

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



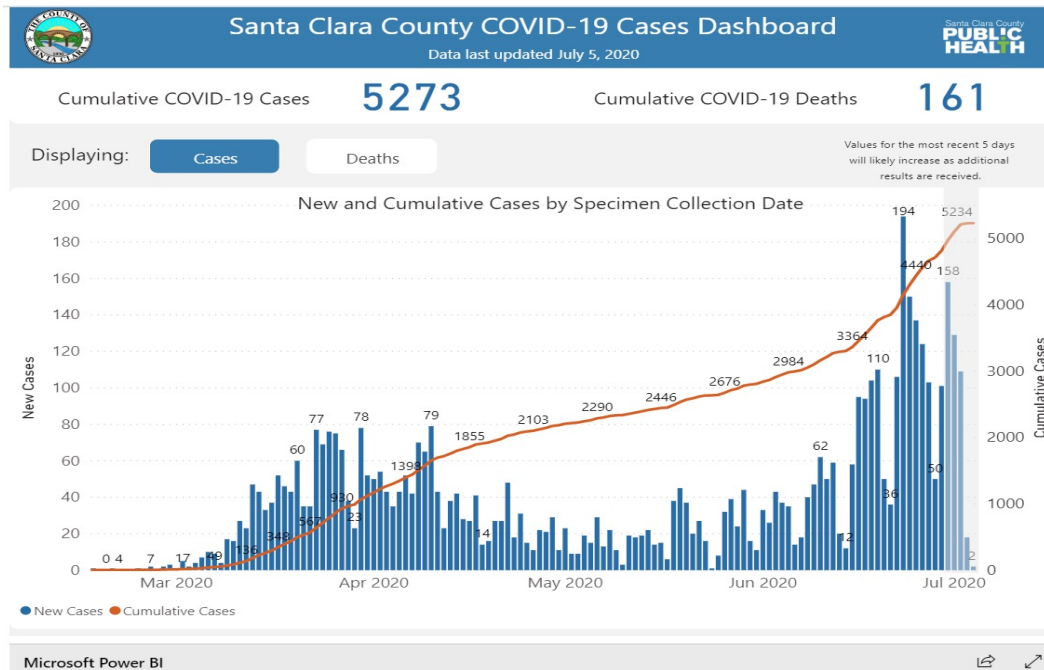
Towards a Better New Normal
Study Findings June 2021

