A Fresh Approach for Workforce

TWA’s 2008 National Advocacy Summit
February 12-13, 2008
Washington, D.C.

www.workforcealliance.org
Sign Up, Sign On, Support!

www.workforcealliance.org
Changes in D.C.

Looking toward January 2009

The Committee for The Presidential Inaugural requests the honor of your presence to attend and participate in the Inauguration of

???
as President of the United States of America and

???
as Vice President of the United States of America on Tuesday the twentieth of January two thousand and nine in the City of Washington
Changes in Our Message

Skills2Compete
A new guarantee for opportunity and innovation.

www.workforcealliance.org
A Fresh Approach for Workforce

TWA’s 2008 National Advocacy Summit

A Fresh Approach

www.workforcealliance.org
What’s on today’s agenda?

• 12:30 Lunch panel
• 1:40 Policy briefing/Framing the ask
• 3:30 Preparing for Hill visits
• 4:30 Delegation breakouts
• 5:30 Reception
Workforce in the Elections: New Lenses, New Engagement

- Sheila Maguire, Public/Private Ventures
- Rick Sloan, IAMAW
- Shawn Fremstad, Skills2Compete
- Jason Walsh, The Workforce Alliance
Election ’08: Candidates’ Proposals for Growing the Economy by Investing in People

Skills2Compete assigned policy statements made by each of the major-party Presidential candidates—including published policy platforms, policy speeches, or statements in the press—issues their public positions on workforce education issues. We also invited candidates to prioritize their public positions on workforce education issues. We also invited at policies promoted by Skills2Compete specifically examined candidate positions in relation to these issues that are core to the Skills2Compete mission:

Attention to the Forgotten Middle of the Skilled Labor Market

Nearly half of all jobs in this country are middle-skill jobs, requiring more than high school, but less than a four-year degree. What has the candidate said about the need to educate and train U.S. workers for jobs that require this level of education? Is there a balance between calls for “college for all” or a focus on highly credible technical occupations? Have the need for more trained workers to fill other skilled positions in the labor market?

Attention to the Current, Adult Workforce

Two-thirds of the workforce of 2020 will be comprised of adults already in today’s workforce and beyond the reach of our K-12 systems. To what extent does the candidate address the education and training needs of people already in the workforce—including those who are marginally attached to the labor market, or recently displaced? In—relative to calls for education policies focused on young people (e.g., financial aid for full-time college students coming out of high school). Does the platform address the needs of working adults, lifelong learning, or other issues that relate to the skill development of workers past traditional school ages?

Attention to Vocational and Sector Training

Skills2Compete seeks to guarantee access to up to two years of postsecondary education, but these two years can take many forms. To what extent does the candidate talk about forms of training beyond traditional college? These include vocational education at community colleges and training within apprenticeships, labor management partnerships, and community-based training organizations, among others. To what extent does the candidate talk about training for occupations in specific high-salary and growth sectors? Are there particular sectors or industries (e.g., healthcare, clean energy, or green jobs industry, manufacturing) for which the candidate calls for greater workforce training, particularly for jobs requiring less than a four-year degree? These can be options for young people as well as adults.

A note to readers: Because of our focus on these three areas, some candidates have higher education and workforce development proposals that we did not cover. Nonetheless, we recommend that you consult the candidates’ websites to learn that they propose further.

A complete list of Higher Education proposals for all candidates can be found on the Chronicle of Higher Education’s Candidate V Ring.

Contributors: Shawn Flanders, Rachel Bless, and Andy Van Kauwen

Candidate Position Comparison

Click here to access a table comparing candidates’ visions for workforce education and their attention to the three Skills2Compete priorities listed to the left.

Candidate Summaries

Click on individual candidates below to read a summary of their public position on issues affecting the creation of a skilled workforce.

