

OED's Workforce Development Investments & Programs

Community Economic Development Committee

February 27th, 2020



City of Seattle

The Office of Economic Development (OED) is working to build an inclusive economy where underserved entrepreneurs and workers can build wealth and benefit from Seattle's prosperity.

Workforce Strategic Vision: Develop a city-wide Workforce Investment strategic plan in which all Seattleites have the skills—and a path—to contribute to the changing economy.

Briefing Objectives

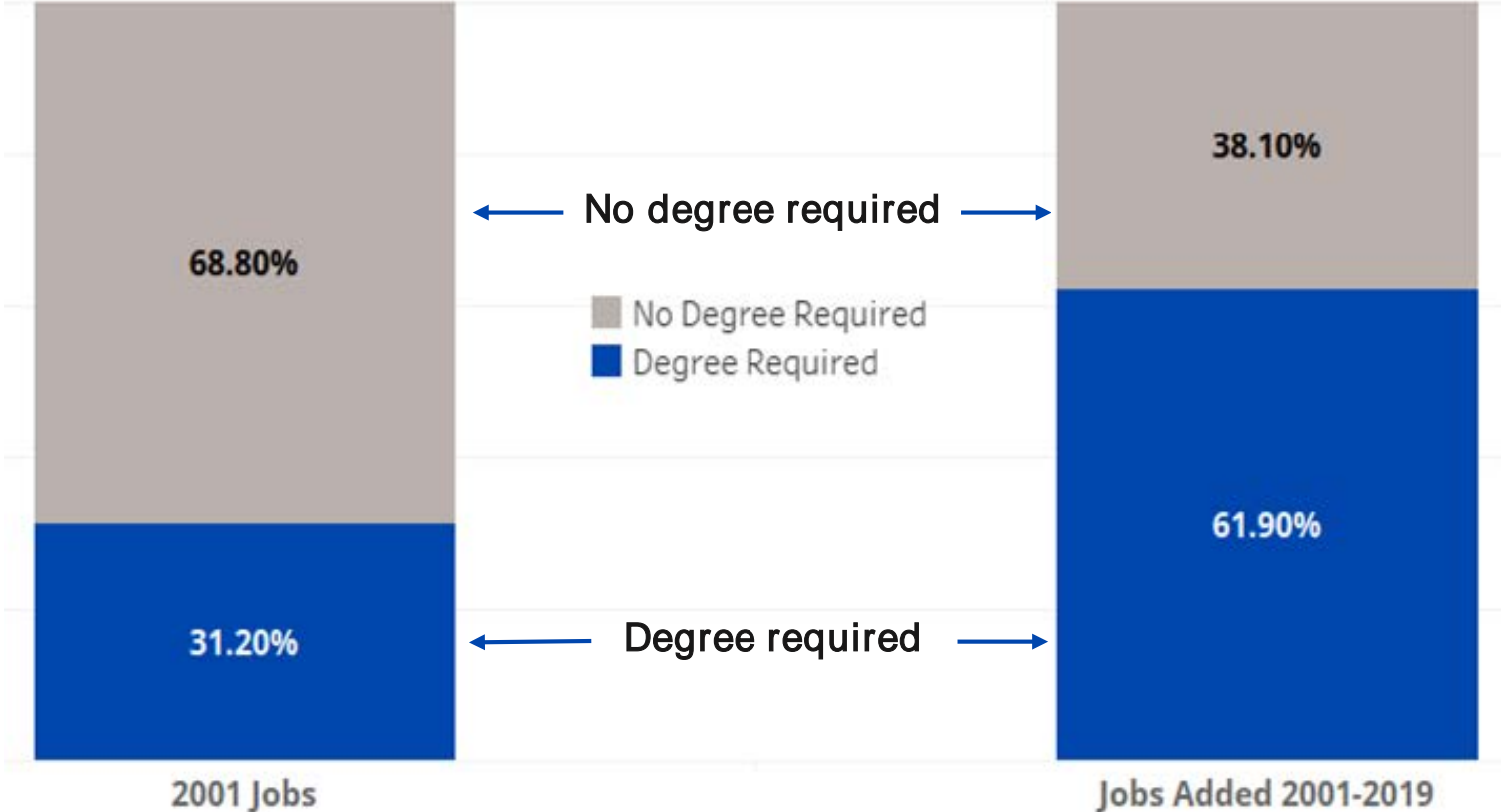
- Provide an overview of economic conditions and future forces in Seattle
- Describe our current workforce development efforts for youth and adults

What is our current economic context?

Our economy is changing, and a high school diploma is no longer enough.

The best pathway to careers for young people in Seattle is through post-secondary education or training.

