Future of Work in the time of COVID, Automation, and AI

Towards a Better New Normal
Study Findings June 2021
V-Shape, Snapback, and K-Shape Recoveries

Real gross domestic product, forecasted levels vs. pre-pandemic trend
- Real GDP
- WSJ Economists Survey
- CBO projection as of January 2020

$22 trillion

In Santa Clara, as of March 20 2021, employment rates among workers in the bottom wage quartile decreased by 32.2% compared to January 2020 (not seasonally adjusted).
Employment is still far below prepandemic levels. Cumulative change in jobs since before the pandemic.

Job Postings in San Jose MSA

Median Job Posting Duration in San Jose MSA

Source: Emsi
The largest declines in employment have been in Accommodation and Food Service, Retail, Entertainment, and Construction.

The largest net job losses are in occupations that require only a high school diploma.
Confirmed Cases of COVID-19 in Santa Clara County

cases per 100k population as of 5/8/2021

Source: Santa Clara County Public Health

Job losses, poverty rate, educational deficits are concentrated geographically

Findings

COVID exacerbated existing inequities and left many people in survival mode

The mismatch between employer needs and worker aspirations has grown wider

Micro businesses are both essential and highly vulnerable

Recovery-oriented partnerships show hopeful signs

COVID highlighted existing gaps in access to information and services

COVID exacerbated existing inequities, forcing many into survival mode

- Folks feel forced to work multiple jobs yet not earning a living wage
- Parents, and women in particular, have left the workforce to provide childcare
- Upheaval and uncertainty has led to stress and an enhanced need for support, including psycho-social support

“San Jose is one of the most expensive places to live in the country. The only rational choice is I have to work two full-time jobs. We hear that from young people.” – community advocate

“Housing has been a major crisis in Santa Clara county. COVID has highlighted that. The fact that so many now owe back rent adds to the hardship and stress.” – non-profit leader
COVID highlighted existing gaps in access to information and services

- The transition to remote everything highlighted just how essential digital literacy and access to devices is for job seekers, workers, and small businesses.
- Need to disseminate materials in multiple languages
- Need more outreach, engagement, and investment in diverse communities

“Zoom has allowed us to do a lot, but we miss a ton. Hard to reach populations are going to always prefer one-on-one, in person. For marginalized communities we want to know how do we do that better in a post-pandemic world”
- TA provider

“Digital inclusion is a big push for us right now. We are doing everything we can to get them to use the internet in a way that will help them improve their lives. With COVID it became so obvious how important it is.”
- Non-profit leader

Growing mismatch between employer needs and aspirations of workers

- Disconnect between workforce needs and workforce trainings and upskilling
- Need more outreach to businesses to understand their workforce needs
- Lack of knowledge of possible careers and lack of a financially sustainable path to those careers

“How do you make sure that agencies like work2future train workers to prepare for the next breakthrough?”

“Many of us in the work have been interested in UBI. Yes we can continue to push this idea of skill building, but the reality is it doesn’t happen fast enough. If you are less stressed (about money), then maybe you can take time to develop the skills. Education sets you up for earning more in the future.”
Micro businesses – essential and highly vulnerable

“[The people in pain are running small businesses. Now is a time to think about how does work2future serve them. We should have financial literacy courses for small businesses and TA on how to leverage what AI is bringing to the market]” – business consultant

“It would be good to bring in the small businesses to understand how they are developing their workforce. The businesses could partner with organizations that are doing workforce development, and the city could provide small businesses with some sort of incentive to provide on the job training.” – safety net provider

• Valuable data from Latino Business Foundation survey of micro-businesses
• Obstacles in accessing financial resources
• Confusion re reopening guidelines
• TA and support needed for entrepreneurs

Recovery oriented partnerships show hopeful signs

“WEX program had a higher level of cooperation than I’ve seen in the past. Bridge to Recovery is gaining momentum and we are starting to see some real benefits.”
- non profit leader

“COVID shook everything up. Pushed everyone to be more creative, agile, more collaborative. How to capitalize on that? And how to maintain some of the gains made during the pandemic.”
- non profit leader

• Response to COVID fostered more collaboration among service providers
• Collaborations between work2future, businesses and community colleges are promising examples
• Growing recognition of value of work-based learning and upskilling
Recommendations for work2future

Towards a Better New Normal

Recommendations

- Expand equitable access to virtual and in-person services.
- Enhance sustainable career and training pathways that lead to high-quality jobs and opportunities for entrepreneurs – at scale.
- Leverage local and regional partnerships for lasting systemic improvements.
Roles Workforce Development Boards Play

Regional Backbone
- Positioned work that leverages the system towards solutions and community advancement.

