



Finding the Forgotten Middle: In the Nation, In Oregon

Agnes Balassa, The Workforce Alliance
October 30, 2009





The Workforce Alliance

Response to the 1990's Work First movement

- Notion that “training doesn't work” drove most policy debates.
- Workforce policies had few champions, and the skills issue had no political profile—leading to “work first” policies.



The Workforce Alliance

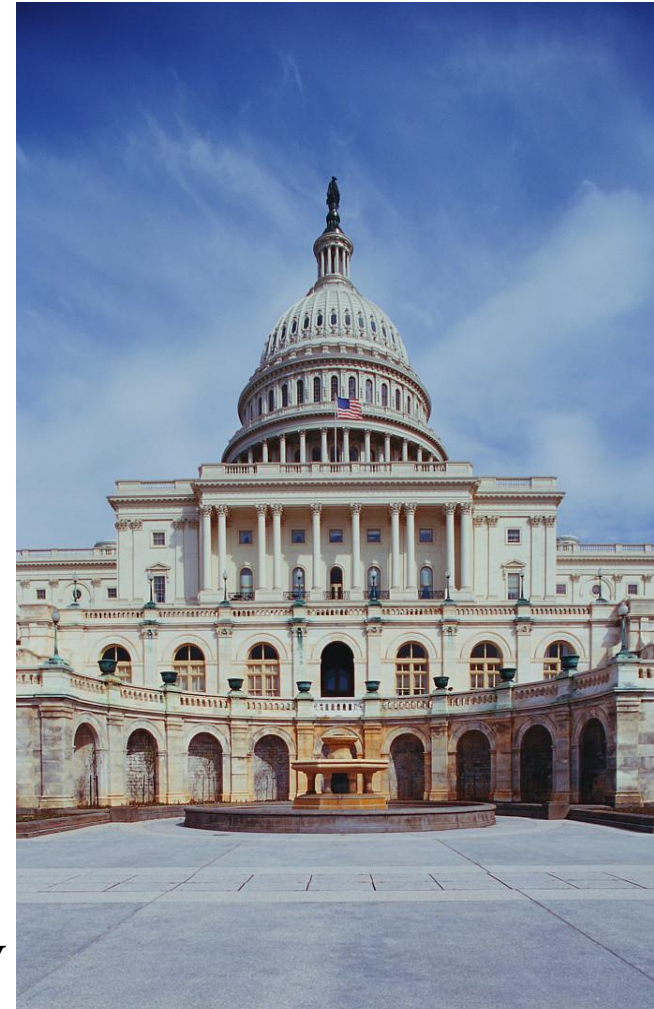


- A national, non-partisan, privately funded advocacy coalition...
 - of employers, labor, education and training providers, workforce investment boards and public workforce officials.
 - devoted to expanding access to training in the publicly funded workforce system.



Our scope

- WIA – including Adult Basic Education & Family Literacy Act, Rehabilitation Act)
- TAA (Trade Adjustment Assistance)
- TANF (Temporary Assistance to Needy Families)
- FSET (Food Stamp Employment & Training)
- Carl Perkins
- Higher Education Act (includes Pell grants)
- **Federal Funding**
- Green Jobs
- ARRA (American Recovery and Reinvestment Act)
- SECTORS (Strengthening Employment Clusters to Organize Regional Success – newly introduced)





What's Getting Left Out

- **Jobs:** Majority that don't require a professional degree
- **Education:** Not just full-time college, but other types / settings for training
- **Workers:** Current Workforce (majority of future workforce)



MATCHING POLICY TO DEMAND



AMERICA'S FORGOTTEN MIDDLE-SKILL JOBS

EDUCATION AND TRAINING REQUIREMENTS
IN THE NEXT DECADE AND BEYOND



Harry J. Holzer
Georgetown University and Urban Institute

Robert I. Lerman
American University and Urban Institute

November 2007

OREGON'S FORGOTTEN MIDDLE-SKILL JOBS

MEETING THE DEMANDS OF A 21ST-CENTURY ECONOMY

FEBRUARY 2009





Skills2Compete



- A unifying message
- Measurable goal
- Connects with larger debates about economy and education

Skills2Compete

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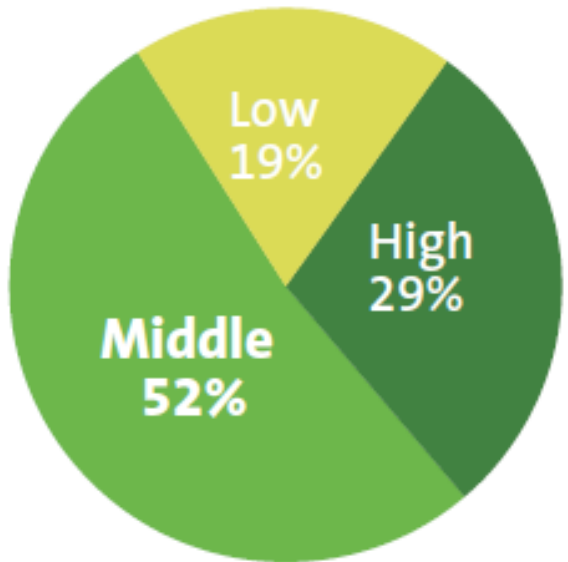
- Every U.S. worker should have access to the equivalent of at least two years of education or training past high school—leading to a vocational credential, industry certification, or one's first two years of college—to be pursued **at whatever point and pace makes sense for individual workers and industries.** Every person must also have access to the basic skills needed to pursue such education.



