Bouncing Back from COVID Using Education and Workforce Development Dollars
SERIES MOTIVATION:
The road to economic recovery from the COVID shutdowns will be long.
Existing inequalities are widening.
SERIES GUIDING QUESTION:

How can states use workforce and education dollars to turn things around?
Six Approaches to the Problem

August 27
Gauge Needs
Frequently and Prioritize Action Together

September 3
Help Low-Skilled Adults Earn Credentials for Critical Jobs

September 10
Help Students Maintain Momentum and Earn Critical Credentials

September 17
Help Businesses Prepare and Upskill Workers for Critical Positions

September 24
Make Education and Training Programs More Tech Savvy and Flexible for the Changing Economy

October 1
Reinforce Connections Between States’ Emergency Responses and Long-Term Efforts

Access completed webinars at sreb.org/WorkforceRecovery
TODAY’S SESSION

Gauge Needs Frequently and Prioritize Action Together
In this hour we will...

- Have a short time together to inform our collective work, inspire and connect us
- Share key strategies for policies and programs
- Spotlight actions for equity and resources to get the work done
- Hear how a leading state is doing it

SREB presents
State experts present
We all discuss
Polls and chat
CONTEXT for Gauging Needs and Prioritizing
Industries are changing quickly

National employment change by industry: *June – July* 2020

Source: Bureau of Labor Statistics
Industries are changing quickly – and will likely continue to do so.

Source: Bureau of Labor Statistics
The scale of these fluctuations is extraordinary

Unemployment insurance claims by week, 1967 - 2020

Source: Bureau of Labor Statistics
How can we calibrate our actions to respond to **targets that keep moving**?
ACTIONS to
Gauge Needs Frequently and
Prioritize Action Together

1. Engage state leadership bodies and partners
2. Analyze data in rapid cycles
3. Prioritize and coordinate action
Governor’s economic development cabinet or other state leadership body
State and regional workforce development boards
Business leaders, industry sector partnerships
Data experts
Education and training leaders
Diverse community members, to target equity

Engage leadership bodies and partners
Analyze data more frequently than ever

Labor market information
- Unemployment insurance claims
- Job postings and wages
- In-demand skills
- Regional specifics
- Capacity of education entities
- Interest and readiness of communities/workforce
- Employer input
- Community input
- Context: COVID…

Equity and innovation focus

Rapid analysis cycles
## Analyze data more frequently than ever

<table>
<thead>
<tr>
<th>Labor market information</th>
<th>Equity and innovation focus</th>
<th>Rapid analysis cycles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job postings, wages, unemployment insurance claims</td>
<td>Voices at the table</td>
<td></td>
</tr>
<tr>
<td>In-demand skills</td>
<td>Trends</td>
<td></td>
</tr>
<tr>
<td>Industry and regional specifics</td>
<td>Gaps, by</td>
<td></td>
</tr>
<tr>
<td>Capacity of education entities</td>
<td>– Geographical location</td>
<td></td>
</tr>
<tr>
<td>Interest and readiness of community/workforce</td>
<td>– Demographics</td>
<td></td>
</tr>
<tr>
<td>Employer input</td>
<td>– Educational attainment</td>
<td></td>
</tr>
<tr>
<td>Community input</td>
<td>– COVID numbers</td>
<td></td>
</tr>
<tr>
<td>Context: COVID…</td>
<td>– Access to technology</td>
<td></td>
</tr>
</tbody>
</table>

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SREB
### Labor market information
- Job postings, wages, unemployment insurance claims
- In-demand skills
- Industry and regional specifics
- Capacity of education entities
- Interest and readiness of community/workforce
- Employer input
- Community input
- Context: COVID…

### Equity and innovation focus
- Voices at the table
- Trends
- Gaps, by
  - Location
  - Demographics
  - Educational attainment
  - COVID numbers
  - Access to technology

### Rapid analysis cycles
- Bi-annually
- Quarterly
- Monthly
- **even** Weekly

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**Analyze data more frequently than ever**
Prioritize

Also thinking about...

- Long-term workforce needs
- Industries key to long-term growth
- Industries hardest hit
- Jobs that most need to be filled
- For critical jobs, credentials that can be earned fastest
- People and communities most impacted
- Inventory of pre-COVID workforce initiatives
- Stackable credentials and transferable skills for career advancement
- Repurposing resources
- Equity focus

Coordinate actions

Also thinking about...
RESOURCES for Getting This Done
Resources to support data-based planning and industry partnerships

<table>
<thead>
<tr>
<th>ESSA</th>
<th>Perkins V</th>
<th>WIOA</th>
<th>CARES Act</th>
<th>State funds</th>
<th>Other</th>
</tr>
</thead>
</table>

Enter in the **CHAT BOX** one source of funding that you are familiar with.
Resources to support data-based planning and industry partnerships

