

Career Connected Opportunities for Youth

**2018 Rural Pathways to Prosperity
Conference**

May 9, 2018

Brent Parton
Center on Education and Skills
New America





EDUCATION POLICY

WHAT IS NEW AMERICA?

- **Nonpartisan think tank** headquartered 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.”

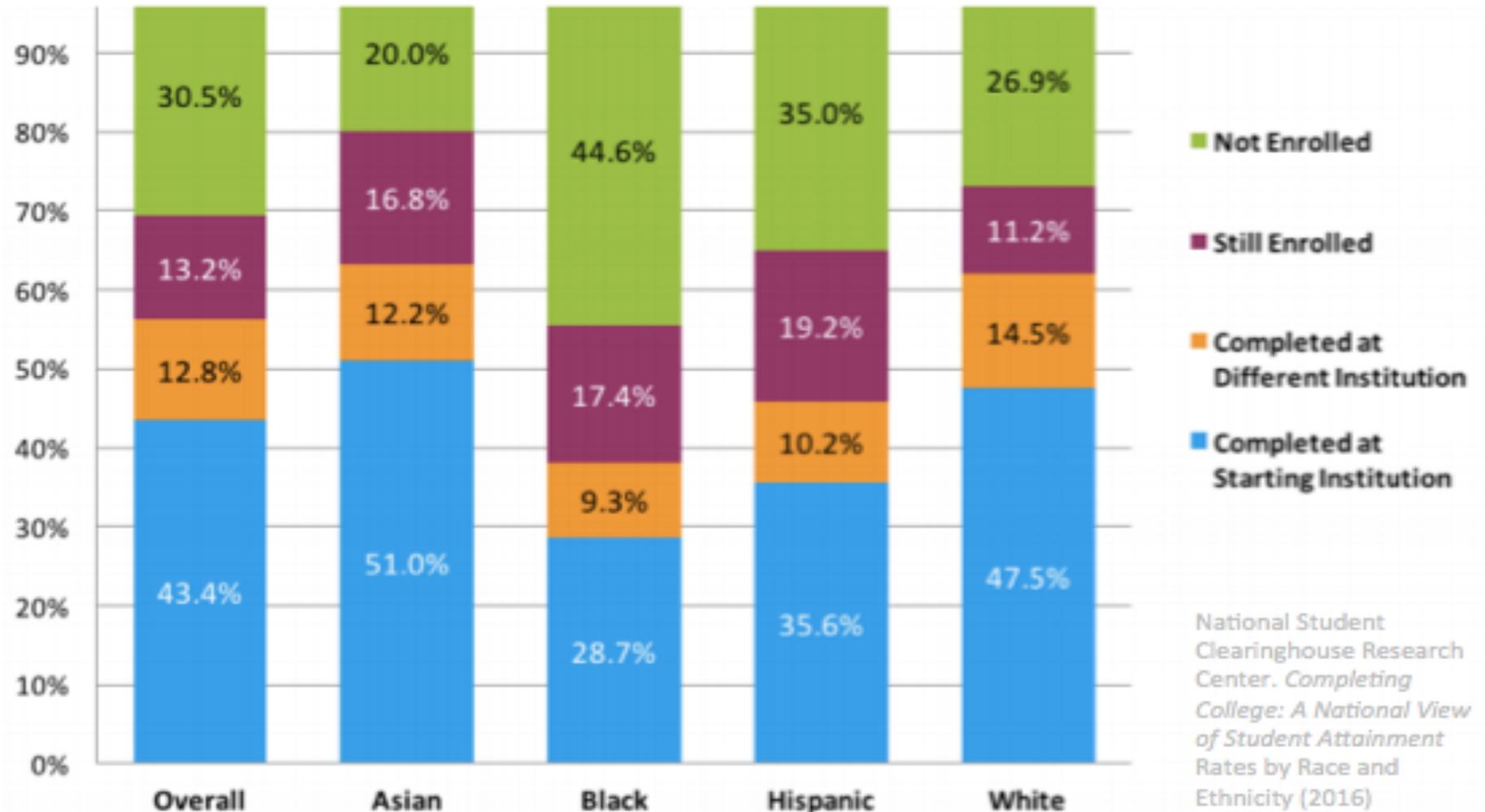
- *Claudia Golden & Lawrence F. Katz,*
The Race between Education and Technology



**America's Narrow Road
to Opportunity**

The Traditional Talent Pipeline

College Completion: Six Year Outcomes (2010 Cohort)



