Reimagining the Delta Workforce

DELTA REGIONAL AUTHORITY
ALABAMA • ARKANSAS • ILLINOIS • KENTUCKY
LOUISIANA • MISSISSIPPI • MISSOURI • TENNESSEE

ECONOMIC LEADERSHIP

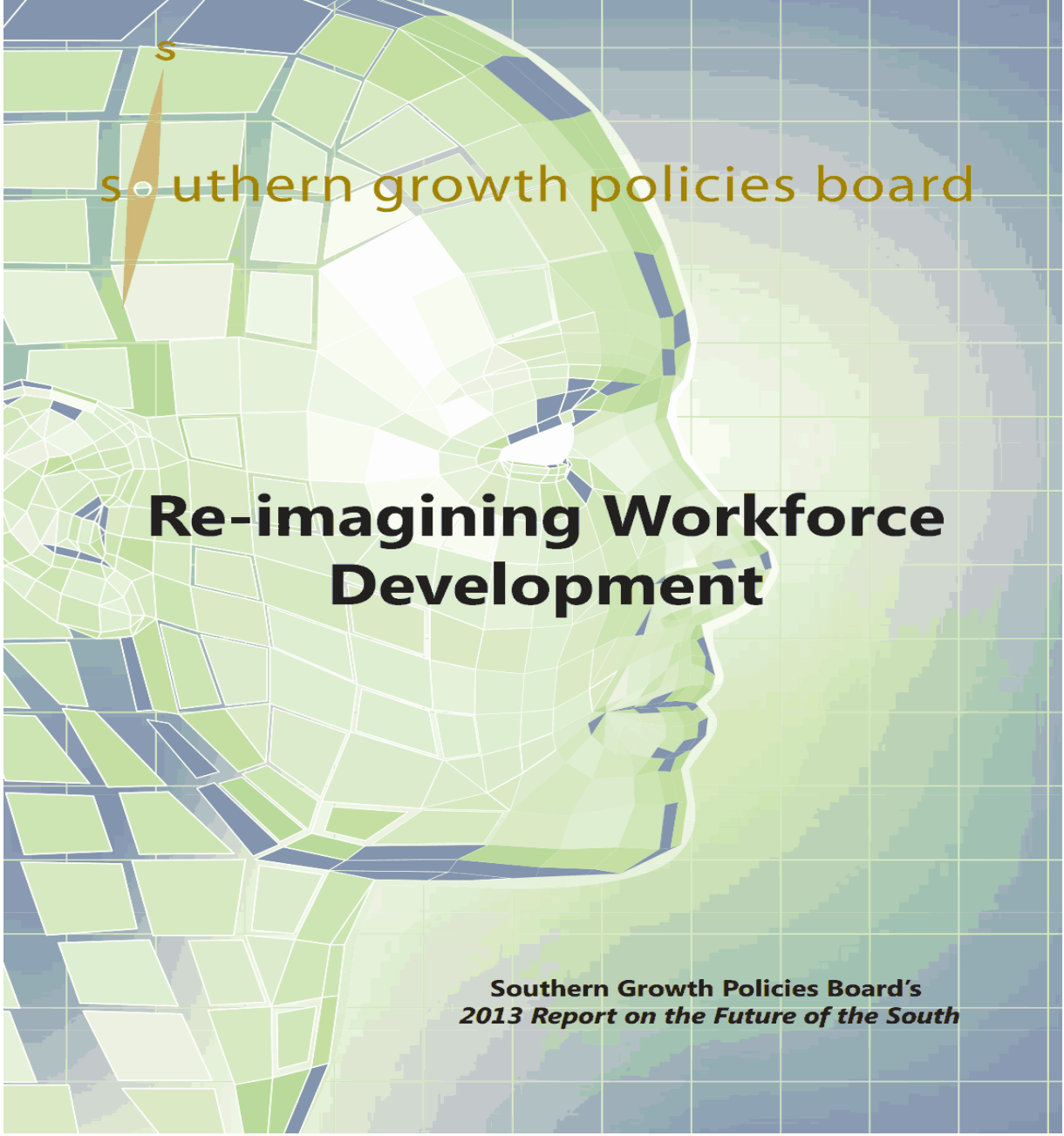
Ted Abernathy
ted@econleadership.com

Reimagine Readiness

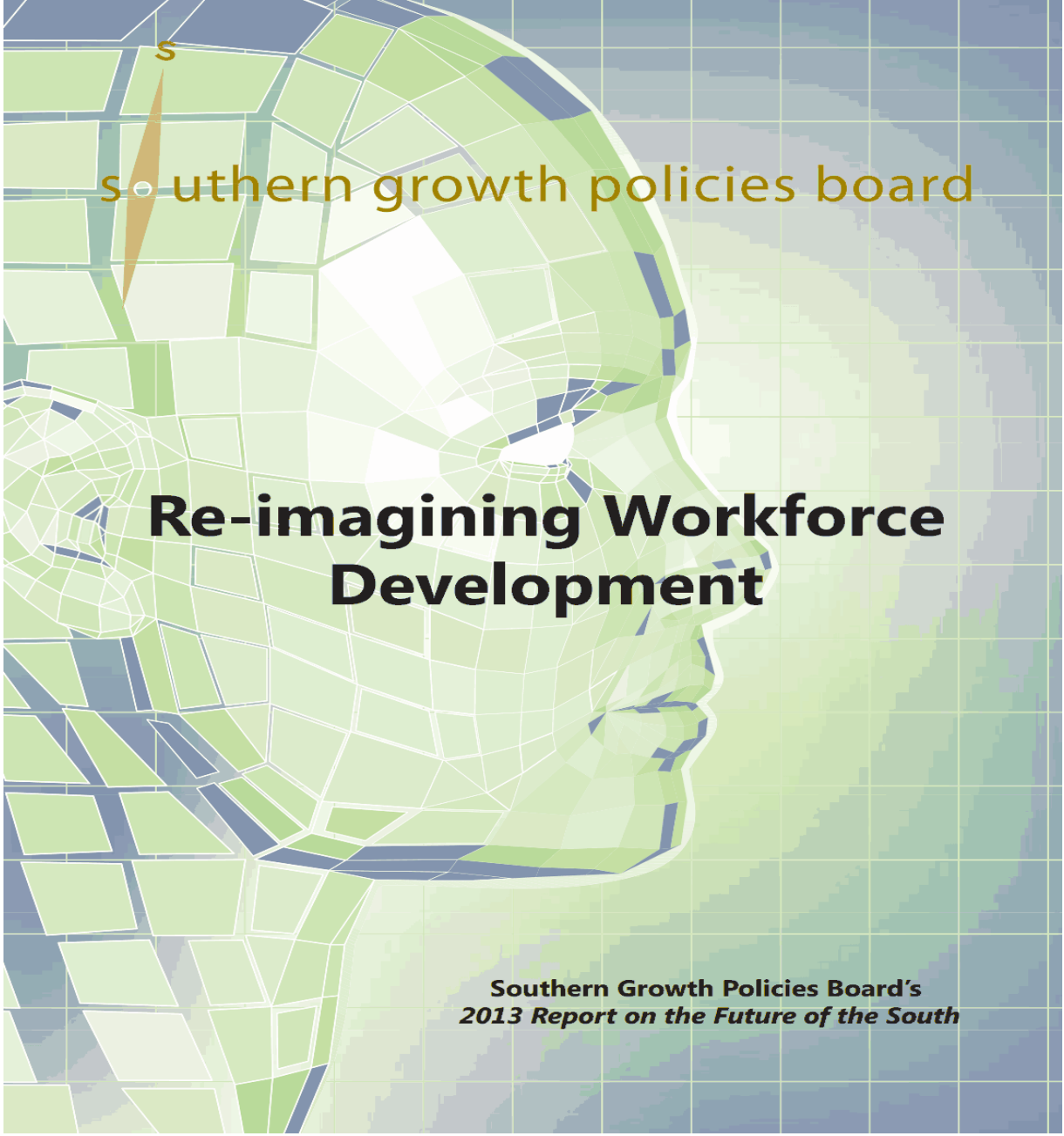
Reengage Adult Leaners and Disconnected Youth

Realign Relationships and Resources

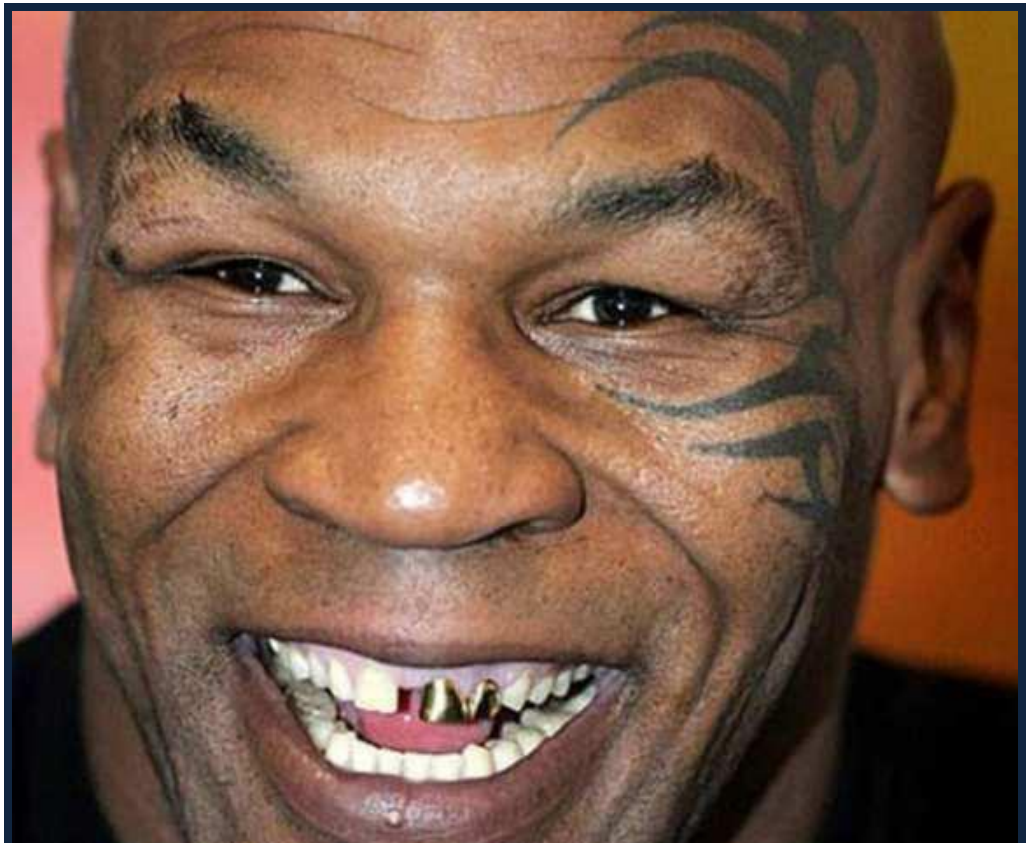
Listening to the South



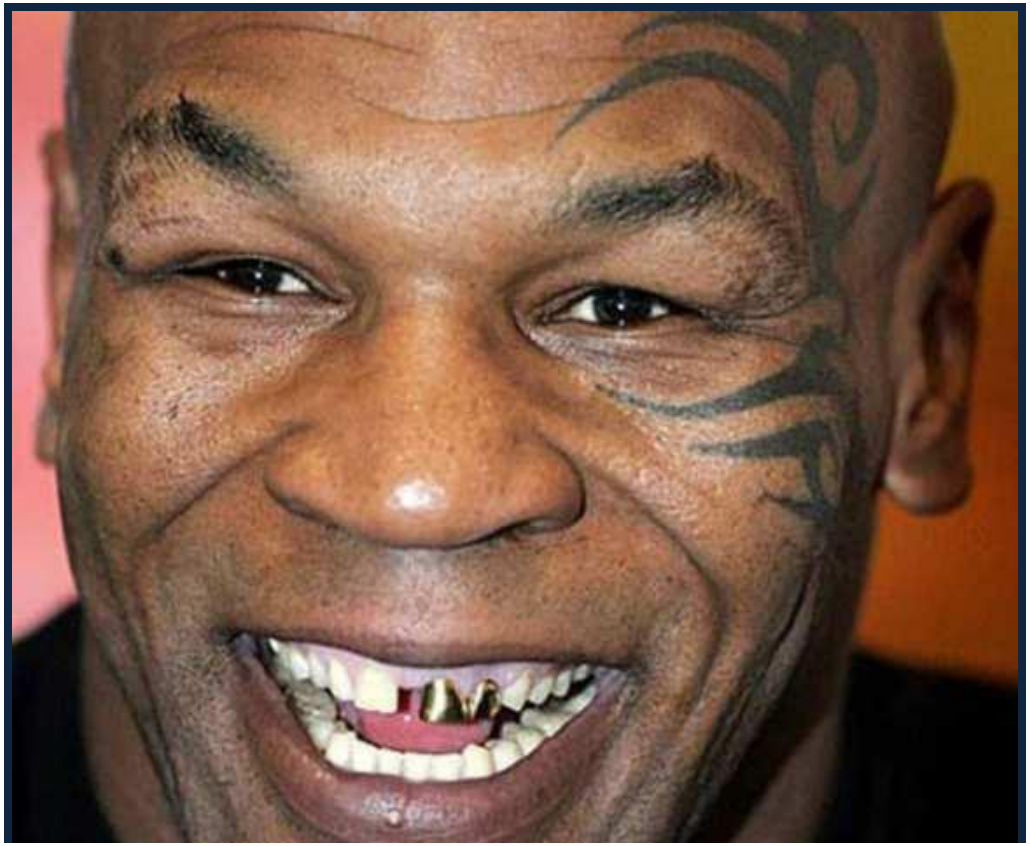
Why?


southern growth policies board
Re-imagining Workforce Development
Southern Growth Policies Board's
2013 Report on the Future of the South

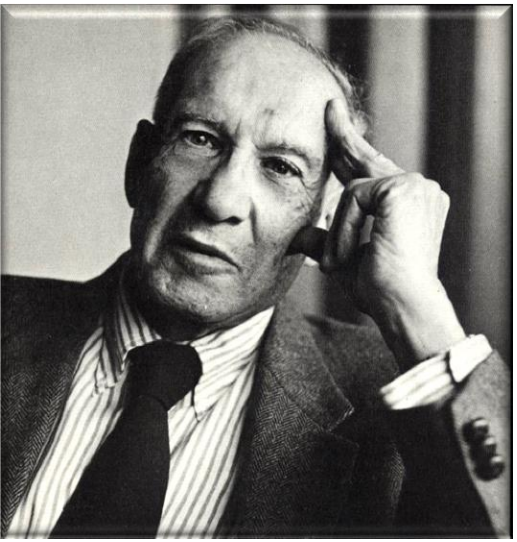
"Everyone has a plan 'till they get hit in the mouth"



Mike Tyson

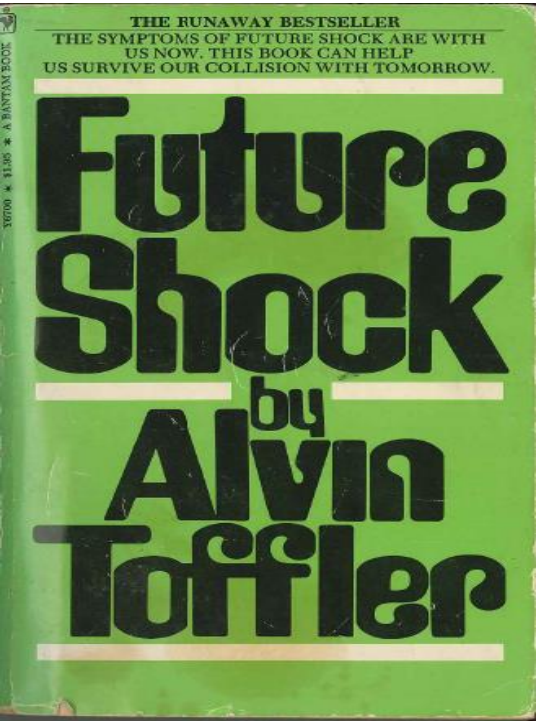


Mike Tyson



"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."