Joe Biden
Hillary Rodham Clinton
Chris Dodd
John Edwards
Barack Obama
Mike Gravel
Duncan Hunter
Diane Keating
John McCain
Barack Obama
Romney
Bill Richardson
Bill Bandy
Ted Tahiliani

www.skills2compete.org

www.workforcealliance.org
IOWA CAUCUSES

Published November 11, 2007 4:20AM

Edwards: Reclaiming democracy not easy

Lindsay J. Carmack/The Gazette Steve Ovel of Cedar Rapids, a teacher at Kirkwood College and a member of The Workforce Alliance national board of directors, talks with former North Carolina Sen. John Edwards, Democratic presidential hopeful, outside of Blend, a restaurant in downtown Cedar Rapids. Edwards spoke at fundraisers in Cedar Rapids and Iowa City on Sunday.
Background Briefing

What we’re asking for and how we’re asking for it...

Please!!

www.workforcealliance.org
Funding

• Trend of under-funding federal workforce development programs continues

• FY08 Labor-HHS Appropriations bill includes $250M WIA rescission, plus 1.75% funding cut
The Bush Budget’s Hit List

President Bush asked Congress to terminate or significantly cut 131 federal programs or categories of spending that White House budget director Jim Nussle said are not worth their costs. Some of the targets were funded as the result of lawmakers’ earmarks. Implementation of the administration’s cuts — a highly unlikely prospect given the response to earlier hit lists — would save an estimated $18 billion in fiscal 2009. Here are some highlights:

<table>
<thead>
<tr>
<th>Department/Agency</th>
<th>Program</th>
<th>FY09 savings in millions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Terminations</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agriculture</td>
<td>Research &amp; Extension Grant earmarks</td>
<td>$144</td>
</tr>
<tr>
<td></td>
<td>Commodity Supplemental Food Program</td>
<td>139</td>
</tr>
<tr>
<td></td>
<td>Single Family-Housing Direct Loans</td>
<td>105</td>
</tr>
<tr>
<td>Education</td>
<td>Educational Technology State Grants</td>
<td>267</td>
</tr>
<tr>
<td></td>
<td>Supplemental Educational Opportunity Grants</td>
<td>757</td>
</tr>
<tr>
<td></td>
<td>Tech Prep Education State Grants</td>
<td>103</td>
</tr>
<tr>
<td></td>
<td>Career &amp; Technical Education State Grants</td>
<td>1,161</td>
</tr>
<tr>
<td>Energy</td>
<td>Weatherization Assistance Program</td>
<td>243</td>
</tr>
<tr>
<td>HHS</td>
<td>Community Services Block Grant</td>
<td>654</td>
</tr>
<tr>
<td></td>
<td>Congressional earmarks</td>
<td>451</td>
</tr>
<tr>
<td></td>
<td>Children’s Hospital Graduate Medical Education Program</td>
<td>302</td>
</tr>
<tr>
<td>HUD</td>
<td>HOPE VI</td>
<td>100</td>
</tr>
<tr>
<td>Justice</td>
<td>State Criminal Alien Assistance Program</td>
<td>410</td>
</tr>
<tr>
<td>EPA</td>
<td>Water Infrastructure earmarks</td>
<td>133</td>
</tr>
</tbody>
</table>

| Reductions        |                                              |                          |
| Forest Service Research and Grants | $171 |
| Water & Wastewater Grants          | 249  |
| Economic Development Administration grants | 143  |
| 21st Century Learning Opportunities | 281  |
| Safe & Drug Free Schools State Grants | 195  |
| Health Professions Grants          | 240  |
| Rural Health                       | 150  |
| Programs of Regional & National Significance | 250  |
| Social Services Block Grant        | 500  |
| State & local support programs     | 1,905 |
| Community Development Block Grants | 1,072 |
| Public Housing Capital Fund        | 415  |
| Job training grants                | 1,024 |
| Senior Community Service Employment | 172  |
| Amtrak                           | 455  |
| Federal Aid Highways              | 1,817 |
| Clean Water State Revolving Fund   | 134  |
| Corporation for Public Broadcasting | 248  |

SOURCE: Office of Management and Budget

www.workforcealliance.org
FY09 Budget: Deep Cuts

• More than $1 billion (17%) in cuts to key education and training programs at DOL

