

SAN DIEGO | JUNE, 2018

# AMERICA'S GOT TALENT AND SO DOES ADULT EDUCATION!

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MAKING  
RESEARCH  
RELEVANT

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# JOBS OPEN COMPARED TO TALENT AVAILABLE

For the first time on record, the number of American job openings exceeds the number of job seekers.

The Job Openings and Labor Turnover Survey (JOLTS) issued by the U.S. Department of Labor's Bureau of Labor Statistics (BLS) on June 5<sup>th</sup> showed a record 6.7 million available jobs in the United States during the month of April.

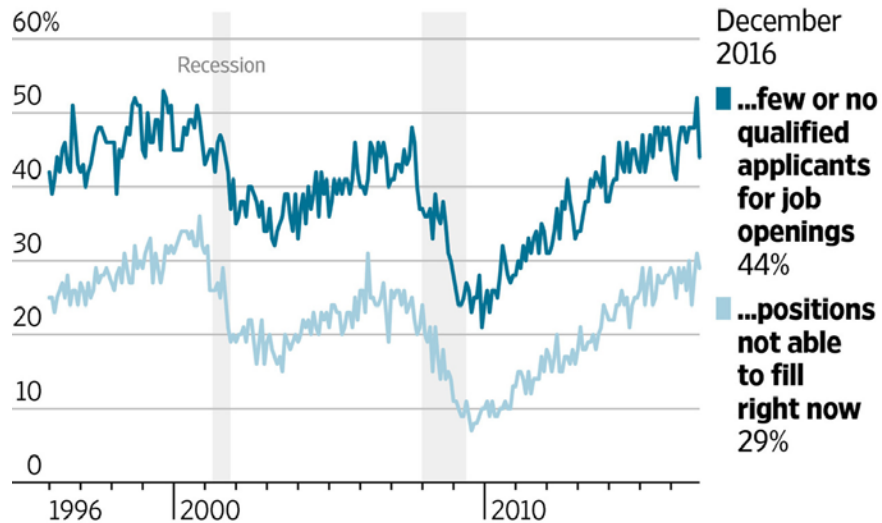
Previously released BLS data showed 6.3 million job seekers in April and 6.1 million job seekers during the month of May.

# TALENT PIPELINE

## Now Hiring

As the labor market tightens, small businesses are having a harder time finding qualified workers.

### Percentage of firms with...



Note: Figures are seasonally adjusted

Source: National Federation of Independent Business

THE WALL STREET JOURNAL.

- We have people without jobs, and jobs without people. Today, 50% of open, available positions in this country go unfilled, because the candidates aren't available. At the same time, 40% of businesses can't take on more work...because they can't fill the jobs they have. (US Chamber of Commerce)
- Education and workforce systems in the United States are failing to keep pace with the changing needs of the economy, and employers are struggling to find skilled workers who can contribute to their companies' growth and success.

# THE SKILLS GAP

A disconnect between what businesses want new employees to know before they show up for work **and** what the applicant pool actually knows.

