

# Big Foot or Footprint Tracking?

## How Employer Footprint Shapes Education Partnerships

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# Overview

- Needs of workforce educators creating career pathways
- Overview of research
- Suggested practical application ideas
- Discussion

# Needs of workforce educators creating career pathways



- Identifying the most promising regional workforce pathways
- Aligning education at multiple levels into an viable and articulated career education path
- Assuring employability results



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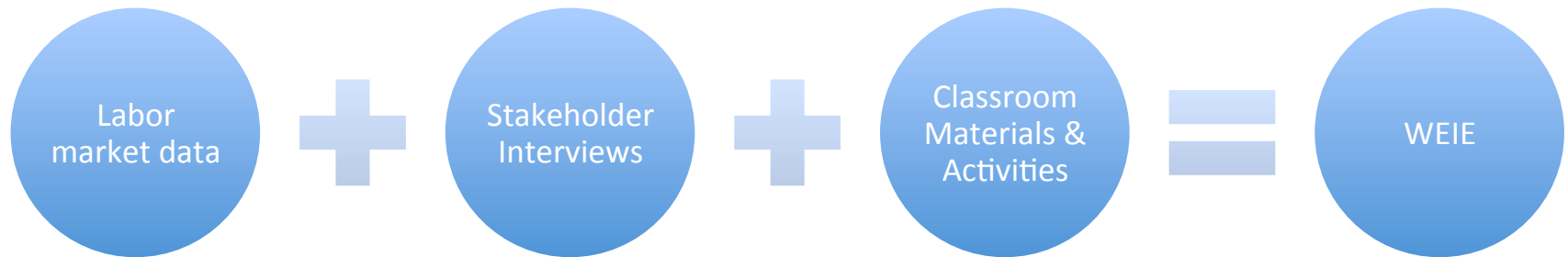
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<http://www.flazingo.com/>