<table>
<thead>
<tr>
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<th>Perkins V</th>
<th>WIOA</th>
<th>CARES Act</th>
<th>State funds</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title I: Academic and technical instruction in disciplines important for in-demand industries</td>
<td>State reserve funds</td>
<td>Governors’ statewide reserve funds</td>
<td>K-12 and postsecondary education and governor’s emergency funds</td>
<td>General funds</td>
<td>Business and industry contribution</td>
</tr>
<tr>
<td>Title IV: Well-rounded education and 21st century community learning centers can include career and technical ed.</td>
<td>Plans must address how career pathways meet industry needs</td>
<td>Title I: Requires workforce development boards and industry partnerships</td>
<td>Reimagine Workforce Preparation grants for state workforce boards</td>
<td>Repurposed dollars from pre-COVID initiatives that do not address evolving needs</td>
<td>Community support</td>
</tr>
<tr>
<td></td>
<td>Comprehensive local needs assessments</td>
<td>Expanded Dislocated Worker Grants to states</td>
<td>Rethink K-12 Education Models grants to states</td>
<td></td>
<td>Philanthropic grants</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Economic Recovery Assistance grants to state and local governments, institutes of higher education, non-profits and Indian tribes</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
STATE EXEMPLAR: Indiana

Weekly labor market reports for state Rapid Recovery initiative

Chris R. Lowery, Senior Vice President, Workforce Alignment, Ivy Tech Community College
Rapid Recovery and the Post COVID-19 Ecosystem in Indiana

August 2020
Rapid Recovery and the Post COVID-19 Ecosystem

- **State’s Rapid Recovery Committee**
  - Formed quickly in early April, developed strategy and implementation plan for aligning and optimizing information and resources to support unemployed and underemployed Hoosiers.
  - Governor’s Workforce Cabinet, Commission for Higher Education, Department of Workforce Development, Office of Career Connections and Talent, Strada Education, Indiana Philanthropy Alliance, Ivy Tech Community College, Vincennes University, Indiana Chamber of Commerce, Indiana Talent Network and CBOs/FBOs
  - Emphasis on:
    - Training and education opportunities
    - Career coaching
    - Collaborative resource sharing
    - Labor market demand
Rapid Recovery and the Post COVID-19 Ecosystem

- **Situation Assessment conducted**
  - Dynamic shifts were already occurring in the labor market
  - Some sectors were hard hit and facing difficult recovery
  - Labor market supply and demand were misaligned; required more analysis *(quantitative and qualitative)* to determine actions needed within the ecosystem
  - A rapidly, thoughtfully developed approach was necessary to undergird the livelihoods of *individuals, employers, sectors, and communities* across the Hoosier state
  - A proposed *ecosystem* focused on the livelihoods that are at risk for lower skilled workers, including those who will have lost a job, will be underemployed, or whose job will change
Rapid Recovery and the Post COVID-19 Ecosystem

Supply and Demand have been assessed as follows:

- Real time state unemployment data for labor market impact
- Emsi, a Strada company, for key quantitative data aggregated from multiple sources
- Brookings, AEI and other reports for additional contextual analysis gleaned from various sources
- Ivy Tech’s Chancellors/campuses and economic sector VPs and teams for community and sector quantitative and qualitative weekly input from employers
- Strada/Gallup ongoing surveys for consumer/learner understanding of training and educational goals and needs

A weekly Economic and Workforce Situation Report produced by Ivy Tech for hundreds of stakeholders across the state via government, education, business, philanthropy, and CBOs/FBOs
EMPLOYMENT DATA AND TRENDS

The latest Indiana Employment Report indicates the state’s unemployment rate dropped to 11.2% for June, slightly above the national rate of 11.1% and third highest in the region (see chart below). The unemployment rate reflects the number of unemployed people seeking employment within the prior four weeks as a percentage of the labor force. The state’s labor force participation rate of 64.3%, above the national rate of 61.5%. Private sector employment saw gains across industries over last month, including Leisure and Hospitality and Manufacturing.

<table>
<thead>
<tr>
<th>Midwest Unemployment Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 2019</td>
</tr>
<tr>
<td>-----------</td>
</tr>
<tr>
<td>Indiana</td>
</tr>
<tr>
<td>U.S.</td>
</tr>
<tr>
<td>Illinois</td>
</tr>
<tr>
<td>Kentucky</td>
</tr>
</tbody>
</table>

Source: Indiana Department of Workforce Development
Some sectors were hard hit and facing difficult recovery, such as manufacturing, administrative support, food service, and retail trade.

Source: Indiana Department of Workforce Development
Some sectors are experiencing a mix of decline and improvement by month.

Source: Education Strategy Group
Rapid Recovery Report - R3
Economic and Workforce Situation Report

Some rebounds have been seen in high-wage areas, such as with business, construction, and computer and information technology.