Job requirements (2001-2019) Seattle

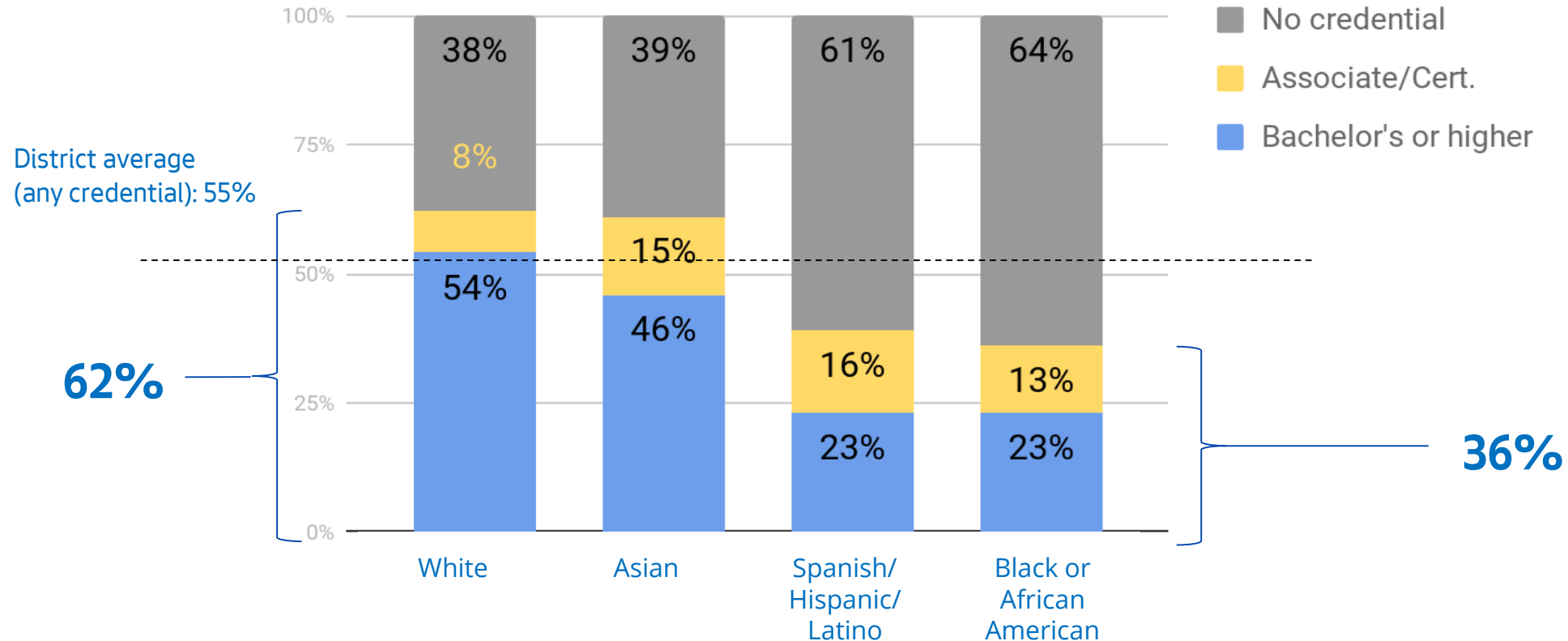


Source: OED analysis. Emsi 2019.1. "Degree" = associate's or higher.

Our current system produces gaps in educational outcomes.