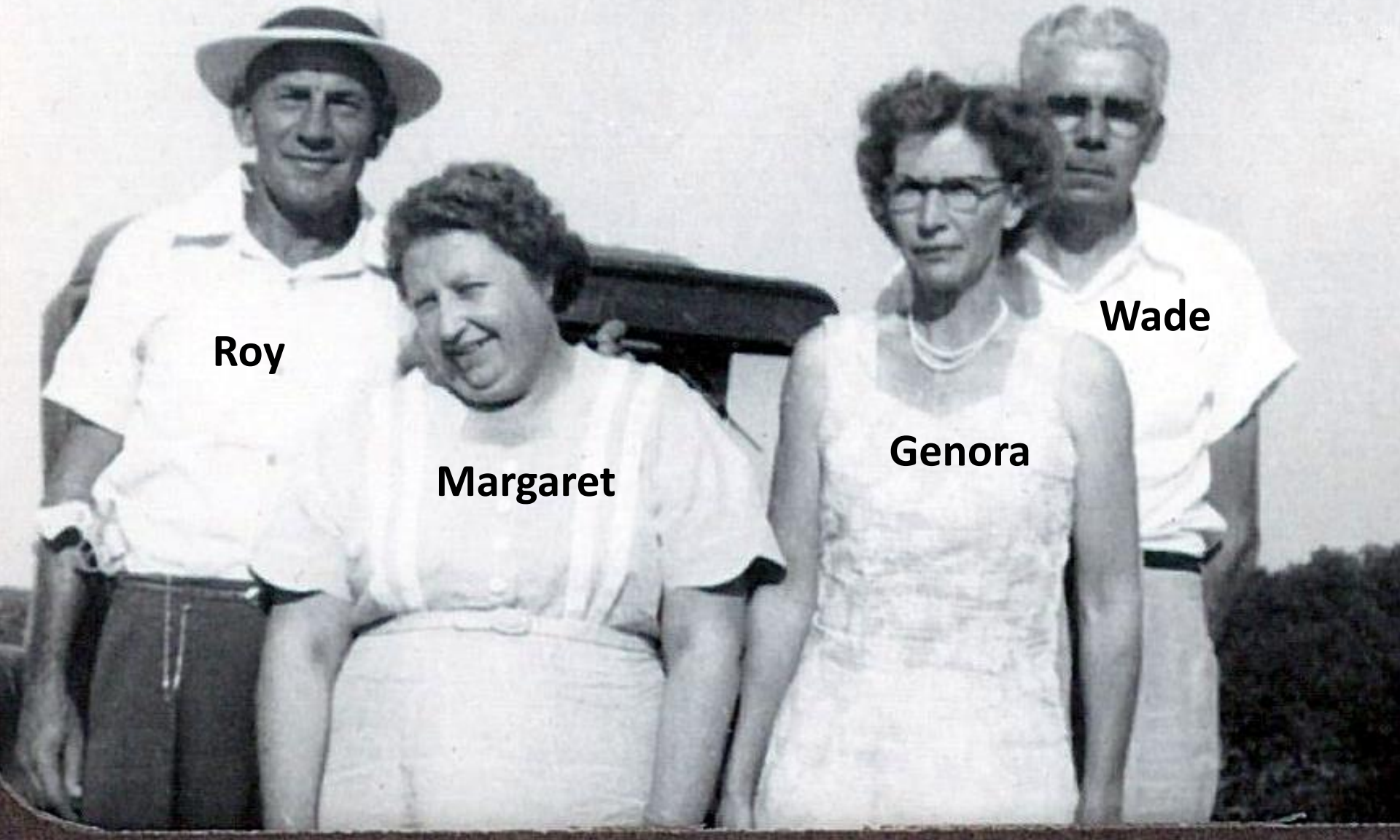
Peter Drucker 1957



"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)
Nobody graduated high school
No body ever had a passport, airplane ticket, mobile phone, computer or a foreign car



Today's New "Place" Reality

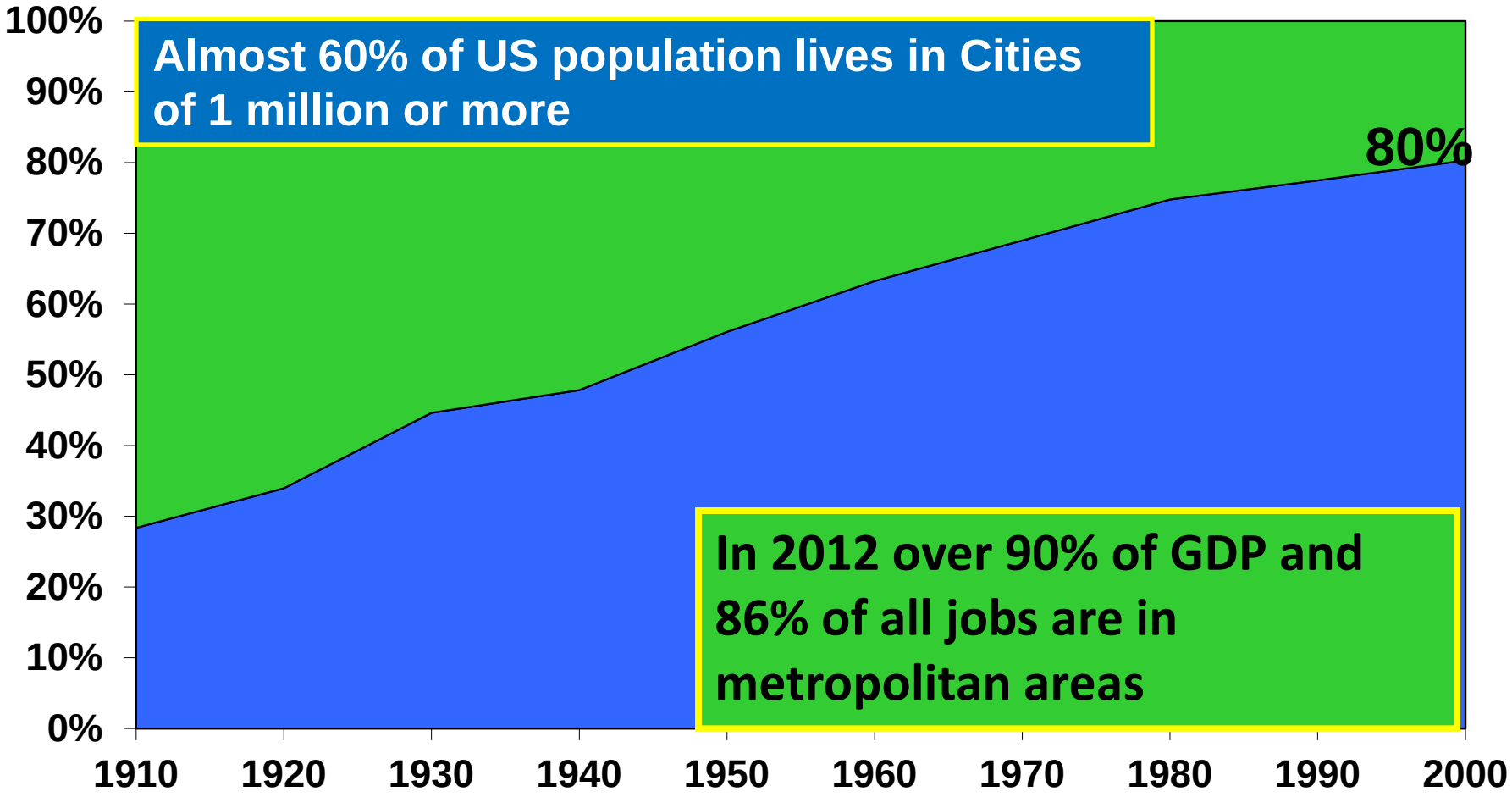
- The economy changed
- The competition changed
- Locational factors changed
- The U.S. workforce has changed
- The talent demands changed
- Customer (talent & companies) demands/expectations changed
- The pace of change and everything else changed

