NCCCO and Workforce Development

Managing youth outreach in a virtual world

Tara Whittington, Director of Marketing and Customer Service, NCCCO

October 29, 2020
Research & Trends
The Skills & Labor Gap

Filling Salaried and Hourly Craft Positions

Source: Associated General Contractors, 2020 Sage Construction Hiring and Business Outlook Survey, December 18, 2019
Research & Trends
The Skills & Labor Gap

Biggest Concerns For 2020

- Worker Quality: 75%
- Worker Shortages: 72%
- Rising Direct Labor Costs: 57%
- Subcontractor Availability or...: 44%
- Safety: 39%
- Increased Competition for...: 35%
- Inadequate Construction...: 33%
- Material Costs: 31%
- Other Costs (e.g., Trucking...): 27%

Source: Associated General Contractors, 2020 Sage Construction Hiring and Business Outlook Survey, December 18, 2019
80% of voters across the political spectrum described the skilled trades as “important,” and 83% say the government should provide more funding for skilled trades classes.

Source: Harbor Freight Tools for Schools, The Case for Investing in and Improving Skilled Trades Education in America’s High Schools, Associated General Contractors, May 2020
Research & Trends
The High School Education Gap

**79%** of parents believe their child would be more prepared for a career if they had the chance to study a trade in high school.

**72%** of students say high schools could do a better job of giving them chances to learn real-world skills.

**7 in 10** voters, parents and students want employers to do more to support skilled trades education.

**8 in 10** voters support more funding for high school skilled trades education.

**80%** of voters described the trades as “important.”

Source: Harbor Freight Tools for Schools, The Case for Investing in and Improving Skilled Trades Education in America’s High Schools, Associated General Contractors, May 2020
Research & Trends

College Path to Skilled Trades

Source: National Student Clearinghouse Research Center Term Enrollment Fall 2019
### College Path to Skilled Trades

**Fall 2019 Overall Post-Secondary Enrollment:** 1.3%

<table>
<thead>
<tr>
<th>Degree</th>
<th>4 Year Schools</th>
<th>2 Year Schools</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engineering Technology</td>
<td>-1.9%</td>
<td>-9.3%</td>
</tr>
<tr>
<td>Transportation &amp; Materials Moving</td>
<td>+ 9.4%</td>
<td>-7.1%</td>
</tr>
<tr>
<td>Mechanical/Repair Technologies</td>
<td>-5.1%</td>
<td>-5.4%</td>
</tr>
<tr>
<td>Construction Trades</td>
<td>- 0.6%</td>
<td>+ 1.4%</td>
</tr>
</tbody>
</table>

Source: National Student Clearinghouse Research Center Term Enrollment Fall 2019
What CTE Community Needs from Industry

Education/Industry Partnerships

- **98%** CTE Admins say partnerships are important or very important
- **67%** Lack time to develop partners
- **33%** Lack funding
- **50%** Industry unwilling to engage students under 18

Source: Association for Career and Technical Education, Addressing the Workforce Shortage Through Strong Partnerships, 2019
What CTE Community Needs from Industry

WBL is Education’s equivalent to Industry’s OTJ Training

“The strongest programs—those that deliver the most qualified talent—incorporate Work Based Learning.”

Project Based
Co-Ops/Internships
Learn and Earn/Apprenticeships

Source: 2018-2019 data set by myOptions in partnership with ACTE
Top 3 Partner Opportunities

- Visit classrooms in person or virtually
- Provide job shadowing experiences
- Provide internships/apprenticeships

Source: 2018-2019 data set by myOptions in partnership with ACTE
Get Connected
Know Yourself First

Human Resources: Understand your current recruiting process.

Hiring and Frontline Managers: Understand specific skills gaps and timelines/processes for onboarding.

Senior Leaders: Understand goals for company growth, cost implications of talent gaps, available funding.

Source: An Employer Guide to Effective Community College Partnerships, The Aspen Institute
### Get Connected

**Who?**

<table>
<thead>
<tr>
<th>Organization</th>
<th>Titles or Departments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Middle School</td>
<td>Counselors, Administrators, PTA Groups</td>
</tr>
<tr>
<td>High School</td>
<td>CTE Departments, Counselors, Professional Studies Departments, Club Leaders, Administrators (depending on size of school district)</td>
</tr>
<tr>
<td>Community College</td>
<td>Program Chair, Department Head or Dean, VP of Workforce Development, Economic Development or CTE</td>
</tr>
<tr>
<td>Skills Based Extra Curricular</td>
<td>ACE Mentors, Makerspace Groups, Robotics, SkillsUSA, STEM Clubs, etc.</td>
</tr>
<tr>
<td>Local Government/Economic Development Boards</td>
<td>Chamber of Commerce, Mayor’s Office, Governor’s Office</td>
</tr>
<tr>
<td>Other Industry Partners</td>
<td>Trade Associations in Your Industry, Local Businesses in Different Fields that are already connected</td>
</tr>
<tr>
<td>Veteran Orgs</td>
<td>Hiring Our Heroes, The Institute for Veterans and Military Families, Veterans Job Mission, etc.</td>
</tr>
</tbody>
</table>
Get Connected
What?