Highest credential earned within 8 years of HS graduation

2009 Seattle Public School graduates

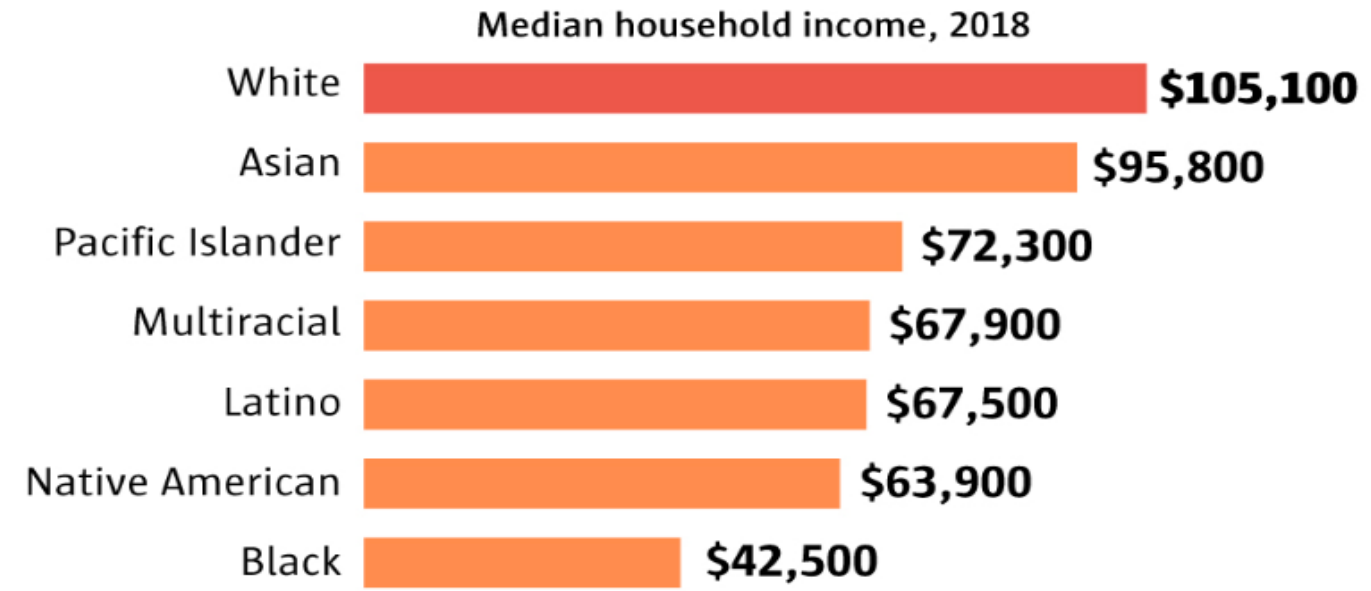


Source: OSPI - Education Research and Data Center High School Feedback Report. Accessed on Oct 7, 2019

These conditions lead to income gaps by race/ethnicity.

Seattle income by race

White households have the highest median income in Seattle, and more than double that of black households.



Source: U.S. Census

JAMES ABUNDIS / THE SEATTLE TIMES

Seattle Median Household Income soars, but wealth doesn't reach everyone
Sep. 26 2019 / updated Oct 2, 2019 7:53 AM

We want an inclusive economy

Compared to overall King County demographics, the unemployed are more likely to be:

- **Younger:** Those aged 16-24 comprise 26% of the unemployed in King County, but just 15% of overall population
- **Male:** Men are more likely to be unemployed than women
- **Lacking a college degree:** 56% of unemployed lack a college degree, higher than the King Co. overall non-college rate of 46%
- The unemployed population is **11% Black or African American, compared to 6% of overall population**



What changes can we expect in the future?

Share of jobs

Manufacturing Economy

Economic value generated by producing **goods**.

Production & Manufacturing Jobs

JOB SKILLS

Physical production
Operations
Basic Math & Literacy

Local service sector jobs

Local hospitality services
Local financial services
Local distribution services
Local health services
Local commercial services

Knowledge Economy

Economic value generated by producing knowledge & **services**.

Knowledge & Professional Services Jobs

JOB SKILLS

Science, Technology, Engineering, Math,
Complex Problem Solving, Research,
Communication, Teamwork, Reading
Comprehension, Judgement, Active
Learning

Local service sector jobs

Local hospitality services
Local financial services
Local distribution services
Local health services
Local commercial services

Network Economy

Economic value generated by building and accessing **networks**.

Knowledge, Production & Modern Manufacturing Jobs

JOB SKILLS

Knowledge Economy Skills

PLUS

Creative Product Design, Arts & Music,
R&D, Entrepreneurship, Collaboration,
Material Science, Digital Literacy, Human
Interaction, Creativity

Investment for Retraining

Local service sector jobs

**Susceptible to automation.*

Local hospitality services
Local financial services
Local distribution services
Local health services
Local commercial services

Time



Seattle Office of
Economic Development

Unless we act, “the future of work” will further widen economic inequality.

Top local occupations at high risk of automation in the next 20 years

Job	Typical entry level education required
Retail salespersons	N/A
Combined food preparation and serving workers (including fast food)	N/A
Office clerks, general	HS diploma
Cashiers	N/A
Waiters and waitresses	N/a

Top local occupations at low risk of automation in the next 20 years

Job	Typical entry level education
Software developers, applications	Bachelor's degree
Registered nurses	Bachelor's degree
General and operations managers	Bachelor's degree
Business operations specialists, all other	Bachelor's degree
First line supervisors of office and administrative support workers	HS diploma

Burning Glass Technologies Typical entry level education from BLS Occupational Projections. Accessed on Oct 10, 2019.