System Builder
- Strategic partnerships
- Collaborative funding/design
- Greater systems approach

Grant Steward
- Effective structure
- Grant management
- Outcomes

Recommendations - Services

- Expand access to post-secondary skill-building for youth, job-seekers, and incumbent workers.
- Make information and services more accessible - digitally, geographically and culturally.
- Enhance accessibility through Universal and Human-Centered Design principles
Strategic Alliances

Recommendations - System

Expand strategic partnerships to advance your strategic objectives.

Support the creation of career pathways in the Bay Area.

Co-create regional intermediary for work-based learning.
Strategic Alliances

Aligned Priorities in Bay Area Task Force Reports, April 2021

Stackable Credentials and Career Pathways

Cybersecurity Pathway

Introduction to STACKABLE CREDENTIALS

Earn Credit for What You Already Know: Through prior learning assessment (PLA), demonstrate mastery of core skills for college credit, or with industry certifications.

Board: 6/17/21
Agenda Item: IV.I
Additional material
Stackable Credentials and Career Pathways

Banking Services

- Other pathways with related occupations:
  - Business Finance
  - Operations Management

Advanced Degree (4+ Years)
- See Other Careers

Bachelor’s Degree (4 Years)
- Credit Analysis
- Loan Processors
- See Other Careers

Less Than 1 Year
- Teller
- Entry Level
- See Other Careers

High School Diploma of EDD
- Bill and Account Collectors
- Loan Processors and Clerks
- Tellers
- See Other Careers

Health Information Technology Pathway

Discuss your pathway with an advisor. Call 303.891.6400 for an appointment.

Earning certificates, technical diplomas and/or industry credentials along the pathway. Start with some courses for entry-level employment, and continue with additional courses for higher wages and job advancement.

Health Information Technology Pathway

Medical Coding Specialist
28-credit TECHNICAL DIPLOMA

- Opportunity to advance:
  - Certified Coding Specialist (CCS)
  - Registered Health Information Technician (RHIT) Certification

Medical Coding Specialist
Associate Degree

- Opportunity to advance:
  - Certified Coding Specialist (CCS)
  - Registered Health Information Technician (RHIT) Certification

Apprenticeship Programs in 28 Bay Area Community Colleges

BACCC
Bay Area Community College Consortium

Santa Rosa

North Bay

East Bay

North Coastal

Central Valley

San Francisco

Peninsula

Silicon Valley

San Mateo

Santa Cruz & Monterey

BAI

Bay Area Industry

SAI

Southern Alliance Industry

BNA

Bay Nexus Alliance

© 2021 BACCC

Additional material
Apprenticeship – the Equity Engine

Northern California Apprentice Network Launches

May 18th, 2020
Youth Apprenticeship: A Strategy for Recovery and Resilience
Youth apprenticeship can help young people get back to work, return to school, and prepare for the future economy.
By: Taylor White
Center on Education & Labor Blog Post

Jul. 28th, 2020
Advancing Equity in and Through Youth Apprenticeship
By: The National Alliance for Partnerships in Equity
Center on Education & Labor Blog Post

Recommendations - Long-term

Review strategic objectives and adapt organizational structure for maximum impact.

Conduct a targeted landscape analysis for innovative models from other workforce boards.

Map career pathways in leading regional sectors in the specific ways that they connect to work2future’s target populations.
Your thoughts – questions?

Towards a Better New Normal

For More Information

Vinz Koller
Senior Strategist
Social Policy Research Associates
Vinz_Koller@spra.com
www.spra.com

Marian Negoita, PhD
Senior Policy Analyst
Social Policy Research Associates
marian negerita@spra.com

Kristin Wolff
Senior Policy Analyst
Social Policy Research Associates
Kristin_Wolff@spra.com

Emily Rosenberg
Adjunct
emuhli@gmail.com