Hidden Opportunity Drivers

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*

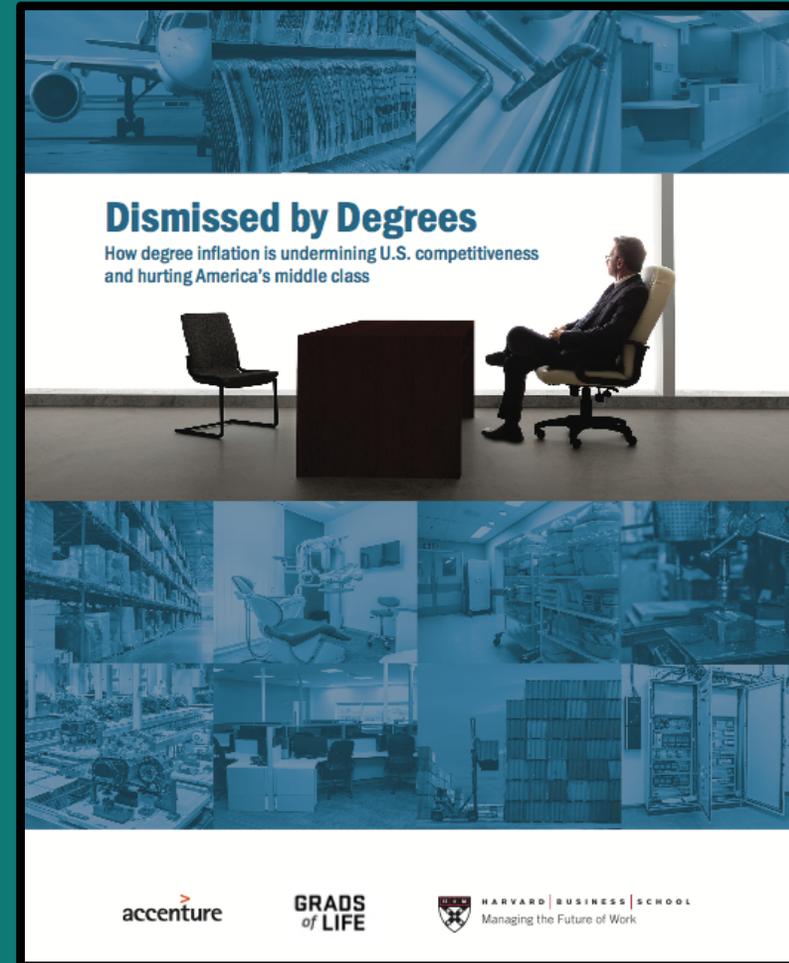
32% of American employers are having difficulty filling jobs — *ManpowerGroup 2015*

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

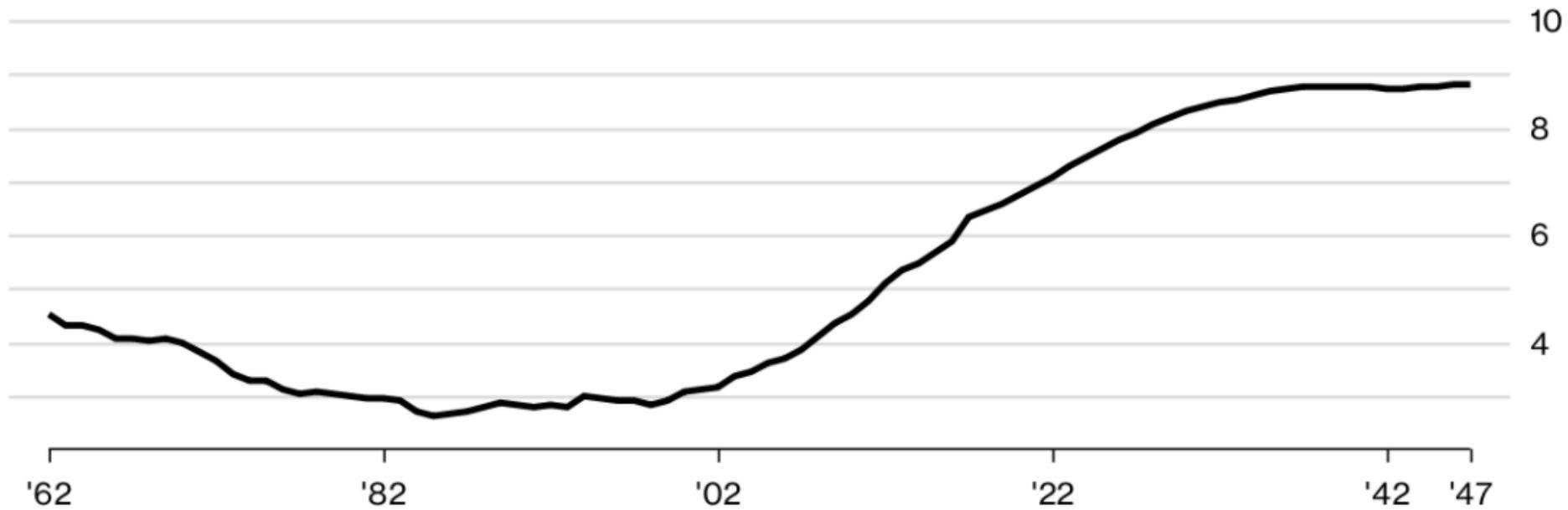
Fuller and Raman, Harvard Business School (2017)