Current Efforts for Preparing Seattle's Residents

Workforce Development Goal:

Prepare & Connect Seattle's Residents to Our Robust and Evolving Economy

2020 Youth Workforce Priorities

- Connect 1,000 more youth with career experiences
- Create stronger career pathways for youth across the City's youth employment programs & investments

2020 Adult Workforce Priorities

- Invest in education & training services for communities most in need
- Collaborate with employers to prepare and hire local talent
- Develop and implement strategies to prepare individuals in key sectors

2020 Youth Workforce Priorities

Connect 1,000 more youth with career experiences

Career Connected Learning Grants

Small grants to provide Career Awareness, Career Exploration, Career Preparation and Career Launch activities in Seattle's key sectors ('19-'20 ~700 youth)

Seattle Promise Jobs and Career Pathways

Partner with Mayor's Office, DEEL, and Seattle Colleges to connect Seattle Promise students with summer internship opportunities



2020 Youth Employment Priorities

Create stronger career pathways for youth across youth employment programs & investments



- Ongoing collaboration with ARTS, DEEL, HSD & Parks
- Prepare youth for the future of work by promoting job readiness, creative & network economy skills
- Partnership with ARTS to launch Creative & Cultural Workforce Training Program
- Align with Seattle Public Schools Launch 206 – Maritime internships

2020 Adult Workforce Priorities

Invest in education & training services for communities most in need

- Immigrant & refugee, limited English, formerly incarcerated, transgender and gender-nonconforming people
- Low-wage working adults most at risk for displacement in a changing economy
- Build regional alignment of workforce investments toward common equity goals



2020 Adult Workforce Priorities

Collaborate with employers to prepare and hire local talent



- Healthcare Industry Leadership Table
 - Representing 20 healthcare organizations and 17 community support partners
 - "Chart Your Path to a Healthcare Career" event for 450 middle and high school students
 - Coordination of medical assistant apprenticeships
- Developing two additional industry leadership partnerships in sectors demonstrating an ability build a local talent pipeline and offer family-wage jobs

2020 Workforce Priorities

Develop and implement strategies to prepare individuals in key sectors

- **Creative/Network Economy**
 - Digital Literacy Steering Committee
 - Platform Justice Working Group
- **Technology and Media**
 - Digital Skills
 - Transportation Electrification
- **Industrial and Maritime Strategy**
 - Youth Maritime Collaborative
 - Industrial Lands Strategy

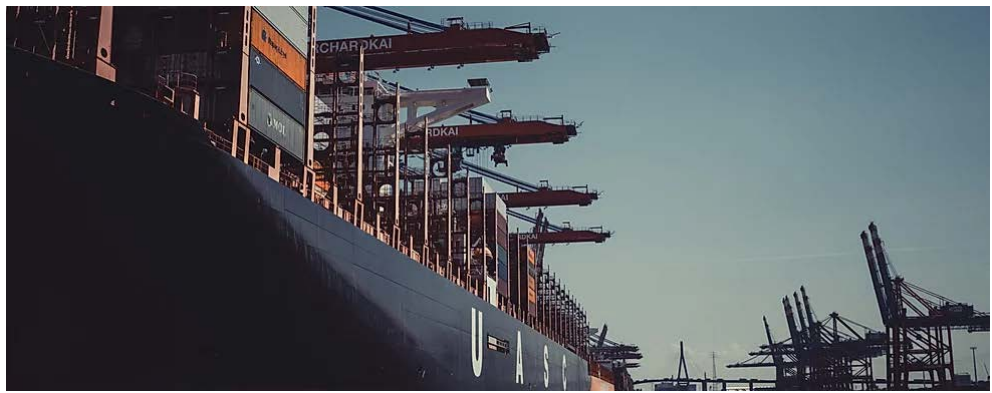




Manufacturing Earnings, Jobs, & Diversity (King County 2019)

