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

Towards a Better New Normal
Study Findings June 2021
Santa Clara County COVID-19 Cases Dashboard

Last updated on June 3, 2021

Cumulative COVID-19 Cases 119,163  7-Day Rolling Average of New Cases 28

Displaying:  Cases  Deaths

Values for the most recent 7 days are preliminary

Cases by Specimen Collection Date

New Cases


1  79  28  3  58  366  333  245  158  123  213  181  181  181  213  237  124  198  66

New Cases  7-Day Rolling Average of New Cases
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 2021, employment rates among workers in the bottom wage quartile decreased by 32.2% compared to January 2020 (not seasonally adjusted).

-2.9% High Wage (>60K)
-13% Middle Wage (27K-60K)
-32.2% Low Wage (<27K)

Data source: Earnin, Intuit, Kronos, Paychex
Job postings on Indeed, United States

% change in job postings since Feb 01 2020, seasonally adjusted, to May 07 2021

Source: Indeed.

Employment is still far below pre-pandemic levels.
Cumulative change in jobs since before the pandemic:
152.5 million jobs in February 2020
-7.6 million jobs since February 2020

Data is seasonally adjusted.  Source: Bureau of Labor Statistics  By Ella Klaene
### Metros with declines or slowest growth in job postings

<table>
<thead>
<tr>
<th>Metro</th>
<th>% change since 2/1/20</th>
<th>% pt. change vs 4 weeks ago</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban Honolulu, HI</td>
<td>-6.7%</td>
<td>4.6%</td>
</tr>
<tr>
<td>San Jose-Sunnyvale-Santa Clara, CA</td>
<td>-1.2%</td>
<td>6.3%</td>
</tr>
<tr>
<td>San Francisco-Oakland-Berkeley, CA</td>
<td>0.7%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Washington-Arlington-Alexandria, DC-VA-MD-WV</td>
<td>2.3%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Seattle-Tacoma-Bellevue, WA</td>
<td>5.7%</td>
<td>5.0%</td>
</tr>
<tr>
<td>Denver-Aurora-Lakewood, CO</td>
<td>8.3%</td>
<td>8.7%</td>
</tr>
<tr>
<td>Boston-Cambridge-Newton, MA-NH</td>
<td>8.6%</td>
<td>4.6%</td>
</tr>
<tr>
<td>New York-Newark-Jersey City, NY-NJ-PA</td>
<td>11.1%</td>
<td>6.5%</td>
</tr>
<tr>
<td>New Orleans-Metairie, LA</td>
<td>12.7%</td>
<td>6.5%</td>
</tr>
<tr>
<td>Lansing-East Lansing, MI</td>
<td>13.0%</td>
<td>8.4%</td>
</tr>
</tbody>
</table>

Note: among metros with population 500,000 or more

Source: Indeed
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

Percentage change in jobs in 2020 compared to 2010-2019 trend

LEGEND

- 50,000 jobs

Source: EMSI
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.

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.

COVID highlighted existing gaps in access to information and services.

Recovery-oriented partnerships show hopeful signs.
COVID exacerbated existing inequities, forcing many into survival mode

“What I see is that there is one irreversible trend, that is working at home. People are going to try to get their employees to work at home. What does that mean for workers who are low-income, who work in manufacturing lines? How do we protect those workers?”

“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.”

"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.”
COVID highlighted existing gaps in access to information and services

“Dissemination of info has been different and inequitable in different communities because of language access.”

“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.”

“Our employment training numbers have gone down significantly. We attribute that partly because we haven’t had in-person sessions as much and the populations we serve don’t have digital literacy skills. We have added a program where we are connecting people to classes, internet and devices.”

“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.”
Growing mismatch between employer needs and aspirations of workers

“One of the challenges we have always faced is only going to be harder. How do place people in jobs where the skills they have are the ones that are needed?”

“We don’t have a partnership with workforce development programs but we routinely refer people out. The obstacle we currently see is that people don’t have the time or the ability to attend training, because they are working multiple jobs.”

“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”

“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.”
Findings – Recovery oriented partnerships show hopeful signs

“The county has done pretty well in the face of everything they’ve dealt with. We’ve seen federal money pour into the city and the county and they’ve redeployed it well. Our policy makers have done a pretty good job. A lot of people have tried really hard.”

“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.”

“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.”

