

CITY OF AUSTIN

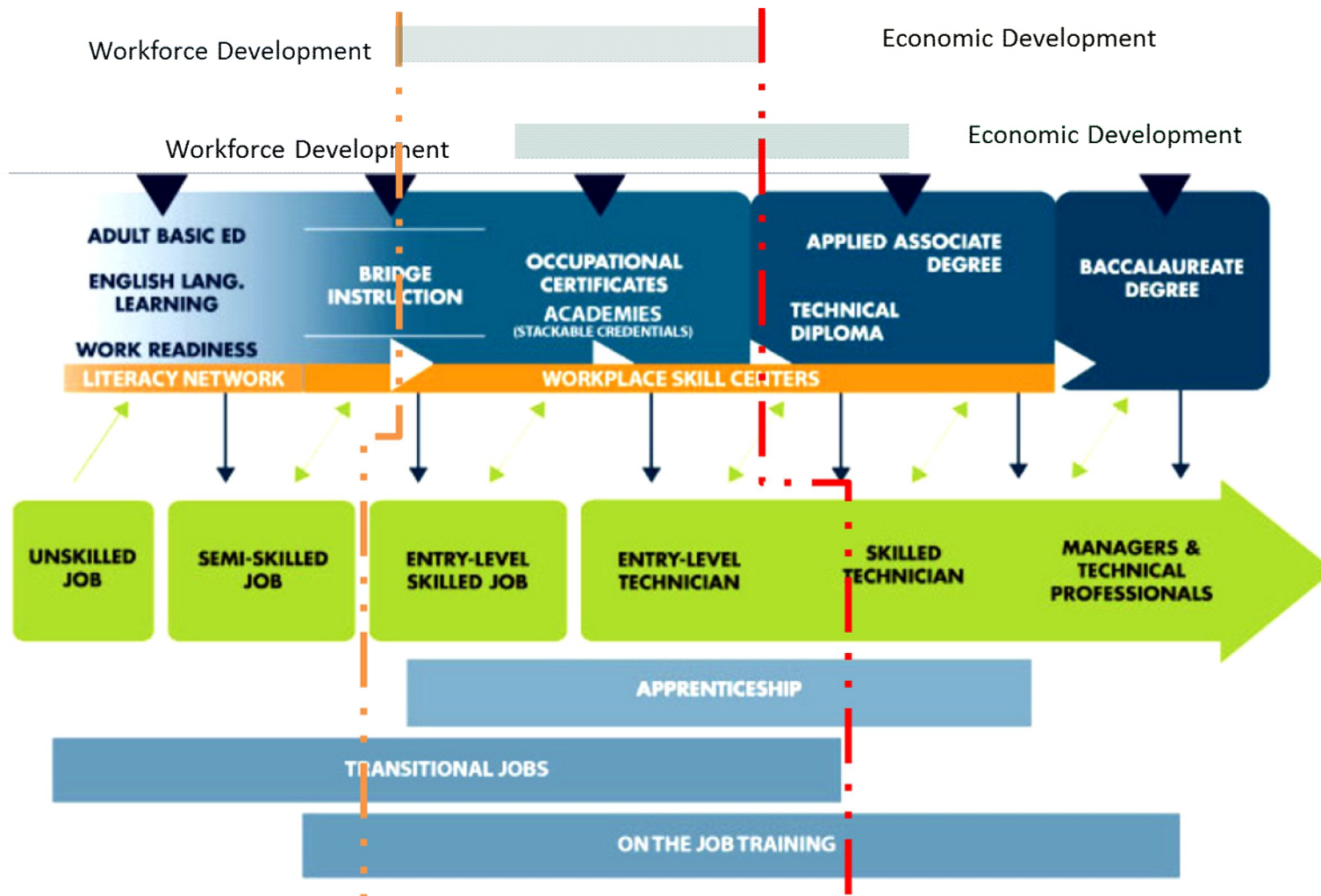
ECONOMIC DEVELOPMENT DEPARTMENT

# WORKFORCE DEVELOPMENT UPDATE



MAY 2018

# Career Pathway of 2014



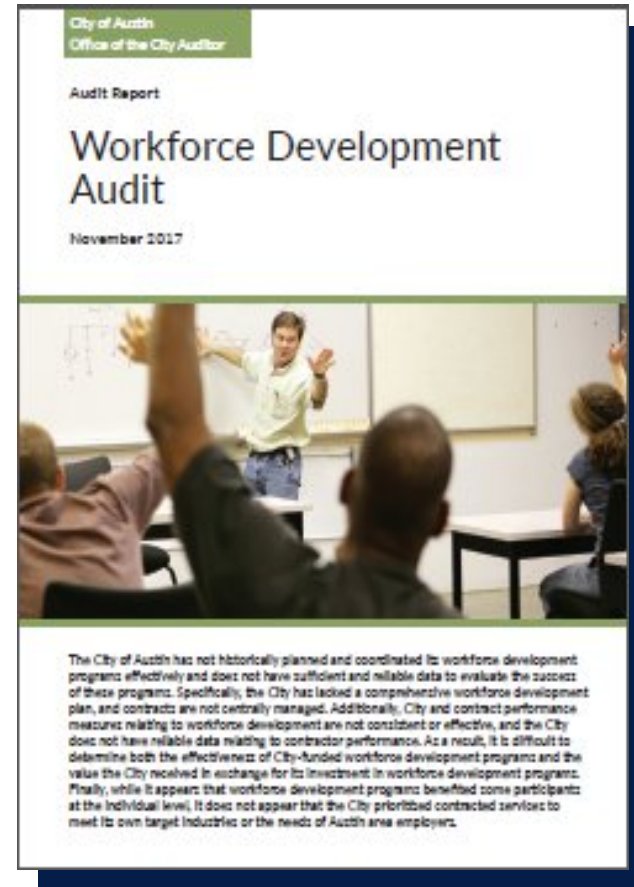
# Career Pathway of 2014

Economic Development		Social Service Workforce Development
<ul style="list-style-type: none"> <li>• Meet industry needs to maintain and recruit employers</li> </ul>	<b>Primary Purpose</b>	<ul style="list-style-type: none"> <li>• Provide individuals with education and training to reach self-sufficiency</li> </ul>
<ul style="list-style-type: none"> <li>• High School Diploma/GED possibly work experience</li> </ul>	<b>Education Level</b>	<ul style="list-style-type: none"> <li>• Some educational background</li> </ul>
<ul style="list-style-type: none"> <li>• Must align with high demand jobs</li> </ul>	<b>Job Placements</b>	<ul style="list-style-type: none"> <li>• Must maintain or increase individual's income</li> </ul>
<ul style="list-style-type: none"> <li>• % of individuals that obtain "high demand" jobs</li> <li>• % of individuals receiving health care benefits as part of their wage package</li> <li>• % individuals earning at least \$11 PH</li> </ul>	<b>Outcomes</b>	<ul style="list-style-type: none"> <li>• % of individuals increasing employment income</li> <li>• % of individuals who complete an educational program and demonstrate improved knowledge</li> </ul>
<ul style="list-style-type: none"> <li>• Number of employee partners</li> <li>• Average hourly wage of participants who become employed after training</li> </ul>	<b>Outputs</b>	<ul style="list-style-type: none"> <li>• Number of unduplicated participants</li> </ul>