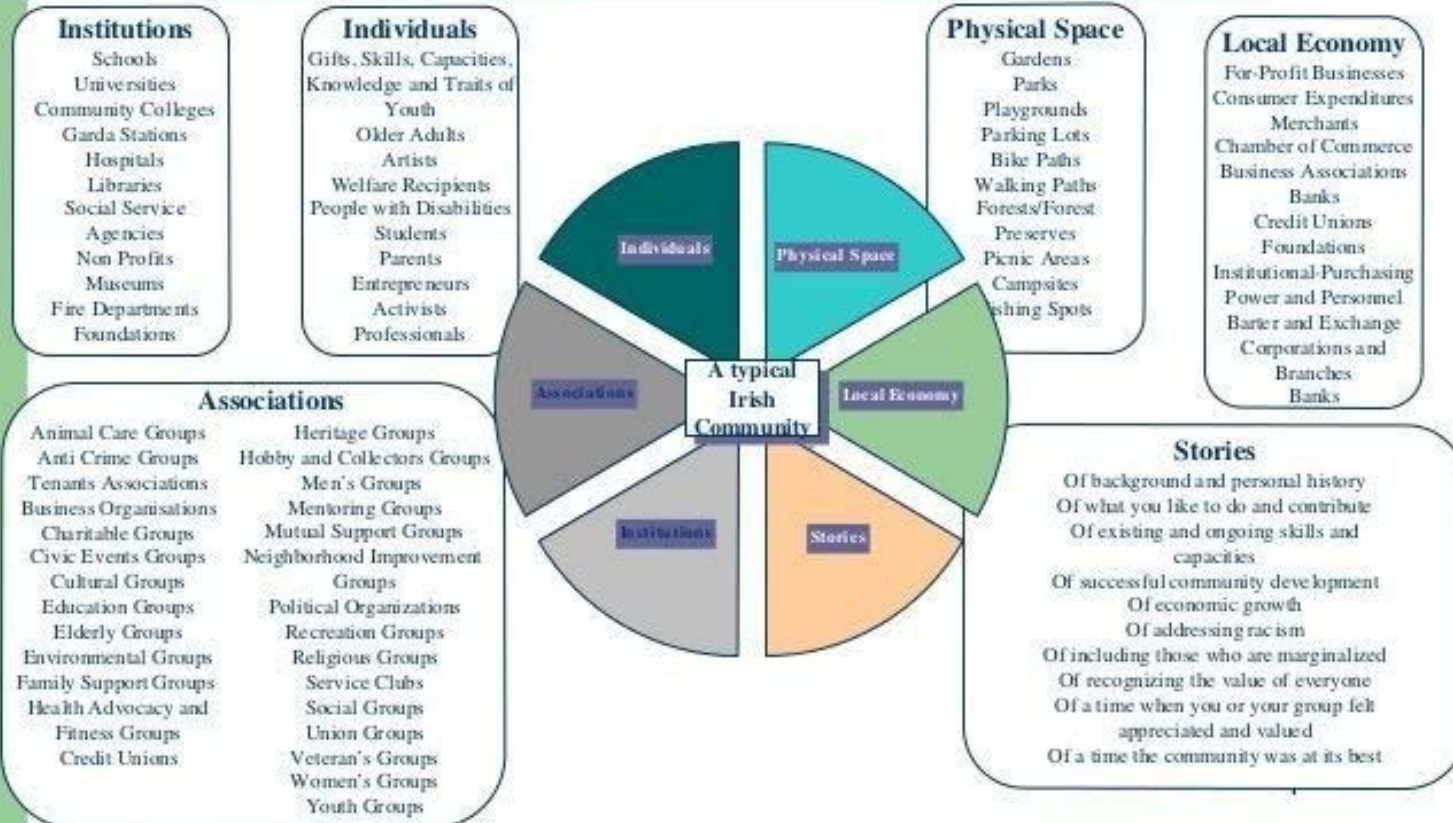


What we need is a workforce strategy for our time that can meet the needs of today's changing business environment.

# Closing the Skills Gap: Talent Pipeline Development

- Strategy 1: Organize an Employer Collaborative
- Strategy 2: Engage in Demand Planning
- Strategy 3: Communicate Competency and Credential Requirements
- Strategy 4: Analyze Talent Flows
- Strategy 5: Implement Performance Measures and Align Incentives
- Strategy 6: Continuous Improvement

# A Sample Community Asset Map





An ice delivery wagon, about 1928. (Sangamon Valley Collection)



Waiting in Line at the DMV? Get an HIV Test  
By Katerina Christopoulos on July 27, 2012



What business are we in?



Adult Education as champion of  
the learners' problems  
(Advocate)

vs.

Adult Education as champion of  
the right solution  
(Fixed Mindset)