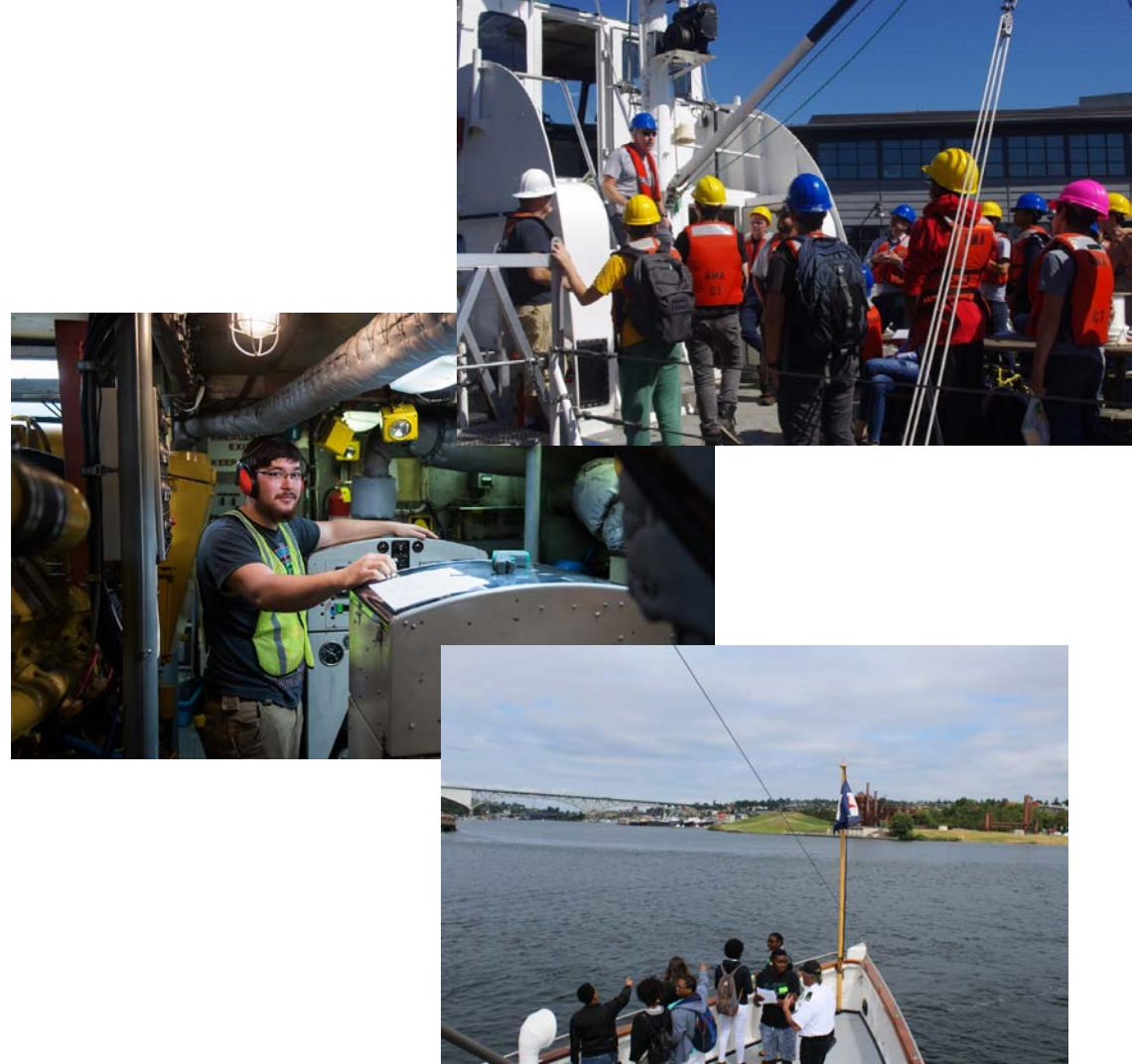
- **67.4 K total jobs with above average representation of white workers**
 - Average Earnings = \$131.3 K
- **36.7 K total jobs with above average representation of people of color**
 - Average Earnings \$93.6 K
- **Range \$44 K - \$182 K**