• More than $1.2 billion (69%) in cuts at DOEd
WIA Reauthorization

Some encouraging signs (i.e. House hearings, staff comments), but bill seems hopelessly stalled for now
Rehabilitation Act

• Tied to WIA (Title IV), so not moving
• Lots of interest in improving school to work transition services
• Lots of interest in enhancing supported employment services
Higher Education Tax Credits

Proposals currently under consideration seem to overlook the needs of working adults and other non-traditional students.
Higher Education Act (HEA)

Important workforce development proposals in House bill:

• **Business Workforce Partnerships** to fund partnerships between colleges and employers;

• **Bridges from Jobs to Careers** grants to fund bridge programs; and

• **Student Success Grants** to provide support services to students receiving Pell grants
Food Stamp Employment & Training (FSE&T)

• Improve ability to serve working families
• Allow post-employment support services
Temporary Assistance for Needy Families (TANF)

HHS final regs include important improvements:

• Clearly specify up to one year of vocational education or other degree-bound higher education counts as work activity (previously specifically prohibited); and
• Loosens initial supervision requirements for time spent doing homework
TAA Reauthorization

- Increase funding for training
- Extend deadlines for enrolling in training
- Expand coverage to service workers
- Allow broad certification categories (firms, industries, communities)
Green Jobs Act

• Passed as part of the Energy Bill
• $100M authorized in state and national labor-management partnership grants
• $25M authorized in “pathways out of poverty” grants
A Fresh Approach

“The definition of insanity is doing the same thing over and over and expecting different results.”

-Benjamin Franklin
Competing in the Global Economy

• Lots of focus on this issue
• Seen as politically important
• Key component of (both party’s) economic agenda
Building A Skilled Workforce

- Congress clearly recognizes the need to invest in developing new skills

- Passed major legislation with more than $40B in authorized funding
Science, Technology, Engineering, and Math (STEM)

Innovation Agenda

“a new generation of innovators: an educated, skilled workforce in the vital areas of science, math, engineering and information technology”
-- Speaker of the House Nancy Pelosi
Steering the Larger Debate

• Lots of people trying to shape this debate
• Potentially heading in the wrong direction
• Still lots of ways to impact, if we can get in front of it
Developing Workforce Champions

• Old champions need to be re-engaged and pushed to prioritize workforce issues

• New champions need to see these issues as vital to their constituency and community
How Do We Start to Connect These Asks to the Larger Debate?
We Start a New Conversation

The language of policy reform is not the language of political mobilization
Skills2Compete

• Change how political leaders approach “competitiveness” and “skilled workforce” issues

• Create political space for broader state and national policy reforms
Skills2Compete Messages

• Investing in people through skills guarantee
• Forgotten middle of the labor market
• The workforce of today is the workforce of tomorrow
How Do We Connect These to the Larger Debate Tomorrow?
With this...

Growing California’s Economy by Investing in the Forgotten Middle

Middle-skill jobs, which require more than high-school but less than a four-year degree, make up the largest part of America’s and California’s labor market. Yet too often, key industries in California are unable to find enough sufficiently trained workers to fill these jobs. As a result, job creation and economic growth are stifled. We can’t afford that—particularly now—in California.

Years ago, our nation established a number of workforce development programs to meet this demand by preparing California’s workers for middle-skill jobs. But since then, our federal education and training policies have largely forgotten about these jobs, and investments in the programs that prepare middle-skill workers have plummeted. As a result, in California too many workers struggle to find decent jobs and too many employers struggle to find skilled employees.

Our federal policymakers—including California’s congressional delegation—must address the investment shortfall in the forgotten middle of the labor market. California simply can’t afford the lost jobs and productivity that compliance brings.

Demand for Middle-Skill Jobs Is Strong, Will Remain Strong in California

Middle-skill jobs make up nearly half of America’s labor market and 49% of California’s jobs.