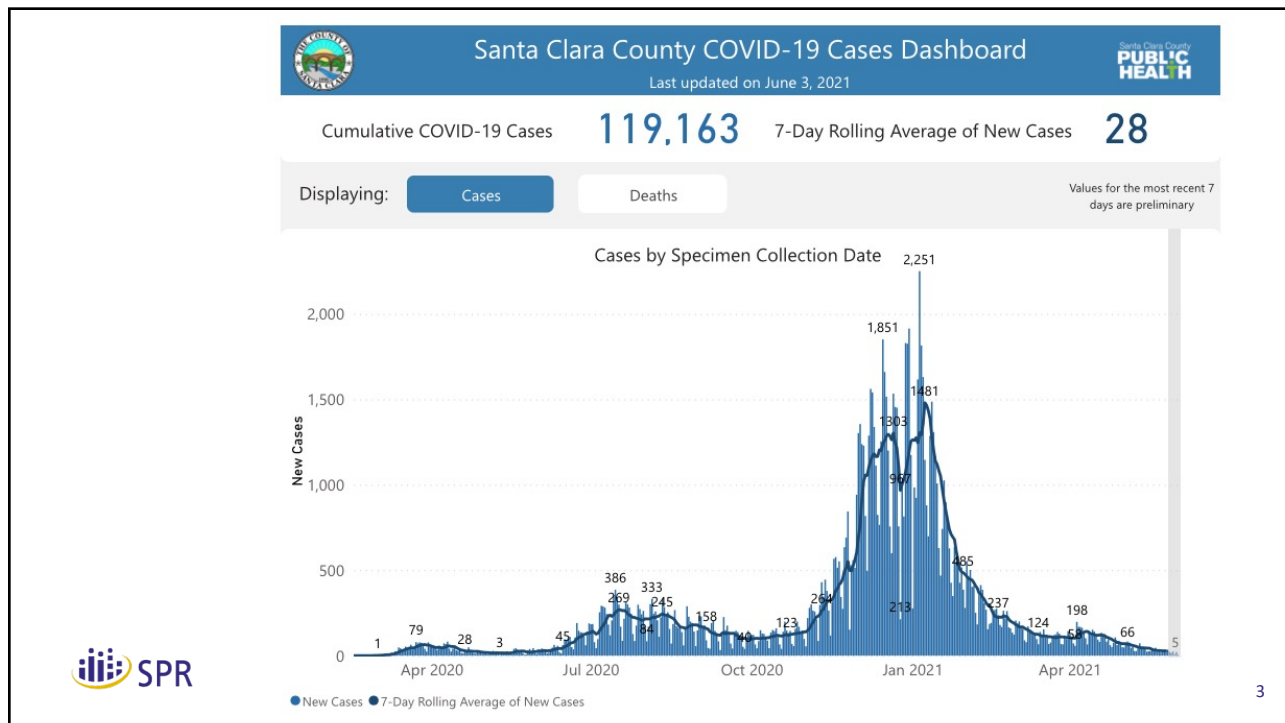


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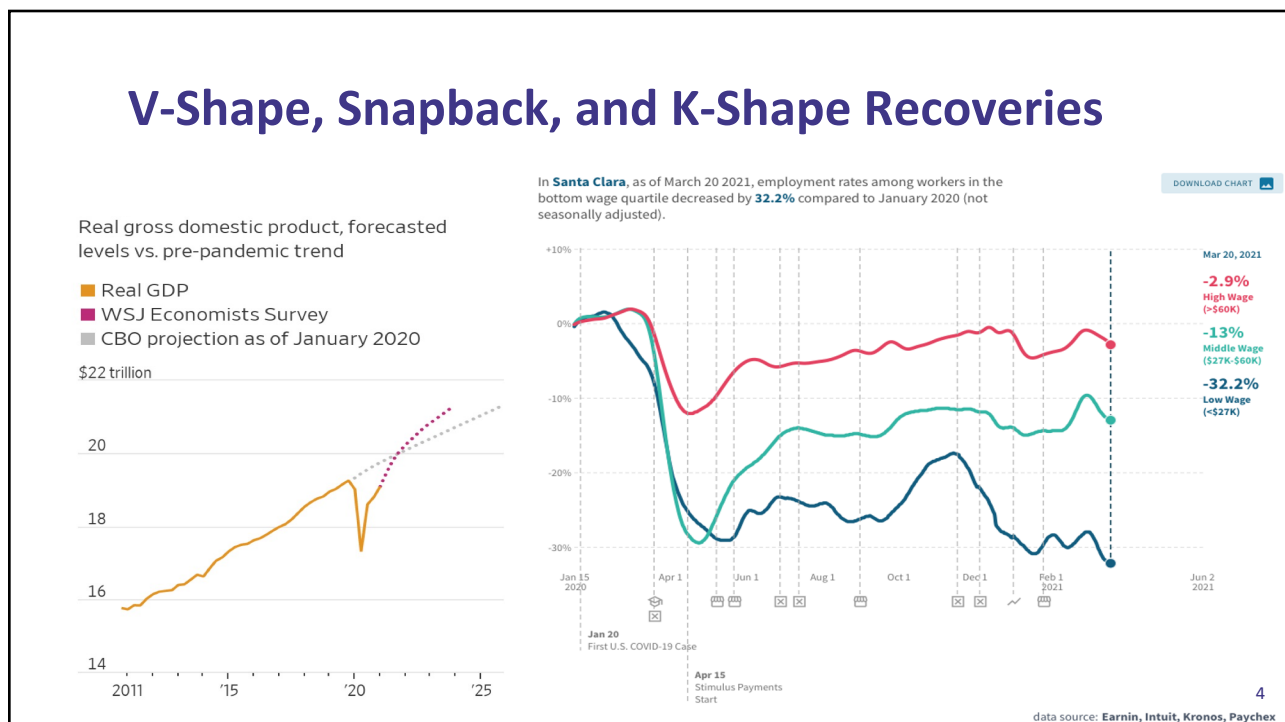