ECONOMIC LEADERSHIP

Urbanization

ECONOMIC LEADERSHIP

U.S. Population Concentration Metro-Non-Metro

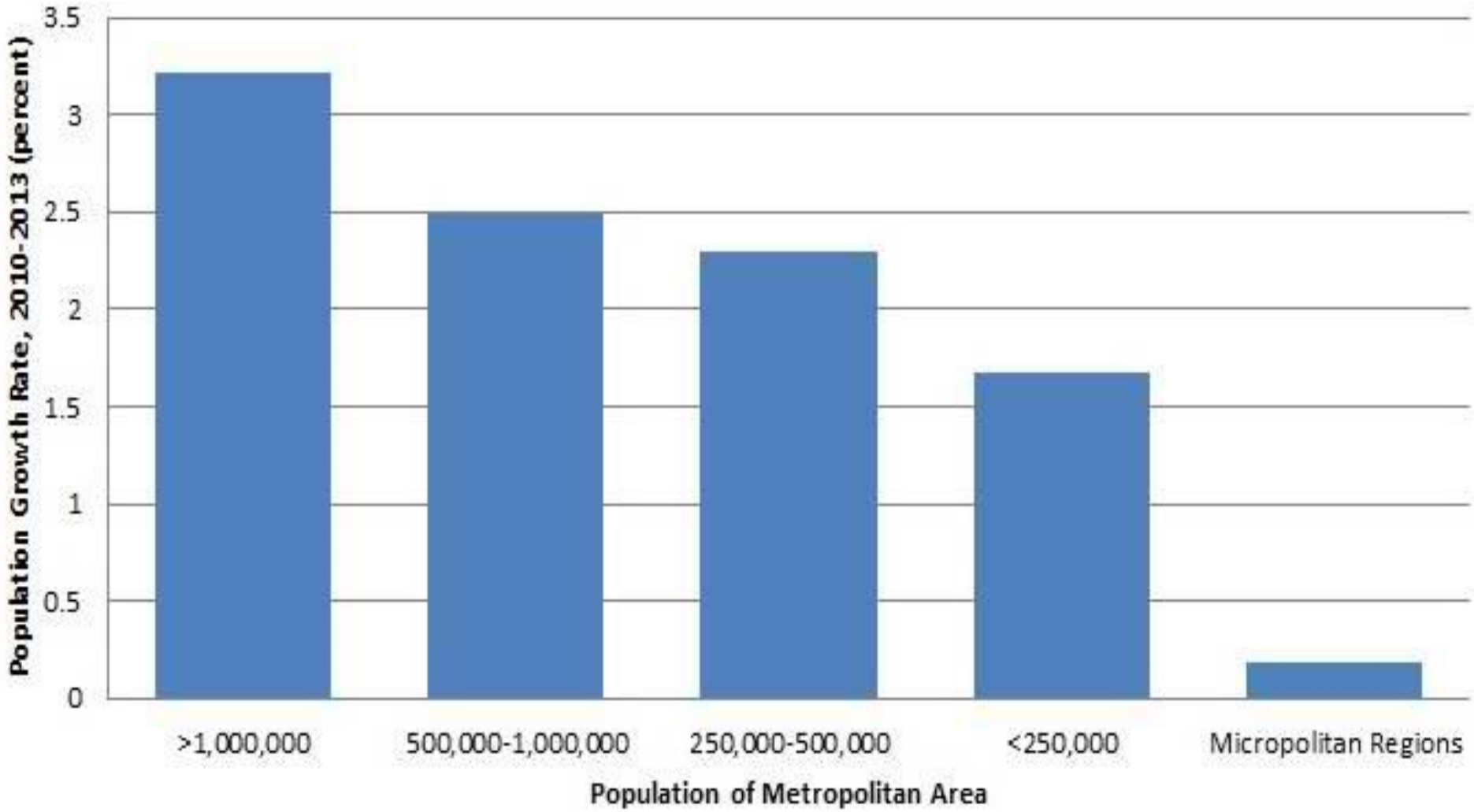


ECONOMIC LEADERSHIP

Metro Non-Metro

Source: Census

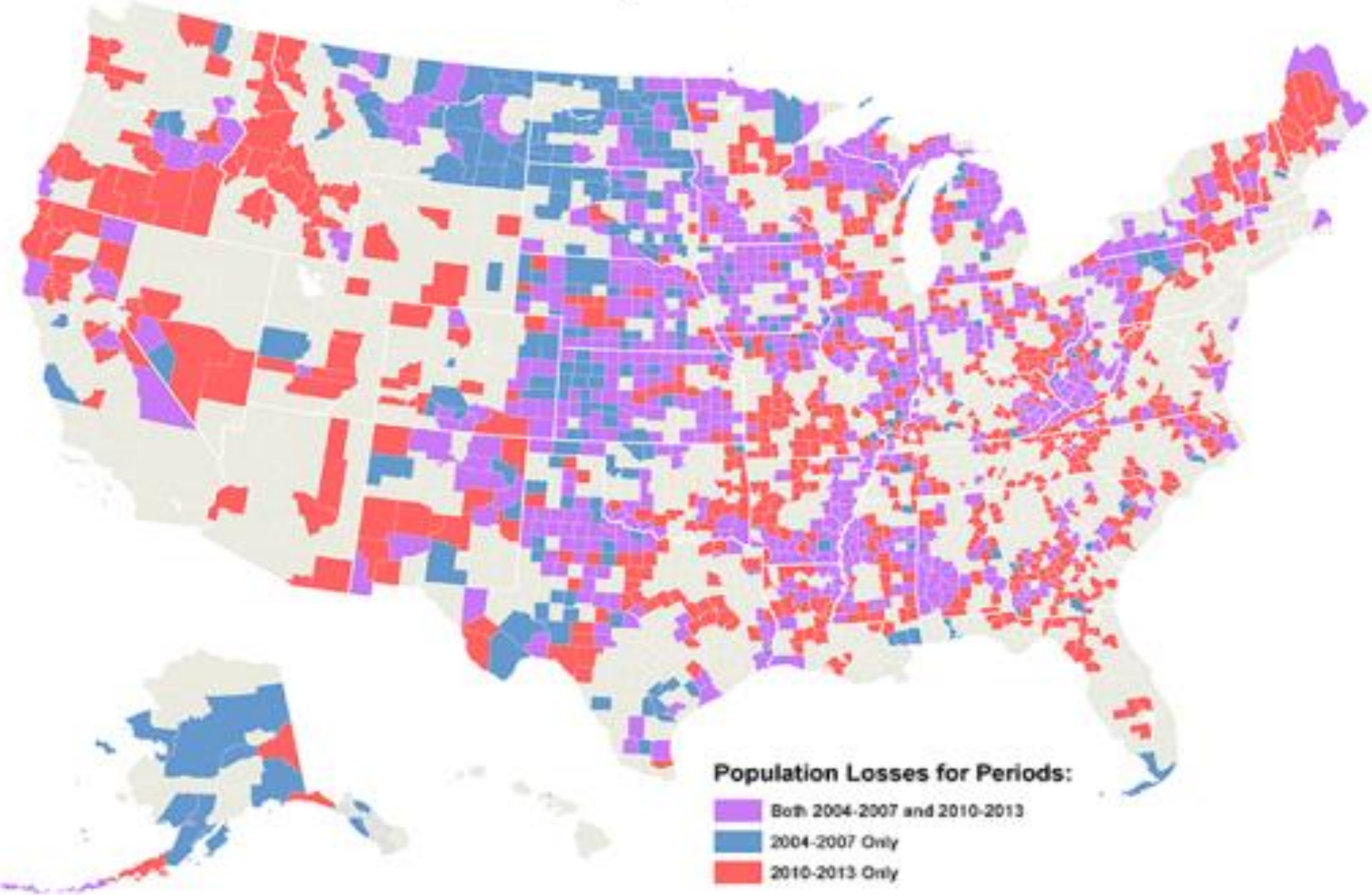
Population Growth Rate by Regional Size



ECONOMIC LEADERSHIP

Source: Atlantic Cities, March 28, 2014

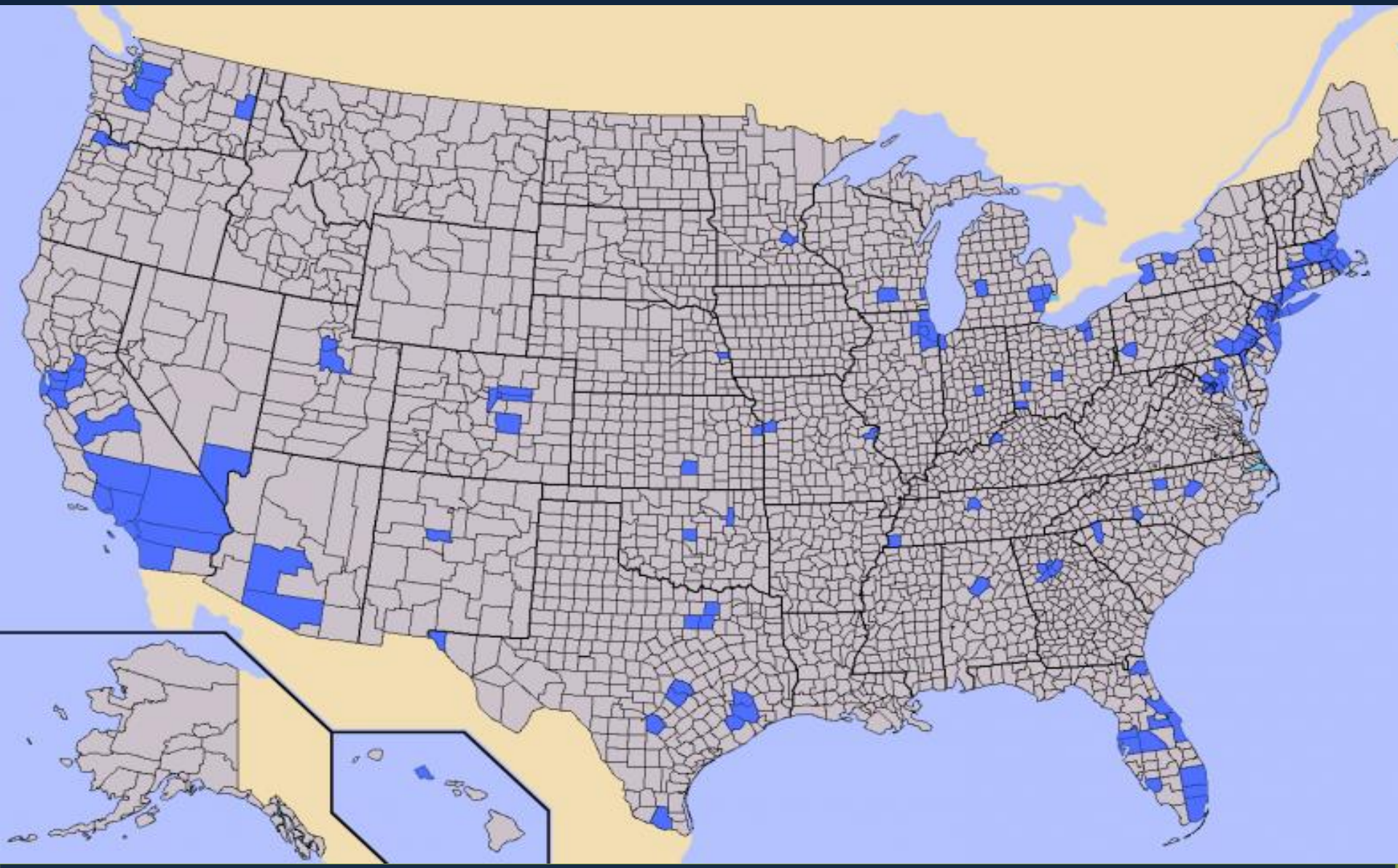
Population Loss Counties, Outside Large Metropolitan Areas, 2004-2007 and 2010-2013



ECONOMIC LEADERSHIP

Source: Atlantic Cities, March, 2014

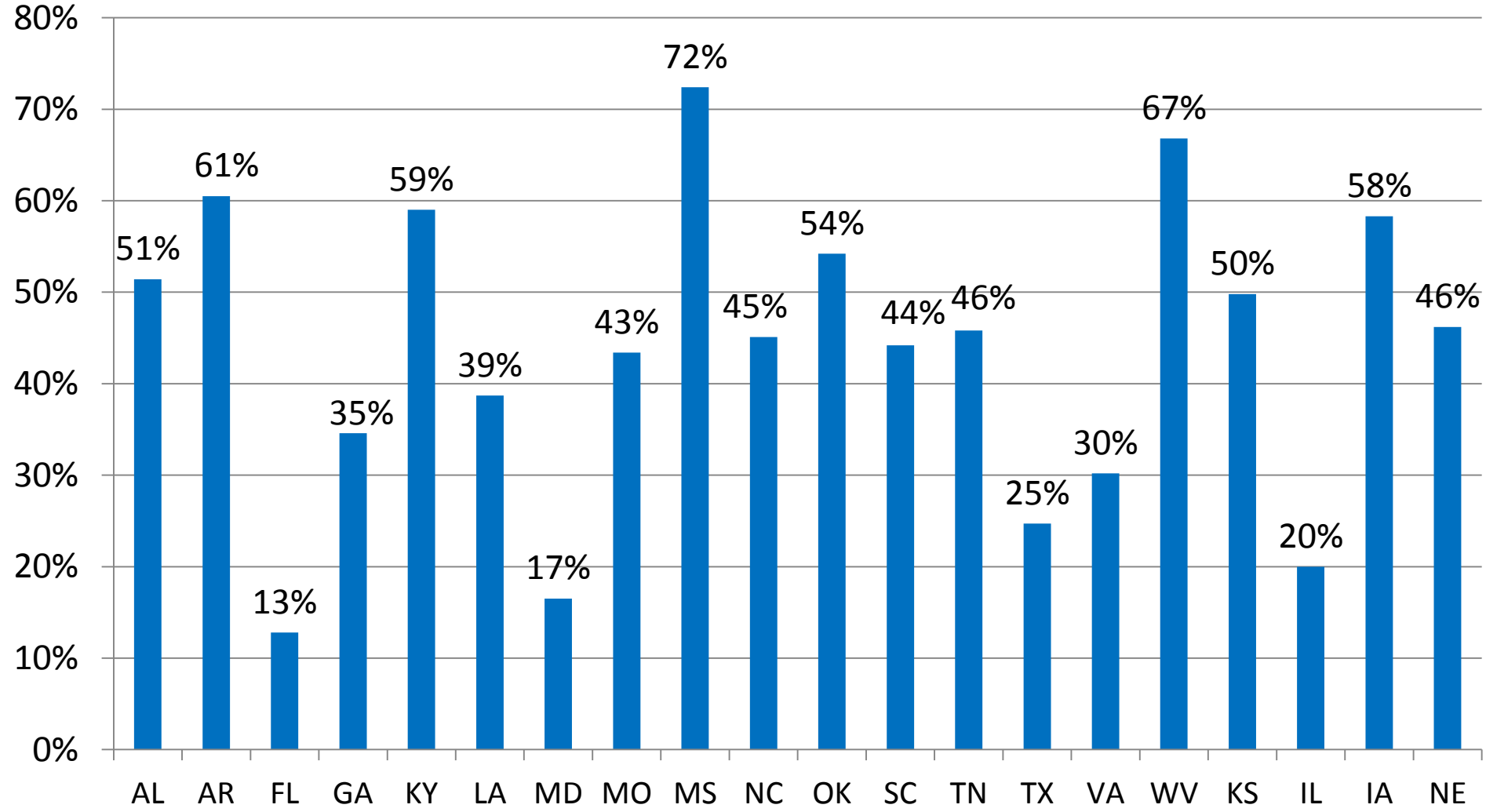
Half of the US Population Lives in these 146 Counties



ECONOMIC LEADERSHIP

SOURCE: BUSINESS INSIDER 2013 WALTER HICKEY AND JOE WEISENTHAL

Southern States % of Population Rural & Small Cities 2010



ECONOMIC LEADERSHIP

Source: U.S. Census 2010, Daily Yonder 2012

The Individual Focus Workforce Conundrum for Places

ECONOMIC LEADERSHIP

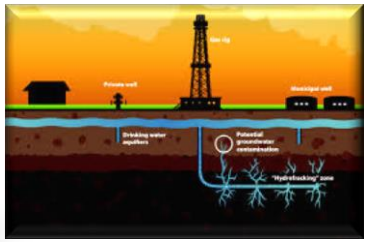
The Technology Conundrum

ECONOMIC
LEADERSHIP

McKinsey & Company

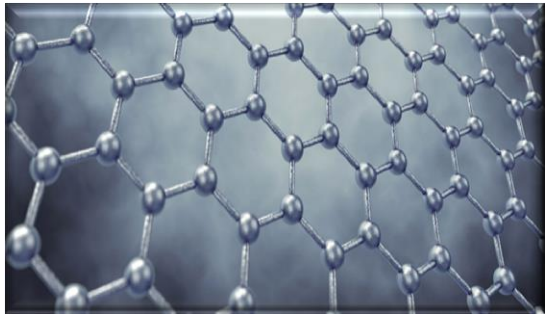
Disruptive Technologies: May 2013

Energy

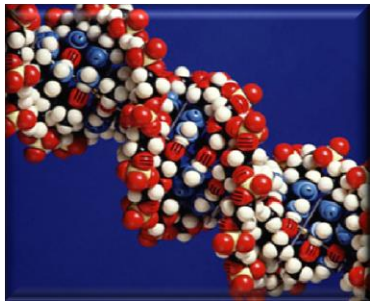


Mobile Internet

Advanced Materials



Next Generation Genomics

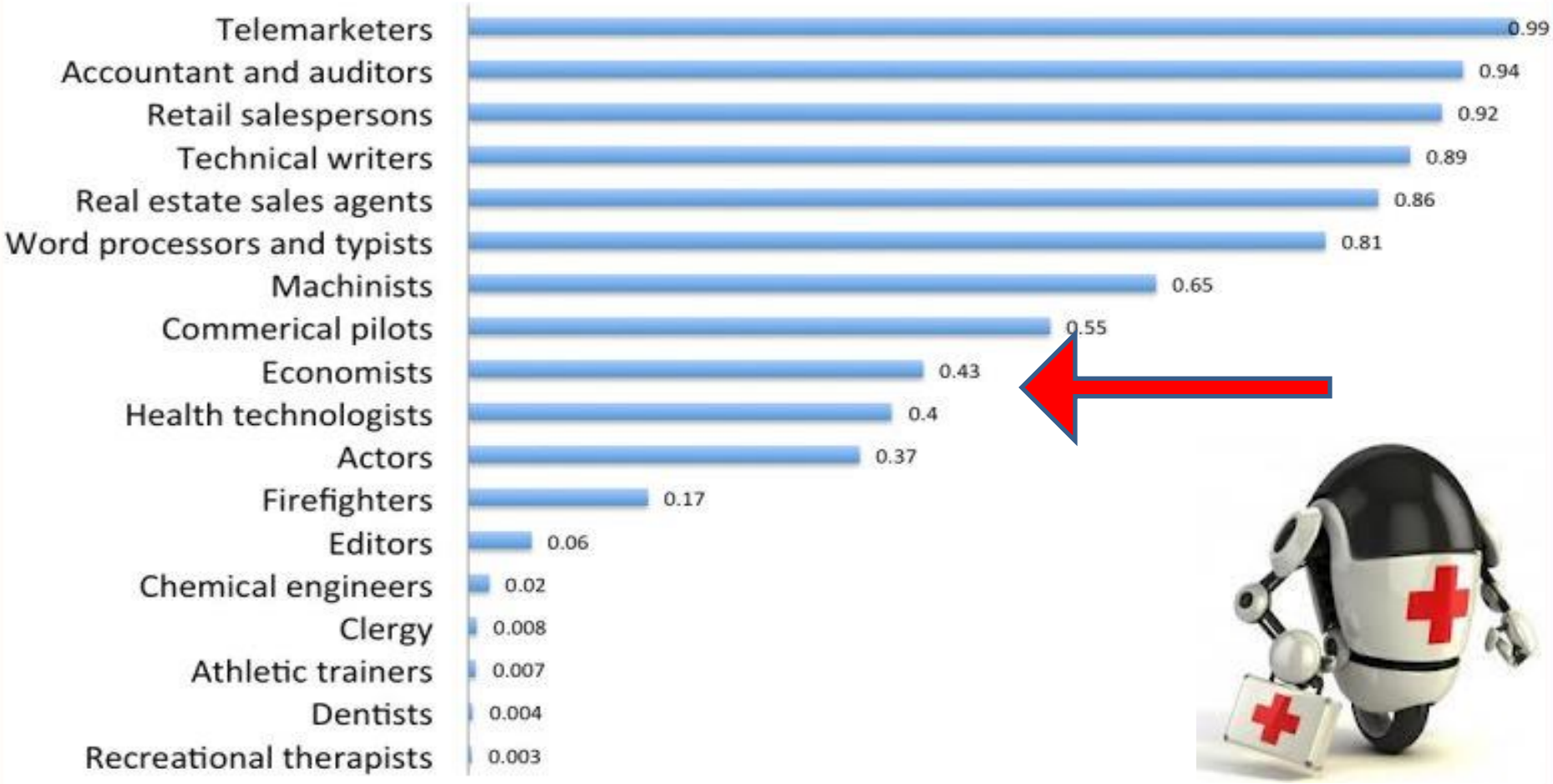


Robotics, Cloud, Digital-intel, 3D Printing

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

Tech Chart of the Day

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



BUSINESS INSIDER

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

ECONOMIC LEADERSHIP

Source: Business Insider, The Economist, 2014

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

Most utopian:

"How unhappy are you that your dishwasher has replaced washing dishes by hand, your washing machine has displaced washing clothes by hand or your vacuum cleaner has replaced hand cleaning? My guess is this 'job displacement' has been very welcome, as will the 'job displacement' that will occur over the next 10 years. This is a good thing. Everyone wants more jobs and less work."

— Hal Varian, chief economist at Google

ECONOMIC
LEADERSHIP

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

ECONOMIC LEADERSHIP

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

ECONOMIC LEADERSHIP

Re-imagine Readiness

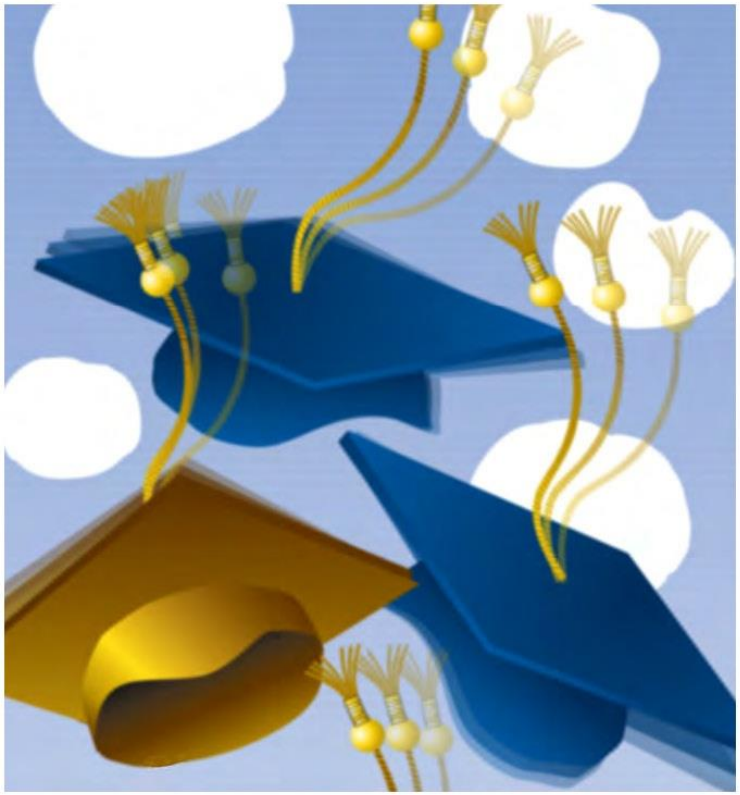
Where do people get skills?