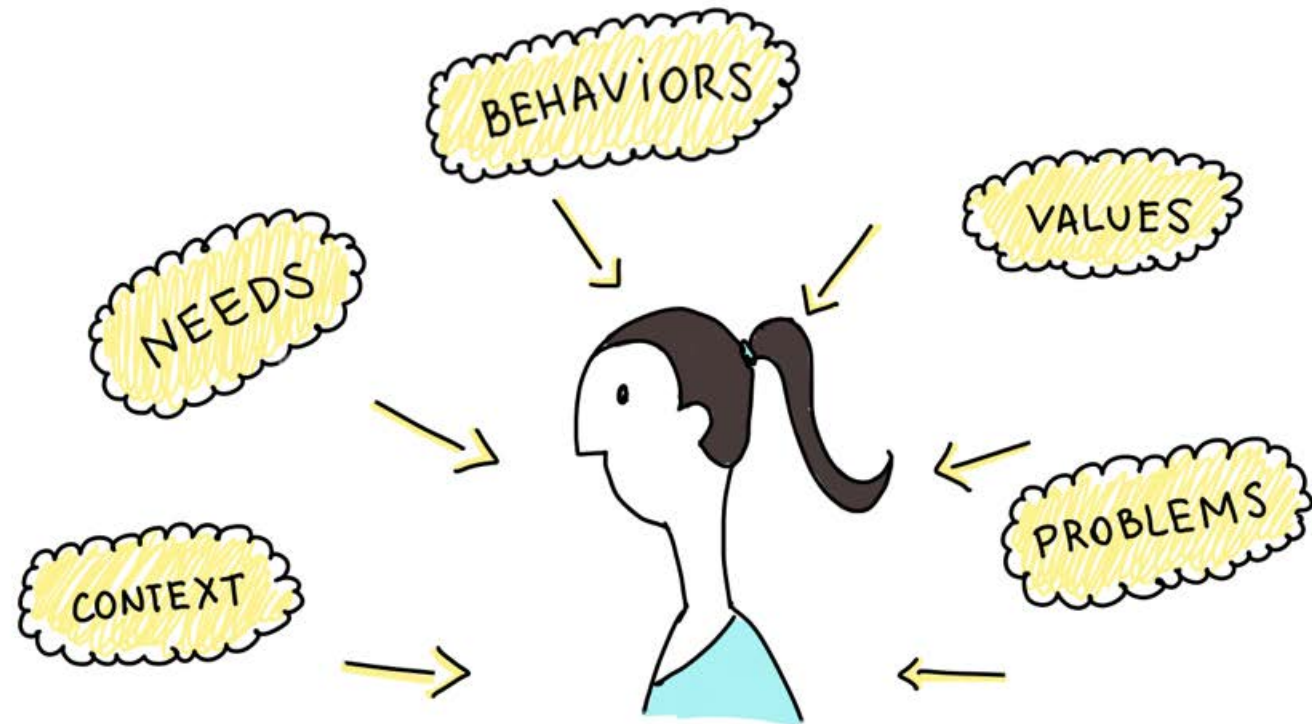
How might we...?

