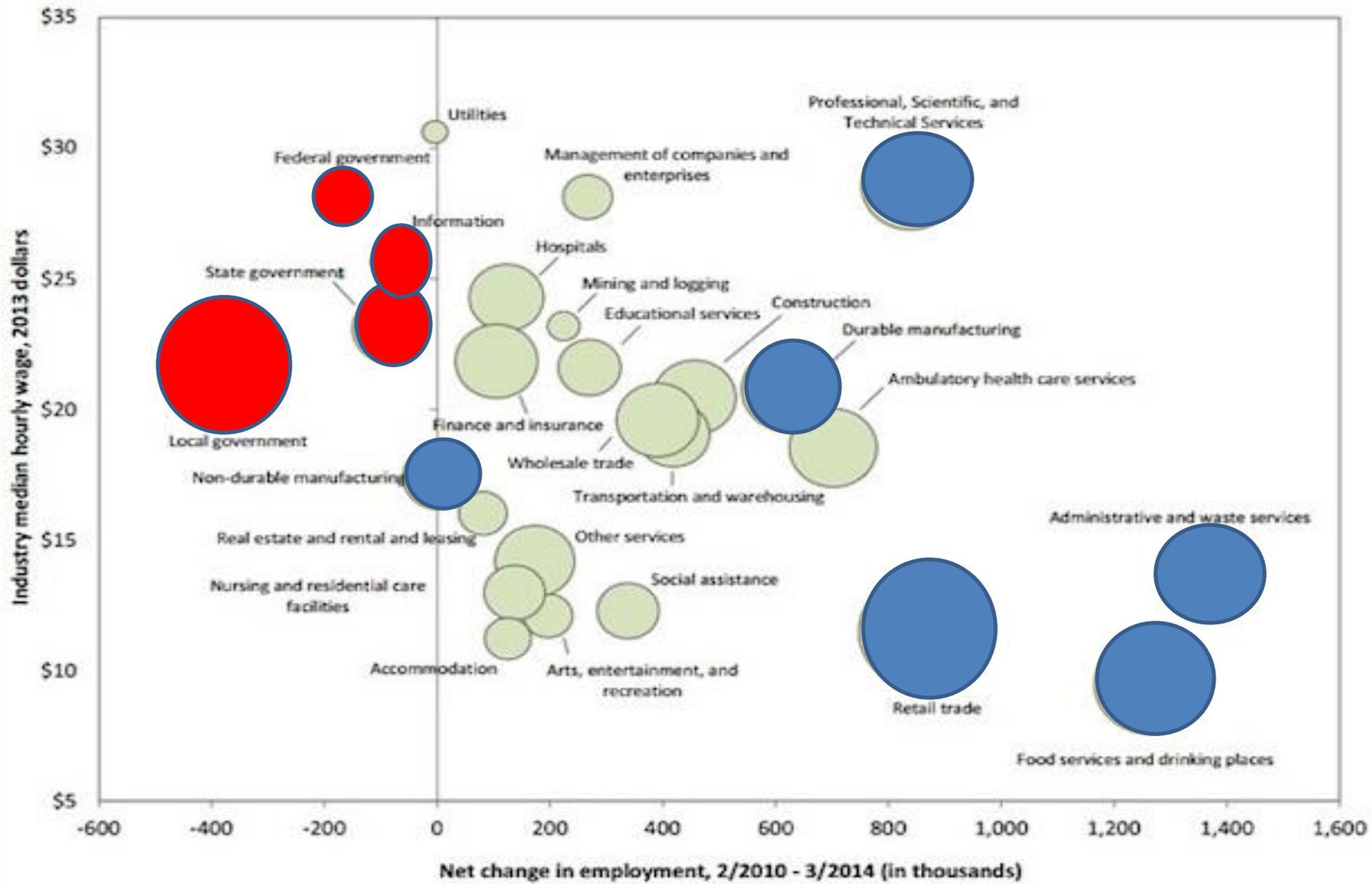
Work Then and Now | Industry with highest employment by state

