



# Seattle Jobs Initiative Statement of Legislative Intent Response

Seattle City Council  
Regional Development and Sustainability Committee

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April 5, 2011

# OED's Workforce Development Policies and Investments

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## Connecting Residents to Living Wage Careers

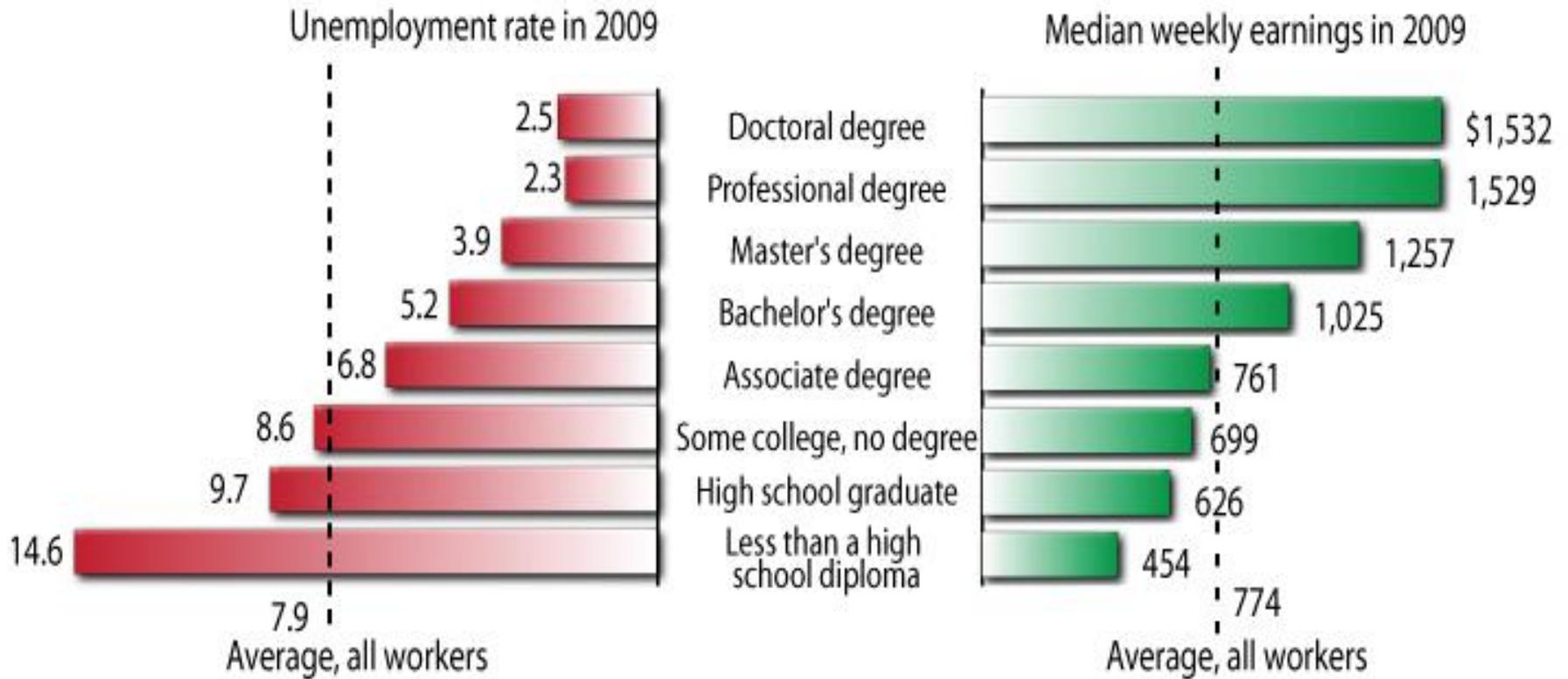
Partnering with community organizations to link individuals to jobs and training for better paying jobs

## Pathways to Careers

Building alignment around goals and strategies across education, industry, local government, philanthropy, and community-based organizations to:

- Integrate support services to help students enroll and complete
- Keep college programs aligned to the needs of employers, particularly in the region's growing economic sectors
- Connect students with real internships and jobs

# Education Pays.....



Source: Bureau of Labor Statistics, Current Population Survey

# Seattle Jobs Initiative (SJI)

*SJI creates opportunities for students, workers and business to succeed by helping education and job training programs meet the demands of a new economy. SJI finds and applies solutions for people to gain the skills they need for good jobs that create prosperity for all in today's marketplace*