Assume solutions exist

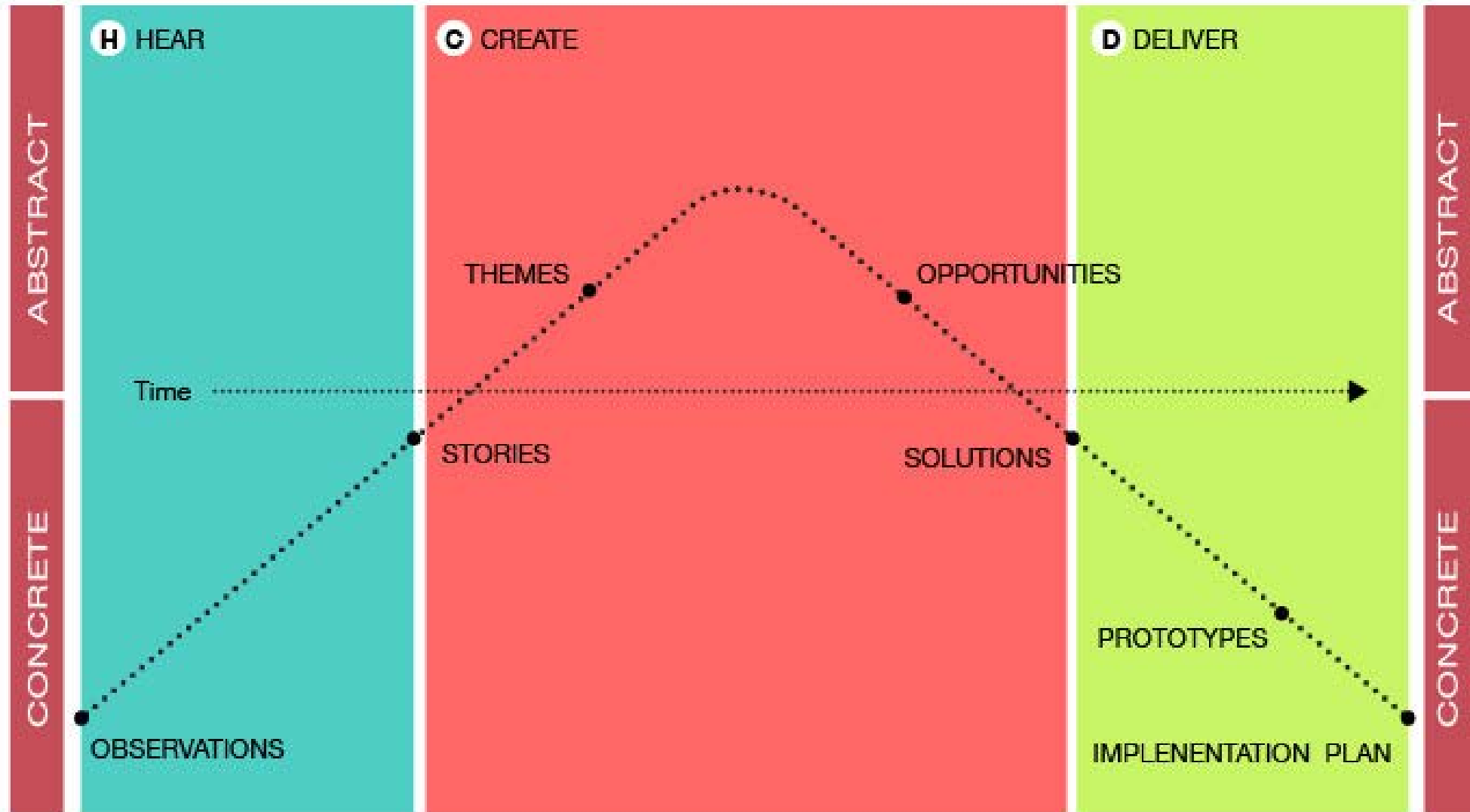
Reduces commitment

Do it together

# START WITH PEOPLE: HUMAN CENTERED DESIGN



# From IDEO Human Centered Design Toolkit



“Observing customers go through the entrance/intake process and witnessing first hand the many inconveniences that impact exceptional services was an enlightenment for all partners.”

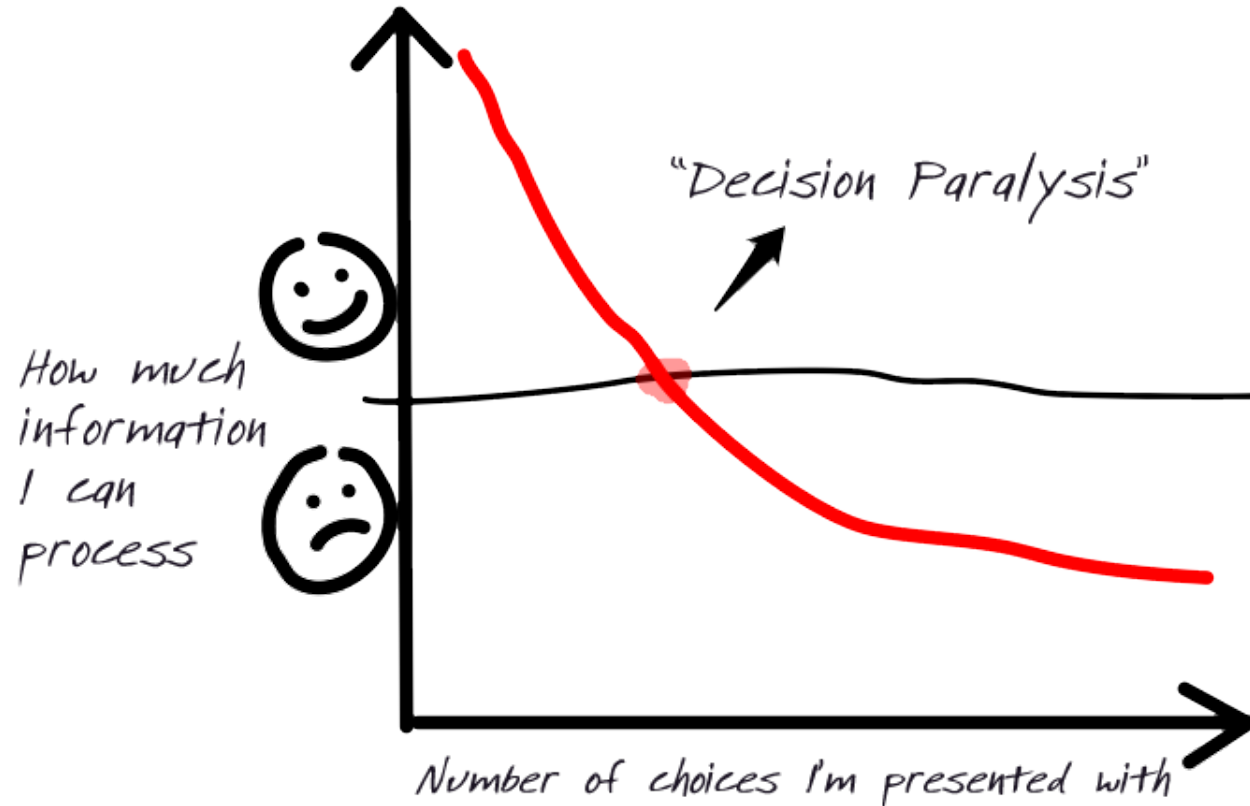
Verdugo Integrated Visionary Innovation Design (VIVID)

