



Rework America Alliance

Leveraging Skills-Based Practices to Solve Workforce Challenges and Increase Equity



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What We'll Cover Today

1. Overview

2. Employer practice change

3. Career navigation

Overview

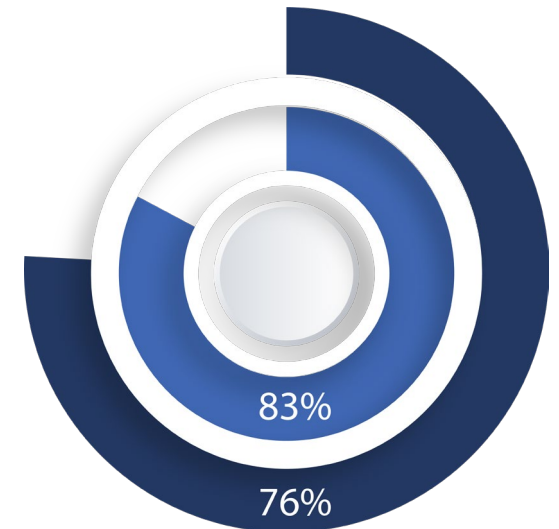
Access to good jobs is limited and out of reach for many

More than 60% of workers in the U.S. do not have a bachelor's degree.

Yet an **increasing number of jobs require a degree** as a minimum requirement.

This **shuts out millions of talented workers** who have gained skills through other means despite not having a degree.

This issue is particularly acute for **Black and Latino workers** for whom four-year degree requirements automatically **exclude 76% and 83% respectively.**



The Alliance is working to expand access to good jobs

The **Rework America Alliance** is a nationwide partnership of civil rights groups, nonprofits, private sector employers, labor unions, educators, and others.

Alliance partners are working together to get people without a college degree into better-paying jobs that provide opportunities for career growth.

In particular, the Alliance is working to support Black and Latino workers who face some of the most challenging barriers to economic mobility.



This work is focused on key areas



Directly engaging employers to drive the adoption of inclusive sourcing and hiring practices and developing tools and resources to help them take action.

Identifying promising job pathways for workers to pursue and developing tools to help career coaches and support specialists better serve workers.