# Workforce Development Audit

## Major Themes

- Planning and Coordination
- Consistent Goals and Measures
- Contract Measures and Monitoring
- Reliable Data
- Meeting The Needs Of Employers



# Actions Taken

- Formed Interdepartmental Team
- Examined COA workforce activities and contracts
- Reviewed Imagine Austin and Strategic Direction 2023
- Created Workforce Development Roadmap
- Conducted/reviewed annual desk and site audits
- Convened service providers for feedback
- Explored reports on employers needs
- Considered “Pay for Performance”
- Initiated process for adoption of Master Community Workforce Plan

# Lessons Learned and Decision Points

- Clarify goals for focused investment
- Identify employer needs versus community needs
- Create community embraced definitions across workforce development
- Clarify appropriate use of “target industries”
- Identify and develop feasible tracking outcomes
- Leverage collaborative funding

# CITY OF AUSTIN WORKFORCE ROADMAP

- Define workforce development and outline organizational approach in line with goals in Strategic Plan
- Create single points of contact and continues interdepartmental work for investment strategy
- Create a framework to categorize and track outcomes across departments
- Illustrate the role of other strategies
  - Supported by further research and outcome data

## WORKFORCE SOLUTIONS COMMUNITY PLAN

- Align goals and actions of City, County and local workforce board
- One strategy within broader approach to workforce development
- Creates focus for industry based adult job training