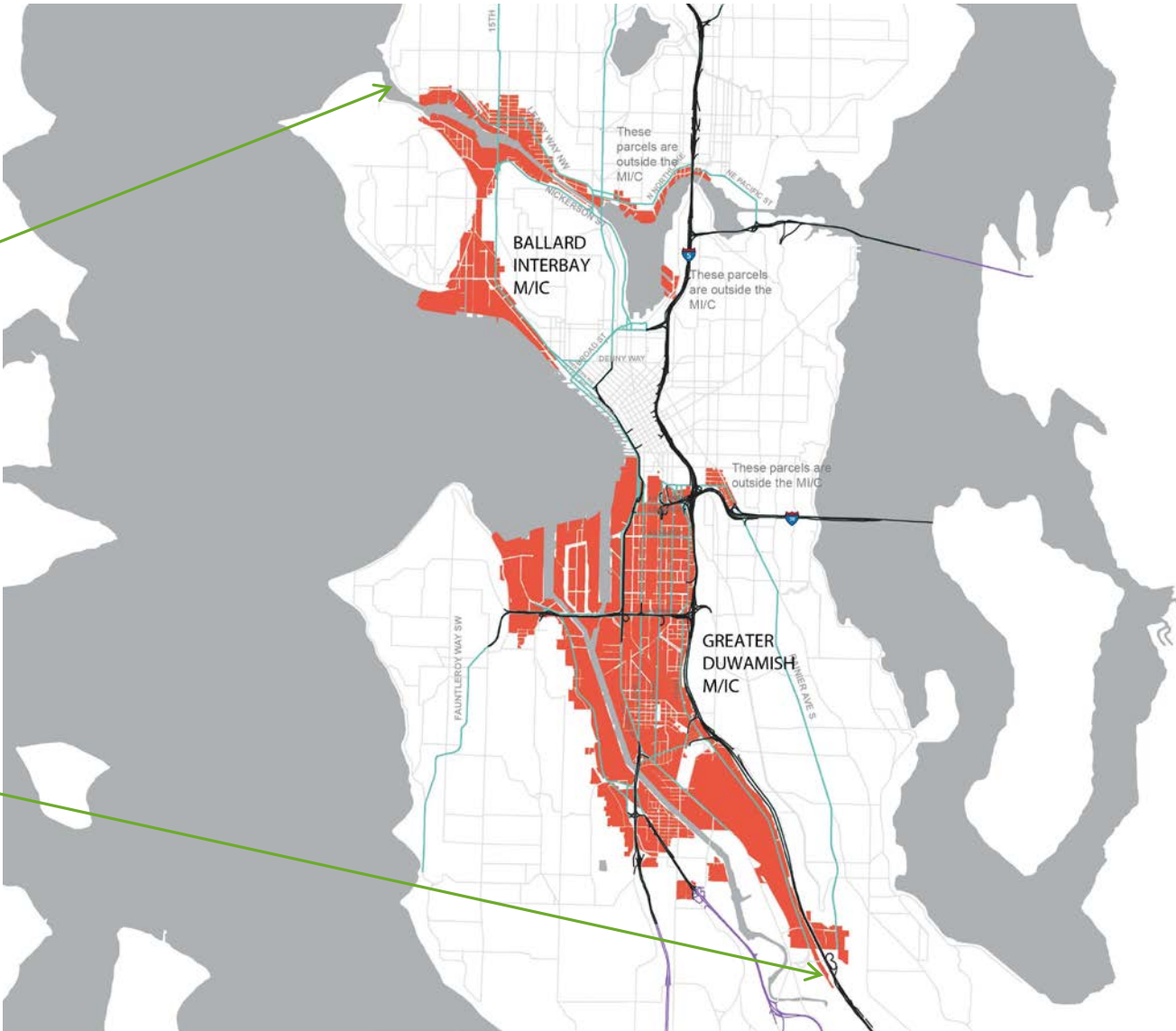
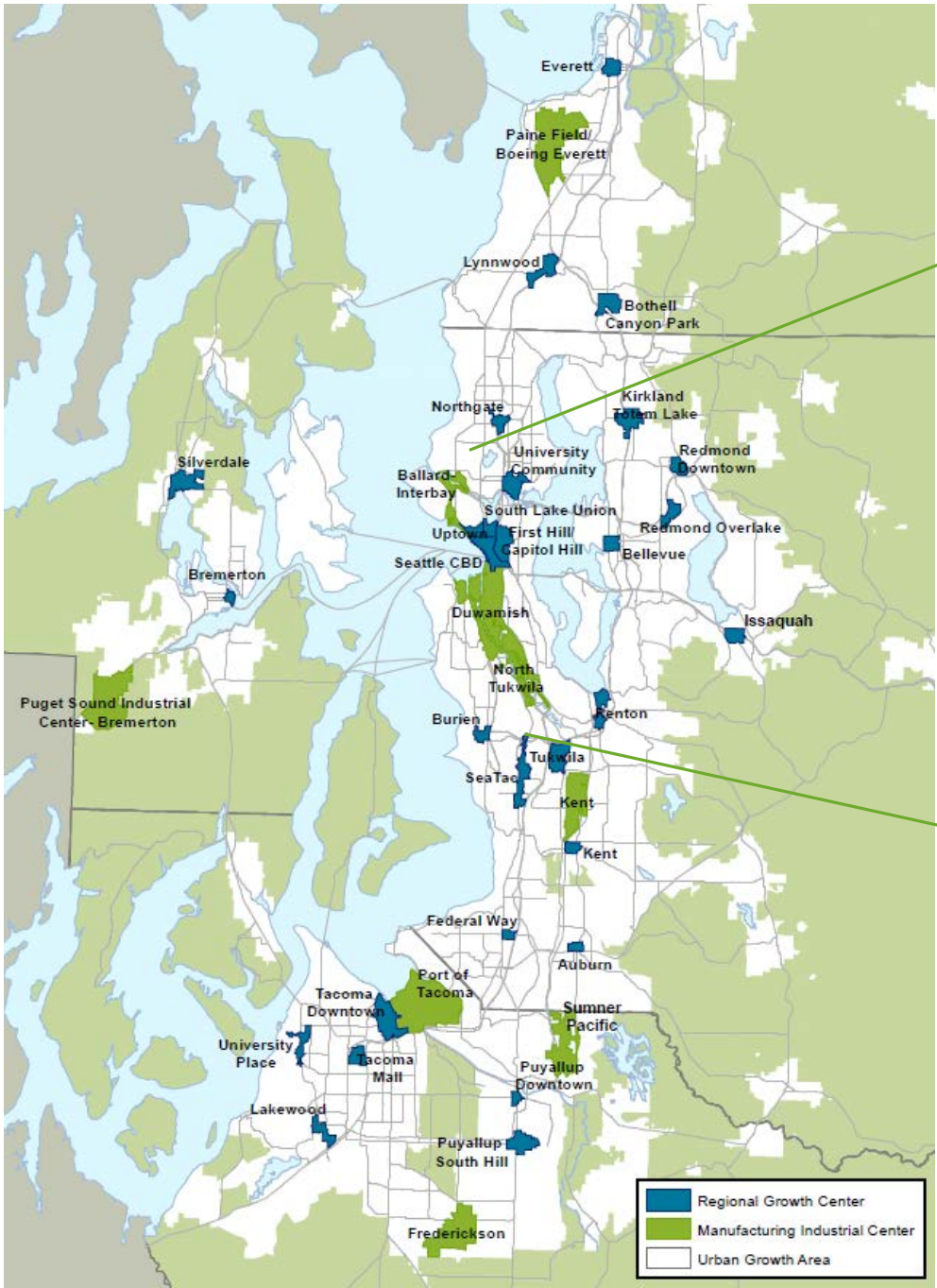