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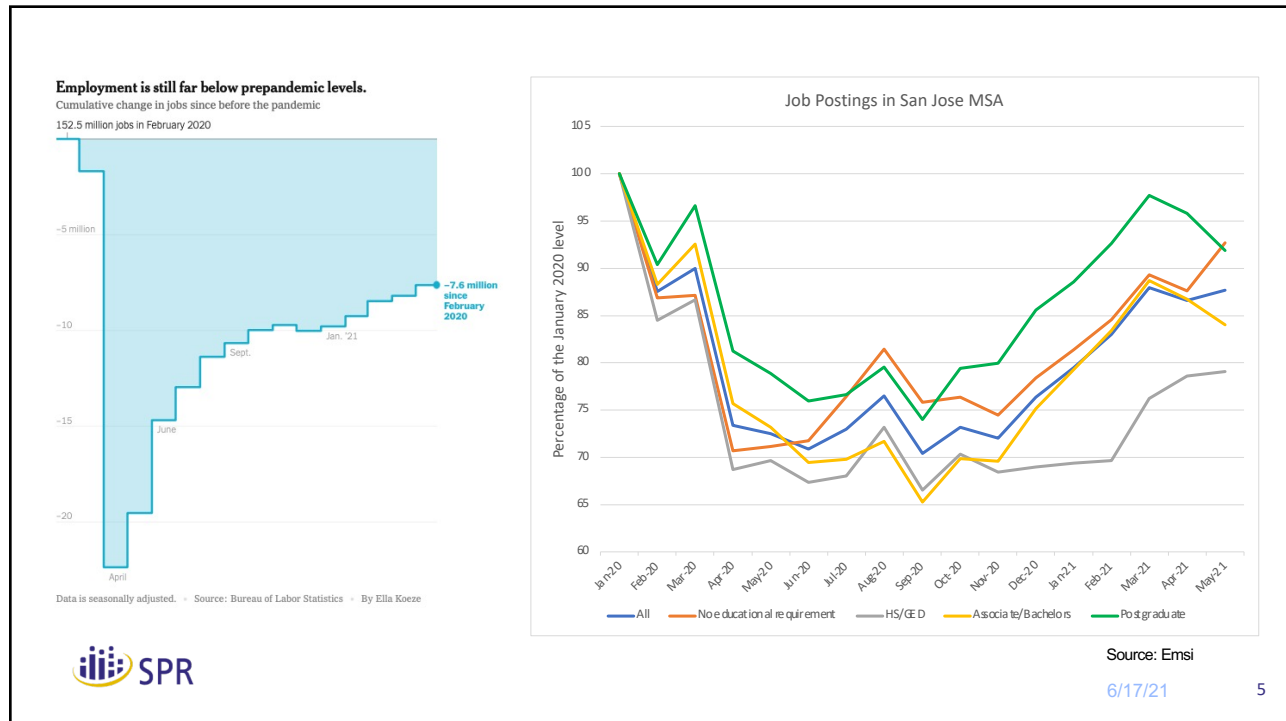