**START  
WITH WHAT  
WE KNOW  
ABOUT  
PEOPLE:  
BEHAVIORAL  
INSIGHTS**



<http://behavioralscientist.org/cartoons/behavioral-science-fiction/>

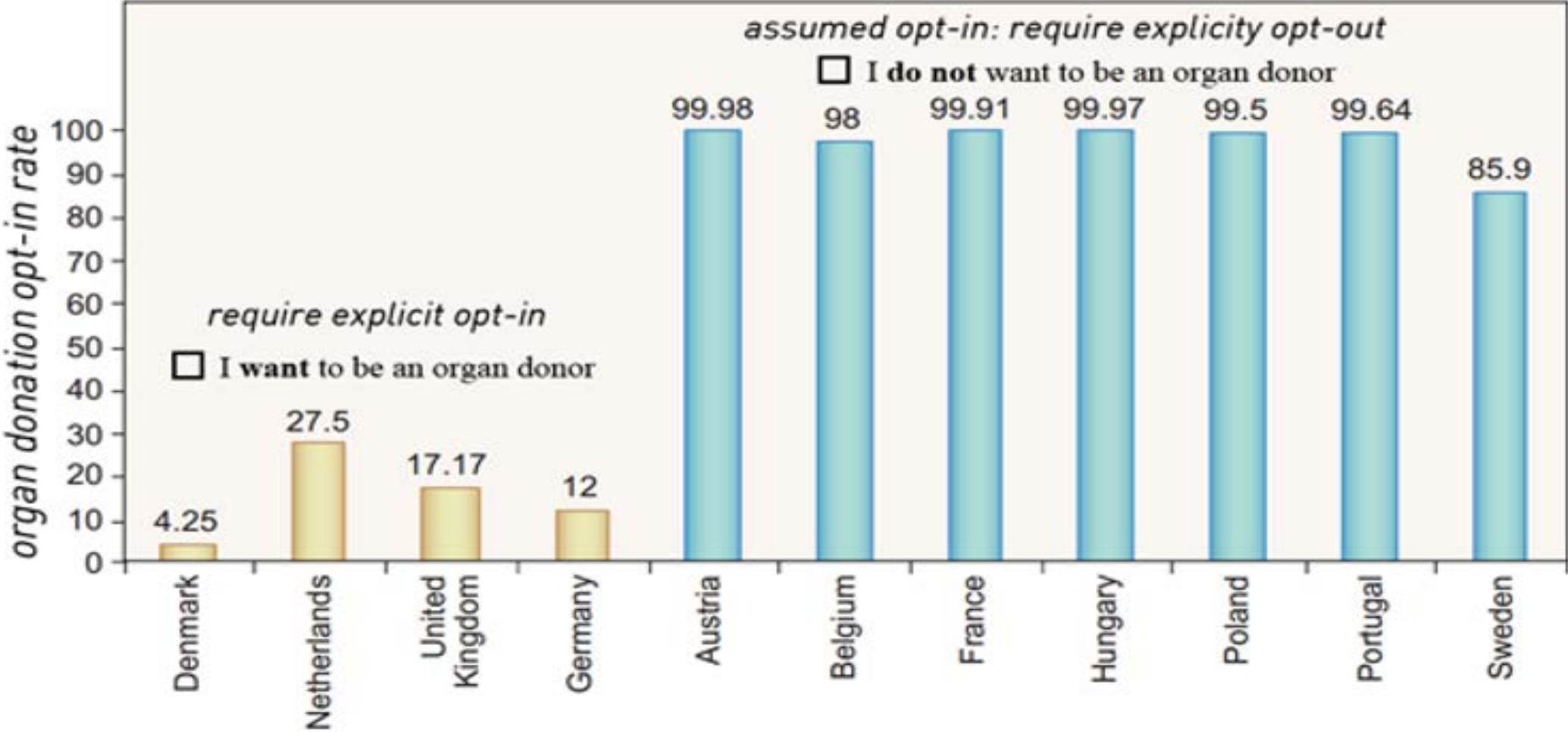
# Making choices is hard....