Maritime Earnings & Jobs (WA)

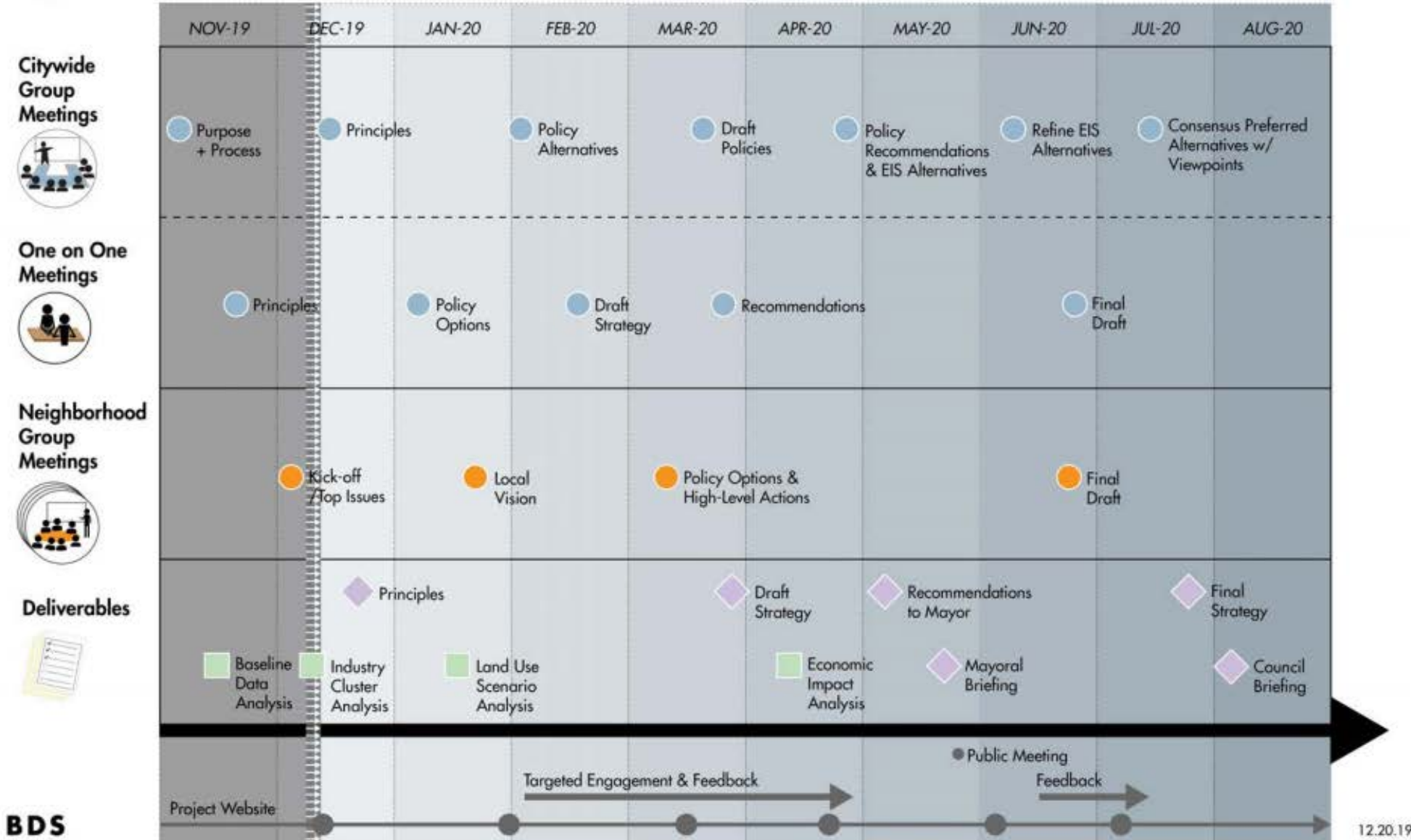
- 69.5 K direct jobs in WA
- Average Salaries of \$67 K
- Range \$43 K - \$127 K
- 41% of all direct Maritime employment in WA is located in King County, with another 24% in Kitsap and 8% in Pierce
- 90% Male in WA
- More than 1/3 of industry is over 50







SEATTLE INDUSTRIAL LANDS STRATEGY - PROCESS TIMELINE



12.20.19

BDS

APPENDIX

Manufacturing Earnings, Jobs, and Diversity

King County, WA (2019)

There are **67,422** total jobs in industries with above average representation of **white** workers.