Middle-Skill Jobs Are the Backbone of California’s Economy

Middle-skill jobs are key to our nation’s health, its infrastructure and its economic growth. Many of these jobs cannot be outsourced: from the care of our sick and elderly, to the repair of our computerized cars, to the running and maintenance of our factories’ advanced machinery, to the construction of our states’ bridges and buildings. Middle-skill jobs can provide good wages and career paths for America’s and California’s workers.

<table>
<thead>
<tr>
<th>Examples of High-Demand Middle-Skill Jobs in California</th>
<th>Industry</th>
<th>2006 Median Annual Earnings*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registered Nurses</td>
<td>Healthcare</td>
<td>$73,300</td>
</tr>
<tr>
<td>Carpenters</td>
<td>Construction</td>
<td>$46,900</td>
</tr>
<tr>
<td>Truck Drivers, Heavy and Tractor-Trailer</td>
<td>Trucking</td>
<td>$37,800</td>
</tr>
<tr>
<td>Automotive Mechanics</td>
<td>Installation, Maintenance and Repair</td>
<td>$37,600</td>
</tr>
<tr>
<td>Police and Sheriffs’ Patrol Officers</td>
<td>Local Government</td>
<td>$88,900</td>
</tr>
</tbody>
</table>

* 2006 median annual earnings for all occupations in California = $34,050

www.workforcealliance.org
Demand for Middle-Skill Jobs is Strong, Will Remain Strong in California

Middle-skill jobs make up nearly half of America’s labor market and 49% of California’s jobs.
Middle-Skill Jobs Are the Backbone of California’s Economy

Middle-skill jobs are key to our nation’s health, its infrastructure and its economic growth. Many of these jobs cannot be outsourced: from the care of our sick and elderly, to the repair of our computerized cars, to the running and maintenance of our factories’ advanced machinery, to the construction of our nation’s bridges and buildings. Middle-skill jobs can provide good wages and career paths for America’s and California’s workers.

<table>
<thead>
<tr>
<th>Examples of High-Demand Middle-Skill Jobs in California</th>
<th>Industry</th>
<th>2006 Median Annual Earnings*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registered Nurses</td>
<td>Healthcare</td>
<td>$73,300</td>
</tr>
<tr>
<td>Carpenters</td>
<td>Construction</td>
<td>$48,900</td>
</tr>
<tr>
<td>Truck Drivers, Heavy and Tractor-Trailer</td>
<td>Trucking</td>
<td>$37,500</td>
</tr>
<tr>
<td>Automotive Mechanics</td>
<td>Installation, Maintenance and Repair</td>
<td>$37,600</td>
</tr>
<tr>
<td>Police and Sheriff’s Patrol Officers</td>
<td>Local Government</td>
<td>$68,900</td>
</tr>
</tbody>
</table>
California’s Skills Mismatch: A Middle-Skills Gap

About 49% of California’s jobs are in middle-skill occupations. But only 41% of the state’s workers likely have the appropriate training for these jobs.

California Jobs and Workers by Skill Level, 2004

Sources: California Employment Development Dep. & US Bureau of the Census
California’s Competitiveness Requires Federal Investments in Training for Middle-Skill Jobs

To maintain a strong economy, California must address its middle-skills gap by investing in a skilled workforce. Training just another 5% of California’s workforce for middle-skill jobs would require a new investment, beyond existing state and federal programs, of at least $3.5 billion or 3.8 times California’s current federal funding for all job training, adult education, vocational education, and financial aid for community college students.

California’s Middle-Skills Investment Gap

Sources: US Department of Labor and US Department of Education
Sector Partnerships

Growing interest in and opportunity to promote sector strategies
Connecting the Strategies

Guaranteed Skill Investments
Invest in every workers’ training through variety of policies

Target Those Investments w Sector Strategies
• Support creation, planning of industry-based partnerships
• Use training to grow local industry
• Create new opportunities for local workers to advance

www.workforcealliance.org
We Should Be Doing Both…

United Kingdom

Skills Guarantee: National targets for workforce % trained beyond HS

Sector Partnerships: Nationwide System of Sector Councils
We Should Be Doing Both…

Washington State

Skills Guarantee: Opportunity Grants for at least one-year beyond HS (pilot)

Sector Partnerships: Statewide System of Industry Skill Panels
But What are We Doing Nationally?