Manufacturing Health care Retail trade Accommodation and food services



Source: U.S. Bureau of Labor Statistics

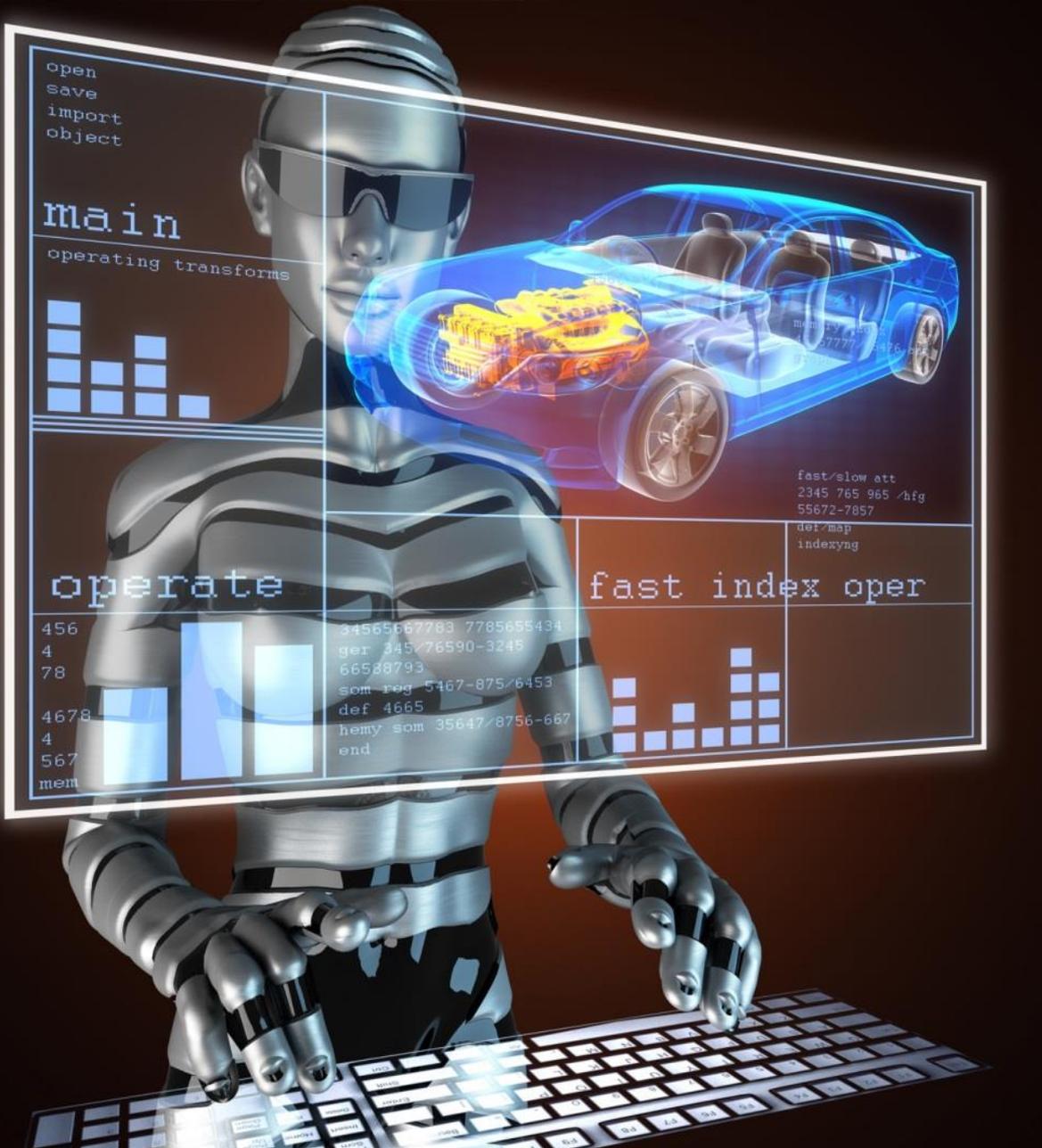
The Wall Street Journal