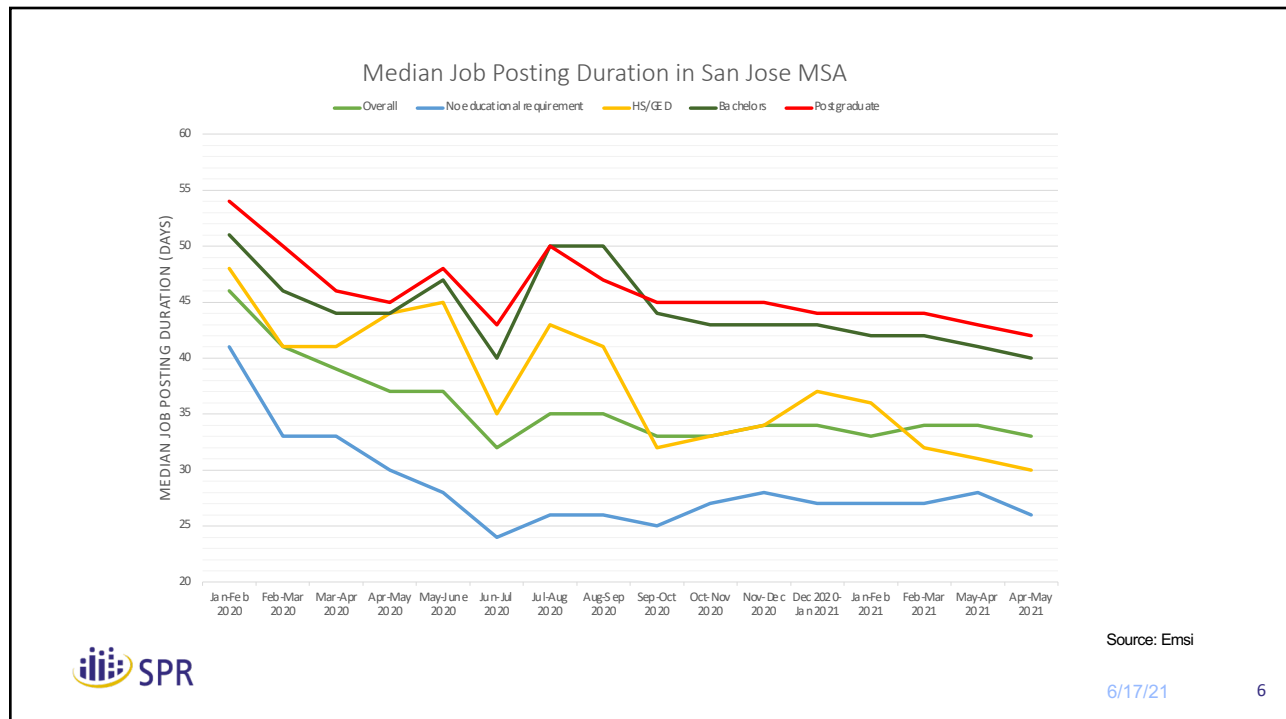
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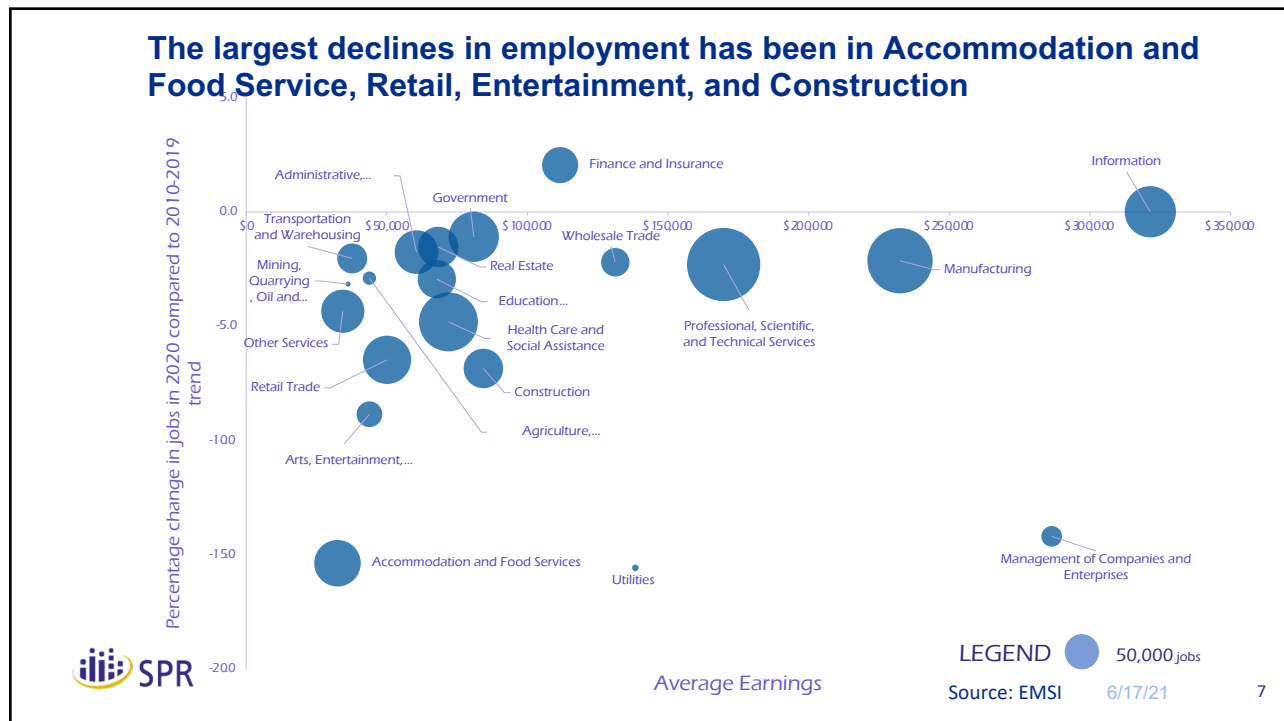