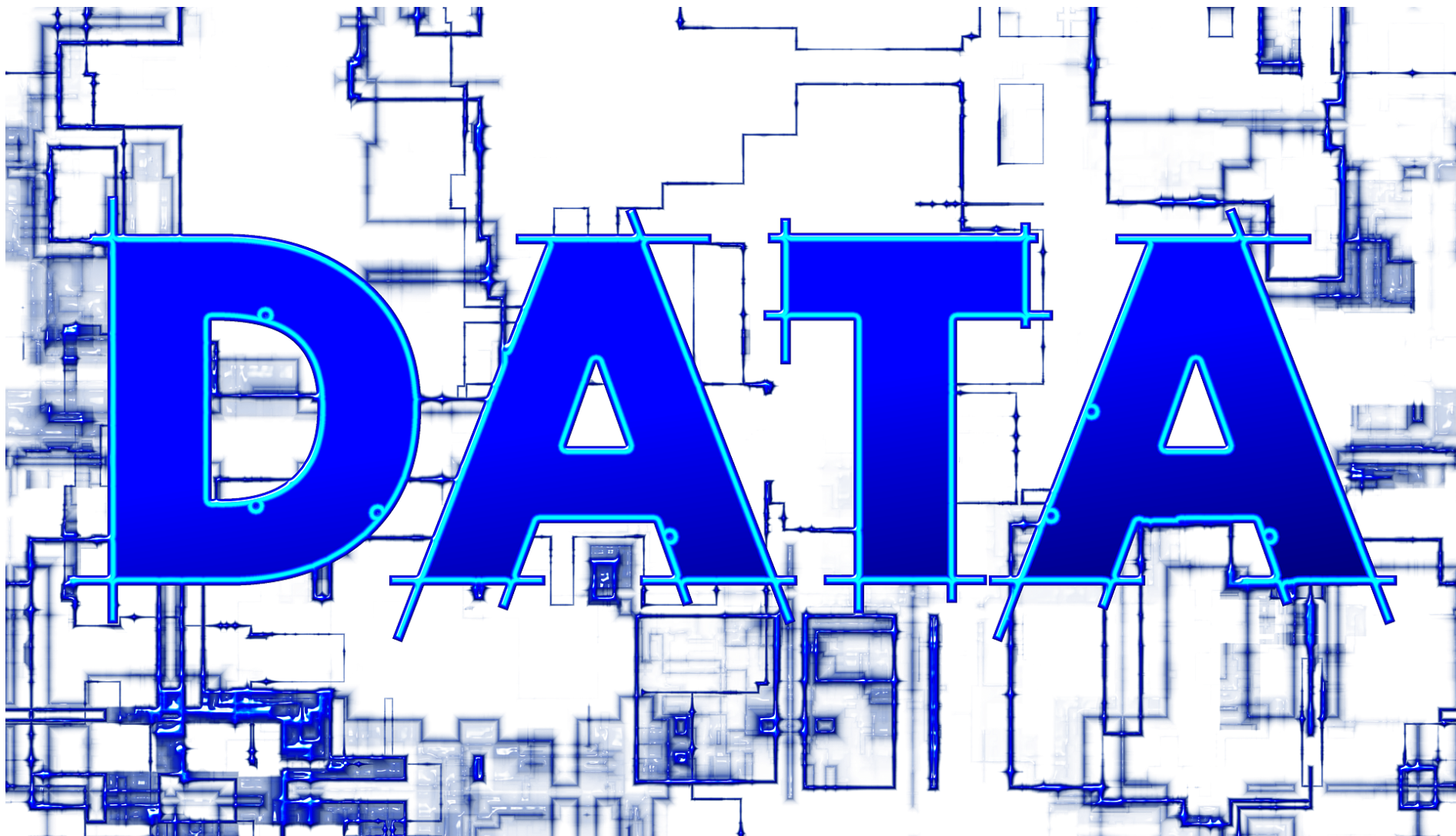
# Research Focused on Practice

## Workforce Education Implementation Evaluation (WEIE)



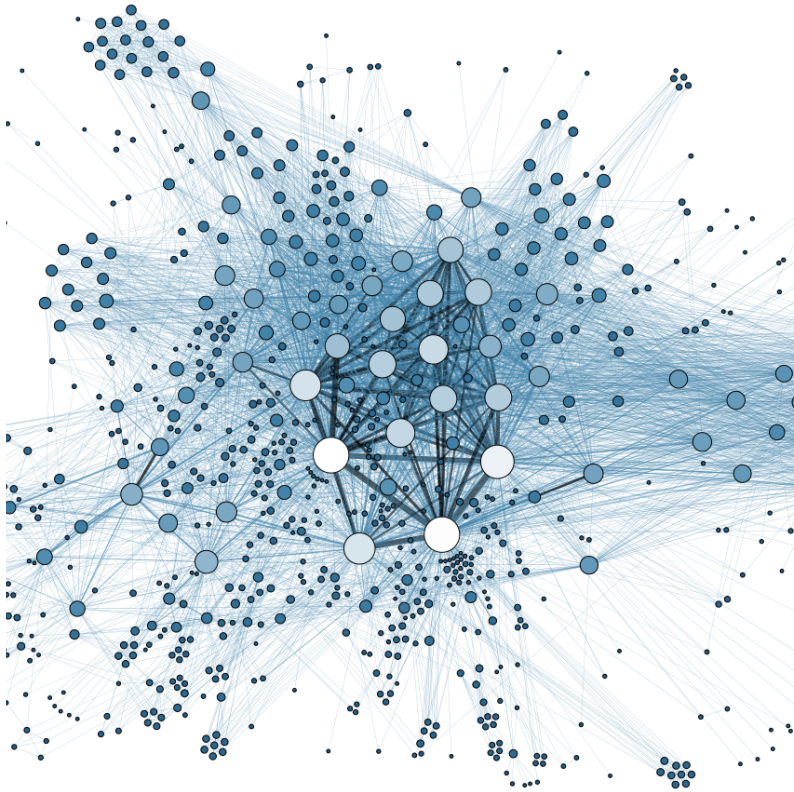
- Use labor market data to guide bets in career pathway decisions
- Use an ecosystem approach to identify partners and competitors in regional workforce development
- Think creatively about designing and delivering instructional materials and activities