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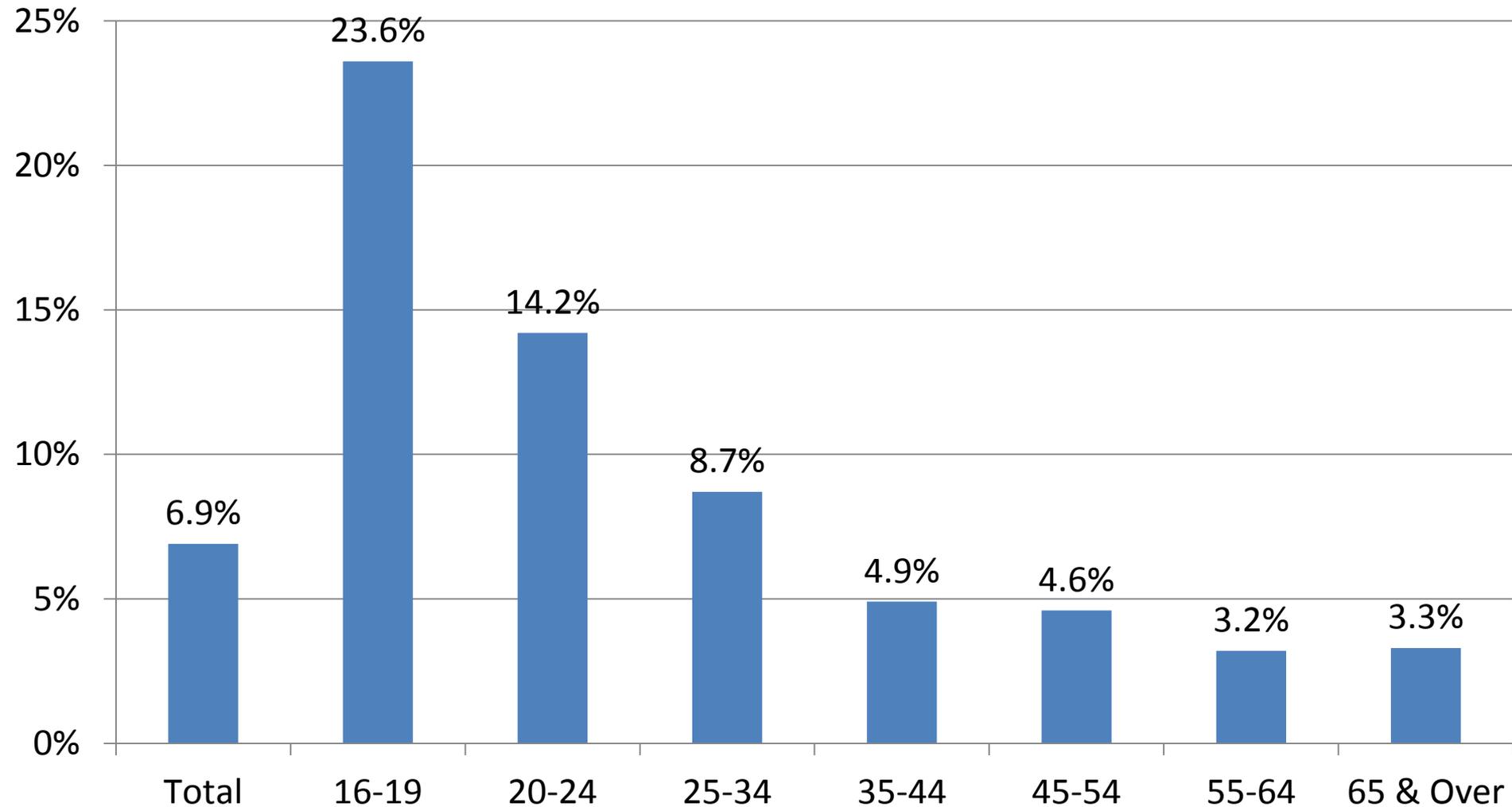
- MOOCs
- Khan Academy
- Virtual High School
- E-textbooks
- Digital gaming content (competency based)
- Ubiquitous learning content