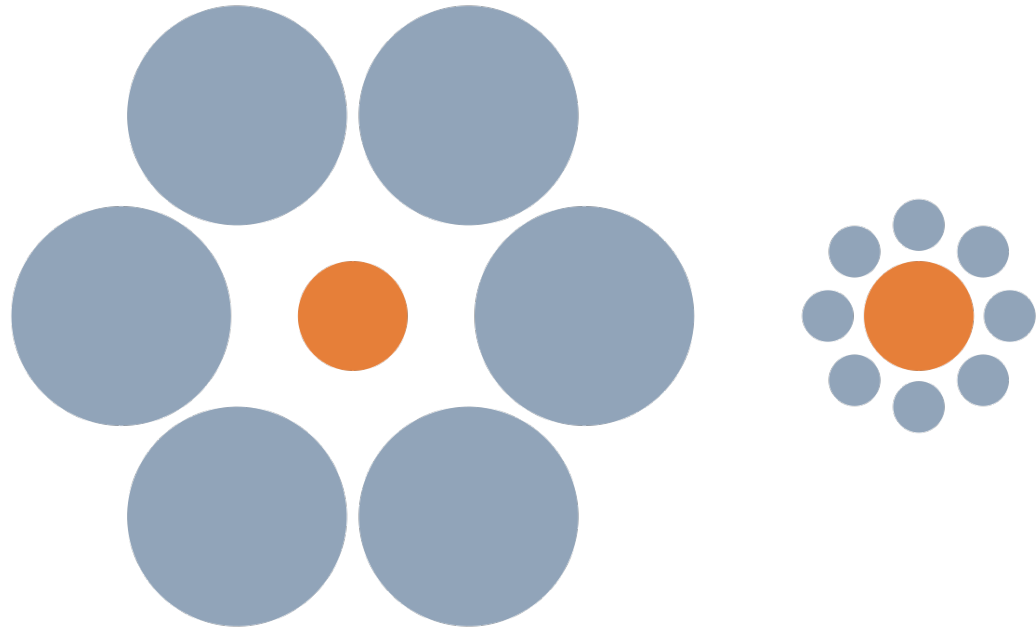
.... Following through even harder



# Inertia (defaults) are powerful



# Context of choices



Decoy choices on menu:  
\$ 52 steak makes \$45  
lamb chops more  
attractive

# Our peers influence us...

## Here's how you compare to neighbors



Aug 21, 2015 - Sep 20, 2015

This is based on 87 similar homes within approx. 4 miles. Efficient neighbors are the 20% who use the least amount of electricity. See back for details.