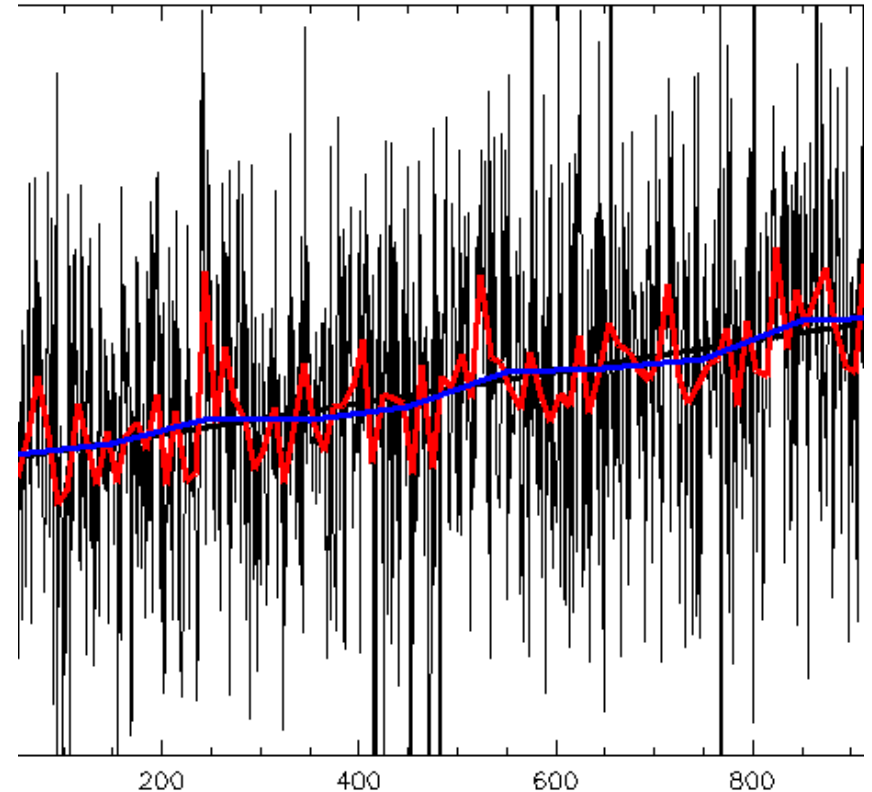


# Two kinds of labor market data

## Structural



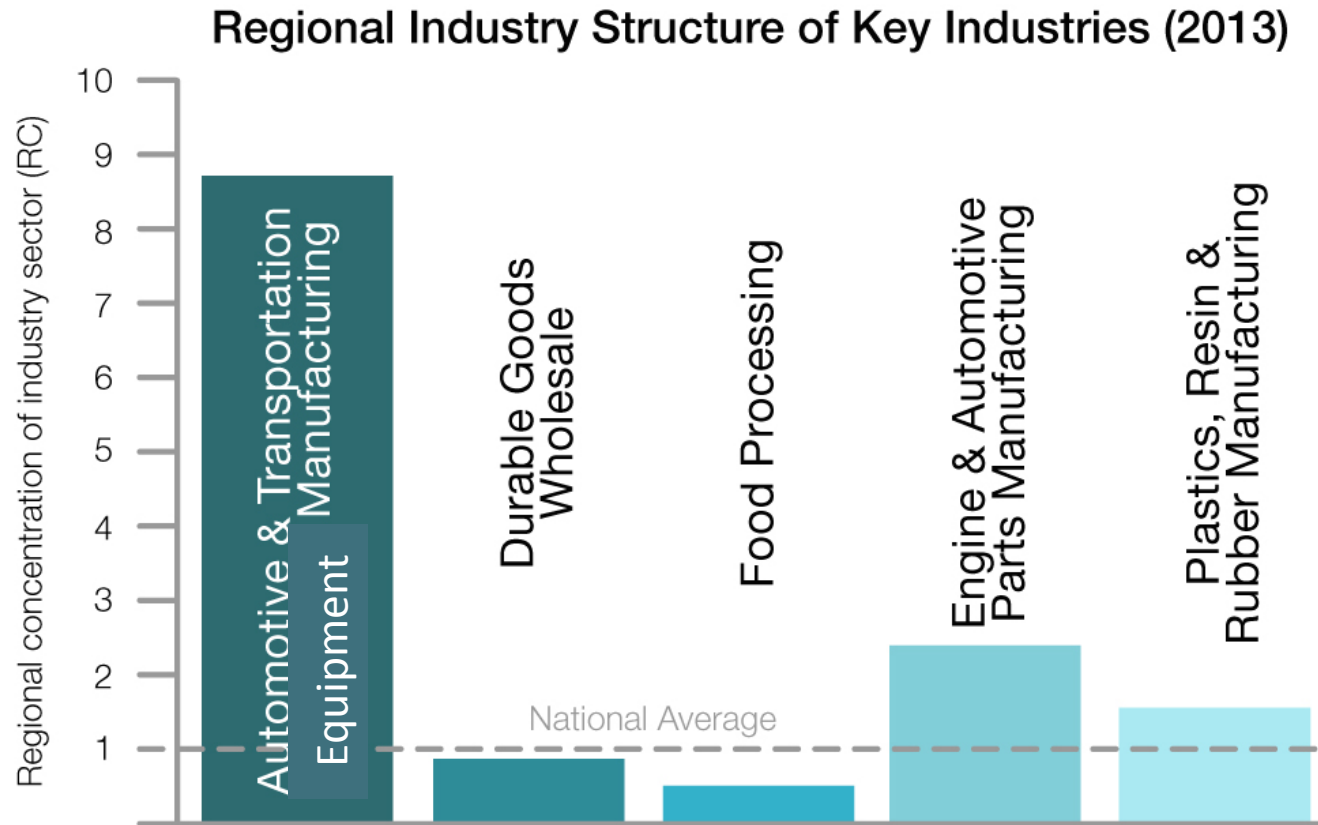
## Dynamic



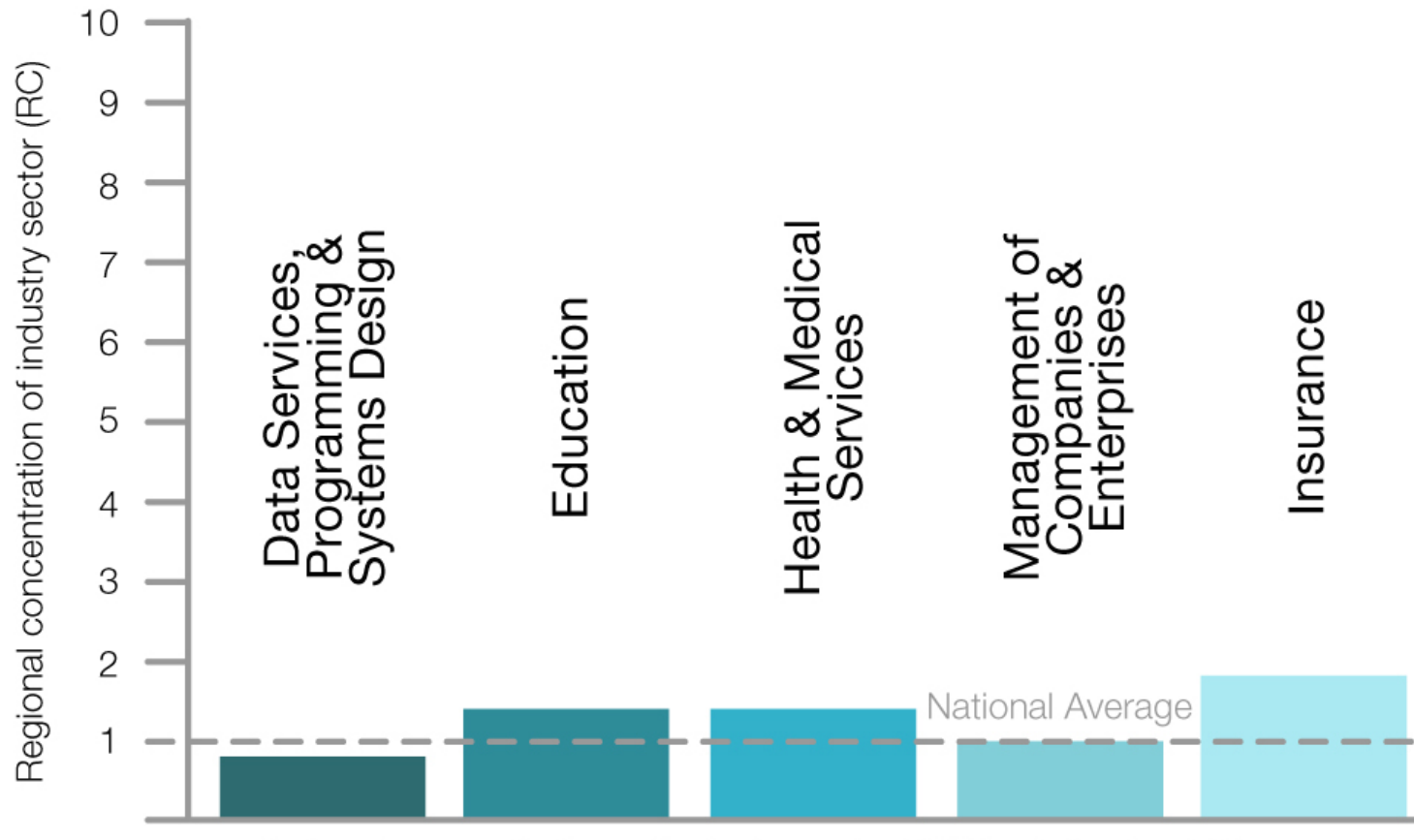
# Labor Market Data: Structural

- Structural data
  - Source: Government databases
  - Purpose: Characterizes your regional employment in target occupations relative to national averages
- Questions you may ask:
  - Is my region a recognized hiring hub for target occupations in a particular industry?
  - Are the salaries earned in these target occupations higher than the median in my region?
- Exercises

# Exercise 1: Is my region a recognized hiring hub for target manufacturing occupations in a particular industry?



# Exercise 1: Is my region a recognized hiring hub for target IT occupations in a particular industry?



# Labor Market Data: Dynamics

- Dynamics data
  - Sources: Online job postings and resumes, Employers via interviews/surveys, Government data for changes in structure
  - Purpose: Characterizes how industries are growing or contracting, how many workers they hire, and what skills/credentials they seek
- Questions you may ask:
  - How much are industries in my region *currently hiring* for target occupations?
  - What skills and occupations are in-demand in the labor market, as indicated by comparing job advertisement frequency and salary data?
  - Is employment in the target occupations by big footprint employers growing or shrinking? Is it volatile or relatively stable? Are the skills associated with the target occupations valued by other regional industry sectors?