THE WORK-BASED LEARNING CONTINUUM
What does strengthening your involvement with schools look like in a continuum?

CAREER AWARENESS & EXPLORATION

CAREER PREP

CAREER APPLICATION

Learning ABOUT the Company & Careers

Learning WITH the Company

Application IN the Company

LOW INTENSITY

MODERATE INTENSITY

HIGH INTENSITY

Classroom Speakers
Speed-networking
Roundtable Discussions
Industry/Advisory Council
Curriculum Review
Job Shadow
Reverse Job Shadow
Worksite Tour
Teacher Team Internship
Capstone Experience
Student Internship
Student Apprenticeship

Source: Ford Next Generation Learning

©2018, Ford Motor Company Fund
Get Connected

Resources for Industry

More than one Talent Pipeline

Employers seeking qualified skilled workers know there is a huge demand with many positions going unfilled. Workforce development has been shown to be vital when done on many levels.

- Through advocacy to encourage return of career and tech education into our schools
- Through marketing that speaks to students and parents
- Through exploration that exposes students, parents, and educators to the specific industry needs
- Through partnerships with existing school, high school, and community technical colleges
- Through creation of strong training and apprenticeship programs

Let’s Jump In...

Subscribe to our YouTube Channel

Search...

<table>
<thead>
<tr>
<th>Content Type</th>
<th>Organization</th>
<th>Document Title with Link</th>
<th>Release Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Survey Data</td>
<td>FMI</td>
<td>Talent Development in the Construction Industry</td>
<td>2017</td>
</tr>
<tr>
<td>Toolkit</td>
<td>NCCER</td>
<td>Marketing Playbook for the Construction Industry</td>
<td>2019</td>
</tr>
<tr>
<td>Toolkit</td>
<td>Aspen Institute</td>
<td>Employer Guide to Effective Community College Partnership</td>
<td>2019</td>
</tr>
<tr>
<td>White Paper</td>
<td>National School Boards Association</td>
<td>Six LifeReady Skills for Career, College, and Success in Life</td>
<td>2019</td>
</tr>
<tr>
<td>Research</td>
<td>NCCER and Construction Industry Institute</td>
<td>Restoring the Dignity of Work: Transforming the U.S. Workforce Development System into a World Leader</td>
<td>2019</td>
</tr>
<tr>
<td>Survey Data</td>
<td>Association for Career and Technical Education</td>
<td>Addressing the Workforce Shortage through Strong Partnerships</td>
<td>2019</td>
</tr>
<tr>
<td>Survey Data</td>
<td>National Student Clearinghouse Research Center</td>
<td>Term Enrollment Estimates Fall 2019</td>
<td>2019</td>
</tr>
<tr>
<td>Research</td>
<td>AED Foundation</td>
<td>The Equipment Industry Technician Shortage: Reassessing Causes, Impacts and Policy Recommendations</td>
<td>2020</td>
</tr>
<tr>
<td>Toolkit</td>
<td>Build Your Future</td>
<td>Resource Center</td>
<td>2020</td>
</tr>
<tr>
<td>Survey Data</td>
<td>Harbor Freight</td>
<td>The case for developing skilled worker talent, starting in high school</td>
<td>2020</td>
</tr>
</tbody>
</table>
Get Connected
Take Advantage of Special Career Recognition Days

OCTOBER:
Manufacturing Day

SteelDay 2020

Launched in 2015 as a joint industry effort, Lift & Move USA was organized by four industry institutions: Specialized Carriers & Rigging Association, Specialized Carriers & Rigging Foundation, National Commission for the Certification of Crane Operators, and KHL Group.

Today, Lift & Move USA is governed by a 13-member committee reporting to the Specialized Carriers & Rigging Foundation, a 501(c)(3) nonprofit organization that supports SC&RA member companies.

We are supported by:
- Specialized Carriers & Rigging Association
- Specialized Carriers & Rigging Foundation
- NCCCO Foundation

Media Partner
- KHL Group
NCCCO and Workforce Development
Managing youth outreach in a virtual world

THANK YOU FOR YOUR ATTENTION

October 29, 2020