

# Keeping California Competitive, Creating Opportunity



PolicyLink Regional Equity Conference  
March 2008

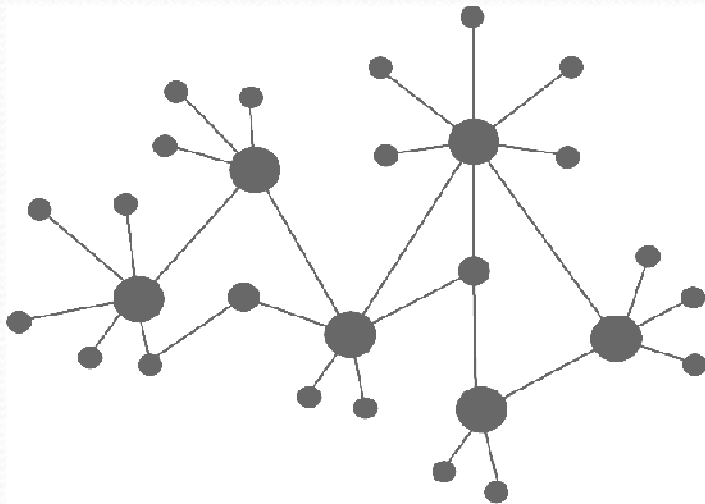
# California EDGE Campaign

- **Workforce Trends & Challenges**
  - Demographic change
  - Economic change
  - Growing disconnect between economy and community
- **How EDGE is tackling the challenge**
  - Building a diverse coalition around broad policy agenda
  - Education & advocacy on workforce issues and solutions
- **Opportunities and challenges in coalition building**

# California Companies Need Skilled Workers

Occupations /Education	Wages
Physical Therapist Assistants (AA)	\$25.22/hr or about \$50,000/yr (38% growth from 2004-2014)
Medical Radiographers (AA)	28.03/hr or about 52,000/yr (20% growth from 2004-2014)
Electrical & Electronic Engineering Technicians (AA)	\$53,000/yr (need 10,100 over next 6 years)
Sheet Metal Workers (HS degree, apprenticeship)	\$45,000/yr (need 9,000 over next 6 years)

# EDGE Statewide Coalition (partial list of 100+ endorsers)



- California Budget Project
- Career Ladders Project, Foundation for CA Community Colleges
- California Workforce Association
- Community College League of California
- California Labor Federation, AFL-CIO
- California Manufacturing Technology Association
- Los Angeles Area Chamber of Commerce
- PolicyLink
- San Francisco Chamber of Commerce\*
- State Building and Construction Trades Council of CA
- The Boeing Company
- United Way of Greater Los Angeles

# Trends & Challenges in Workforce Education and Training

- Demographic changes
  - Baby-boomer retirements: need to replace 1.4 millions workers with higher education by 2022
  - New entrants to workforce much more diverse: by 2015 more than two thirds of California's population under 35 will be Hispanic, Asian, and Black.
- Economic changes
  - Employers need greater levels of skill, % of jobs requiring associates degree or higher increase from 26 to 34% by 2022
  - Churn – need for re-training due to the rapid pace of global change
  - However – the plurality of jobs nationally and in California require less than a college degree – good jobs, [www.skills2compete.org](http://www.skills2compete.org)
- Workforce not matched to changing needs
  - Too few hs graduates, too few going on to college
  - Too little access to lifelong learning for working adults
  - Declining investment in systems that prepare for work
    - CTE in k-12 less avail; decline in WIA money in CA; challenge of funding vocational ed

# How EDGE is Responding to the Challenge

- Coalition building around a broad policy agenda
  - Began in 2006 Gubernatorial election – initiated by national organization, labor, CWA, CCLC, and CBP
  - Held workshops around the state to build a consensus policy agenda (handout)
    - Very robust, very broad, informed by ‘on the ground’ wisdom of people doing this work
    - FRAMING IS WIN-WIN – the economy and the community
    - California needs to forge its considerable workforce development assets , be much more strategic in use of funds and achieve much better outcomes from the investments
    - EXAMPLE:
      - Increasing the **student success** rate in California’s Community Colleges
      - Amazing system – largest system of higher education in the world -- \$2.5 million students, 109 campuses, very low fees,
      - Only about ¼ of students certificate, associate's degree, or a transfer to a four-year school.
      - For blacks 15% and Hispanics, 18% the rates are even lower.
      - WA State – Increase success through targeted financial aid and integrating basic skills (I-BEST model )
  - Now have over 130 organizations endorsing campaign
  - Regional coalitions in SF, Silicon Valley and Los Angeles
- Education and advocacy on workforce crisis and solutions
  - Best practices are not the most prevalent practices – Need Education and Political Will -- raise level of awareness about best practices, and demonstrate how politically popular investing in workforce development can be

# Opportunities and Challenges for Equity Organizing on Workforce Development

- Key opportunities (just a few...)
  - Business has a lot to gain – critical skills shortages in allied health, construction
  - Lots of interest in social justice circles around education equity
- Challenges (just a few...)
  - History of tracking in vocational education – equity activists are more likely to focus K-12 reform to improve quality of schools
  - California’s gigantic budget deficit \$16 billion projected next fiscal year -- No new money to create incentives for institutions to expand access, try new programs to improve success



# California EDGE Campaign

With thanks to EDGE funders:

Bay Area Workforce Funding Collaborative

Women's Foundation of California

James Irvine Foundation

Williams and Flora Hewlett Foundation

San Francisco Foundation

Walter & Elisa Haas Fund

## CONTACT INFO:

Sharon Huntsman, Executive Director

1913 Capitol Avenue, Suite D, Sacramento, 95814

[sharon@californiaedgcampaign.org](mailto:sharon@californiaedgcampaign.org) (916) 799-5025

**ENDORSE THE CAMPAIGN at**  
**[www.californiaedgcampaign.org](http://www.californiaedgcampaign.org)**

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