

**Urgent Issue: Not all stakeholders are fully involved in effective efforts to promote academic success and workforce solutions.**

**DATA:**

- Employers report that a shortage of skilled workers is the greatest threat to continued economic growth.
- 66% of high tech firms reported difficulty finding employees at all levels.

**Desired Result: Increased stakeholder (i.e. employers, educators, government, etc.) commitment toward implementation of workforce and education solutions.**

SOLUTIONS	ACTIONS	FINANCIAL INVESTMENT OPPORTUNITIES	HUMAN INVESTMENT OPPORTUNITIES	EXAMPLES OF ONGOING EFFORTS
Link employers, educators and other stakeholders to develop resources that relate K-12 and higher education to real world applications.	Produce training videos for teachers and students regarding career opportunities and requirements in growth industries and demand occupations.	<ul style="list-style-type: none"> <li>• Estimated \$1,000/minute for video production (\$15-30,000 total for one career specific video)</li> </ul>	<ul style="list-style-type: none"> <li>• Pro bono video production work</li> <li>• Industry experts and trainers to script and appear in videos</li> </ul>	<ul style="list-style-type: none"> <li>• Capital Area Workforce Board</li> <li>• Rural Capital Area Workforce Board</li> </ul>
	Throughout the K-12 system, develop course sequences, curricula and tools that support student career choices.	<ul style="list-style-type: none"> <li>• Not yet identified (partnerships are underway among industry, educators, and advocates to develop these approaches and identify costs)</li> </ul>	<ul style="list-style-type: none"> <li>• Teachers and industry reps work together to plan effective methods to apply real world experiences to K-12 and higher education</li> </ul>	<ul style="list-style-type: none"> <li>• Capital and Rural Capital Area Education and Careers Partnerships</li> <li>• Tech Prep Consortium</li> </ul>
	Re-align TAAS test to better reflect real world skills and demands.	<ul style="list-style-type: none"> <li>• Not yet identified (no financial cost anticipated at this time)</li> </ul>	<ul style="list-style-type: none"> <li>• Not yet identified (Research to identify appropriate modifications are underway)</li> </ul>	<ul style="list-style-type: none"> <li>• Capital Area Training Foundation</li> </ul>

	Convene appropriate stakeholders to review <b>Boston Compact</b> and establish criteria for a comparable agreement for the Capital Area. Report recommendations at the Greater Austin @ Work Summit (June 2001).	<ul style="list-style-type: none"> <li>• Participate in the Greater Austin @ Work Summit (\$75 - \$200 for individual registration, \$1,000+ to be a sponsor for the event)</li> </ul>	<ul style="list-style-type: none"> <li>• Not yet identified (Greater Austin @ Work Summit will convene stakeholders to begin this process)</li> </ul>	<ul style="list-style-type: none"> <li>• Employers and educators with experience in work based learning</li> <li>• Chambers of Commerce</li> </ul>
	Provide teachers with industry specific training through workshops, seminars, externships, etc.	<ul style="list-style-type: none"> <li>• Teacher externships (\$3,000 per teacher per summer)</li> <li>• Sponsor workshops for teachers and industry reps (e.g. Semiconductor Institute – from \$200 to \$3000 per day.</li> </ul>	<ul style="list-style-type: none"> <li>• Volunteer staff time to work with teacher externs</li> <li>• Allow educators to participate in existing industry training events</li> <li>• Provide trainers from industry for educator training</li> </ul>	<ul style="list-style-type: none"> <li>• ISD and Campus foundations</li> <li>• Partners in Education</li> <li>• Texas Grants for graduates completing Recommended HS Program</li> </ul>
	Provide students with exposure to careers through classroom presentations, internships, workshops, etc.	<ul style="list-style-type: none"> <li>• Employ student interns (cost range from \$600 to \$1500 depending on hours, duration and wages)</li> </ul>	<ul style="list-style-type: none"> <li>• Partner in speakers bureau to bring industry experts into the classroom</li> <li>• Volunteer staff time to serve as work place supervisor/ mentor for student interns</li> </ul>	<ul style="list-style-type: none"> <li>• Existing industry training materials (to be utilized in classrooms)</li> <li>• Austin Regional Industry Education System Alliance</li> </ul>
	Subsidize summer school for at risk students in conjunction with business summer internships.	<ul style="list-style-type: none"> <li>• \$115 Per semester course per student</li> </ul>	<ul style="list-style-type: none"> <li>• Volunteer staff time to serve as work place supervisor/ mentor for student interns</li> </ul>	
	Establish an incentive fund to reward students and parents for high achievement.	<ul style="list-style-type: none"> <li>• Contribute money or incentive certificates (financial cost to be determined once program is designed)</li> </ul>	<ul style="list-style-type: none"> <li>• Volunteer time to develop and implement fund</li> </ul>	

**Urgent Issue: Many community members are not aware of financial aid, education and training opportunities that could lead to improved skills, higher wages and greater self-sufficiency.**

**DATA:**

- Workers with a college degree earn 137% more than the average worker.
- 55% of individuals in poverty in Texas in 1997 had less than a high school education..