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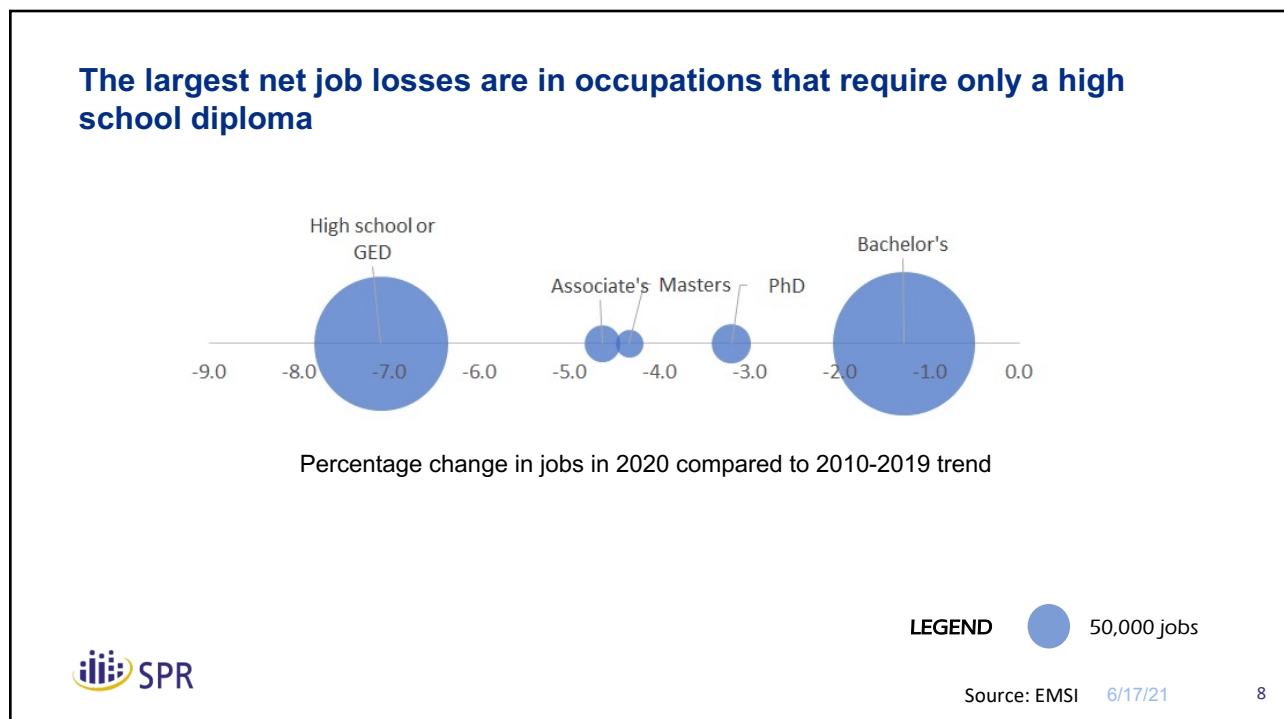
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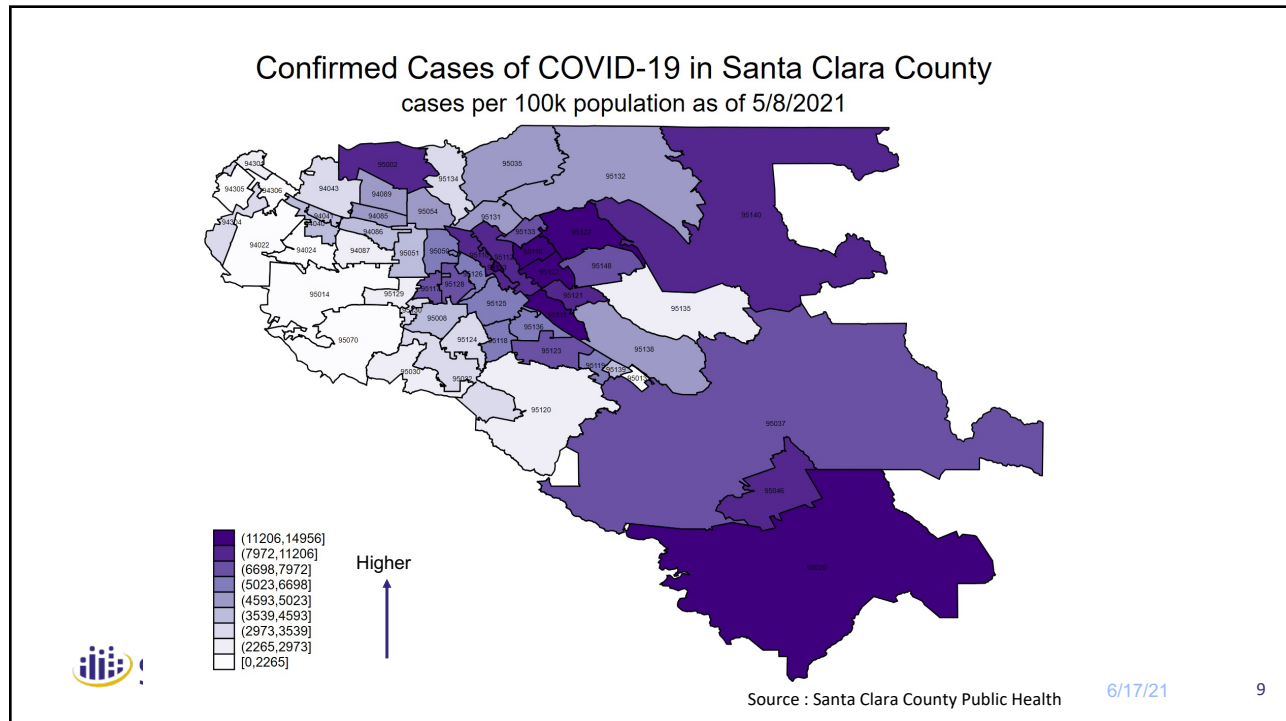