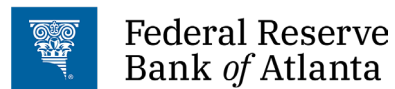


 **REWORK AMERICA ALLIANCE**
A MARKLE INITIATIVE

ASU Arizona State University



AFL-CIO
AMERICA'S UNIONS



GRADS of LIFE



McKinsey & Company



NAACP



RURAL LLSC



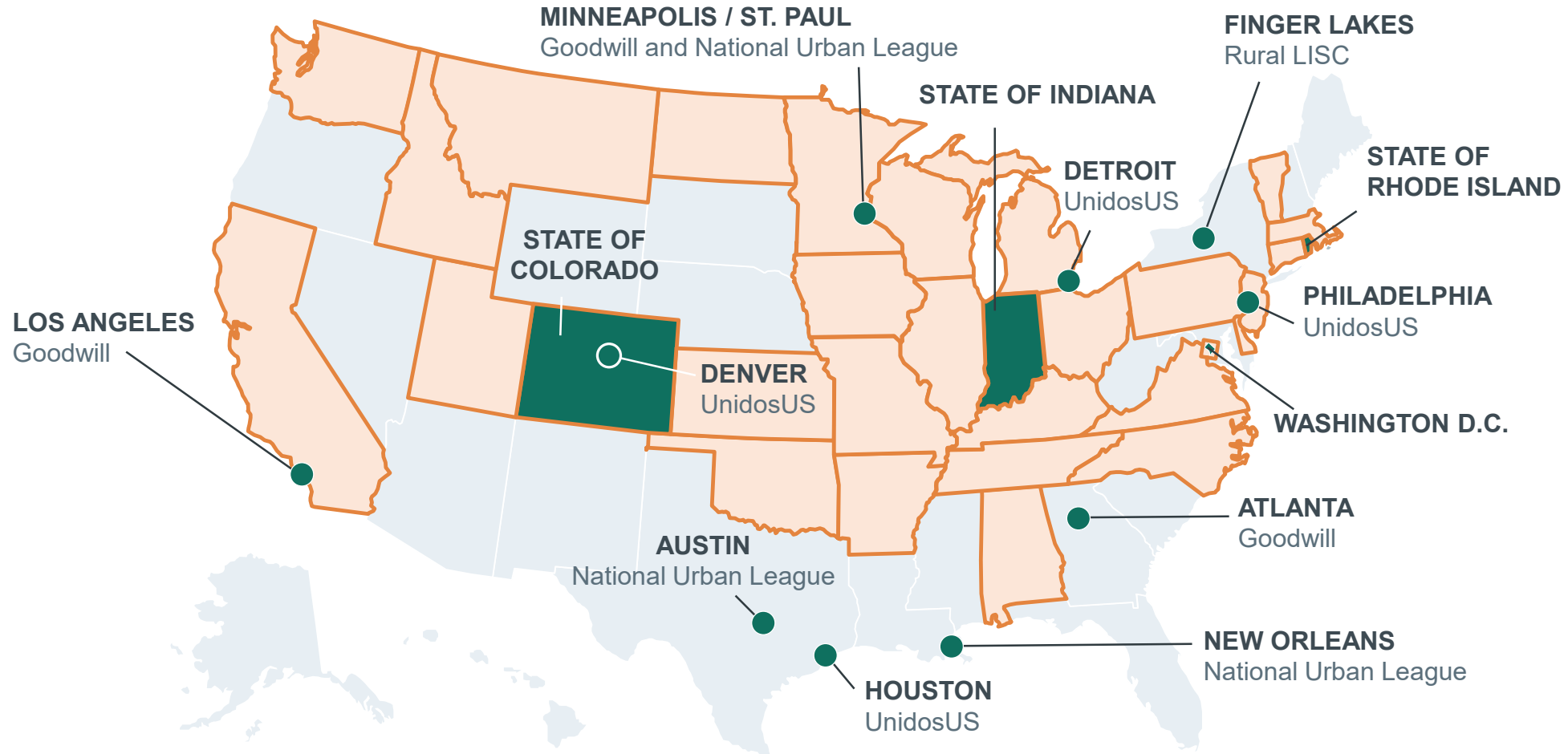
UNIDOS US
STRONGER COMMUNITIES. STRONGER AMERICA.

Walmart

WIPFLI



The Rework America Alliance Continues to Expand



● Rework America Alliance Key Cities / States

□ Rework America State Network



MINNESOTA

“The Alliance partnership has allowed us to provide sector leadership and shape conversations with business and government leaders in Minnesota

What feels different is the time you have taken to listen and cocreate a program with us – that is what will make us successful together.”

– Goodwill Easter Seals of Minnesota

Employer Practice Change

The Alliance is focusing on skills to unlock opportunities

Skills-Based Talent Strategy

- **Focuses on the specific skills needed to succeed in a job, not proxies.**
- **Embeds that focus throughout the employee lifecycle.**
- **Recognizes there are many ways to acquire knowledge and abilities.**
- **Builds a stronger workforce.**
- **Creates more equitable access to job opportunities.**





Action is needed to drive the adoption of skills-based hiring and talent management practices

The Alliance can help your organization to raise awareness about the benefits of skills-based practices by:

- Helping your team to better understand skills-based practices and to become advocates for this approach
- Providing access to a suite of tools and training resources your team can share with their employer partners

A suite of resources to support employers



Job Posting Generator

Online tool that helps employers create skills-based job postings.

Skillful Talent Series *SHRM-certified*

Online training providing an overview of skills-based talent management.



Accelerator Program

Workshops and 1:1 support for small-to mid-sized businesses implementing skills-based practices.

Activator Program

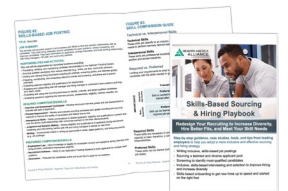
Short workshops on engaging employers in adopting skills-based hiring and talent management practices.

Skills-Based Job-Specific Hiring Guides

Customizable toolkits with a sample job posting, resume screen, interview guide and onboard plan.

Skills-Based Sourcing & Hiring Playbook

Guide that includes practices to increase diversity and better support workers of color.



HR Software Guides

Guidance on useful features in existing HR software systems when adopting a skills-based approach.

Rework Community Insights Monitor

Metro-level view on good jobs and training in local labor markets guiding workforce development.