ISSUE GUIDE

NATIONAL ISSUES FORUMS

www.nifi.org

American Commonwealth Partnership
Education for the Public Good



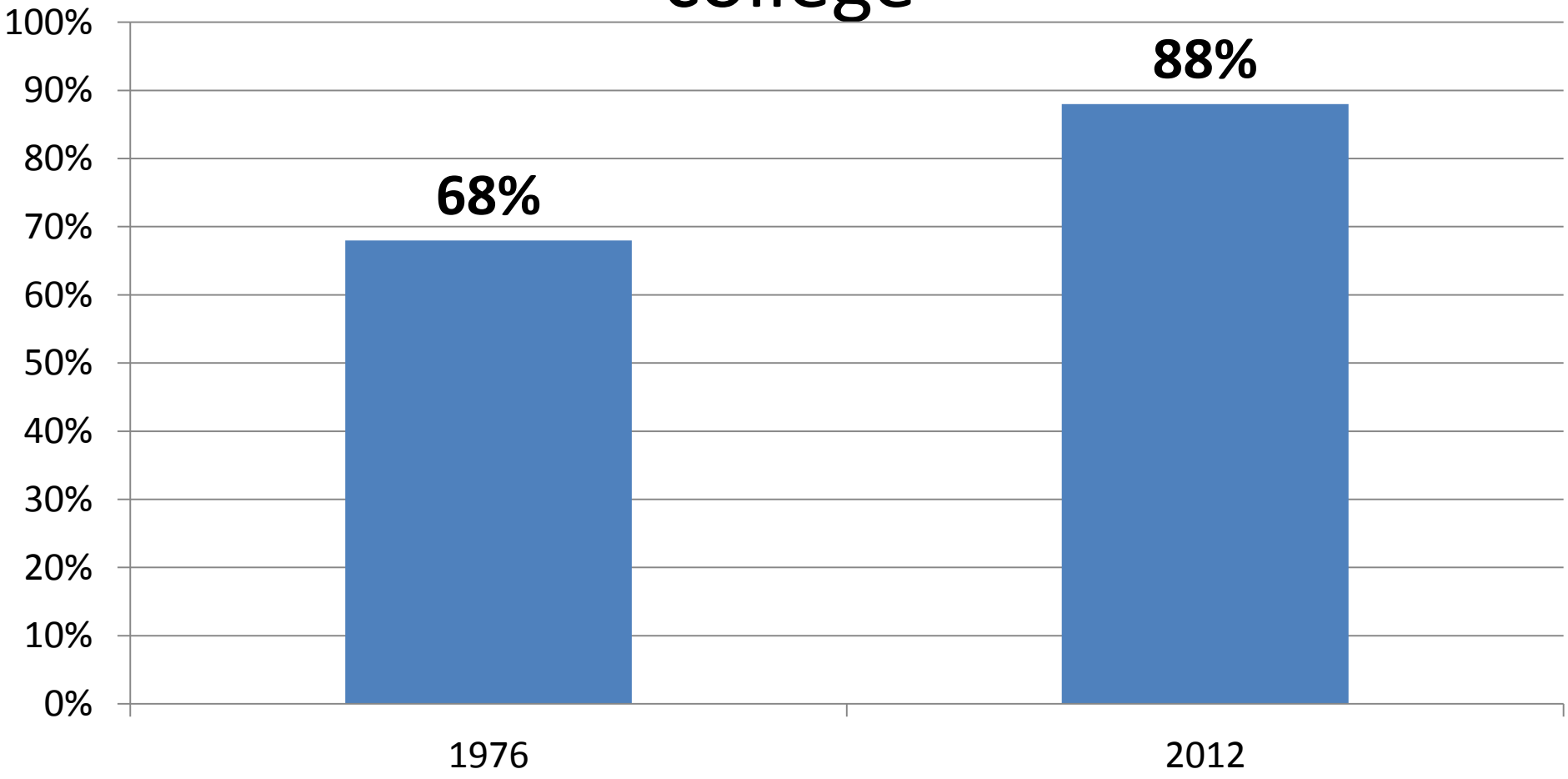
>>Shaping Our Future

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

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

ECONOMIC LEADERSHIP

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

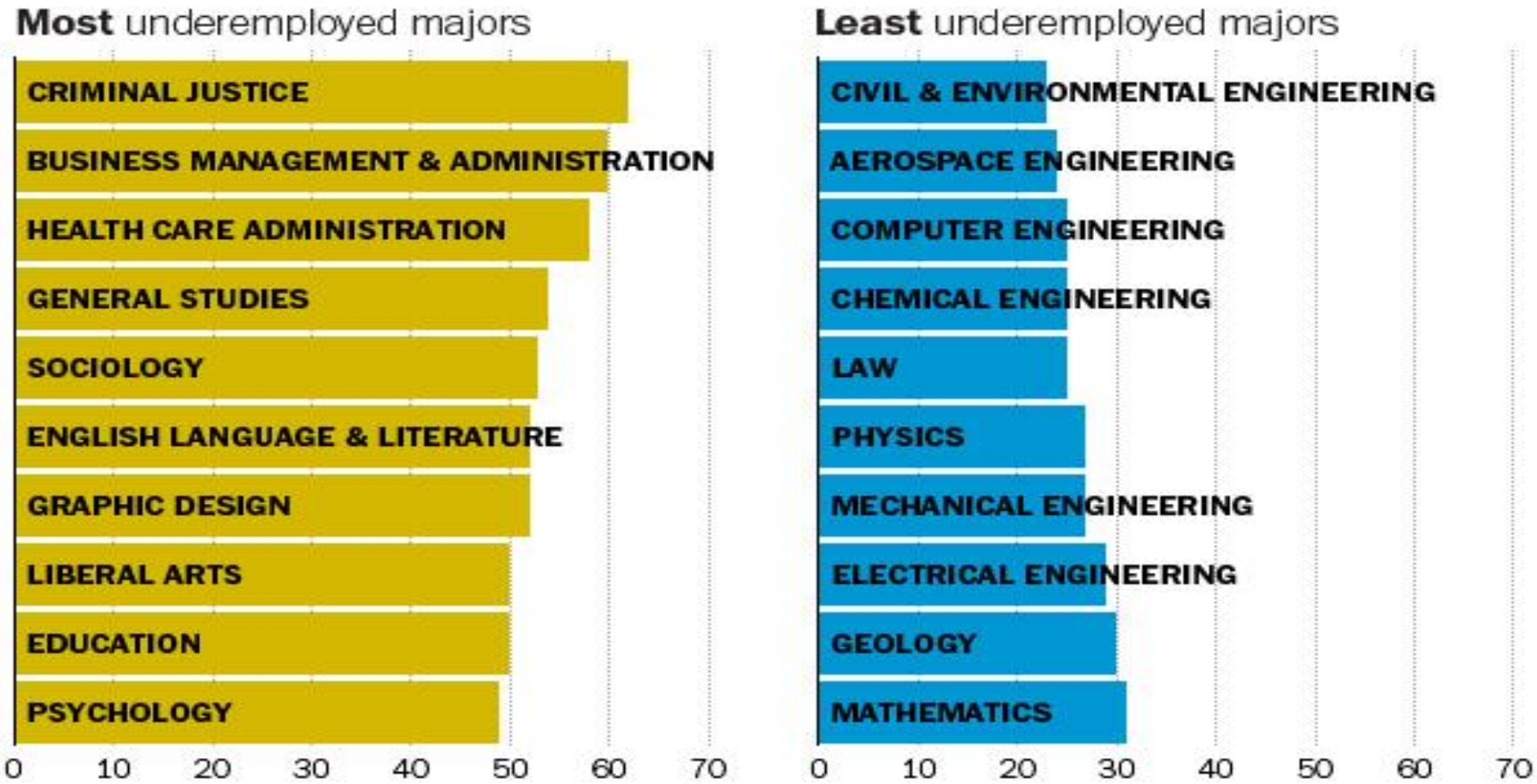


ECONOMIC LEADERSHIP

Source: The American Freshman, 2012, 2013

The college majors most and least likely to lead to underemployment

% saying they are underemployed in a recent PayScale survey, by undergraduate major



WASHINGTONPOST.COM/**WONKBLOG** Source: PayScale

ECONOMIC LEADERSHIP

Source: Payscale 2014

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

ECONOMIC LEADERSHIP

Source: National Association of Colleges and Employers

Rankings of Employee Skills from Most Important to Least Important

Under $12 per hour	$12-20 per Hour	Over $20 per hour
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

ECONOMIC LEADERSHIP

Source: Economic Leadership Survey of 122 business for Durham NC, 2014

Job Specific Skills

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

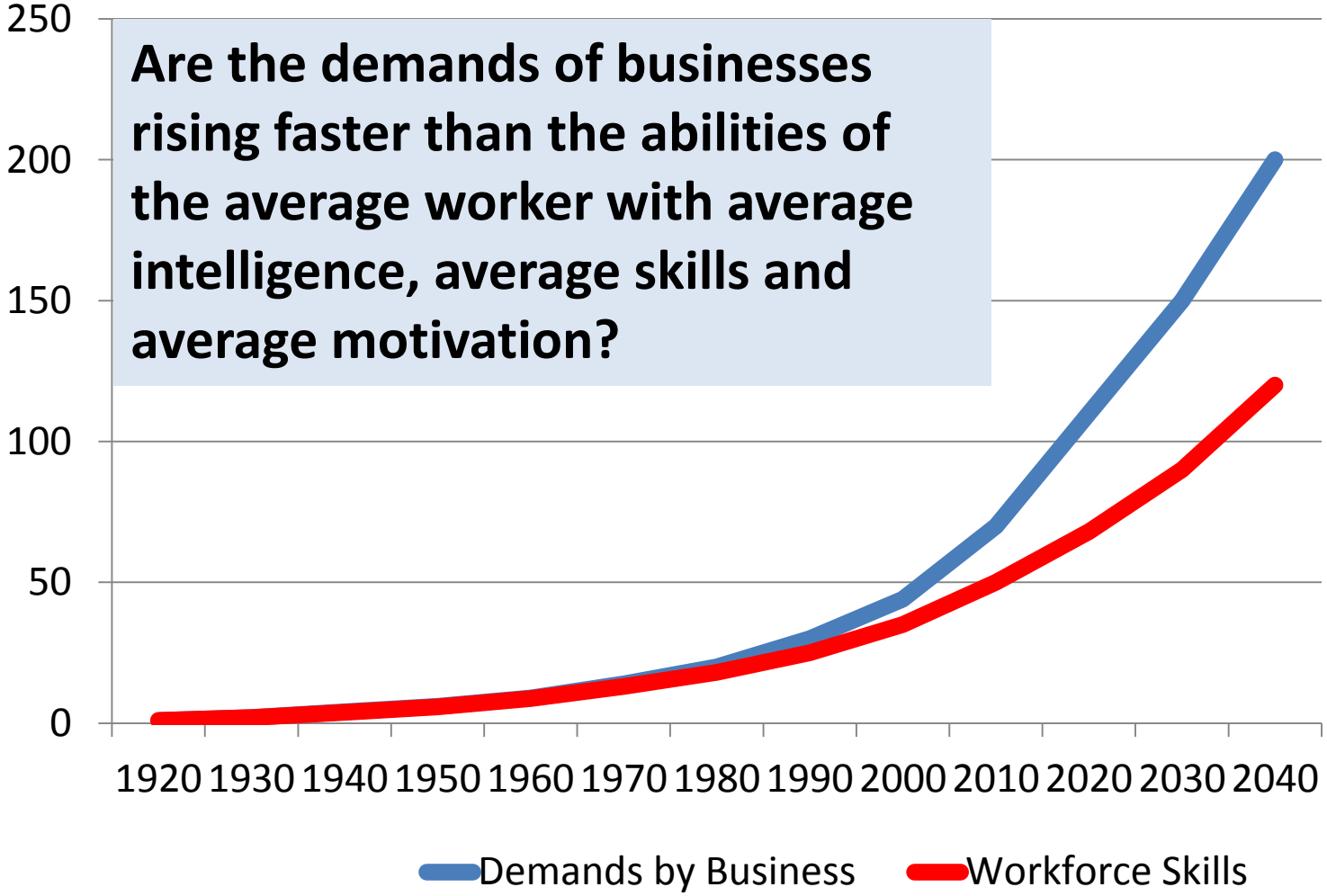
Work Skills

(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?