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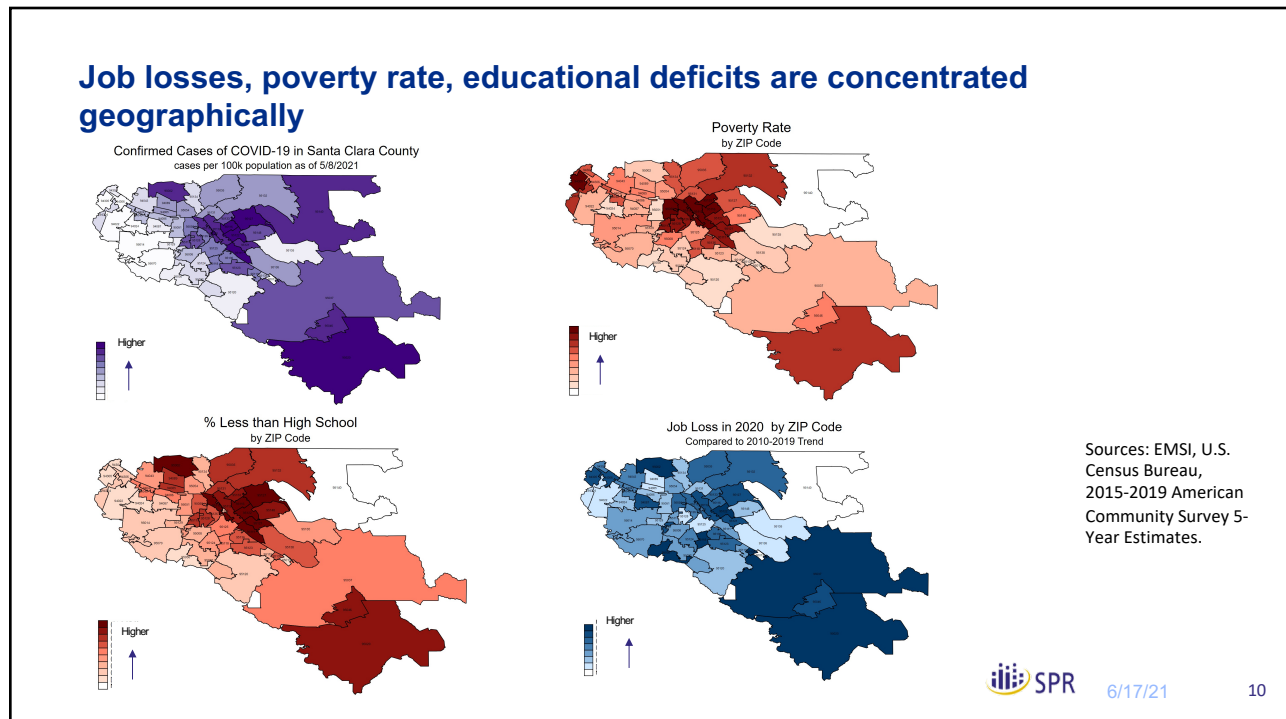
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Findings