Skills Guarantee: Train way too few workers with current funding, systems

Sector Partnerships:
- No designated federal funding for their development
- Agency grants that come and go, with no connection to workforce, higher education systems
DOL and “Demand-Driven” Grants

• WIRED, HGJTI, and CBJTG closest thing to sector partnerships at federal level

• Congress *very* unhappy with how DOL has administered these funds
Energy Bill: Green Jobs

• $100M in national and state (LMP) grants to train workers in emerging “clean energy” field
• House version includes additional $25M for “pathways out of poverty” training grants
• Lieberman-Warner “Cap and Trade”– other training carve outs?
Higher Education Act

Business Workforce Partnerships

• Link credit programs to business needs
• Adapt college offerings to workers’ schedules
• Map and develop career & educational pathways
• Expand worksite learning
• Job placement assistance
Trade Adjustment Assistance

- Cantwell (D-WA) bill includes sector grants for trade-impact certified communities
- Partnerships can apply for grants to:
  - Prevent additional layoffs in declining industry, or
  - Develop pathways from declining industry into expanding local industry
Other Potential Sector Targets

- Calls for new infrastructure investment (GAO, EPI, U.S. Chamber = over $100 Billion)

- Healthcare Workforce Training proposals (National Institute of Medicine, earmark proposals)
Problem: No Systemic Approach

• Diversity of targets with no consistent standards
• Not leveraging existing workforce, education systems
• Could devolve into multiple grants/earmarks, with no basis for broader reform

www.workforcealliance.org
Solution: Make Consistent, Connected

- Draft principles for sectoral grants across range of policies (WIA, TAA, HEA, Energy, et.al.)
- Connect to larger workforce, higher education training systems (without being dictated)
- Explicit attention to both industry and worker outcomes
- Develop a track record that can lead to larger national reforms
Sectoral Strategies for Low-Income Workers: Lessons from the Field

A Luncheon Briefing on Capitol Hill
Wednesday, February 13th, 2008

U.S. Senator Maria Cantwell (D-WA)
Elected to the United States Senate in 2000, Maria Cantwell (D-WA) is a leading champion in Congress on workforce development issues. She has led efforts to increase funding for education and training programs such as the Workforce Investment Act, as well as efforts to ensure an adequate safety net for dislocated workers and increased access to education and training for workers negatively impacted by trade and globalization.

Susan Crane, Executive Director, Port Jobs, Seattle, Washington
Since 1997, Susan has served as Executive Director of Seattle’s Office of Port Jobs, a not-for-profit action tank that develops practical programs and supports public policies that increase access to living wage jobs, fostering a more vibrant and equitable economy for residents of all businesses in Seattle and King County.

Pam Gann, CFO, Nevada Partners, Home of the Culinary Training Academy
As the Chief Operating Officer of Nevada Partners and the Culinary Training Academy, Pam oversees the operations of two of the largest employment and training organizations in Southern Nevada, and a non-profit community-based organization and the other labor-management training trust serving the Las Vegas hospitality sector.

Ray Prendergast, Executive Director, Jane Addams Resource Corporation, Chicago, Illinois
Ray serves as Executive Director of JARC, a not-for-profit community development organization serving the Chicago area through high-quality skills training and support services that help workers achieve self-sufficiency as well as economic and workforce development services to help businesses improve their competitiveness.

Maureen Conway, Deputy Director, Economic Opportunities Program (EOP), The Aspen Institute
Maureen directs the EOP Workforce Strategies Initiative and is a lead author of the recent publication Sectoral Strategies for Low-Income Workers: Lessons from the Field. EOP advances innovative and promising strategies that connect the poor and unemployed to the mainstream economy.

Rachel Cregg, Federal Policy Director, The Workforce Alliance
Rachel oversees federal policy initiatives for The Workforce Alliance, a national coalition of community-based organizations, community colleges, unions, business leaders, and local officials advocating for public policies that invest in the skills of America’s workers.

www.workforcealliance.org