ECONOMIC LEADERSHIP

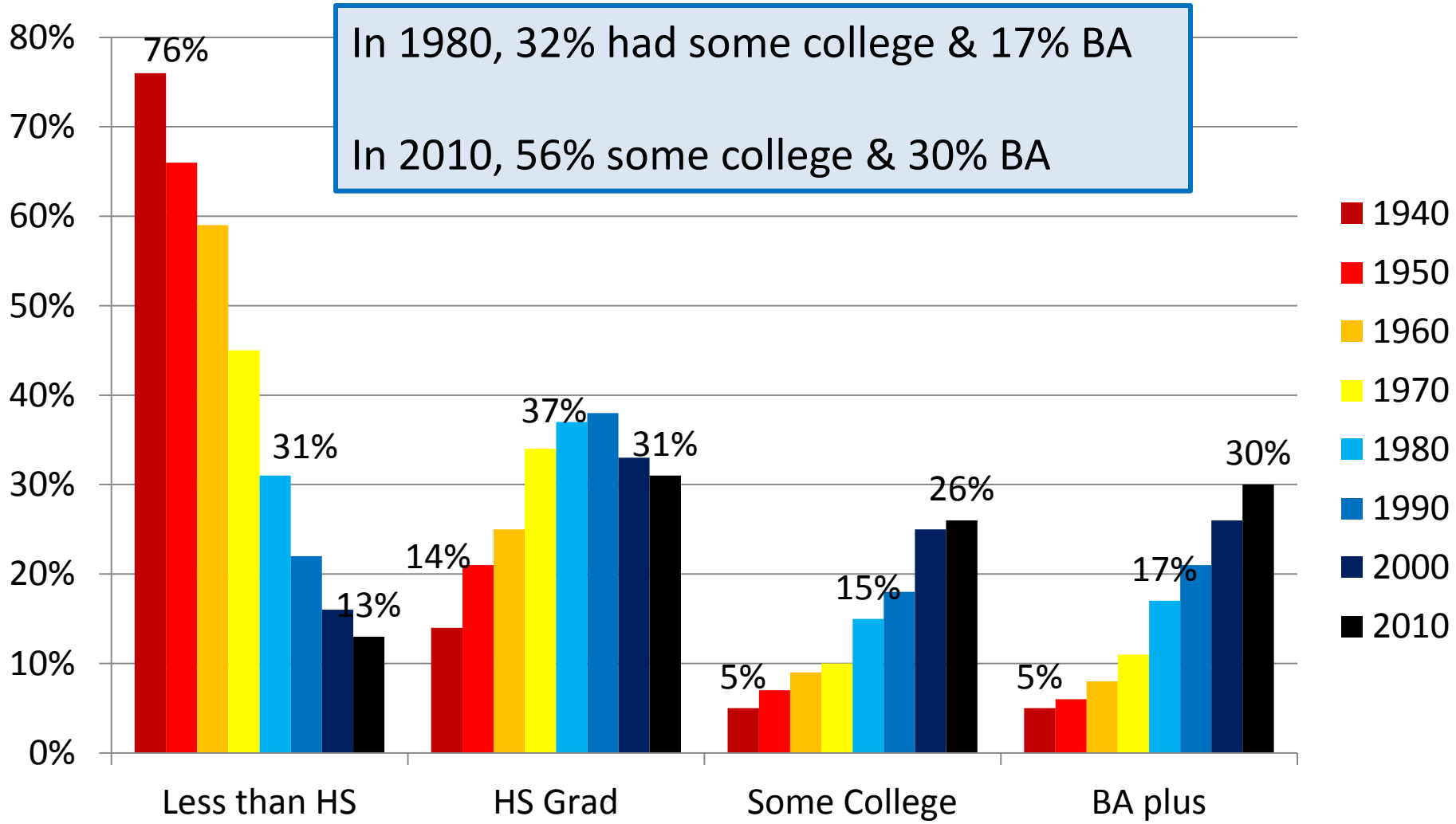
Source: No source, I made this up

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

ECONOMIC LEADERSHIP

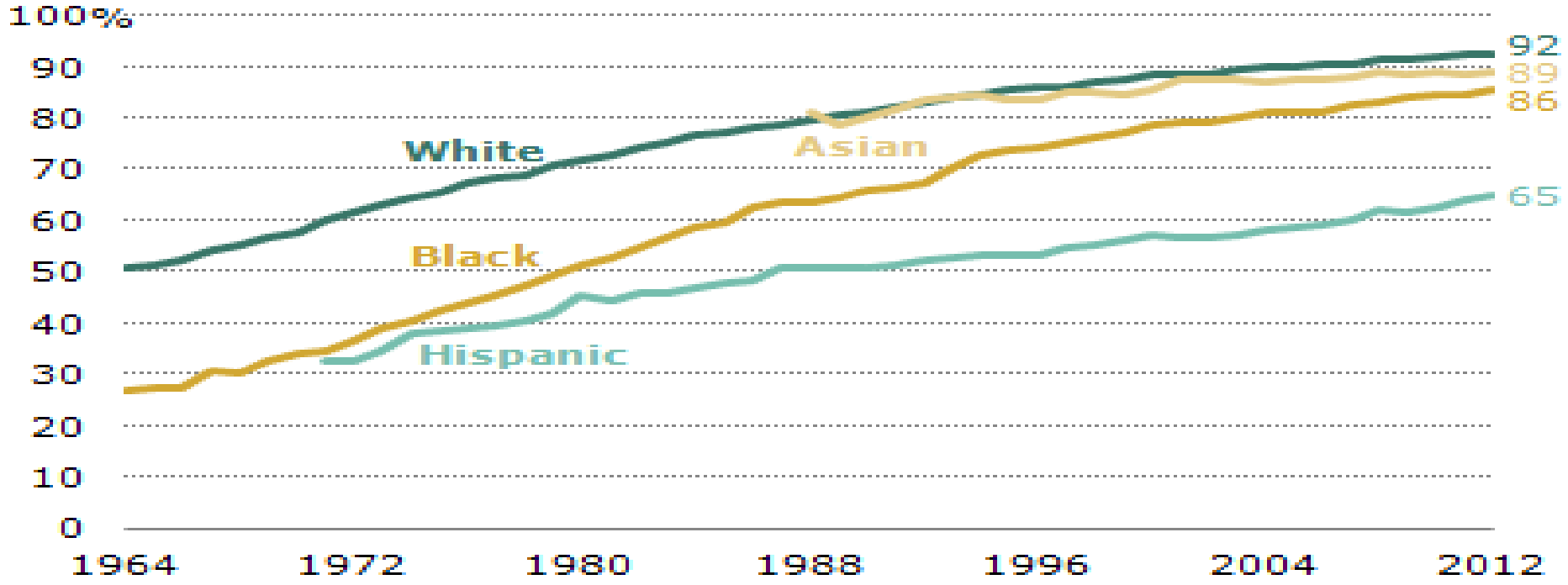
US Adults Years School Completed



ECONOMIC LEADERSHIP

High School Completion by Race/Ethnicity, 1964-2012

% of adults age 25 and older



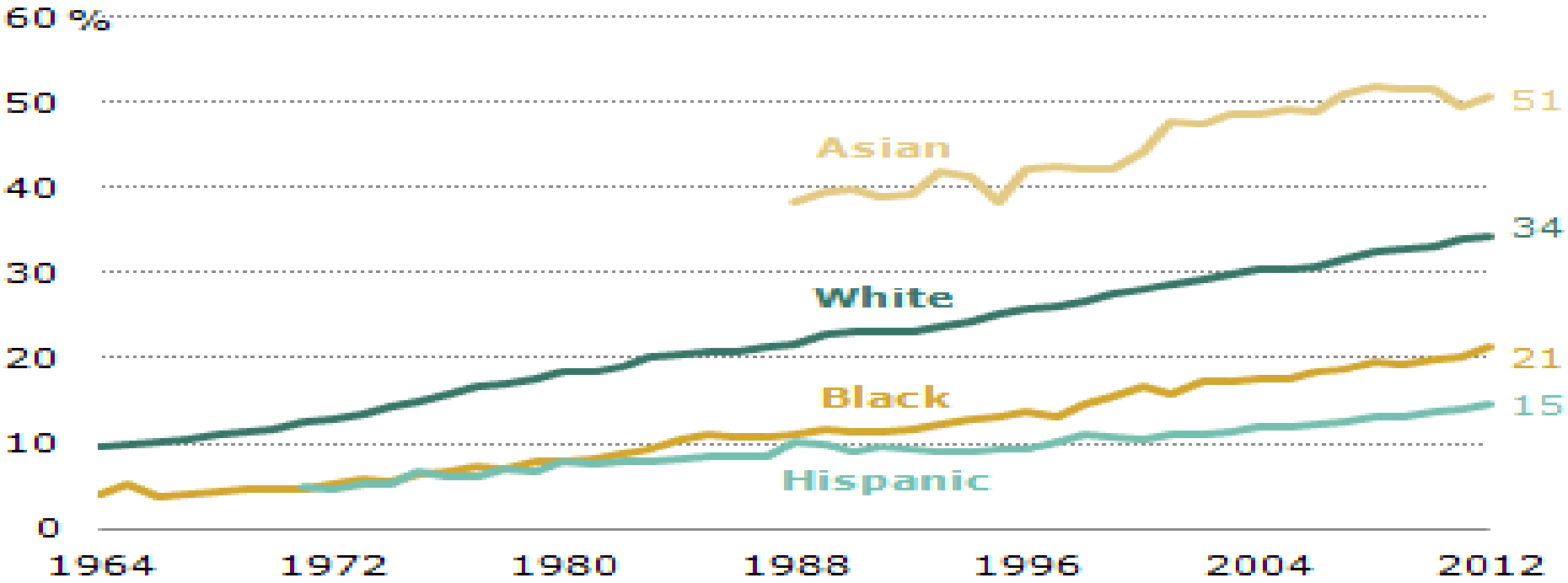
Note: White, black and Asian adults include only those who reported a single race. Native Americans and mixed-race groups not shown. Data for whites, blacks and Asians from 1971 to 2011 include only non-Hispanics. Data for whites and blacks prior to 1971 include Hispanics. Comparable data for Hispanics 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)

PEW RESEARCH CENTER

College Completion by Race/Ethnicity, 1964-2012

% of adults age 25 and older



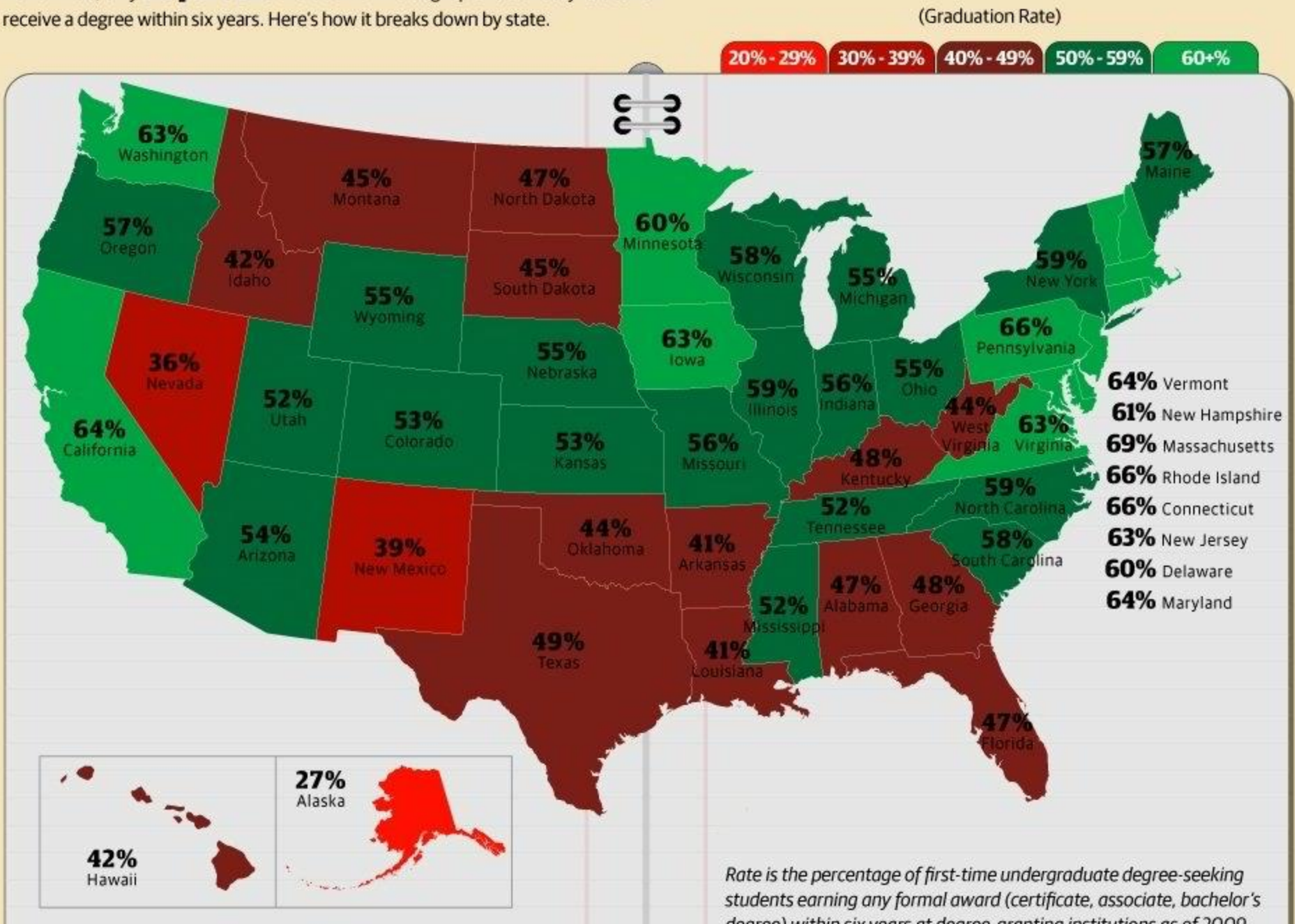
Note: White, black and Asian adults include only those who reported a single race. Native Americans and mixed-race groups not shown. Data for whites, blacks and Asians from 1971 to 2011 include only non-Hispanics. Data for whites and blacks prior to 1971 include Hispanics. Comparable data for Hispanics 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 16 years of school. For 1992-2012 refers to those who have at least a bachelor's degree.

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

PEW RESEARCH CENTER

Dropout Nation

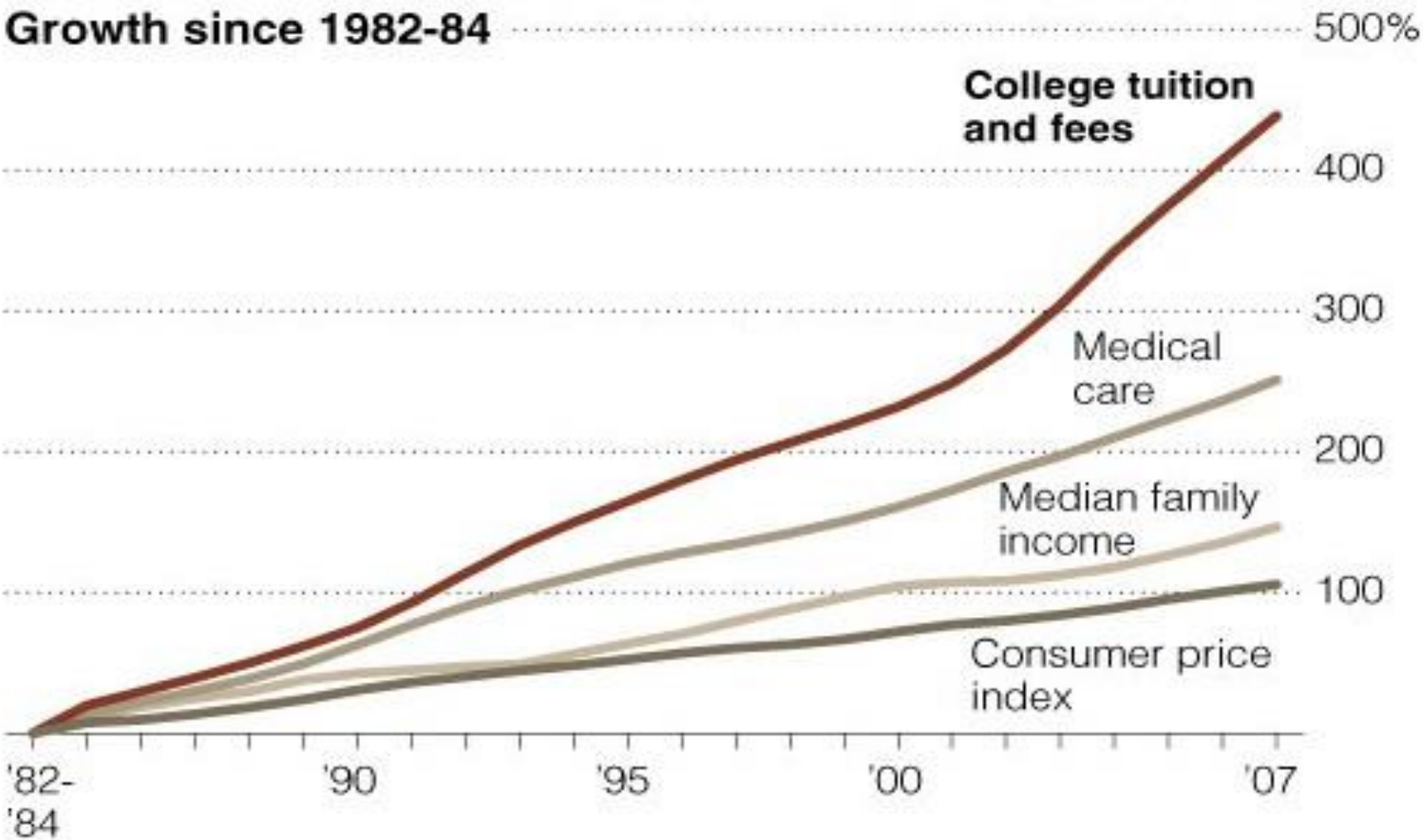
Nationwide, only **56 percent** of students who begin postsecondary education receive a degree within six years. Here's how it breaks down by state.