**Desired Result: Improved access to information regarding financial aid, education and training resources**

SOLUTIONS	ACTIONS	FINANCIAL INVESTMENT OPPORTUNITIES	HUMAN INVESTMENT OPPORTUNITIES	EXAMPLES OF ONGOING EFFORTS
Publicize availability of existing financial aid, education and training resources.	Support Greater Austin @ Work partners in development and implementation of web site that provides information on available financial aid, education and training programs.	<ul style="list-style-type: none"> <li>• Web site development and maintenance cost (\$30,000 - \$50,000)</li> </ul>	<ul style="list-style-type: none"> <li>• Assist in inventory of financial aid, education and training resources (web links)</li> </ul>	<ul style="list-style-type: none"> <li>• Greater Austin @ Work Alliance</li> <li>• Capital Area Workforce Development Board</li> <li>• Rural Capital Area Workforce Development Board</li> <li>• School Districts</li> <li>• Higher Education Institutions</li> <li>• Community based education and training providers</li> <li>• Tech Prep Consortium</li> <li>• Industry/Trade publications</li> <li>• Capital of Texas Workforce Centers</li> </ul>
	Publish deadlines for financial aid application and enrollment (in Austin American Statesman, similar to career inserts).	<ul style="list-style-type: none"> <li>• Fund insert to Austin American Statesman</li> </ul>	<ul style="list-style-type: none"> <li>• Staff time to provide content (deadline information) for publication of inserts</li> </ul>	
Provide assistance in accessing resources.	Assist in development of network to assist students and families in accessing financial aid (including school districts, higher education institutions and community based organizations).	<ul style="list-style-type: none"> <li>• Staff person to coordinate financial aid assistance network (\$50,000)</li> </ul>	<ul style="list-style-type: none"> <li>• Staff from education and training organizations familiar with financial aid to participate in assistance network</li> </ul>	

**Urgent Issue: Too few employers are actively engaged in addressing their employees' child care needs.**

**Data (all national level):**

- Breakdown in child care arrangements cost companies \$3 billion per year.
- Employers with work-family conflicts quit at rates three times higher than other employees.

**Desired Result: More employers engaged in specific activities to address child care issues**

SOLUTIONS	ACTIONS	FINANCIAL INVESTMENT OPPORTUNITIES	HUMAN INVESTMENT OPPORTUNITIES	EXAMPLES OF ONGOING EFFORTS
Obtain private sector investment in projects to expand availability of child care.	Develop outreach teams, including employers who have experience implementing family friendly practices, to educate peers about child care issues and resources and how businesses can benefit.	<ul style="list-style-type: none"> <li>• Not yet identified (little financial cost is anticipated)</li> </ul>	<ul style="list-style-type: none"> <li>• Participate in outreach teams (business to business mentoring)</li> </ul>	<ul style="list-style-type: none"> <li>• City of Austin, Child Care Council</li> </ul>
	Initiate and support public/private partnerships committed to sponsoring and sustaining early childhood development and care on public school campuses.	<ul style="list-style-type: none"> <li>• Not yet identified (total cost dependent on action steps identified by these partnerships)</li> </ul>	<ul style="list-style-type: none"> <li>• Volunteer leadership or participation in partnerships</li> </ul>	<ul style="list-style-type: none"> <li>• Austin Area Employer Collaborative</li> </ul>
	Organize business consortia to partner with child care centers to defray expenses (e.g. utilities, rent, facilities) and provide technical assistance regarding business administration.	<ul style="list-style-type: none"> <li>• Fund child care facilities construction, renovation, and/or repair (\$ or materials)</li> <li>• Subsidize business workshops and training for child care directors</li> </ul>	<ul style="list-style-type: none"> <li>• Volunteer leadership to initiate and support consortia</li> <li>• Volunteer to perform repair/ maintenance work</li> <li>• Donate design and construction work</li> <li>• Volunteer technical assistance on business administration</li> </ul>	<ul style="list-style-type: none"> <li>• Work and Family Clearinghouse (Texas Workforce Commission)</li> <li>• Employers with experience in Family Friendly practices</li> <li>• Child Care Providers</li> <li>• School Districts</li> <li>• Foundations</li> </ul>

	Subsidize employee child care.	<ul style="list-style-type: none"> <li>• Subsidize employee child care (from \$50/month to as much as \$963/month for fully subsidized infant care)</li> </ul>	<ul style="list-style-type: none"> <li>• Educate employers about the need for and benefits of subsidized care</li> </ul>	<ul style="list-style-type: none"> <li>• Fund for Child Care Excellence</li> <li>• Capital Area Workforce Development Board</li> </ul>
Obtain private sector investment in efforts to recruit and retain child care workers.	Engage employers in providing business expertise to child care providers (e.g. training and technical assistance regarding business practices, employee benefits, etc.).	<ul style="list-style-type: none"> <li>• Subsidize business workshops and training for child care directors</li> </ul>	<ul style="list-style-type: none"> <li>• Volunteers to provide training and business to business mentoring</li> </ul>	<ul style="list-style-type: none"> <li>• Austin Community College</li> <li>• Head Start</li> <li>• Capital Area Workforce Development Board</li> <li>• Child Care Management System (Texas Migrant Council)</li> <li>• Austin Families, Inc. (Jeanette Watson Fellowships and Teacher TRAC)</li> </ul>
	Develop “bulk-buying cooperatives” so child care providers can access lower cost services (e.g. health insurance benefits pool, retirement plans).	<ul style="list-style-type: none"> <li>• One year supplement for BA Level teacher salary (\$1600/teacher)</li> <li>• Partner with child care centers to expand employee benefits</li> </ul>	Volunteer leadership to organize cooperatives among private industry and child care providers	
	Fund a scholarship endowment and continuing education program.	<ul style="list-style-type: none"> <li>• Austin Community College child development course tuition and books (\$256)</li> <li>• Child Development Associate materials and fees (\$325)</li> </ul>	<ul style="list-style-type: none"> <li>• Not yet identified</li> </ul>	

This document was created by the CAN Workforce Development Planning Body (September-December, 2000) convened by the Capital Area Workforce Development Board.