Re-engage Adult Learners and Disconnected Youth

- Target workers with some credits, but no degree or credential
- Help dislocated workers rejoin the workforce
- Recover disconnected youth



2013 Unemployment Rate By Age



Re-align Relationships and Resources

- Create a continuity in education and workforce development from early childhood through career
- Align and track data across the education and workforce pipeline
- Engage business in a meaningful way



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Top Factors for Companies Considering New Investment



- 1) Availability of skilled labor
- 2) Highway accessibility
- 3) Labor costs
- 4) Occupancy or construction costs
- 5) Availability of advanced ICT services
- 6) Availability of buildings
- 7) Corporate tax rate
- 8) State & Local Incentives
- 9) Low union profile
- 10) Energy availability and costs

Workforce Development



Workforce Development

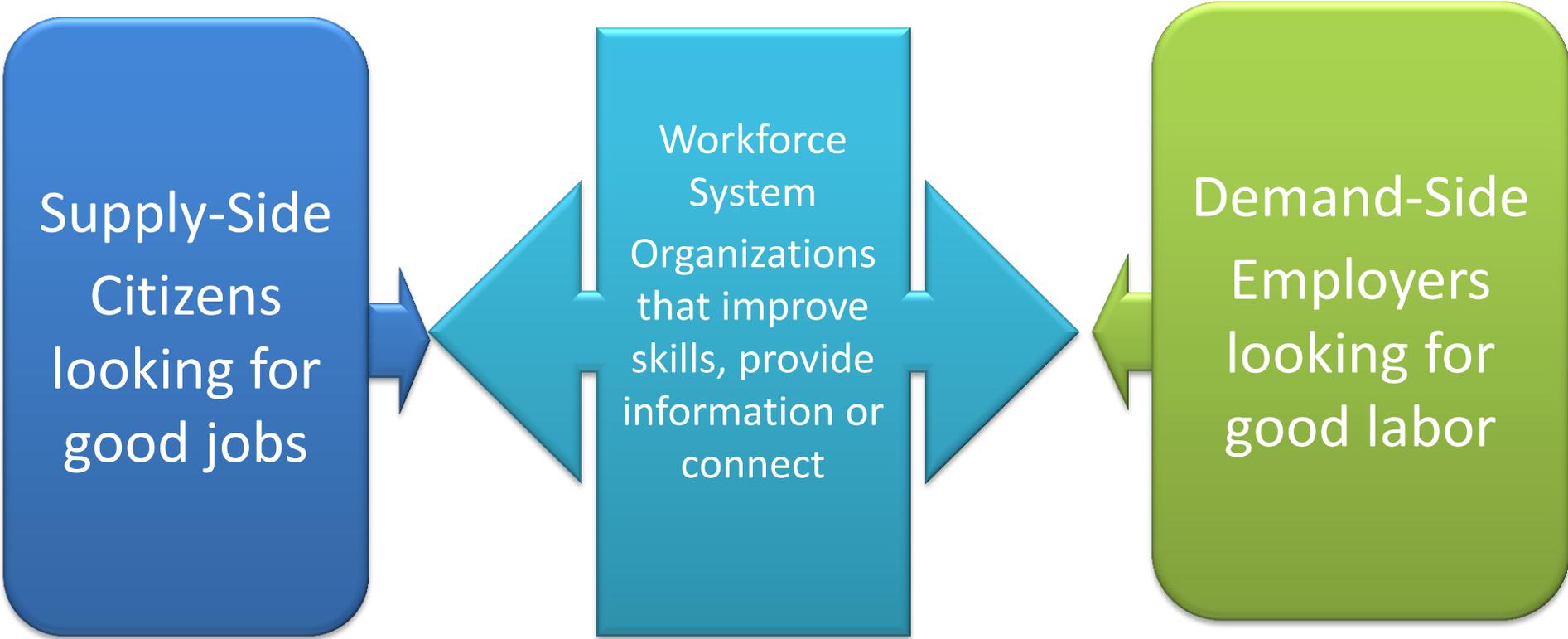
- “A top priority of the nation’s governors is developing the skilled and knowledgeable workforce required for states to be economically competitive in a global economy.”