<table>
<thead>
<tr>
<th>Occupation Group Name</th>
<th>Feb to March % Change</th>
<th>Jan to Feb % Change</th>
<th>March to April % Change</th>
<th>May to June % Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Architecture and Engineering</td>
<td>-3%</td>
<td>1%</td>
<td>-41%</td>
<td>18%</td>
</tr>
<tr>
<td>Arts, Design, Entertainment, Sports, and Media</td>
<td>-6%</td>
<td>1%</td>
<td>-42%</td>
<td>22%</td>
</tr>
<tr>
<td>Building and Grounds Cleaning and Maintenance</td>
<td>10%</td>
<td>3%</td>
<td>-42%</td>
<td>24%</td>
</tr>
<tr>
<td>Business and Financial Operations</td>
<td>-6%</td>
<td>3%</td>
<td>-58%</td>
<td>19%</td>
</tr>
<tr>
<td>Community and Social Service</td>
<td>2%</td>
<td>2%</td>
<td>-39%</td>
<td>16%</td>
</tr>
<tr>
<td>Computer and Mathematical</td>
<td>1%</td>
<td>0%</td>
<td>-33%</td>
<td>17%</td>
</tr>
<tr>
<td>Construction and Extraction</td>
<td>-3%</td>
<td>9%</td>
<td>-28%</td>
<td>20%</td>
</tr>
<tr>
<td>Education, Training, and Library</td>
<td>2%</td>
<td>10%</td>
<td>-39%</td>
<td>5%</td>
</tr>
<tr>
<td>Farming, Fishing, and Forestry</td>
<td>5%</td>
<td>-22%</td>
<td>-38%</td>
<td>17%</td>
</tr>
<tr>
<td>Food Preparation and Serving Related</td>
<td>-7%</td>
<td>-7%</td>
<td>-78%</td>
<td>33%</td>
</tr>
<tr>
<td>Healthcare Practitioners and Technical</td>
<td>-2%</td>
<td>-3%</td>
<td>-29%</td>
<td>12%</td>
</tr>
<tr>
<td>Healthcare Support</td>
<td>1%</td>
<td>9%</td>
<td>-46%</td>
<td>27%</td>
</tr>
<tr>
<td>Installation, Maintenance, and Repair</td>
<td>-4%</td>
<td>-1%</td>
<td>-54%</td>
<td>29%</td>
</tr>
<tr>
<td>Legal</td>
<td>-18%</td>
<td>5%</td>
<td>-64%</td>
<td>18%</td>
</tr>
<tr>
<td>Life, Physical, and Social Science</td>
<td>0%</td>
<td>3%</td>
<td>-25%</td>
<td>8%</td>
</tr>
<tr>
<td>Management</td>
<td>-6%</td>
<td>1%</td>
<td>-51%</td>
<td>22%</td>
</tr>
<tr>
<td>Military Specific</td>
<td>19%</td>
<td>-17%</td>
<td>-2%</td>
<td>56%</td>
</tr>
<tr>
<td>Office and Administrative Support</td>
<td>-3%</td>
<td>-2%</td>
<td>-80%</td>
<td>26%</td>
</tr>
</tbody>
</table>

Source: Education Strategy Group
Digging into specific areas, some rebounds have been amplified in high-wage areas, such as with logistics and supply chain, advanced manufacturing, and, again, information technology.

**SECTOR AND REGIONAL INSIGHTS**

**ADVANCED MANUFACTURING**
- New technologies are driving change in the agriculture supply chain, including the use of advanced data analytics and robotics to improve efficiency and streamline the supply chain.
- Manufacturers share lessons learned from COVID-19, including the need to automate communications and streamline supply chains.

**BUSINESS LOGISTICS/SUPPLY CHAIN**
- FedEx is opening a new location in Greenwood, creating 500 jobs that will include 100 full-time employees with an average salary of $54,000 and 400 part-time employees with an average wage of $15/hour. The site should be open before the end of the year.

**HEALTHCARE**
- According to the Indiana Hospital Association (IHA), the COVID-19 financial impact, such as steep price increases by suppliers, is causing significant challenges for Hoosier hospitals. The impact of increased PPE costs, suspended elective procedures, and patients avoiding care are causing hospitals to operate at a significant loss, down 8.3% overall for the month of April and down nearly 28% for rural hospitals. The IHA hopes Indiana will consider using some of its federal relief to establish a stabilization fund for rural and urban safety net hospitals which are especially vulnerable.