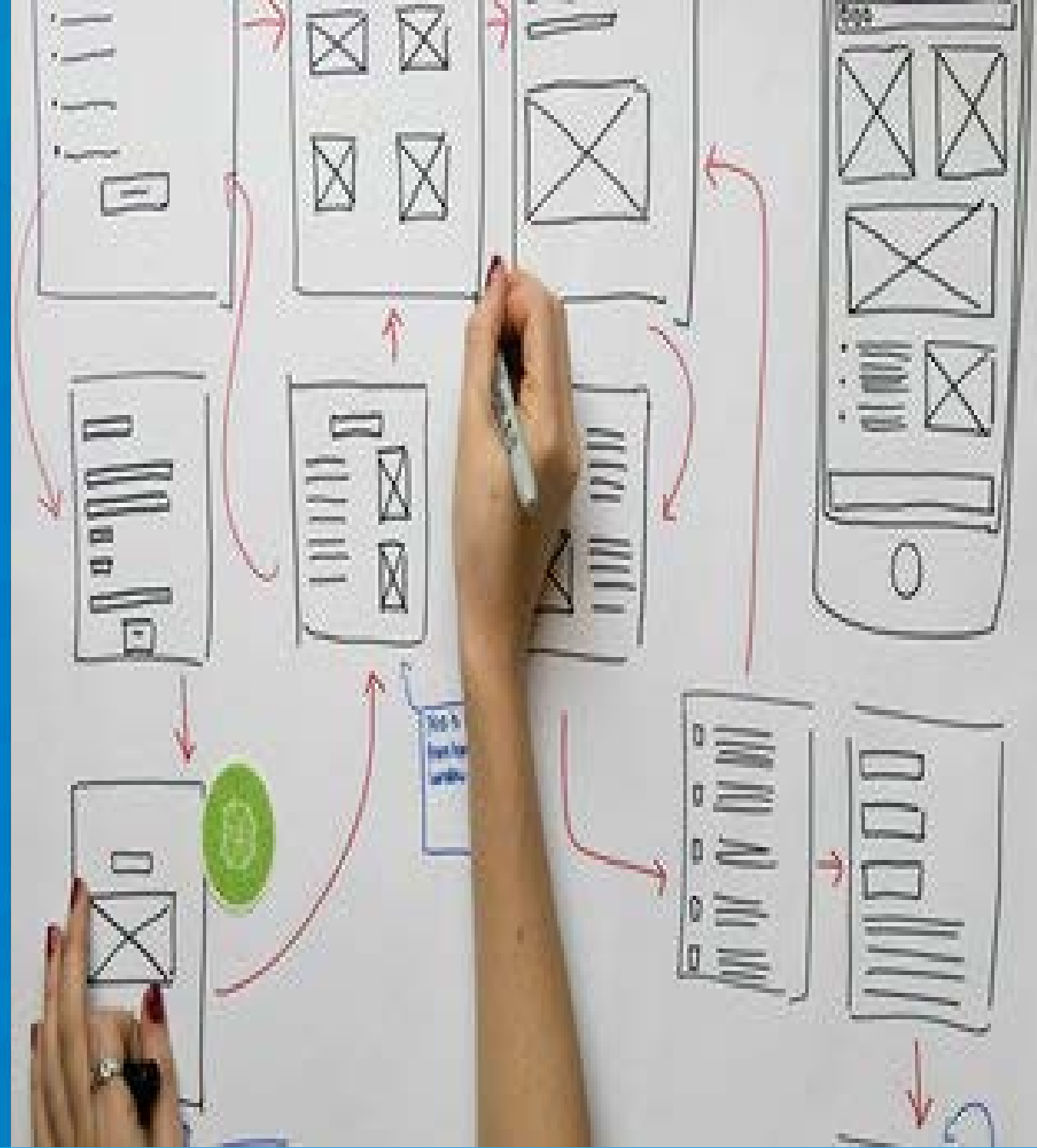


You're using more than your neighbors.

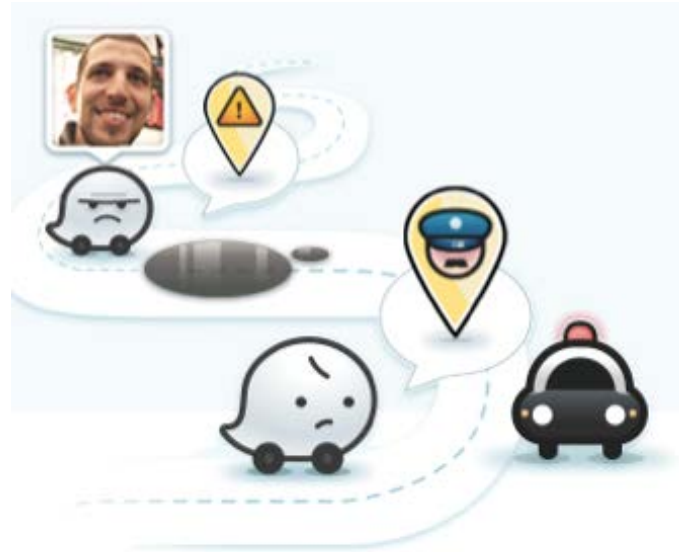
**8%** more electricity than average neighbors

The environment in which choices are made matter.