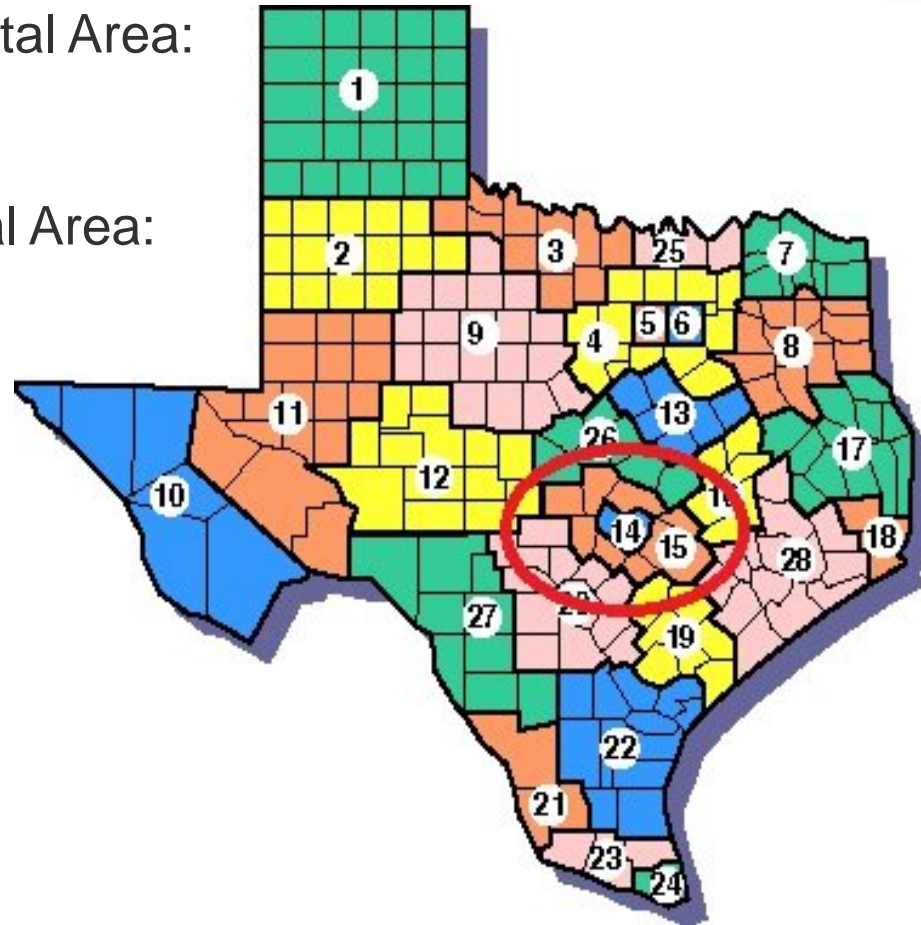
# Workforce Development Board

**Board 14** represents Capital Area:

- Travis county

**Board 15** represents Rural Area:

- Bastrop
- Blanco
- Burnet
- Caldwell
- Fayette
- Hays
- Lee
- Llano
- Williamson





# Austin Metro Area Master Community Workforce Plan

10,000 local residents living at or below 200% of poverty will secure middle-skill jobs by 2021

**AWARENESS & ENROLLMENT:** Cultivate interest in high-demand, middle-skill careers

30,000  
enroll in  
middle-skill  
training



**TRAINING:** Equip workers with the skills they need to succeed

12,000  
earn  
middle-  
skill  
credentials



**PLACEMENT:**  
Connect employers  
with local talent to fill  
middle-skill jobs

8,000 placed



**ADVANCEMENT:**  
Assist frontline workers  
in acquiring skills to  
advance into middle-  
skill jobs

2,000 upskilled


# Middle-Skill Jobs Offer Pathways to Economic Prosperity

## Middle-skill occupations require

- > High School Diploma or High School Equivalency; and
- < A 4-year degree from a university

## Why middle-skill jobs?

- Ample opportunity (60,000+ job openings projected in the MSA through 2021)
- Relatively quick training in comprehensive career pathways

OPPORTUNITY SECTORS	
	<b>HEALTHCARE</b> 13,546 openings over the next 5 years \$46,384 average annual salary
	<b>INFORMATION TECHNOLOGY</b> 11,313 openings over the next 5 years \$91,146 average annual salary
	<b>SKILLED TRADES</b> 13,840 openings over the next 5 years \$42,092 average annual salary

Source: JobsEQ.

Workforce Solutions executed a contract with UT's Ray Marshall Center for data aggregation and evaluation

# Intended Long-term Impacts

- Meet business needs for reduced cycle time to hire
- Build efficiencies through public policy and funding alignment
- Articulate value proposition of supported workforce development
- Measurably reduce poverty; break the cycles of poverty
- Apply a data lens to focus our equity perspective

# The Master Community Workforce Plan: A Public/Private Partnership

## Adoptions/Endorsements by Community Organizations and Municipalities:

- December: Workforce Solutions Capital Area Board of Directors (Adoptions)
- January: Travis County Commissioners Court (Endorsement)
- February: Austin Community College District Board of Trustees (Endorsement); Greater Austin Chamber of Commerce Board of Directors (Support)
- March: Goodwill Industries of Central Texas (Endorsement)

## Community Investments:

- \$663,500 in philanthropic and public contributions
- Google.org, JP Morgan Chase, Souch Foundation, City of Austin, Travis County, Workforce Solutions



# Board and Council Actions

- ✓ **November 15, 2017:** Workforce Audit Hearing
- ✓ **December 6, 2017:** Begin work on Audit Response
- ✓ **April 26, 2018:** Agenda Item Set for Public Hearing to attach Workforce Solutions' Master Plan to Imagine Austin
- ❑ **May 22, 2018: Workforce Audit Update Presentation to Council**
- ❑ **May 24, 2018:** Public Hearing on Proposal to attach Workforce Solutions' Master Plan to Imagine Austin in supporting the development of the City's Workforce Development Roadmap
- ❑ **June 14, 2018:** City Council discussion and vote to approve attachment of Plan to Imagine Austin
- ❑ **Sept 2017:** City's Workforce Development Roadmap report provided to Council

# CITY OF AUSTIN ECONOMIC DEVELOPMENT

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