**INFORMATION TECHNOLOGY**
- National and international government agencies warn about active cyber attacks targeting biomedical organizations that are involved in the development of a COVID-19 vaccine. BitSight researchers shared the results of a study that looked for detectable security issues at a number of companies who play a big role in the global search for a vaccine, and found compromised systems, open ports, vulnerabilities and web application security issues.
- Purdue University and Naval Surface Warfare Center Crane Division are collaborating to offer the Cyber Apprenticeship Program to align with the Department of Defense cybersecurity staff guidelines. Crane will become an apprenticeship provider and have access to P-CAP candidates from across the nation. Purdue received federal funding to develop an avenue to higher education for 5,000 cybersecurity apprentices by 2023. This program offers online degree programs, certifications, a leadership academy and on-the-job training for U.S. citizens and green card holders.

Source: Ivy Tech Economic Sector Vice Presidents
Key consumer findings show: strong interest in nondegree programs; preference for online training and education options; and adults are facing barriers like time and logistics.

Source: Strada Education
Community economic and workforce dynamics differ across the state, as would be expected, and warrant close attention.

Source: Ivy Tech Campus Chancellors and Employer Consultants
Rapid Recovery and the Post COVID-19 Ecosystem - Ivy Tech

► 10,000 Free Classes/Training
  ► Ivy Tech offering free classes and trainings to 10,000 participants as way to support Hoosiers seeking next-step job and career solutions.
    ► Approximately 7,500 participants to date
    ► Initiative late May; landing page www.ivytech.edu/10kclasses/ . Focus on classes and training related to high demand fields and career exploration.
    ► Offerings include:
      ► Advanced Manufacturing
      ► Information Technology
      ► Business and Cross-Sector

► Employer Resource Link
  ► https://www.ivytech.edu/employerresources/

► Economic and Workforce Situation Report - Weekly
Rapid Recovery: 10,000 Free Classes/Training Initiative

- Ivy Tech offering free classes and trainings to 10,000 participants as way to support Hoosiers seeking next-step job and career solutions.
  - Approximately 7,500 participants to date; inquiries 5,000+
  - Initiative late May; landing page www.ivytech.edu/10kclasses
  - Focus on classes and training related to high-demand fields
  - Plurality (47%) registrations in IT

So What
- Initiative reached wide range of Hoosiers across the state, including strong representation by women and people of color
- Illustrated high demand for valuable online training; social media key driver of registrations

Now What
- Campuses following up with 10K participants and inquiries for fall enrollment conversion
- Some 10K trainings (e.g., SACA Industry 4.0 certifications) now eligible for Next Level Jobs/WRG funding
10K Initiative – Demographic Snapshot

Of those reporting gender, more than half are female

- Male: 45%
- Female: 55%

Of those reporting race/ethnicity, Black participants strongly represented

- White: 48%
- Black: 37%
- Hispanic: 6%
- Multiracial/Other: 6%
- Unknown/Not Reported: 9%

See consistency of % share by race/ethnicity of 10K participants across course sector categories

<table>
<thead>
<tr>
<th>Course Sector</th>
<th>White</th>
<th>Black</th>
<th>Hispanic</th>
<th>Multiracial/Other</th>
<th>Unknown/Not Reported</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adv Manufacturing</td>
<td>24%</td>
<td>18%</td>
<td>4%</td>
<td>49%</td>
<td>5%</td>
</tr>
<tr>
<td>Business/Cross-sector</td>
<td>23%</td>
<td>17%</td>
<td>4%</td>
<td>55%</td>
<td>5%</td>
</tr>
<tr>
<td>Information Technology</td>
<td>21%</td>
<td>16%</td>
<td>2%</td>
<td>57%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Most 10K registrants new students, with about one-third previous degree/certificate enrollment at Ivy Tech

<table>
<thead>
<tr>
<th>Course Sector</th>
<th>New</th>
<th>Courses Only</th>
<th>CT/TC</th>
<th>Associate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adv Manufacturing</td>
<td>79%</td>
<td>2%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Business/Cross-sector</td>
<td>71%</td>
<td>6%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Information Technology</td>
<td>69%</td>
<td>5%</td>
<td>3%</td>
<td>3%</td>
</tr>
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</table>
Chris R Lowery
crlowery@ivytech.edu
DISCUSSION
Three topics

1. What STANDS OUT the most to us
2. QUESTIONS we have
3. ACTIONS we should take next

IN THE CHAT BOX:
Efforts in your state?
POLLS
Join us for the whole series

REGISTER
AND ACCESS MATERIALS:
sreb.org/WorkforceRecovery
Let us know how we can support you

Kim Anderson  kim.anderson@sreb.org
Stephen Pruitt  stephen.pruitt@sreb.org
Dale Winkler  dale.winkler@sreb.org

Thank you!
Discussion in brief

1. What STANDS OUT to you today?
2. What QUESTIONS do you have?
3. Based on what you’ve learned today, what ACTION will you take?
4. What efforts in YOUR STATE should we know about?

Share one of these in the CHAT BOX