National Governors Association 2013

- “In business today, no competition is tougher than the global race for talent. In every industry, every job sector, and every part of the world, employers are asking the same question: How are we going to find, train, and retain the best workers?”

U.S. Chamber of Commerce 2013

What Are The Components of a Perfect System?



Move people out of poverty
Help unemployed find jobs
Educate for increased skills
Train for increased skills



Find just in time talent
Reduce costs
Minimize risk
Maximize profits

Potential employees with non-competitive work skills and competitive work histories (and no obvious barriers to work)

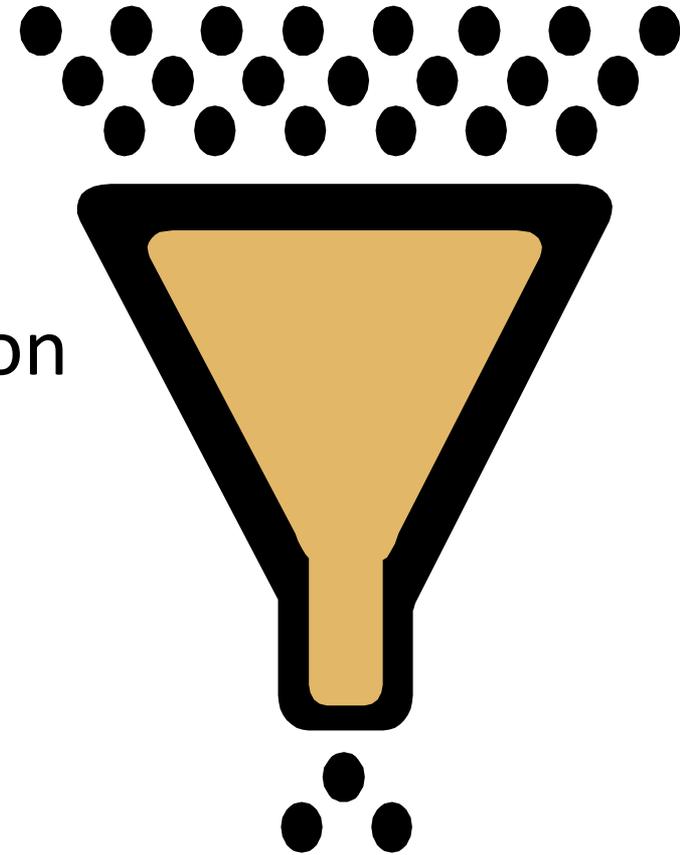
Potential employees with competitive work skills and non-competitive work histories (and no obvious barriers to work)

Potential employees with non-competitive work skills and non-competitive work histories (and either no or obvious barriers to work)

Potential Employees with specific “insurmountable” barriers to employment

Let's Talk Barriers To Employment

- Drug Tests
- Criminal Background Checks
- Credit Checks
- Reading, Math and Comprehension
- Social Media Checks
- References
- Interviews





Demographics

IMMIGRANTS AND THEIR CHILDREN, AS A SHARE OF THE US POPULATION

20% 1900 20% 1995 20% 2000

...
**BOOMERS,
 MILLENNIALS,
 AND THE LOOMING
 GENERATIONAL
 SHOWDOWN**
 ...