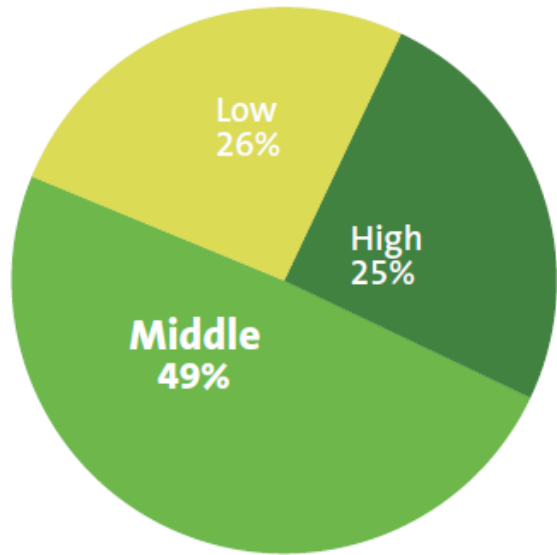
JOBS

Demand for Middle-Skill Jobs is Strong, Will Remain Strong in the U.S and Oregon.

Oregon Jobs by Skill Level, 2007



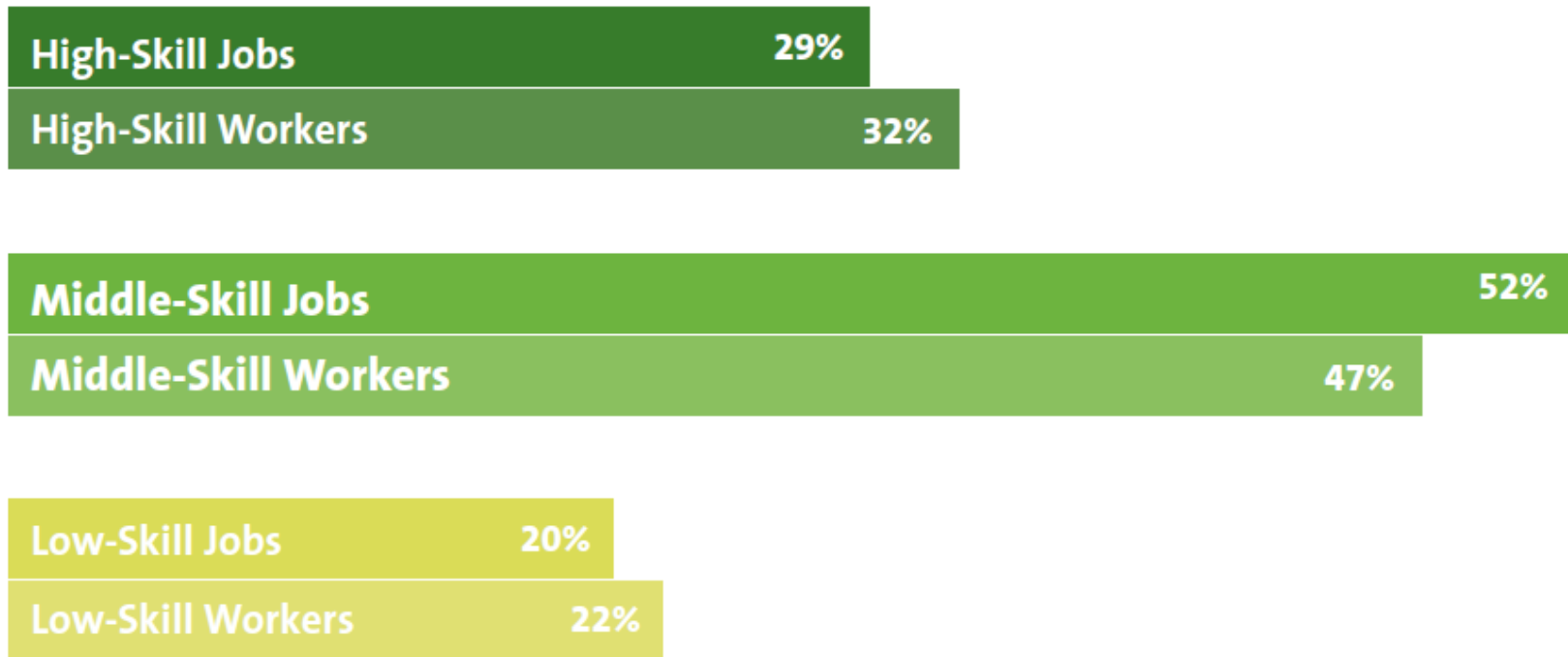
Oregon Job Openings by Skill Level, 2006-2016





EDUCATION

Oregon's Skills Mismatch: A Middle-Skill Gap



Sources: Oregon Employment Department and US Bureau of the Census.