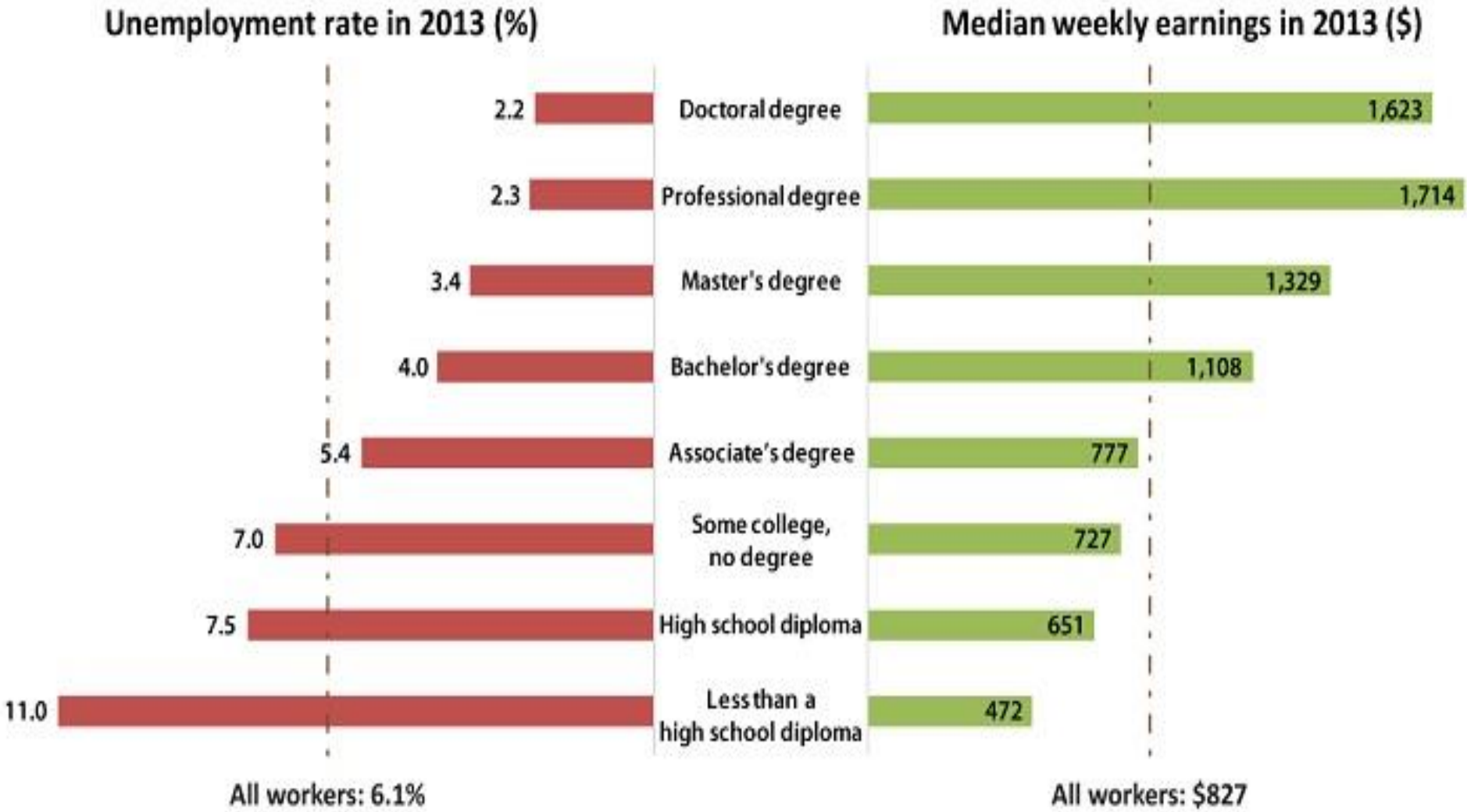
Rate is the percentage of first-time undergraduate degree-seeking students earning any formal award (certificate, associate, bachelor's degree) within six years at degree-granting institutions as of 2009

Soaring College Tuitions

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



Earnings and unemployment rates by educational attainment



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

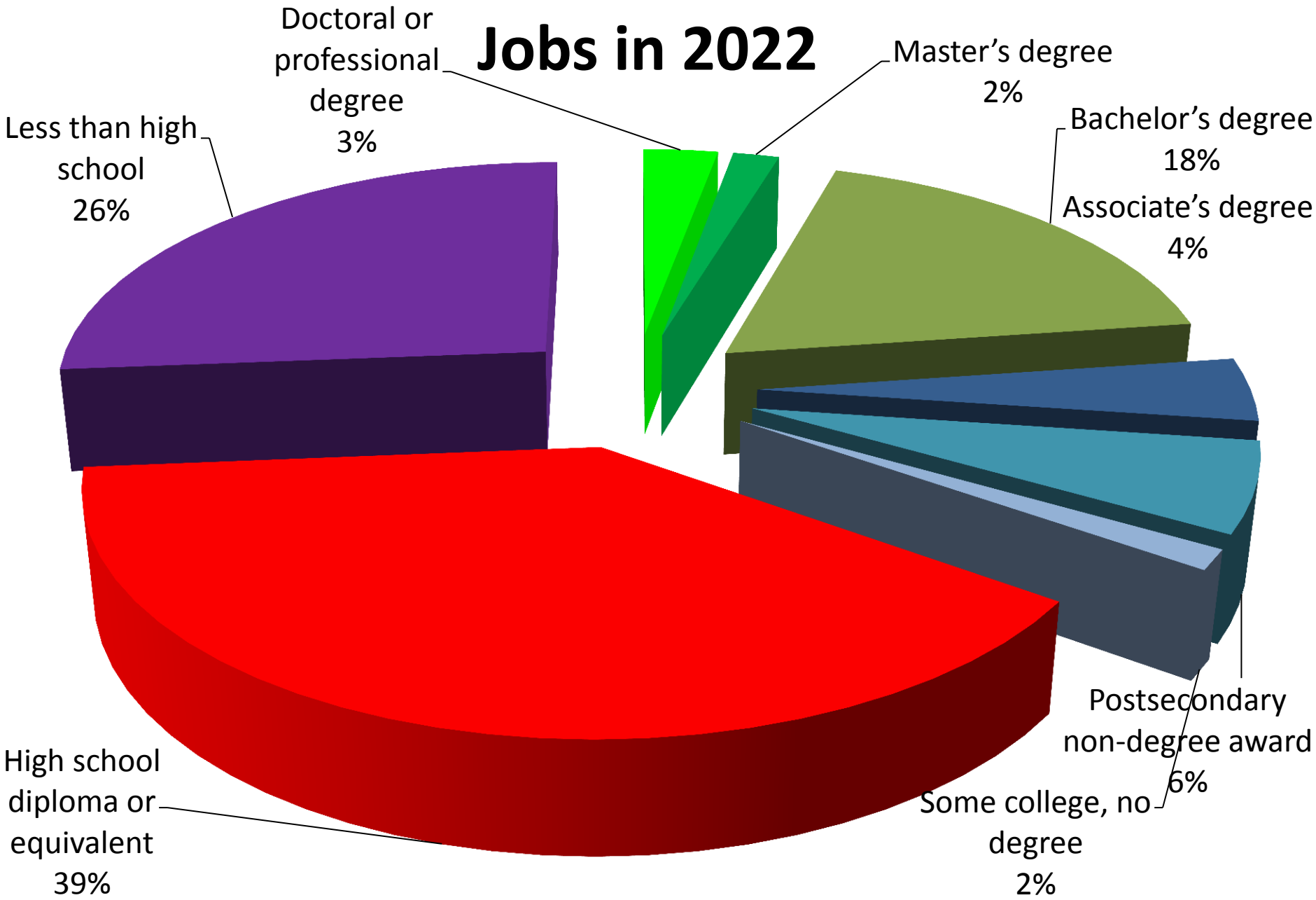
ECONOMIC LEADERSHIP

Source: U.S. Bureau of Labor Statistics.

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

ECONOMIC LEADERSHIP

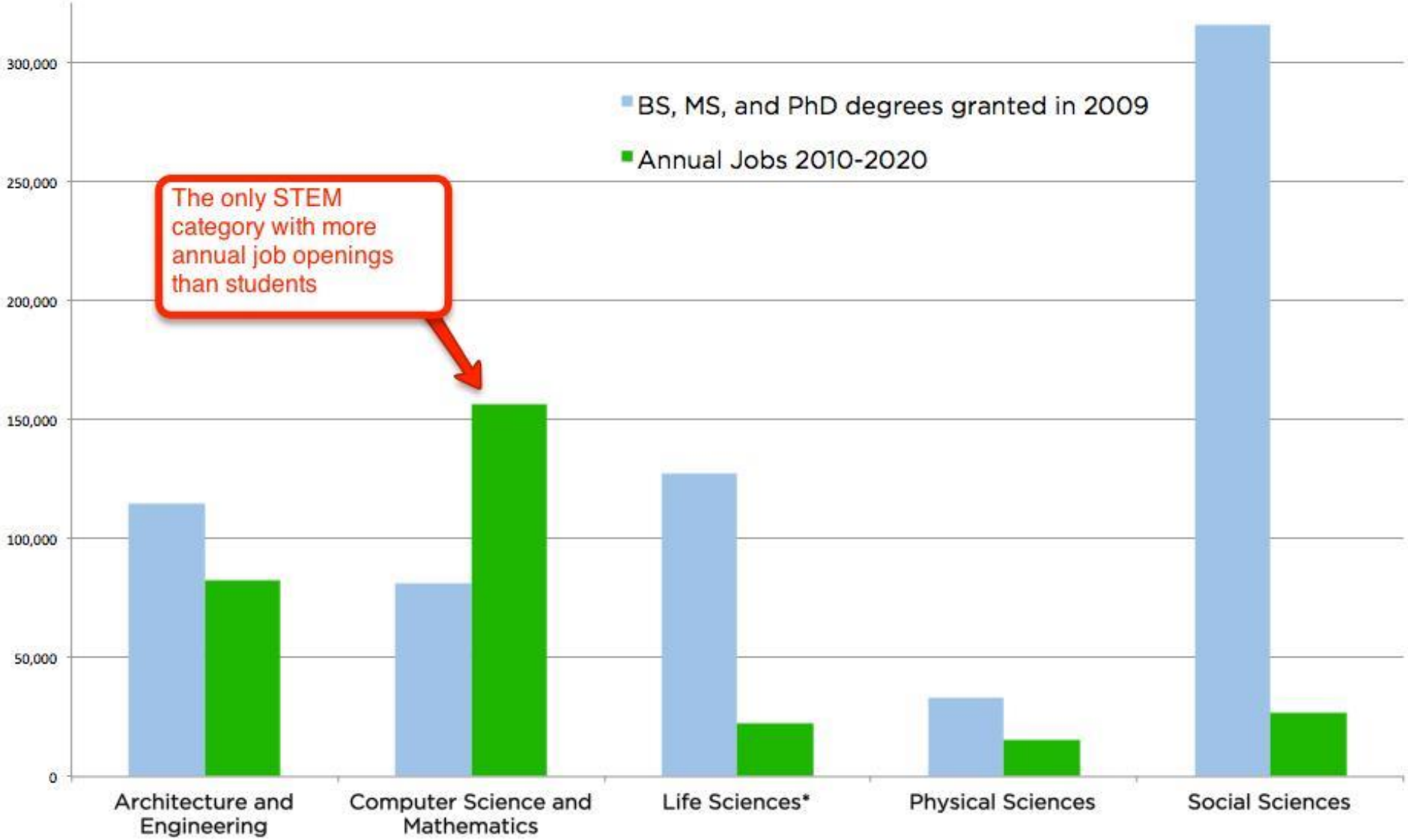
Jobs in 2022



ECONOMIC LEADERSHIP

Source: BLS, June 2014

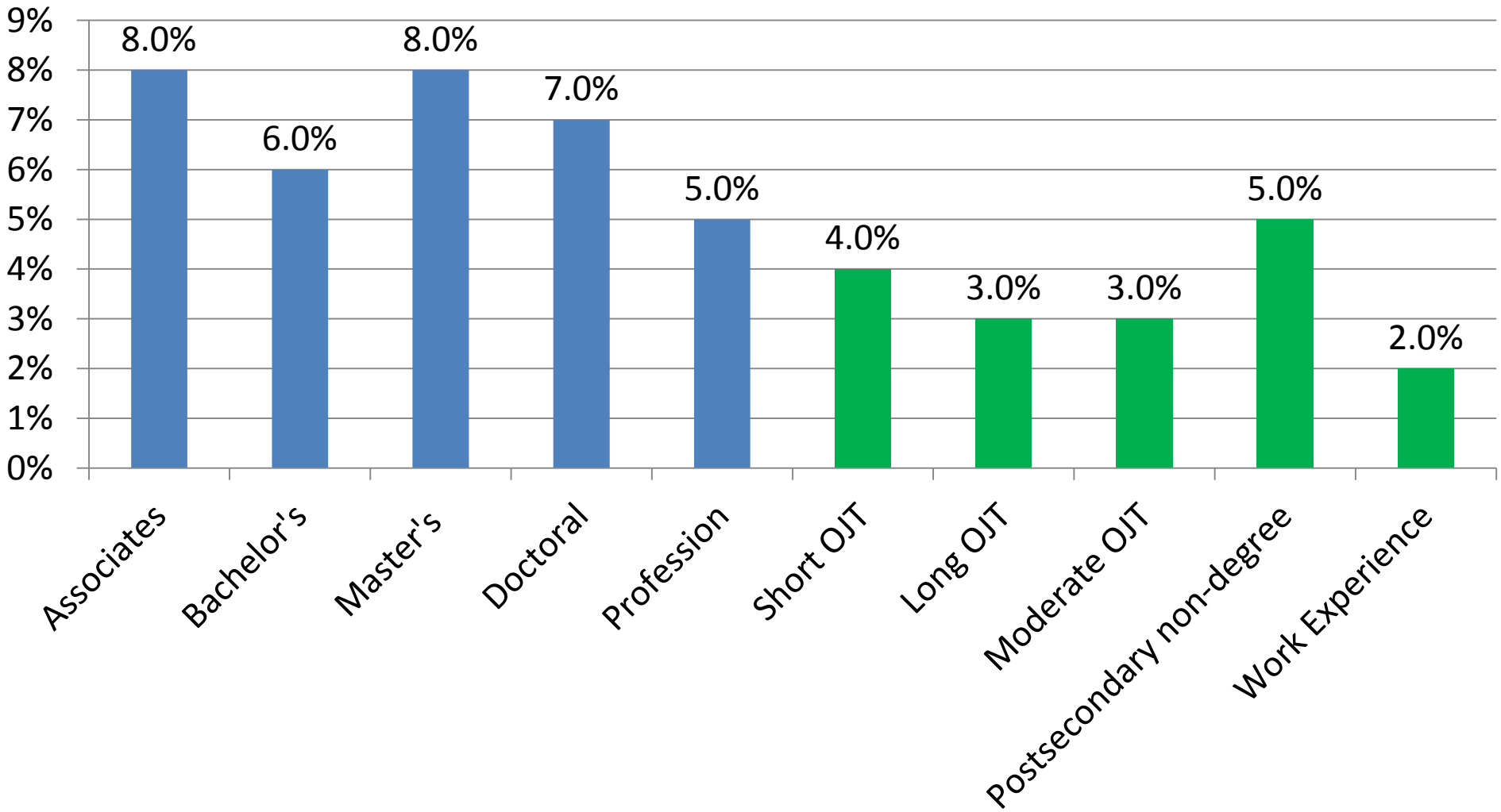
Not all STEM Degrees Are Equal



ECONOMIC LEADERSHIP

Sources: Bureau of Labor Statistics, National Science Foundation

U.S. Projected Job Growth 2013-2017



ECONOMIC LEADERSHIP

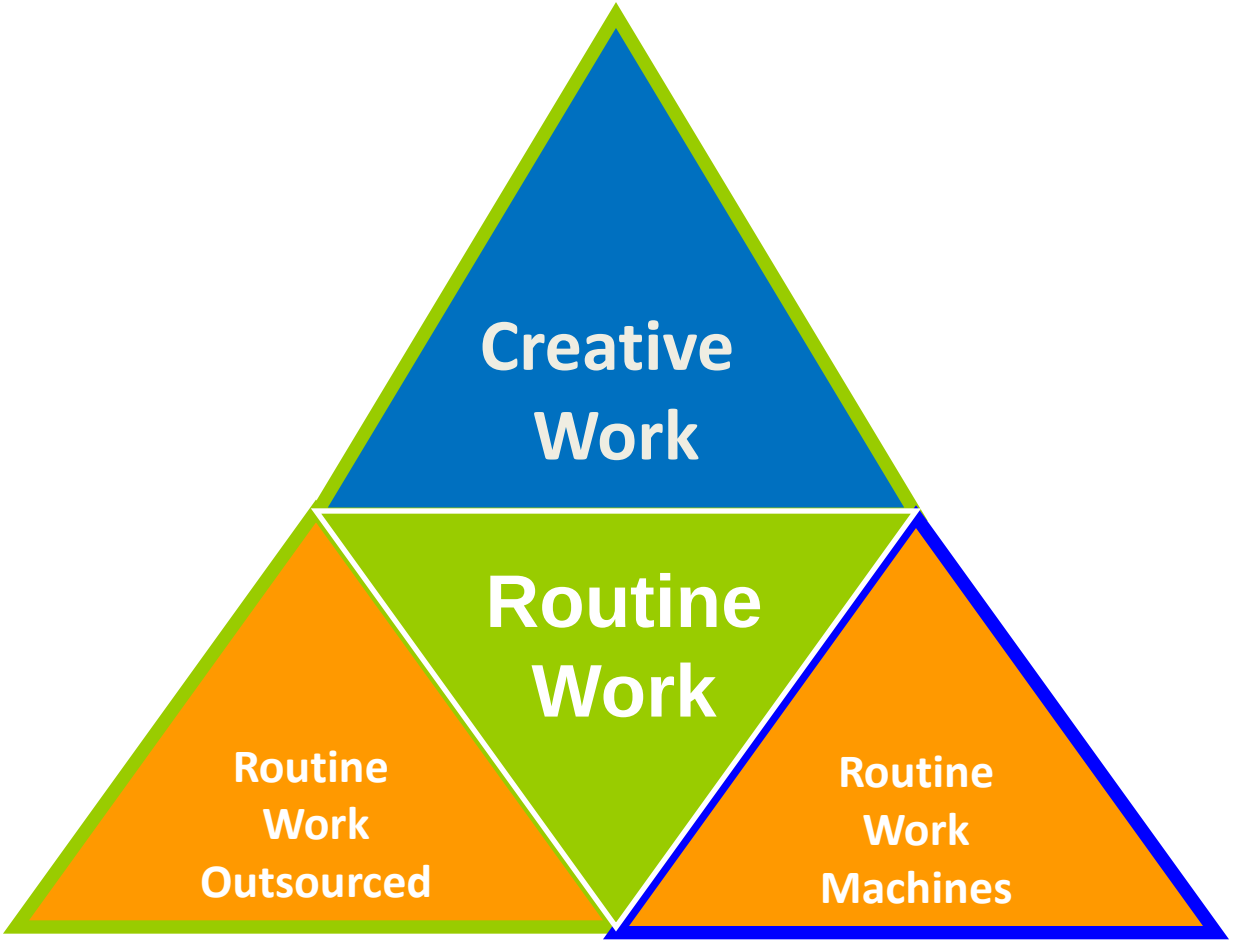
Source: emsi, CareerBuilder Occupational Projection