THE

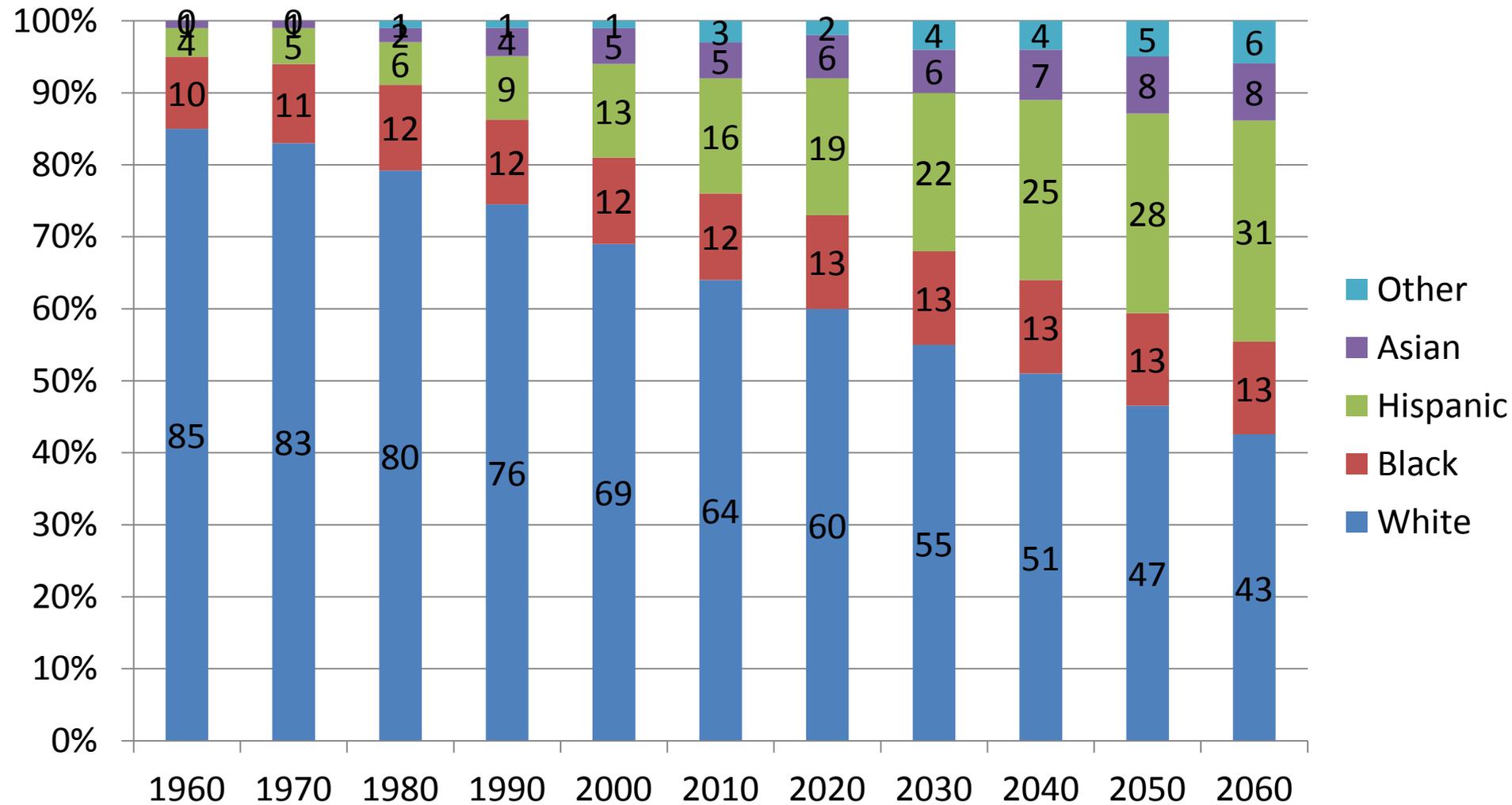
NEXT

★ **AMERICA**

PAUL TAYLOR
and the PEW RESEARCH CENTER

Generation	Population (Millions)
MILLENNIAL	80M
GEN X	-
BOOMER	76M
SILENT	-

The Changing Face of America 1960-2060



The Economist

APRIL 26TH - MAY 2ND 2014

Economist.com

Warren Buffett: time for a break-up?

