



**WORKFORCE**  
SOLUTIONS **Capital Area**

*Connecting People to Jobs*

# Austin / Travis County Master Community Workforce Plan

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# Learnings from Phase I

- Middle-skill occupations, particularly in the Skilled Trades, Information Technology and Healthcare industries, provide a path to success for low-income individuals.
  - Relatively quick training – middle-skill occupations require a postsecondary credential & generally less than a bachelor's degree
  - Living wages and career pathways
  - Ample opportunity (60,000+ job openings projected through 2021)
- Student trends: Many Austin Community College and CBO students have dependents (including children and elderly relatives), and many work while in school. Therefore, it's essential to provide wraparound services.
- In order for employers to hire locally, we must increase the local supply of qualified job candidates in Skilled Trades, Healthcare and Information Technology.

# Progress since Phase I launch

- Oct – Nov: Issued RFQ and awarded contract to TIP Strategies
- Nov 22: Kicked off Phase II
- Reviewed Phase I work
- Refined Goal & Strategic Framework
- Stakeholder Input
  - Office of City of Austin Mayor Steve Adler
  - Office of Travis County Judge Sarah Eckhardt
  - Chambers of Commerce: Greater Austin, Greater Austin Asian, Greater Austin Hispanic, Austin Gay and Lesbian, Austin Young, Pflugerville
  - Economic Development: Pflugerville Community Development Corporation
  - Industry Associations: Austin Regional Manufacturers Association, Healthcare Workforce Alliance of Central Texas, Austin Technology Council, Austin Chapter of the Associated General Contractors of America

*(We asked: How are employers currently engaged in workforce? What are their hiring issues? Do they hire local talent?)*



# Baseline Capacity

## MIDDLE-SKILL PROGRAM COMPLETIONS – AUSTIN-ROUND ROCK, TX MSA

Industry	Baseline 2015 Supply	Minimum Expected Annual Job Openings (2016)	Maximum Expected Annual Job Openings (2016)	% Demand Met
Skilled Trades	947	1,744	4,348	22-54%
Healthcare	2,007	2,238	4,631	43-90%
IT	1,110	2,066	7,539	15-54%

Sources: National Center for Education Statistics, TWC, WANTED Analytics

- Gathered program completion data (certificate, associate's and some bachelor's degree information for RN and IT occupations) from NCES
- Conducted interviews/gathered client data from ACC and 7 CBOs – Goodwill Industries of Central Texas, Capital IDEA, Skillpoint Alliance, American YouthWorks, LifeWorks, WFSCA & Austin Area Urban League
- Minimum/Maximum Job Openings – compared both projected and real-time job openings using Texas Workforce Commission projections and WANTED Analytics, which aggregates online job postings

## Phase II

# Scope of Work

1. Refine the Master Plan –  
goals, strategies, and actions
2. Engage employers through sector partnerships
3. Develop a framework for implementation –  
coordination and communication
4. Build capacity in the backbone organization to  
support the implementation of the Plan



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## REFINEMENT OF MASTER PLAN

# Priority Goal

By 2021, move 10,000 people out of poverty and into middle-skills jobs.



# Target Audience

- Disadvantaged Populations (200% of Poverty)
  - Low-income Zip Codes
  - Opportunity Youth
  - High School Students
  - Veterans
  - Returning Citizens
  - Unemployed/underemployed
  - Under-represented populations

	Travis County	Austin-Round Rock MSA
Families <200%	62,337	99,296
Individuals <200%	368,571	569,977
Working (FT) <100%	5,127	6,943
Working (PT) <100%	36,068	51,618











Source: ACS 2015 5-Year Estimates.



# Economic Opportunities

## MIDDLE SKILLS OPPORTUNITIES (# OF OPENINGS)

For Households at or below 200% of Poverty

Household/Family Size	200%	Better Middle Skill Opportunities (Openings 2016-21)	
	\$23,760	58,456	
	\$32,040	47,394	
	\$40,320	28,935	
	\$48,600	24,822	
	\$56,880	19,369	

Source: JobsEQ, US Department of Health & Human Services, TIP Calculations.

# How is Success Measured?

- At minimum:
  - **“Pre” Information:** Income (Personal & Household), Household Size, Occupation / Industry
  - **Intervention:** Certification, Training, Program, or Other Assistance
  - **“Post” Information:** Income (Personal & Household), Household Size, Occupation / Industry

# Strategic Framework



1

**CULTIVATING  
INTEREST IN  
HIGH-  
DEMAND  
CAREERS**

2

**EQUIPPING  
WORKERS  
WITH THE  
SKILLS THEY  
NEED TO  
SUCCEED**

3

**CONNECTING  
EMPLOYERS  
WITH LOCAL  
TALENT**

4

**ADVANCING  
SKILLED  
WORKERS**

STRATEGY	SAMPLE TACTICS
<b>CULTIVATING INTEREST IN HIGH-DEMAND CAREERS</b>	<ul style="list-style-type: none"> <li>• Campaign to raise awareness of middle skill jobs in target sectors</li> <li>• Expand career exploration opportunities for youth</li> </ul>
<b>EQUIPPING WORKERS WITH THE SKILLS THEY NEED TO SUCCEED</b>	<ul style="list-style-type: none"> <li>• Leverage industry partnerships to fine-tune training content, focus, and outputs</li> <li>• Increase number of disadvantaged individuals completing training</li> <li>• Increase employer-sponsored summer jobs, internships, apprenticeships</li> </ul>
<b>CONNECTING EMPLOYERS WITH LOCAL TALENT</b>	<ul style="list-style-type: none"> <li>• Better coordinate job matching functions to make local hiring easier</li> <li>• Advising employers on strengthening hiring process</li> <li>• Promote “try-before-you-buy” internships to bet more employers to participate</li> </ul>
<b>ADVANCING SKILLED WORKERS</b>	<ul style="list-style-type: none"> <li>• Incentivize and support employers looking to upskill current employees so they can earn a raise or promotion</li> </ul>



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WHAT'S NEXT

# Near Term Actions

- Refine outputs, metrics, and outcomes to support priority goal
- Mayor and Judge issue a challenge to the business community
- Engage employers through industry sector partnerships
- Step-up communication on Plan with educational institutions and community
- Identify funding opportunities



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**THANK YOU**