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

ECONOMIC LEADERSHIP

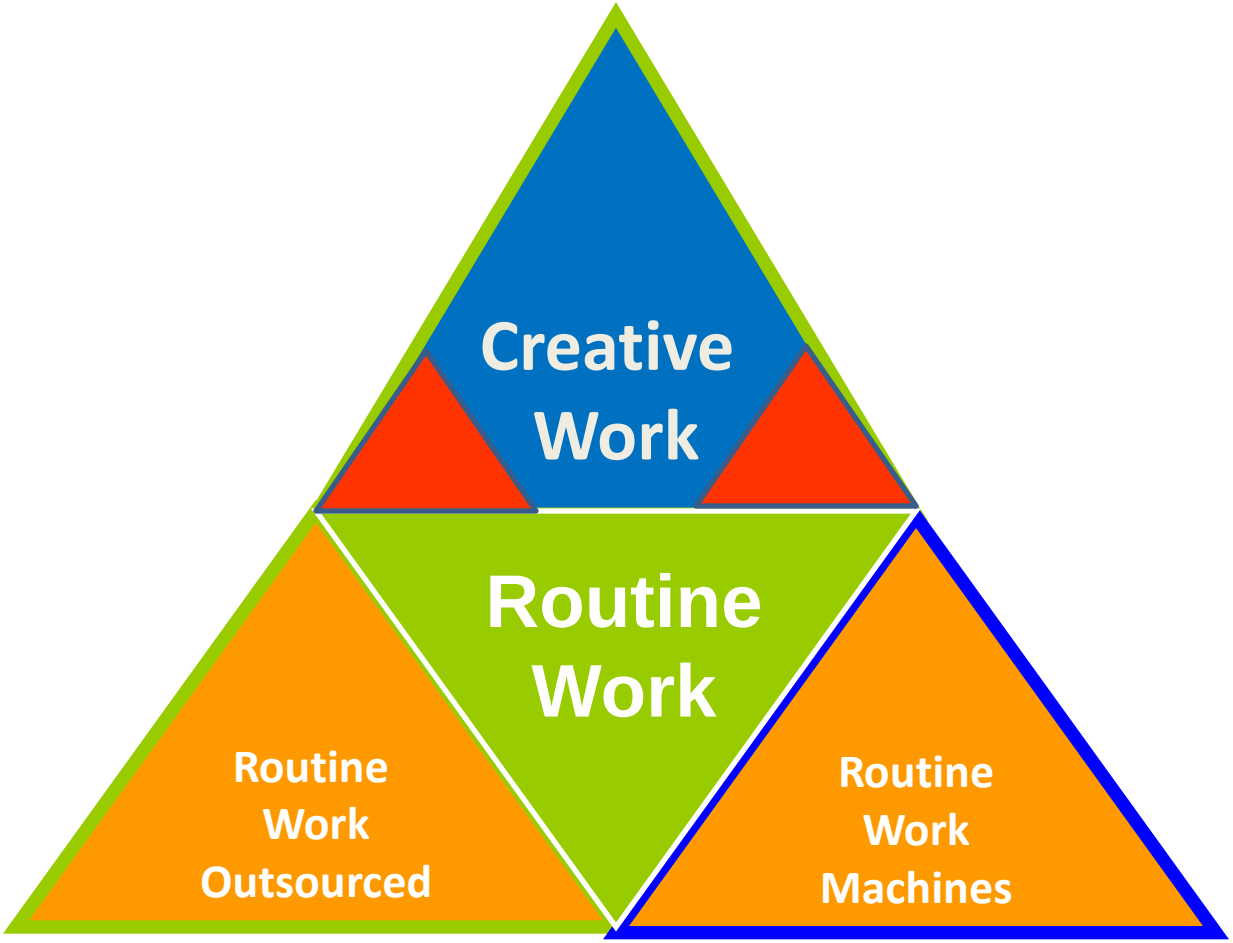
Work Shifts



ECONOMIC LEADERSHIP

Source: National Center on Education and the Economy, Tough Choices or Tough Times, 2007

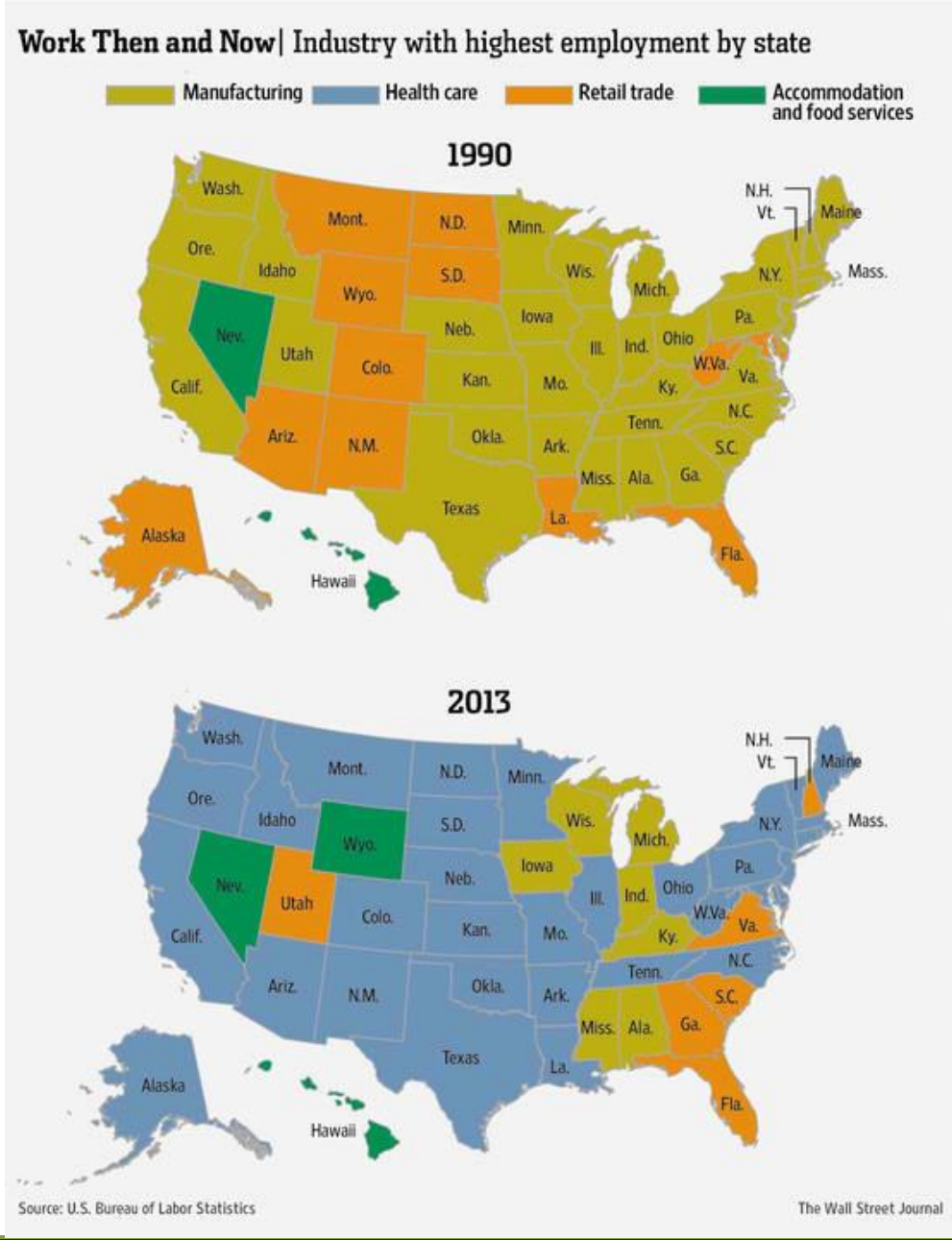
Work Shifts



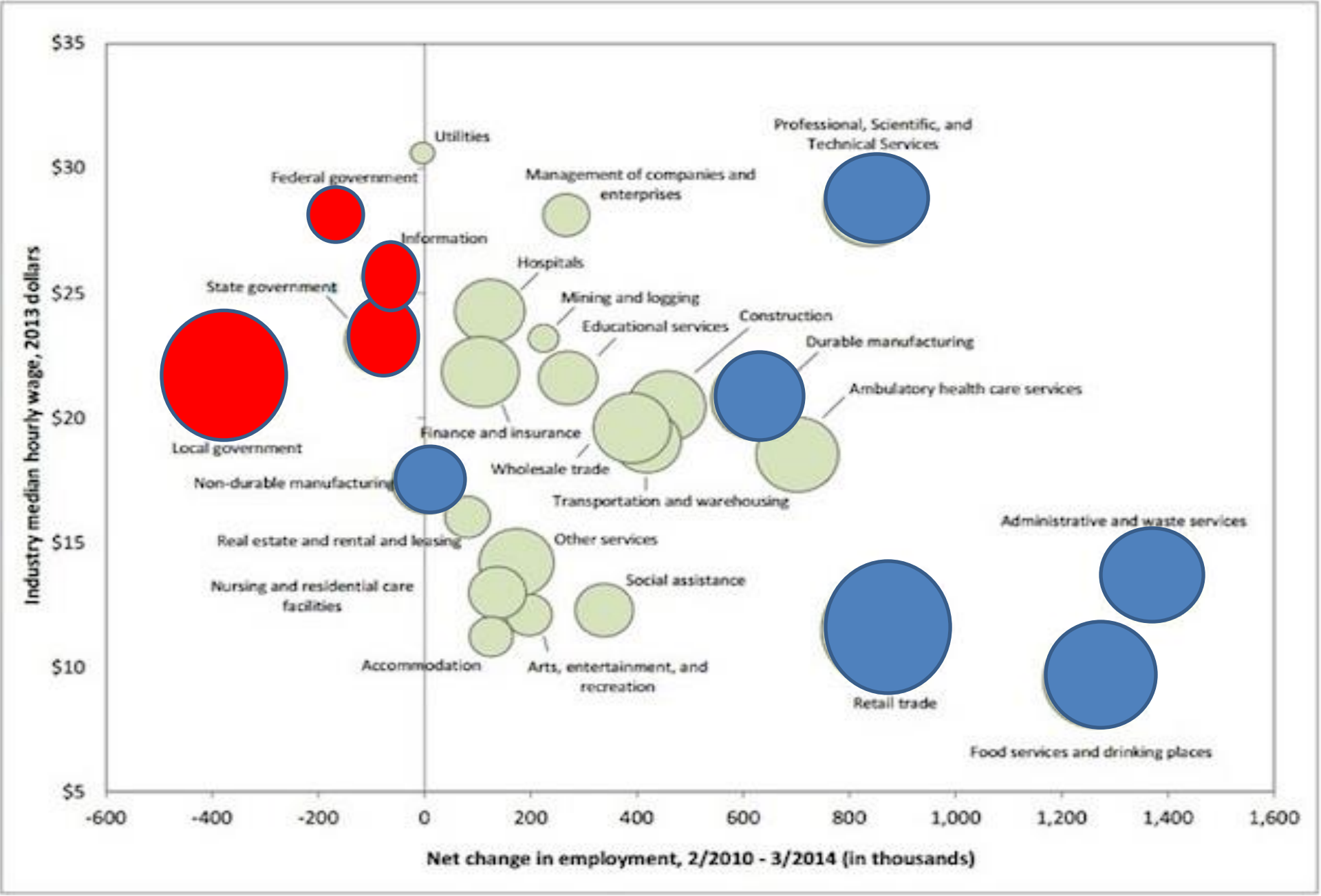
ECONOMIC LEADERSHIP

Source: National Center on Education and the Economy, Tough Choices or Tough Times, 2007

