Career Connected Opportunities for Youth

2018 Rural Pathways to Prosperity Conference

May 9, 2018

Brent Parton
Center on Education and Skills
New America
WHAT IS NEW AMERICA?

• **Nonpartisan think tank** headquartered in Washington, DC

• **The Center on Education and Skills** focuses on strengthening linkages between learning and work, and schools and local economies.

  - Research, analyze and communicate education and workforce policy trends, challenges
  - Engage with policymakers to develop policy solutions
  - Elevate work of “doers” and support dissemination of good practice and innovation
Driving Economic Development

Morton, WA (1946)
“That the twentieth century was both the American Century and the Human Capital Century is no accident. Economic growth today and in the future requires educated workers, managers, entrepreneurs, and citizens. Modern technologies must be innovated, put in place, and maintained. They must have competent workers at the helm.”

- Claudia Golden & Lawrence F. Katz,
The Race between Education and Technology
America’s Narrow Road to Opportunity
The Traditional Talent Pipeline

College Completion: Six Year Outcomes (2010 Cohort)

- Not Enrolled
- Still Enrolled
- Completed at Different Institution
- Completed at Starting Institution

National Student Clearinghouse Research Center. Completing College: A National View of Student Attainment Rates by Race and Ethnicity (2016)
Opinion

OP-ED CONTRIBUTOR

Internships Are Not a Privilege

By Darren Walker
July 5, 2016

TALENT is equally distributed, but opportunity is not. And while many Americans believe fervently and faithfully in expanding opportunity, America’s internship-industrial complex does just the opposite.

As the summer internship season gets into full swing, consider, for instance, how a plum internship may alter a young person’s career trajectory. While some students take a summer job in food service to pay the bills, others can afford to accept unpaid jobs at high-profile organizations, setting them on a more lucrative path.
Employer Skills Challenges

Almost 40% of American employers say they cannot find people with the skills they need, even for entry-level jobs. – McKinsey Global Institute 2017

67% of small and midsize manufacturers report moderate to severe workforce shortages. – The Manufacturing Institute 2015

32% of American employers are having difficulty filling jobs – ManpowerGroup 2015
DEGREE INFLATION

- Longer Time to Hire
- New Hire Premiums
- Retention Risks
- On-boarding Costs

Dismissed by Degrees: How Degree Inflation is Undermining U.S. Competitiveness and Hurting America’s Middle Class
Demography is Destiny

The Aging of the American Workforce

- Percentage of workers over age 65

Source: Census Bureau, Moody's Analytics

Graph showing the percentage of workers over age 65 from 1962 to 2047, with a noticeable increase in recent years.
Americans on the Move

- Large city growth slowing, but Americans are still leaving rural communities.

- In 2017, Americans with postsecondary education were **10 percentage points** more likely to move in pursuit of work than those without.
Connecting Learning, Work, and Youth: Washington and Career Connected Learning
Connecting Learning, Work, and Youth: A Partnership
Key Challenges for Rural Communities

- **Capacity**: Fewer Employers, Candidates, and Resources within the Community Implement

- **Distance**: Rural public transit use increased by eight percent from 2007 to 2015, but over 90 percent of rural workers rely on a private vehicle

- **Technology**: 39 percent of rural Americans lacked access to broadband telecommunications vs. 4 percent in urban

- **Motivated Employers**
- **Incentives to Partner**
- **Imperative to Innovate**
Building career connected learning opportunities in rural communities:

1. Big vs. Impact
2. Creatively using what’s there
3. Innovating out of necessity
1) High impact doesn’t have to mean big

Payoffs to high-skills work-based training in rural areas can be even greater

- Job creation in high-skill, “tradable” industries has knock-on effects in low-skill job market as well.

- The creation of one high-skill job in manufacturing creates an average 2.5 further jobs in a local area; an added job in high-tech manufacturing can create up to 5 further jobs. (Moretti, “Local Multipliers”, 2010).

20 percent of Washington’s firms employ fewer than 20 employees.

14 percent of Washington’s annual payroll is paid by firms with fewer than 20 employees.
1) High impact doesn’t have to mean big

**Wisconsin Youth Apprenticeship Program**

**Aerospace Joint Apprenticeship Committee Youth Apprenticeship**
2) Creatively leveraging community assets

**Building Pathways Within Key Industries:**
- Nat’l Rural Water Association’s Registered Apprenticeship Program (8 states)
- Idaho’s Magic Valley School to Registered Apprenticeship Program
- SkillSource Eco Stewards Program (North Central Workforce Development Council)

**Building Pathways Across Industries through a Sector Approach:**
- IT workforce across agriculture sectors from warehousing, logistics to irrigation and inspection.
2) Creatively leveraging community assets

Braiding, blending, sharing…..

“If you want to be successful in a rural area, you can’t be independent.”
3) Leading on innovation, out of necessity

Tech can cover distance

- Nebraska’s Project IMPACT provided learners with 12 workshops in a virtual Second Life manufacturing campus.

You can simulate without tech

- West Virginia’s Simulated Workplace gives high-school students the chance to learn hands-on – and to run a business.
- MobileSim Montana delivers custom EMS training from the back of a trailer.

You can innovate without tech

- Cohort-based learning models can make transportation and capacity barriers easier to address
### Some Takeaways: Workforce development is economic development

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<tr>
<th>Realities</th>
<th>Opportunities</th>
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<tr>
<td>People drive 21\textsuperscript{st} century economic development...</td>
<td>... developing the skills of your people is your community’s greatest asset</td>
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<td>Successful WBL needs support and resource sharing...</td>
<td>... engage community partners, including Workforce Development Councils</td>
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<tr>
<td>Network creative solutions across communities...</td>
<td>... statewide convenings like P2P are a perfect place to start.</td>
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<tr>
<td>Making this work requires state and regional partnership....</td>
<td>... Washington has motivated state partners to support action on the ground</td>
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Next Step to Governor Inslee’s Career Connect Washington Initiative:

Building a 10-year Vision and Strategic Plan for a system that expands career connected learning opportunities for youth in Washington
Thank you!

Reach Out:
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