Acknowledge and embrace our roles as choice architects



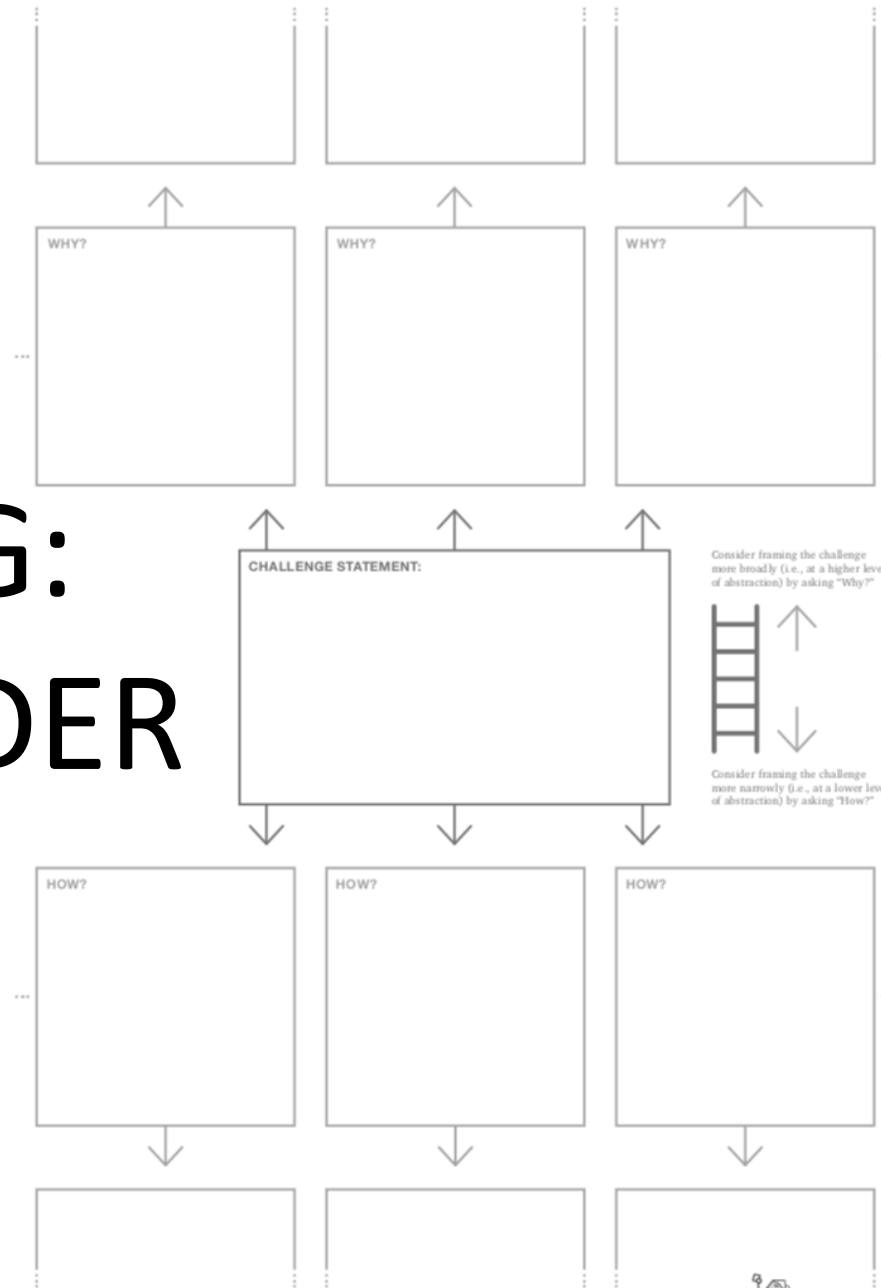
"Fall in love with the problem not the solution, and the rest will follow."



- Uri Levine, Waze  
cofounder



# PROBLEM FRAMING: ABSTRACTION LADDER



# Resources

- Finding an American Job Center (e.g., a one stop)
  - <https://www.careeronestop.org/localhelp/find-american-job-centers.aspx>
- Critiquing Adult Participation in Education, Report 1: Deterrents and Solutions.
  - [www.valueusa.org/projects](http://www.valueusa.org/projects)



# Want to Learn More

## Contact

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