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



ECONOMIC LEADERSHIP



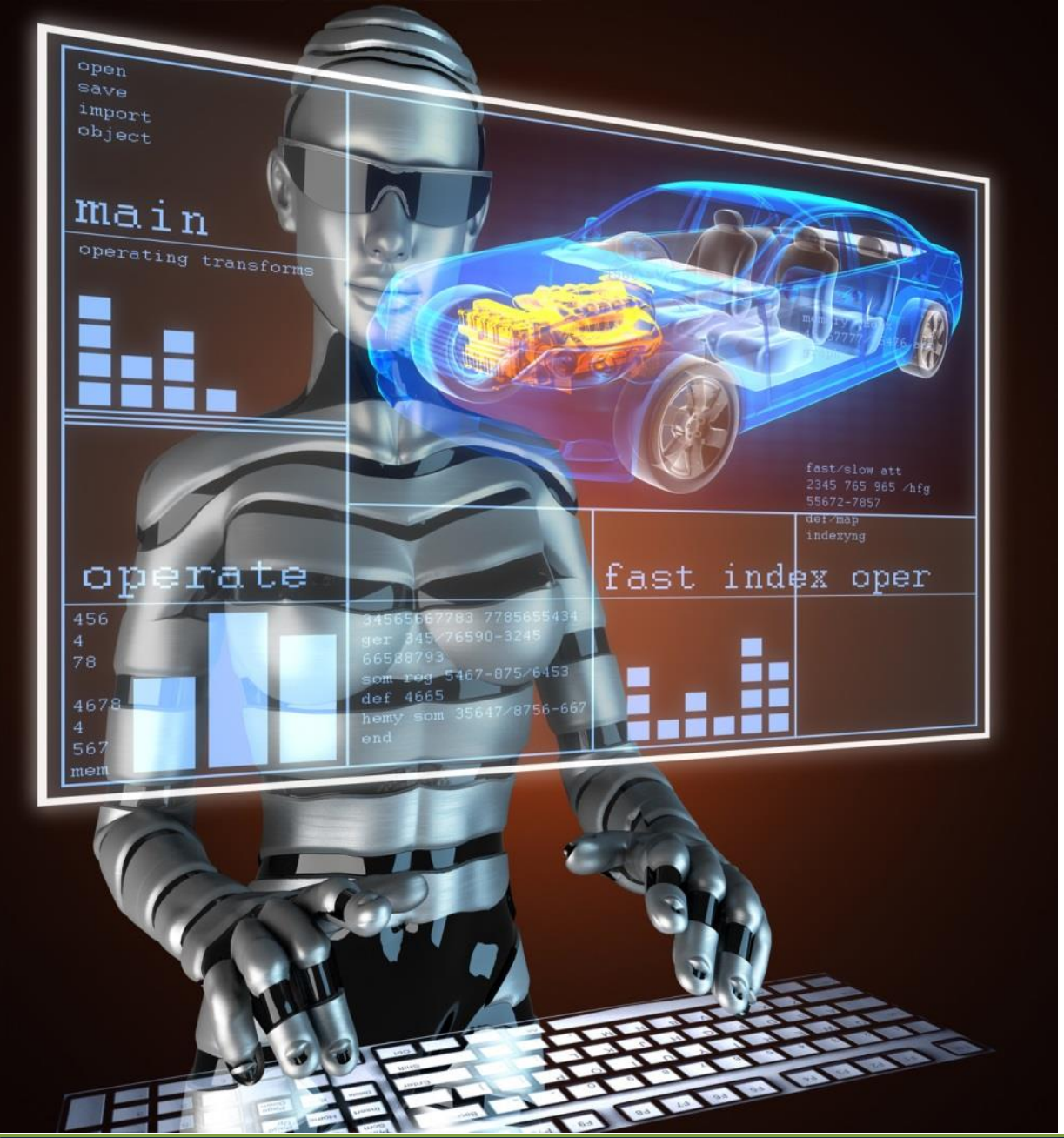
ECONOMIC LEADERSHIP

Source: National Employment Law Project, 2014

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

ECONOMIC LEADERSHIP



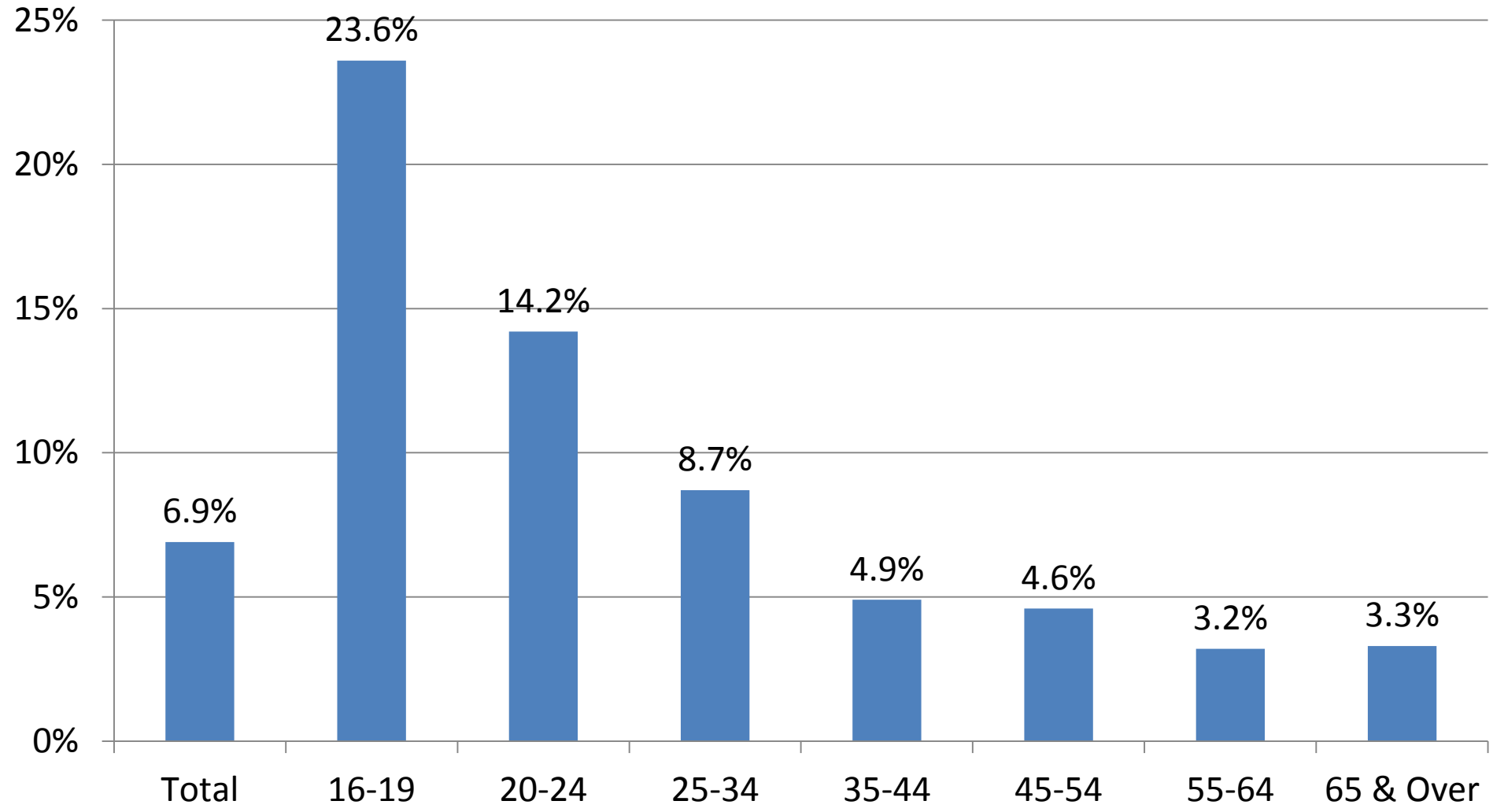
- MOOCs
- Khan Academy
- Virtual High School
- E-textbooks
- Digital gaming content (competency based)
- Ubiquitous learning content

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

ECONOMIC LEADERSHIP

2013 Unemployment Rate By Age



ECONOMIC LEADERSHIP

Sources: Bureau of Labor Statistics

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

ECONOMIC LEADERSHIP

Re-align Relationships and Resources

The Parable of Unexpected Connectivity

ECONOMIC LEADERSHIP

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

ECONOMIC LEADERSHIP

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

ECONOMIC LEADERSHIP

ted@econleadership.com

Workforce Development

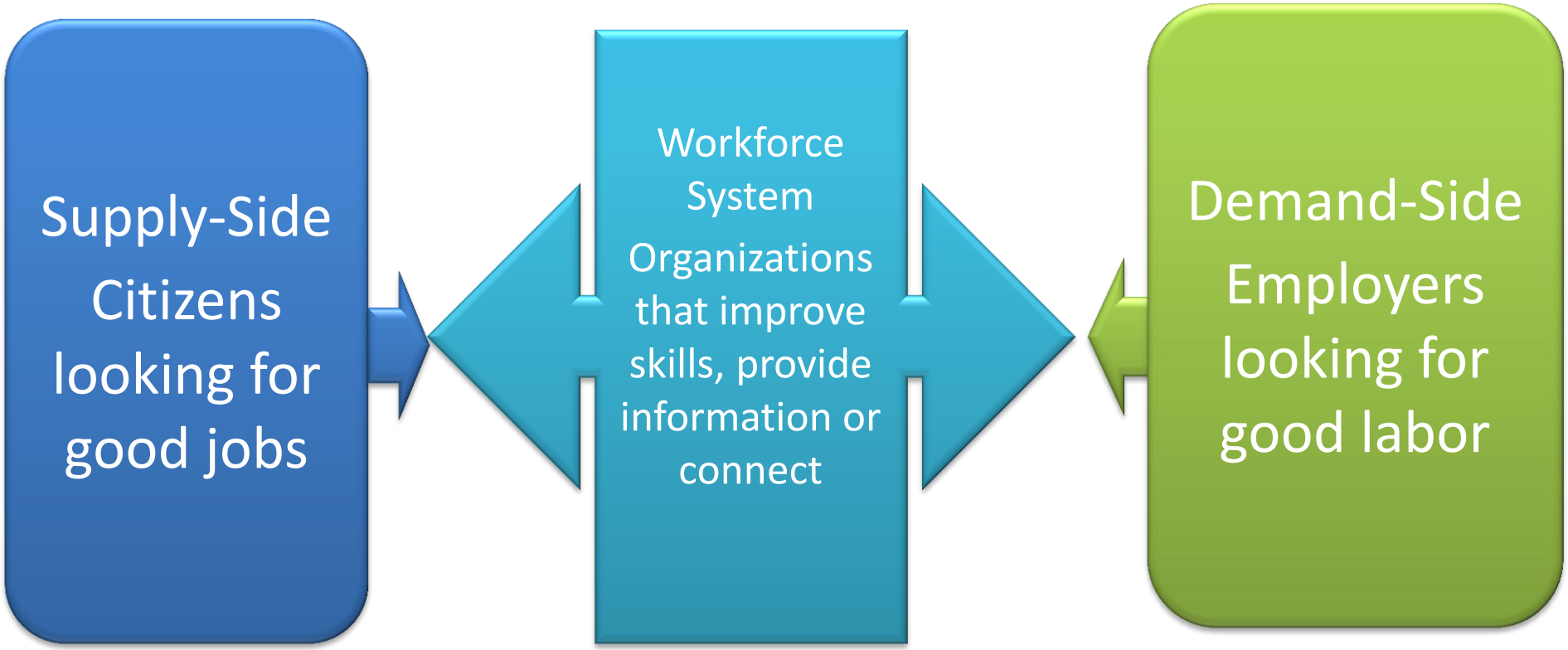
- "A top priority of the nation's governors is developing the skilled and knowledgeable workforce required for states to be economically competitive in a global economy."

  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)

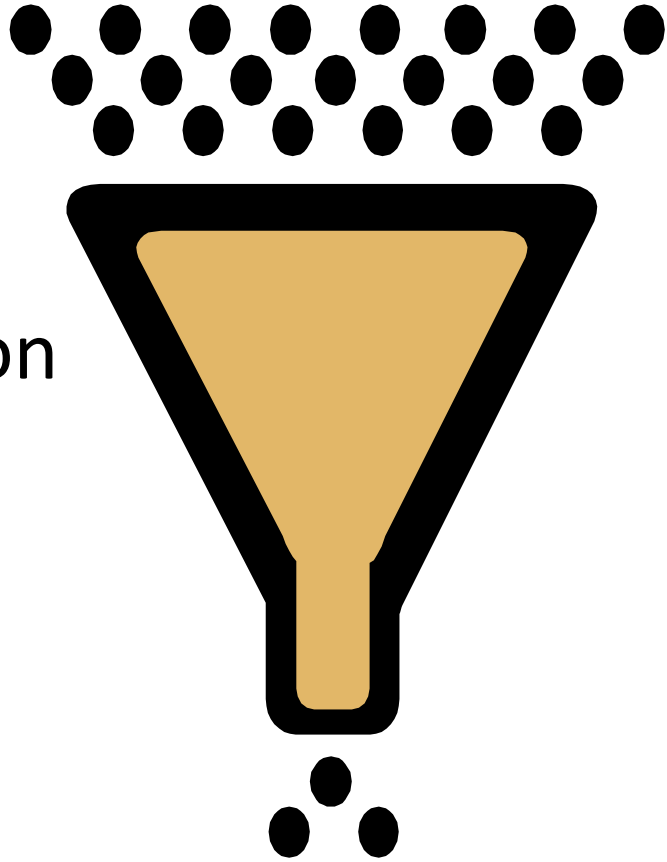
Potential employees with competitive work skills and non-competitive work histories (and no obvious barriers to work)

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



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

ECONOMIC LEADERSHIP

"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

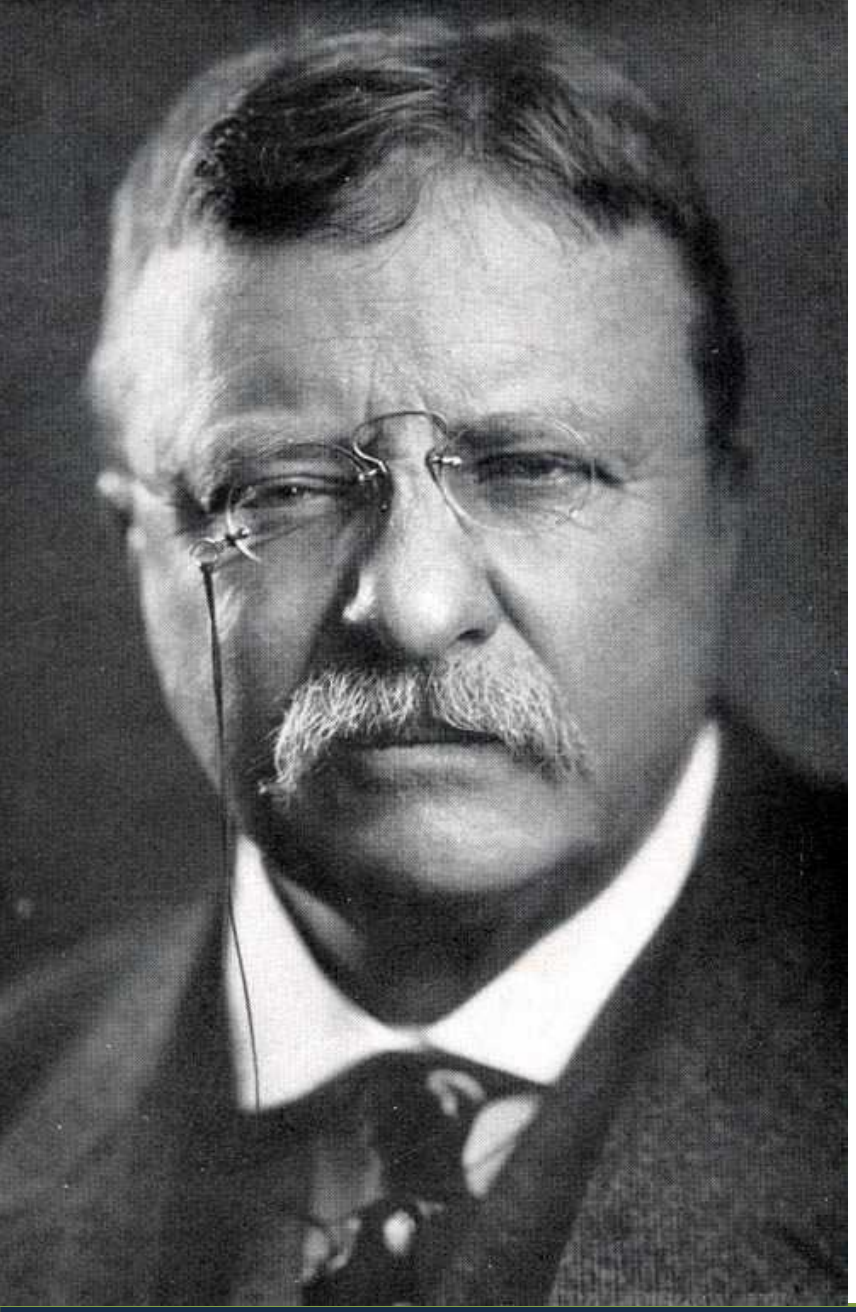
ECONOMIC
LEADERSHIP

Changing Workforce Development

Old Way	New Way
• Responsive to rules and systems	• Responsive to employer needs
• Programmatic silos with special populations	• Flexible, simplified and customized
• Education and workforce are different systems	• All efforts are seamless and matriculation is simple
• Geography matters	• Industry needs matter
• Technology to track people and results	• Technology to customize, analyze needs, and empower customers

ECONOMIC LEADERSHIP

Source: Based in part on work by the *Rutgers's State of the U.S. Workforce System* 2012



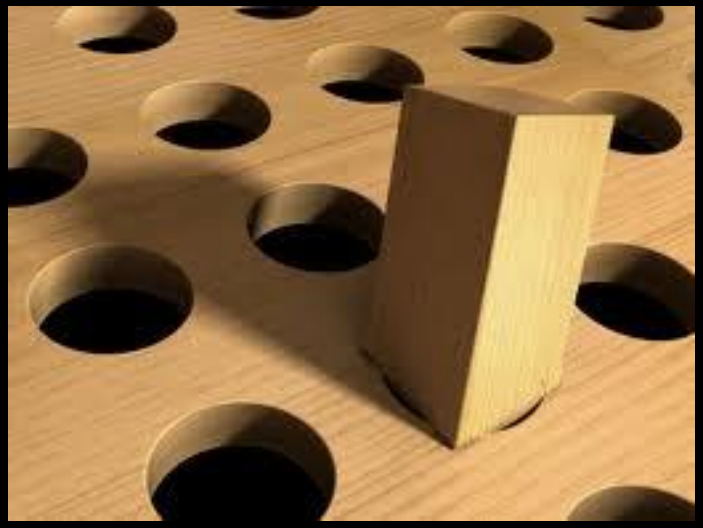
"Do what you can, with what you have, where you are."

ECONOMIC LEADERSHIP

southern growth policies board

Re-imagining Workforce Development

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



ECONOMIC LEADERSHIP

ECONOMIC LEADERSHIP

Follow on twitter
@tedabernathy

or

LinkedIn Ted Abernathy

" Leadership and learning are indispensable to each other."

John F. Kennedy

ted@econleadership.com