Germany abandons reform

China's middle-class exodus

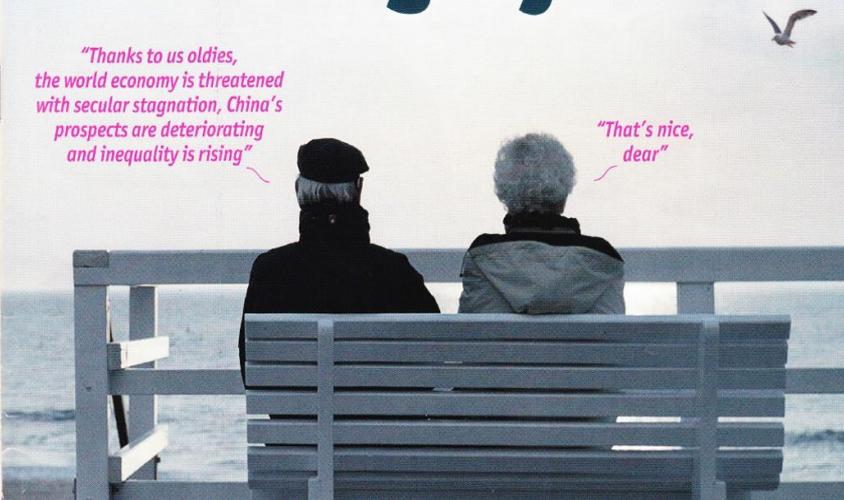
How to teach your child to code

Robot sex, batteries not included

A billion shades of grey

"Thanks to us oldies, the world economy is threatened with secular stagnation, China's prospects are deteriorating and inequality is rising"

"That's nice, dear"



IMMIGRANTS AND THEIR CHILDREN, AS A SHARE OF THE US POPULATION



...
**BOOMERS,
MILLENNIALS,
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SHOWDOWN**
...