COVID exacerbated existing inequities and left many people in survival mode

COVID highlighted existing gaps in access to information and services



The mismatch between employer needs and worker aspirations has grown wider

Micro businesses are both essential are highly vulnerable

Recovery-oriented partnerships show hopeful signs

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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



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"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

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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

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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."

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Micro businesses – essential and highly vulnerable



- 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



"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

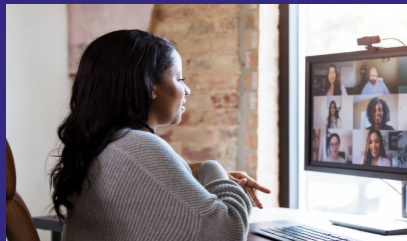
"It would be good to bring in the small businesses to understand how they are developing their workforce. The businesses could partner with organizations that are doing workforce development, and the city could provide small businesses with some sort of incentive to provide on the job training." – safety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

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Recovery oriented partnerships show hopeful signs



- 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



*"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*

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Recommendations for work2future

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Recommendations

Expand equitable
access to virtual and in-
person services.

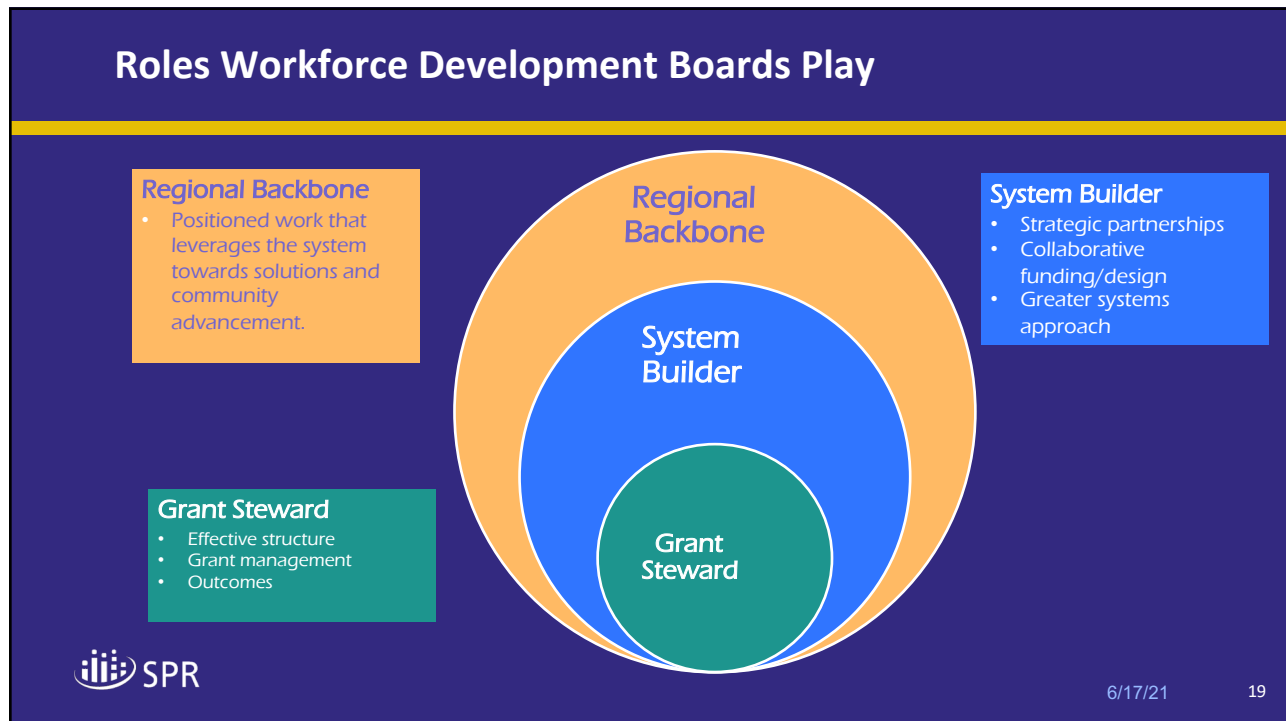
Enhance sustainable
career and training
pathways that lead to
high-quality jobs and
opportunities for
entrepreneurs – at
scale.

Leverage local and
regional partnerships
for lasting systemic
improvements.

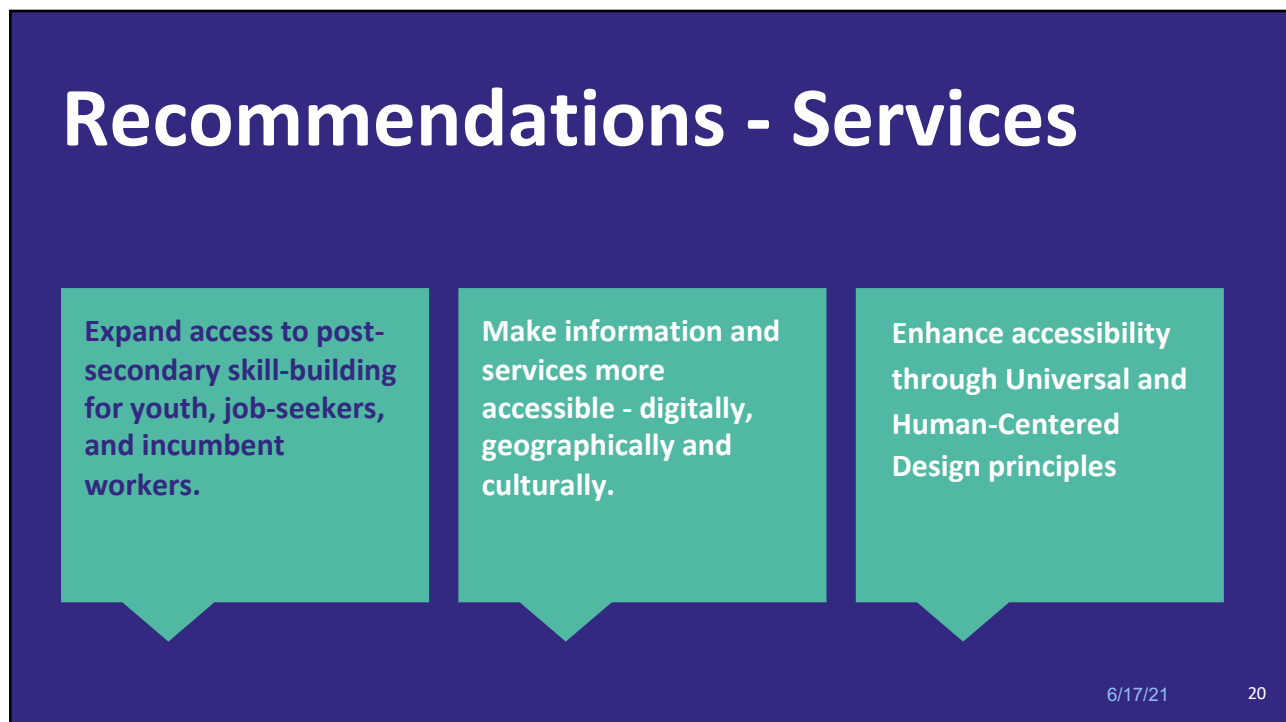
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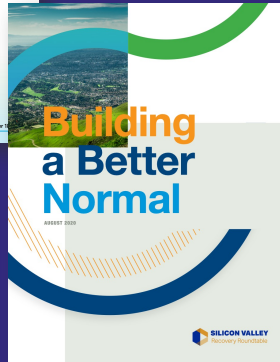


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Strategic Alliances



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Recommendations - System

Expand strategic partnerships to advance your strategic objectives.