- Exercise



# How much are employers hiring currently?

	Big Footprint Case	Footprint Tracking Case
Regional concentration of target occupation job-ads, as % of <i>national</i> average concentration	87%	127%

# How much can grads earn in these programs?

	Big Footprint Case	Footprint Tracking Case
Regional concentration of target occupation job-ads, as % of <i>national</i> average concentration	87%	127%
Regional average salary for target occupation job-ads, as % of <i>regional</i> average salary for all occupations	83%	89%

# How much can grads earn in these programs?

	<b>Big Footprint Case</b>	<b>Footprint Tracking Case</b>
Regional concentration of target occupation job-ads, as % of <i>national</i> average concentration	87%	127%
Regional average salary for target occupation job-ads, as % of <i>regional</i> average salary for all occupations	83%	89%
Regional average salary for target occupation job-ads, as % of <i>national average in same occupations</i>	94%	85%

# What have the data said?

## Big Footprint

- Hub for industry sector: *Industry Sector* marketing strategy
- Cultivate industry partner
- Industry pays near the average for region for target occupations
- Industry hiring is healthy, but likely to go through hot/cold cycles
- Guard against economic cycle risk by reaching out to other industry sectors who hire in target occupations

## Footprint Tracking

- Not a hub for any industry sector: *Target occupation* marketing strategy
- Cultivate transferability of skills to multiple industry sectors
- Industry pays near the average for region for target occupations
- Industry hiring is very strong

# Likely next considerations

- Understanding the ecosystem of your strategy
- Big Footprint:
  - Focus on “big” industry sector partner for branding, who can provide space, equipment, curriculum, faculty
  - Accentuate your *relationship and proximity* to “big” industry partner against competition
  - Build relationships with K12, 4-year colleges, regional economic development to articulate the effort and build the pathway

# Likely next considerations

- Understanding the ecosystem of your strategy
- Footprint Tracking:
  - Select the bigger employers in up to 3 target industry sectors and cultivate an approach that will enable all of them to provide some portion of program resources: space, equipment, curriculum, faculty
  - Accentuate your *active outreach role* against competition
  - Build relationships with K12, 4-year colleges, regional economic development to articulate the effort and build the pathway



# Questions and Answers

# Further information

- [louise.yarnall@sri.com](mailto:louise.yarnall@sri.com)
- Check our website:  
<http://tinyurl.com/oxyjkjm>
- Download WEIE Research Brief
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## A Framework for Evaluating Implementation of Workforce Education Partnerships and Programs

Research Brief - August 2015

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