Draft Version 6/4/21
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.
- Leverage local and regional partnerships for lasting systemic improvements.
Roles Workforce 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.
Recommendations - System

1. Expand partnerships.
2. Support the creation of career pathways in the Bay Area.
3. Co-create regional intermediary for work-based learning.
Strategic Alliances
Stackable Credentials and Career Pathways

Introduction to STACKABLE CREDENTIALS

Prepared by
Center for Occupational Research and Development
In partnership with
Social Policy Research Associates

Prepared for
The Stackable Credentials Expansion and Dissemination Initiative
U.S. Department of Education
Office of Career, Technical, and Adult Education

January 2021

Cybersecurity Pathway

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

Computer Science/ Engineering with Cybersecurity concentration A.A.S.
12 credits
Course titles: computer architecture, programming and system analysis, cryptography, security system design, risk and policy analysis, investigation techniques, incident handling.

Career Opportunities
Entry wages: $15 per hour
Working conditions: 40-hour workweek
Potential positions: Computer Systems Analyst, Application Developer, Cybersecurity Analyst
Learn more at: MyColoradoJourney

Cybersecurity A.A.S.
All credits align with Security+, Network+ certifications
Course titles: networking, information assurance, network security, cloud computing
Program Details

Career Opportunities
Entry wages: $15 per hour
Working conditions: 40-hour workweek
Potential positions: Computer Forensics Specialist, Help Desk Technician
Learn more at: MyColoradoJourney

Basic Networking & Security Certificate
20 credits align with Security+, Network+ certification
Course titles: networking, information assurance, network security, cloud computing
Program Details

IT Tech & Support Certificate
22 credits align with A+ certification
Course titles: operating systems, project management, help desk skills, IT technical skills
Program Details

Draft Version 6/4/21
Stackable Credentials and Career Pathways

Banking Services

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

Bachelor's Degree (4 Years)
- Credit Analysts
- Loan Counselors
- See Other Careers

Advanced Degree (4+ Years)
- See Other Careers

1-3 Years
- New Accounts Clerks
- See Other Careers

Less Than 1 Year
- Loan Officers
- Title Examiners and Searchers
- See Other Careers

High School Diploma or GED
- Bill and Account Collectors
- Loan Interviewers and Clerks
- Tellers
- See Other Careers

Health Information Technology Pathway

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.

Medical Coding Specialist
28-credit TECHNICAL DIPLOMA

Next: ONLY 13 more courses!

CAREER

Certified Coding Associate (CCA)

Opportunity to obtain

Medial Coding Specialist Claims Specialist
$32,000 – $47,000

Health Information Manager
Medical Records Coordinator
$37,000 – $58,000

Opportunity to obtain
Registered Health Information Technician (RHIT) Certification

Draft Version 6/4/21
Apprenticeship Programs in 28 Bay Area Community Colleges
Apprenticeship – the Equity Engine

Northern California Apprentice Network Launches

April 30, 2021

As the Bay Area and the greater Northern California megaregion begin the recovery process, increasing equitable opportunity will be critical to maintaining California’s leading economy. On Thursday (April 29), the Bay Area Council joined leaders from across Northern California to formally launch the Northern California Apprentice Network, with the aim of scaling apprenticeship opportunities in new industries and bringing more employees to the table.

Led by ACB CEO Greg Case and Associate Senior Managing Director Sallie Jemmahed, the launch brought a strong lineup of support from elected officials, partners, and employers across Northern California. Expanding apprenticeship has been a major focus of the Council’s Workforce of the Future initiative. Apprenticeship provides new pathways to well-paid roles that open the door to more diverse talent that represents our Bay Area and Northern California population.

Attendees heard from Uly Guevara, a former apprentice in Apprenticeship programs who is now a Full Time Reliability Engineer at PG&E. His inspiring story spoke truth to the opportunity apprenticeships provide – building a pathway to well-paid roles for those without a 4-year degree. If done right, apprenticeships can build more equitable pathways into roles that were previously inaccessible to low-income and diverse talent. The opportunity and message was underscored by leaders including Senator Alex Padilla, Representatives Jackie Speier, Marc DeSousa, and Pitt Rhimes as well as California Mayor Utility Staff, Sacramento Mayor Darrell Steinberg and Sharmee Wadler, Vice Chancellor of Workforce & Economic Development, California Community Colleges. The Council is excited to continue to grow the network with founding members Antioch, American, Adobe, Tesla, TechSF (San Francisco Office of Economy & Workforce)

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

- Conduct organizational analysis to determine which organizational model fits the role the board wants to play.
- 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.
Towards a Better New Normal

Your thoughts – questions?
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_negoita@spra.com

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

**Emily Rosenberg**
Adjunct
emuhli@gmail.com