## Acquiring Skills

Skills  
Training

College  
Navigation

Wrap-Around  
Supports

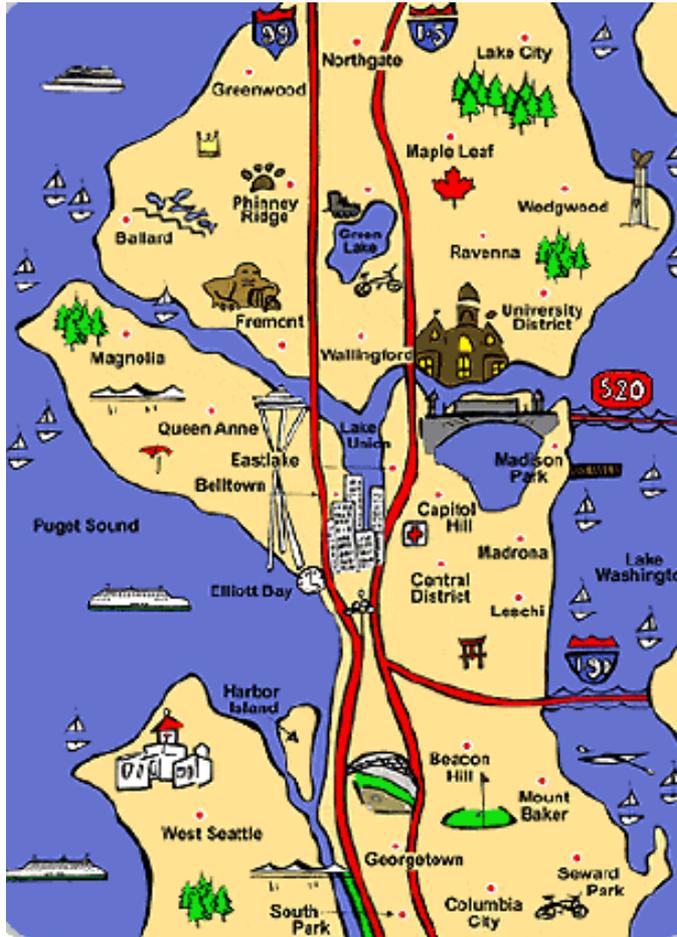
Placement  
Services

Living  
Wage  
Career



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# SJI Clients (2005-2010)



*North*

683 served  
(14% served)

*Central*

1,299 served  
(26% served)

*South*

3,039 served  
(60% served)



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# Snapshot of SJI

## Employment and Training Program

- Employment and Training Program serves approximately 1,000 low income clients connecting them to community college training and jobs. Average wages \$12 -\$15 per hour plus benefits.
- Client Demographics (2010)
  - 75% People of Color
  - 77% With no post-secondary credential
  - 75% Household incomes of less than \$15,000/year
  - 32% Immigrants and refugees
  - 30% Homeless, temporary living situation, transitional housing

## Research and Policy

- College Attainment Strategy on improving access and persistence in postsecondary education
- Labor Market Research on the local labor market and key industry sectors
- Leveraged funding and advocacy to preserve Basic Food Employment & Training Enrollment dollars
- Learning Communities to share important lessons across community-based partners



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# 2011 Job Strategies

- Longer Term Training at Community College (*New pilot*)  *90 students*
- Short-term training at Community College  109 placements
- Vocational English as a Second Language (VESL)  36 placements
- Direct Placement into a Job  115 placements
- Total Placement Targets (2011)  260 placements



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# City Investment Attracts Other Funding

• Basic Food Employment Training (BFET)	\$500,000
• Foundations (multi-year commitments)	\$500,000
• Pilot Projects	\$50,000
• Community College Tuition	\$455,000
• Other Support Services (child care, food stamps)	<u>\$317,000</u>
• Total	\$1,822,000

# Pathways to Career Workforce Team Planning

## Workforce Needs of a 21<sup>st</sup> Century Economy

- Businesses report that access to a skilled workforce is the most important determinant of long term competitiveness
- 67% of all jobs in Washington (2.3 million jobs) will require some postsecondary training beyond high school in 2018

## Challenges

- **College Readiness and Continuation**
  - Only 17% of 9th graders in Washington complete high school, directly enter college, and complete college on time
- **College Completion**
  - Roughly half the students who enroll in college programs receive degrees or certificates of completion
- **Closing the Skills Gap**
  - Employers are demanding more skills

# Pathways to Career Workforce Team Planning

## Workforce Team Meeting #2

**Outcome:** Review progress to date, agree and determine roles and timeline for future decisions



**February 23**

## Workforce Team Meeting #3

**Outcome:** Discuss progress of gap analysis, issues, and key targets



**March 14**

## Workforce Team Meeting #4:

**Outcome:** Agree to investment strategy, workplan, and evaluation measures



**Early to Mid April**

## Council Briefing



**By May 31**

**Activity Between Meetings**



### Workteams:

- Inventory existing occupational/training pathways and educational wrap-around services
- Identify areas of gaps
- Employer engagement needs
- Identify key metrics



### Workteams:

- Narrow sector focus & complete mapping
- Ground test strategies with employers
- Refine strategies
- Determine policy/funding needs



### Staffing Team:

- Finalize workplan and investment strategy
- Review and approval by full group

# City of Seattle's Office of Economic Development

[www.seattle.gov/economicdevelopment](http://www.seattle.gov/economicdevelopment)

[www.growseattle.com](http://www.growseattle.com)

[www.onlyinseattle.org](http://www.onlyinseattle.org)

**START**  
your business

**GROW**  
your business

**GREEN**  
your business