THE

NEXT



AMERICA

PAUL TAYLOR

and the PEW RESEARCH CENTER

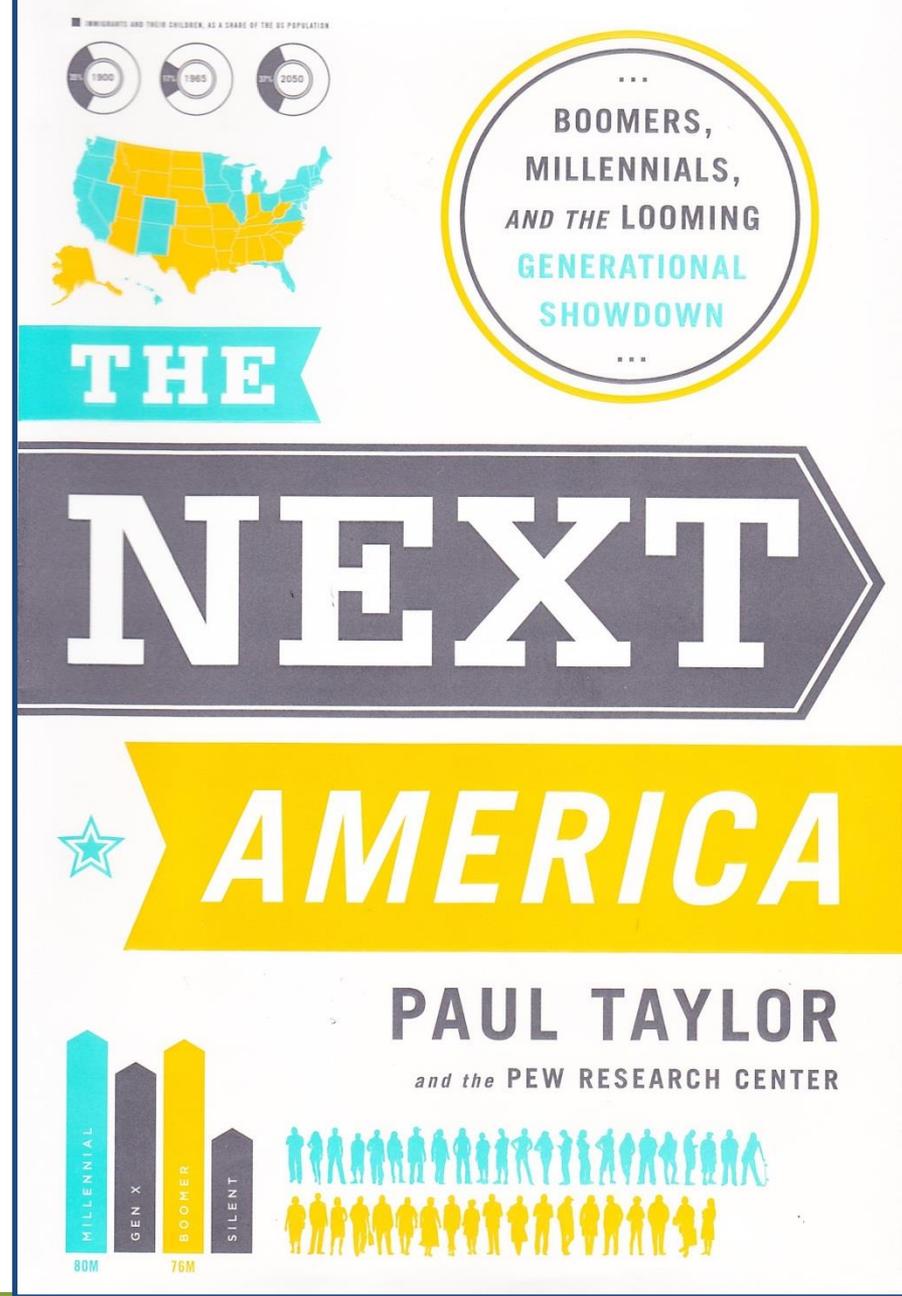


The Next America

by Paul Taylor

- Roughly 90% of the growth in the labor force between now and mid-century will be new immigrants and their children

- 55 of the 56 signers of the Declaration of Independence were white Protestant men,
- In 2012 for the first time ever, not one of the major party candidates were (One black, one Mormon, two Catholics)
- Nor is the speaker of the House, the majority leaders in the Senate, or any of the nine justices of the Supreme Court



Listening To The South

- Stop tinkering at the edges with Education and Workforce Development
- Act Earlier- leaning starts before children reach school
- We are shortchanging both our students and our businesses if we promote 4-year colleges as the only pathway to success
- It is not all about technical (hard) skills
- Businesses need to play a key role





"We're looking for someone with the wisdom of a 50-year-old, the experience of a 40-year-old, the drive of a 30-year-old and the pay scale of a 20-year-old."

Everyone has time for FUNsubstance.com



Changing Workforce Development

Old Way

- Responsive to rules and systems
- Programmatic silos with special populations
- Education and workforce are different systems
- Geography matters
- Technology to track people and results

New Way

- Responsive to employer needs
- Flexible, simplified and customized
- All efforts are seamless and matriculation is simple
- Industry needs matter
- Technology to customize, analyze needs, and empower customers

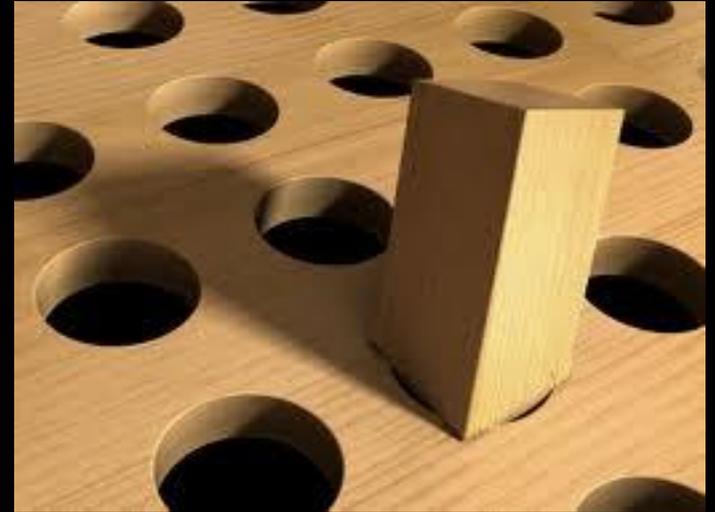


“Do what you
can, with
what you
have, where
you are.”

s
Southern growth policies board

Re-imagining Workforce Development

Southern Growth Policies Board's
2013 Report on the Future of the South







ECONOMIC
LEADERSHIP

Follow on twitter
@tedabernathy

or

LinkedIn Ted Abernathy

*"Leadership and learning are
indispensable to each other."*

John F. Kennedy