Support the creation of career pathways in the Bay Area.

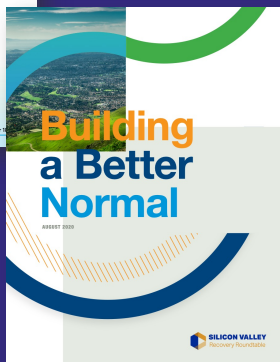
Co-create regional intermediary for work-based learning.

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Strategic Alliances

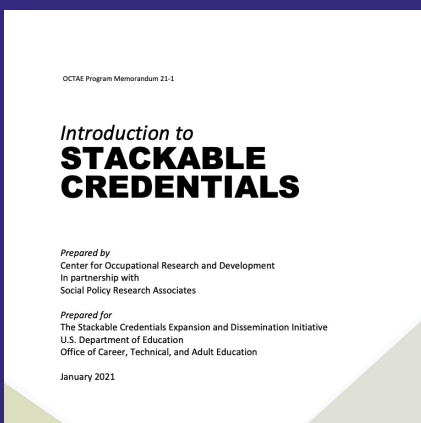


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Stackable Credentials and Career Pathways



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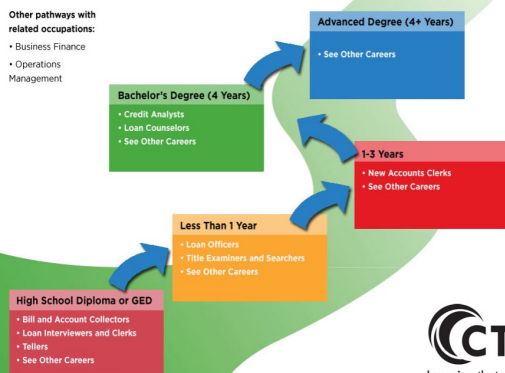
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Stackable Credentials and Career Pathways

Banking Services

Other pathways with related occupations:

- Business Finance
- Operations Management



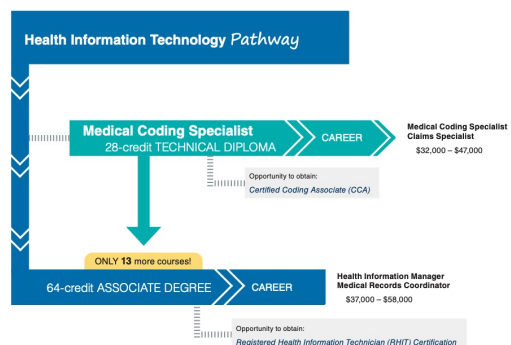
Health Information Technology

www.wctc.edu/hit



Discuss your pathway with an advisor. Call 262.691.5400 for an appointment.

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



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Apprenticeship Programs in 28 Bay Area Community Colleges



BACCC's Five Economic Subregions

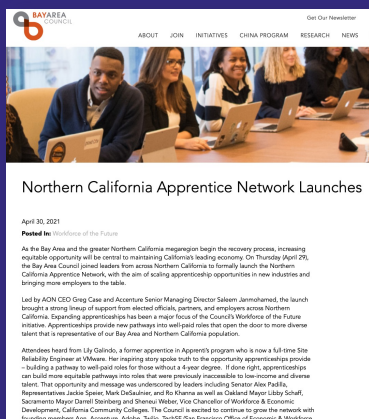
- North Bay**
 - Marin
 - Napa Valley
 - Solano
- East Bay**
 - Contra Costa
 - Alameda
 - San Francisco
 - San Mateo
 - Santa Clara
 - Santa Cruz
 - Monterey Peninsula
- Mid Peninsula**
 - Contra Costa
 - Alameda
 - San Francisco
 - San Mateo
 - Santa Clara
 - Santa Cruz
 - Monterey Peninsula
- Silicon Valley**
 - Contra Costa
 - Alameda
 - San Francisco
 - San Mateo
 - Santa Clara
 - Santa Cruz
 - Monterey Peninsula
- Santa Cruz & Monterey**
 - Contra Costa
 - Alameda
 - San Francisco
 - San Mateo
 - Santa Clara
 - Santa Cruz
 - Monterey Peninsula



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Apprenticeship – the Equity Engine



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

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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.

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Your thoughts – questions?

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