Demography is Destiny

The Aging of the American Workforce

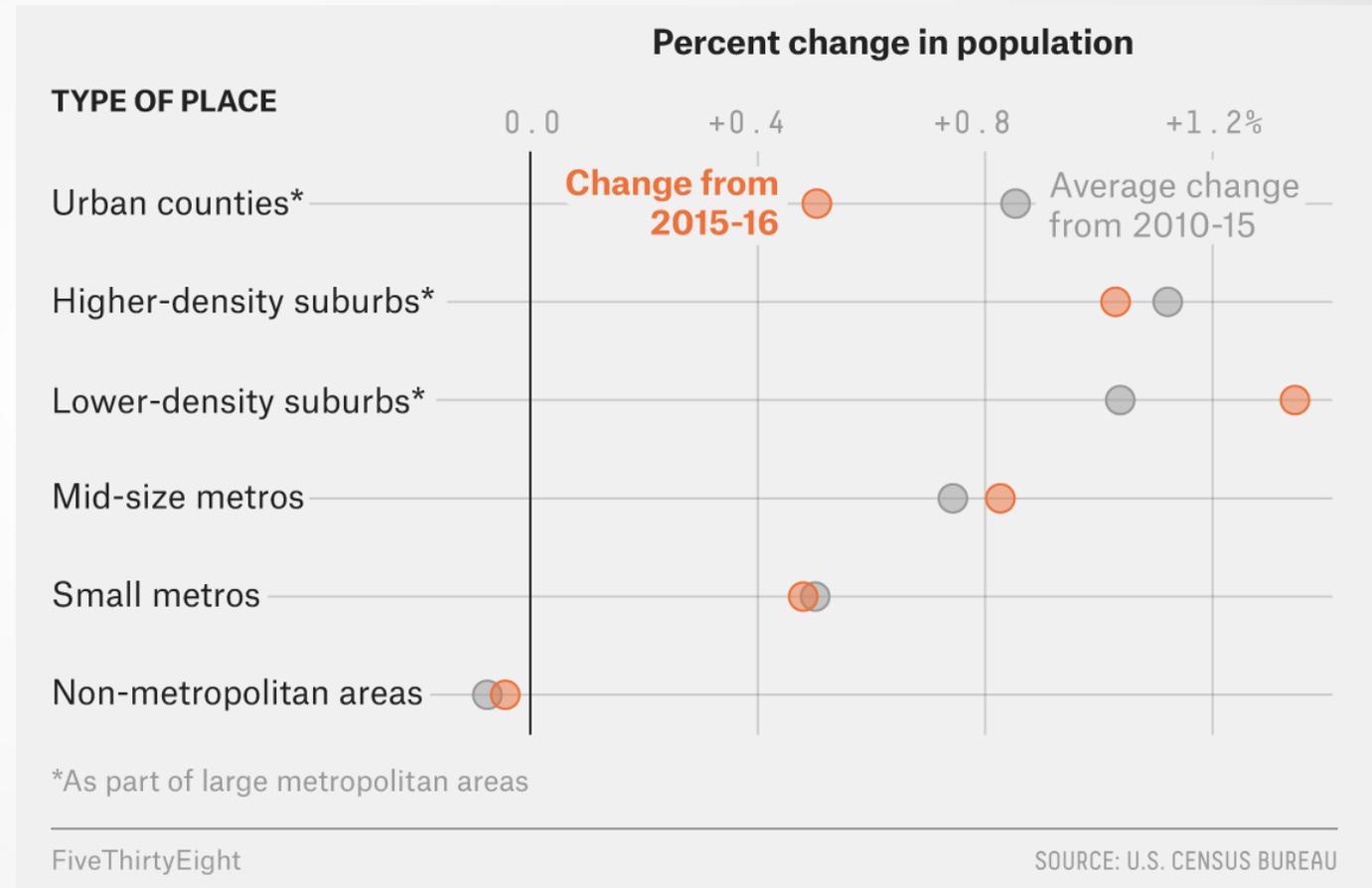
■ Percentage of workers over age 65



Source: Census Bureau, Moody's Analytics

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.