Average earnings per job: **\$131,348**

There are **36,698** total jobs in industries with above average representation of **workers of color**.

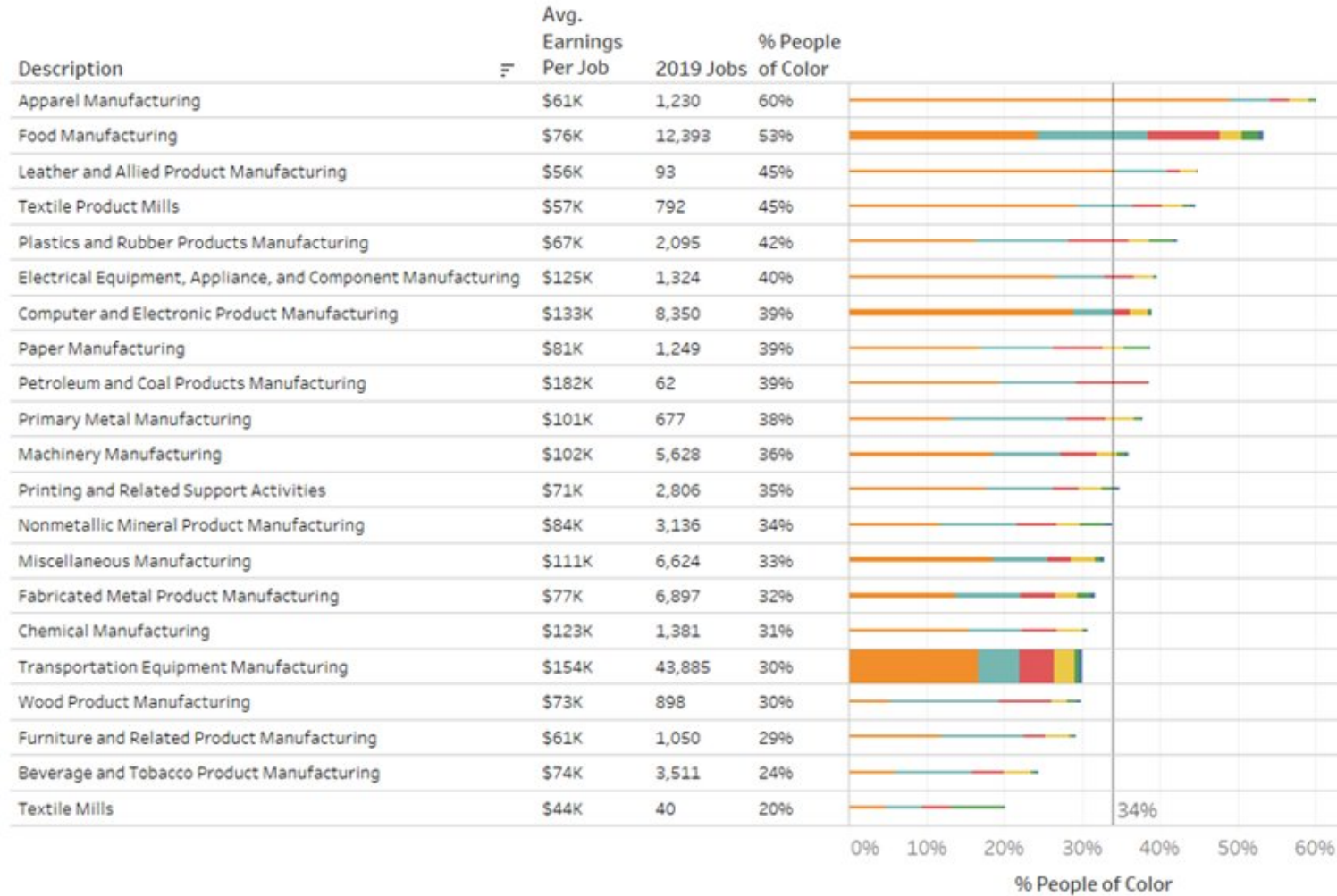
Average earnings per job: **\$93,634**.

Race/Ethnicity

- American Indian or Alaska Native
- Native Hawaiian or Other Pacific Islander
- Two or More Races
- Black or African American
- Hispanic or Latino
- Asian

2019 Jobs

- | 40
- | 10,000
- | 20,000
- | 30,000
- | 43,885



*Average representation by people of color in all King County jobs is 34%.
Source: Emsi 2020.1