New Investments in K-12 Alone Won't Solve It

A staggering two-thirds
of the workforce of 2020
is currently in the
workforce today



Skills2Compete Oregon



One of the **first** three state campaigns

- 10 person advisory committee
- 30 + endorsers
- Campaign goals
 - Media coverage
 - Creating a buzz
 - Creating a pool of local spokespersons
 - Supporting the national campaign





Oregon Core Advisors

Campaign lead: Andrea Henderson

Advisors

- Norm Eder, Manufacturing 21 Coalition
- Ron Fox, Oregon Economic Development Association
- Kim Freeman, Mt. Hood Community College
- John Marshall, Associated Oregon Industries
- Andrew McGough, Worksystems, Inc.
- Nan Poppe, Portland Community College
- Cam Preus, Department of Community Colleges and Workforce Development
- James Sager, Governor's Office
- Greg White, Oregon Workforce Investment Board
- Duncan Wyse, Oregon Business Council



Endorsers

Associated Oregon Industries
Blue Mountain Community College
Central Oregon Community College
Chemeketa Community College
Clackamas Career and Technical
Education Consortium
Clackamas Community College
Columbia Gorge Community
College
Community Action Partnership of
Oregon
Construction Apprenticeship &
Workforce Solutions, Inc. (CAWS)
Enterprise for Employment and
Education
Enterprise Rent-a-Car
Express Employment Professionals
Johnson & Glaze
Lane Community College
Lane Workforce Partnership
Linn-Benton Community College
Linn, Benton and Lincoln Workforce
Investment Board

Manufacturing 21
McMinnville Economic Development
Partnership
Mt. Hood Community College
New Horizons Computer Learning
Centers
Oregon Business Council
Oregon Community College Association
Oregon Consortium & Oregon Workforce
Alliance
Oregon Pathways Alliance
Oregon State Board of Education
Oregon Workforce Investment Board
Oregon Workforce Partnership
Portland Community College
Robin Cope Project Management
Rogue Community College
Rogue Valley Workforce Development
Council
Southern Oregon Economic
Development, Inc.
State of Oregon Community Colleges and
Workforce Development
Worksystems, Inc.



Skills2Compete Oregon

- Launched 3/12/09
 - Hearings at Oregon House & Senate
 - 4 editorial boards meetings
 - Coverage in 5 of 6 targeted media markets





Media Coverage

MEDIA HITS AND AUDIENCE IMPRESSIONS

| | Statewide Hits | Audience Impressions |
|--------------|-----------------------|-----------------------------|
| Print | 8 | 1,408,375 |
| Radio | 34 | 84,438* |
| Total | 42 | 1,492,813 |

*Numbers only available for Oregon News Service, not for KPOJ, KBND or KXL.



News Stories

- "Hard times boost Oregon school enrollment," *The Oregonian* – March 22, 2009
- "Help wanted, skills needed," *Medford Mail Tribune* – March 18, 2009
- "Hands-on skilled trades begging for trained workers," *The Oregonian* – April 24, 2009
- "What's really on the green job horizon? A view from the job fair," *The Oregonian* – April 3, 2009



Opinion Articles

- "Employment: It's all about education," *Gresham Outlook* - March 13, 2009
- "Our future in 'middle jobs'," *Albany Democrat-Herald* - March 26, 2009
- "Where the jobs are," *Register Guard* - April 19, 2009
- "Limits to the logic of green jobs," *The Oregonian* - March 28, 2009



Radio coverage:

- Lebanon
- Brownsville
- Eugene
- Creswell
- Cottage Grove
- Coos Bay
- Sutherlin
- Tri City
- Roseburg
- Medford
- Portland
- Prineville
- Bend
- Warm Springs
- Sisters
- Gold Beach
- Seaside
- Astoria
- Umatilla
- Grants Pass

- KPOJ interview on the Thom Hartman show with Dr. Preston Pulliams.
- KBND news story tying Obama's education speech with Skills to Compete report.
- KXL news story on the "forgotten workforce" featuring an interview with Agnes Balassa.



National Results

SECTORS Act introduced 4/1/09

Legislation to grow local industries by investing in local people.

“The Strengthening Employment Clusters to Organize Regional Success” (SECTORS) Act was developed in collaboration with The Workforce Alliance and other experts in the workforce field.



National Results

“...I ask every American to commit to at least one year or more of higher education or career training. This can be community college or a four-year school; vocational training or an apprenticeship. But whatever the training may be, every American will need to get more than a high school diploma.”

President Barack Obama, State of the Union
Address, February 24, 2009



Where to next?

- What would you like to see Oregon do next with the campaign?



FOR MORE INFORMATION



www.WorkforceAlliance.org

www.Skills2Compete.org

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