CAREER CONNECTED LEARNING FRAMEWORK



career awareness LEARNING ABOUT WORK

Career Awareness experiences are those that help youth build awareness of the variety of careers available. These activities are normally defined as one-time interactions with business/industry partners.

ACTIVITIES MIGHT INCLUDE:

Career Presentation
(Panel + Speaker)

Career Fair

Worksite Tour

career preparation LEARNING THROUGH WORK

Career Preparation experiences include extended direct interaction with professionals from industry and the community. These experiences are designed to provide supervised practical application of skills and knowledge and often occur within Career and Technical Education (CTE).

ACTIVITIES MIGHT INCLUDE:

Cooperative
Worksite Learning

Instructional
Worksite Learning

Virtual & Onsite
Internships

Extended Learning

Youth
Apprenticeship

Career Connected Learning is a continuum of awareness, exploration, preparation, and work experiences developed through strong public and private partnerships. Participants develop, apply, and are assessed on academic, technical, trade, and entrepreneurial skills that support their future career success.

career exploration LEARNING FOR WORK

Career Exploration experiences provide youth with short term direct interaction with professionals and offer opportunities to explore career options in a way that contributes to motivation for learning and informs students' decisions about further career related experiences.

ACTIVITIES MIGHT INCLUDE:

Informational
Interview

Networking
Event

Job Shadow

Career Prep
Workshop

Industry-based
Design Challenge

CCL Embedded in
General Ed Class

career skills training & education LEARNING IN WORK

Career Training experiences prepare youth for employment in a specific range of occupations. Career Training experiences often occur after high school.

ACTIVITIES MIGHT INCLUDE:

Clinical
Experience

On-the-Job
Training

Apprenticeship

Adapted from ConnectED Studios:
www.connectedstudios.org/url-zvlwjKfwKIRqX3P7h-1fUaLqZX4Ww5GZSbdZZEQ!

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 to 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-skill 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

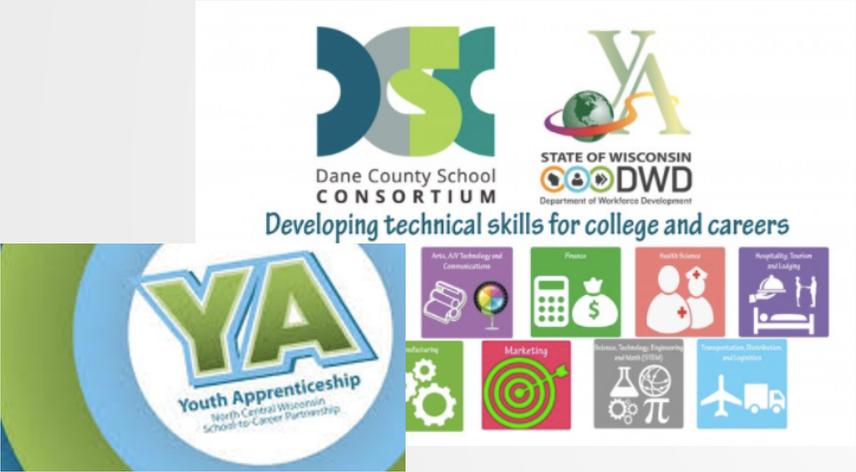
of Washington's firms employ fewer than 20 employees.

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.....

**Rural
IMPACT**

Building Capacity for
a Better Tomorrow

 WENATCHEE LEARNS
connect

“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

Realities	Opportunities
People drive 21st century economic development...	<i>... developing the skills of your people is your community's greatest asset</i>
Successful WBL needs support and resource sharing...	<i>...engage community partners, including Workforce Development Councils</i>
Network creative solutions across communities...	<i>...statewide convenings like P2P are a perfect place to start.</i>
Making this work requires state and regional partnership....	<i>...Washington has motivated state partners to support action on the ground</i>

**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*

**CAREER
CONNECT**

WASHINGTON

Thank you!

Reach Out:

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