Accelerator Program

Ideal for Human Resource Professionals, Hiring Managers, or Recruiters

A free program that equips small- to mid-sized businesses to lead change at their organization by **adopting skills-based hiring and talent management practices.**

Training

Four in-depth training workshops provide an actionable plan for implementing skills-based practices.

Coaching

1:1 coaching with leading consultants provides an opportunity to solve specific challenges.

Resources

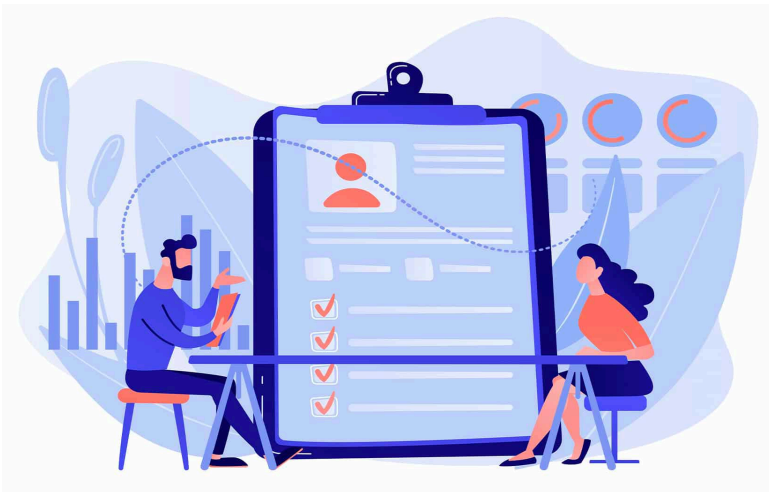
Access to additional resources including **self-paced training, videos, online tools, and case studies.**



Activator Program

Ideal for Change Leaders, Business Advisors and Workforce Specialists

A program that teaches participants how to engage employers in implementing **more equitable and skills-based hiring and talent management practices**



Training

Three instructor-led online workshops plus a **45-minute online course** to complete at your own pace.

- Deepen your **understanding of skills-based practices**
- Equip you with **tactics to engage employers**
- **Provide access to resources** including self-paced training, videos, online tools, and case studies

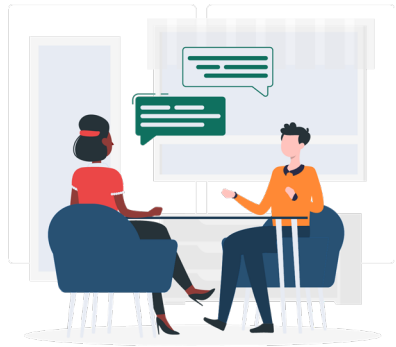
Learn more at:

Markle.org/Alliance/ActivatorTraining

Sessions and resources are provided free of charge

COMMUNITY

Create a **Community of Practice** internally at your company or **externally** with other experts and partners.



TRAINING

Deploy an **existing suite of resources** to support immediate implementation for high-need roles.

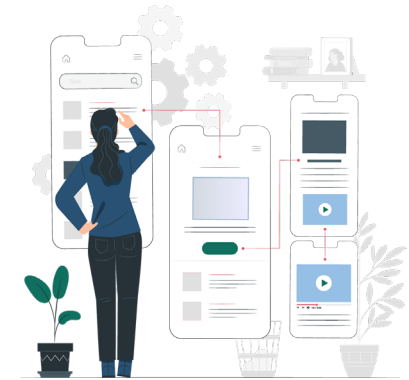
WORKSHOPS

Adapt resources to enhance your current employer offerings through the incorporation of skills-based practices.



ACTIVATION

Train internal experts to become Activators who are looking to champion change within their own organizations.



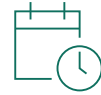
Employers benefit from adopting a skills-based approach



14%

more applications per view

Jobs that **highlight “responsibilities” instead of “requirements”** in postings get 14% more applications per view



34%

better retention

Employees without a 4-year degree tend to **stay 34% longer** than employees with a degree



70%

increase in productivity

Effective onboarding programs **increase productivity by over 70% and retention by up to 82%**



5x

better hiring

Hiring for skills is 5x more predictive of job performance than hiring for education and 2.5x more predictive than hiring for work experience



80%

outperformance of peers

Fair screening can reduce bias, which may lead to more diverse teams. **Diverse teams outperform their peers by 80%**



42%

more responses

Job descriptions that use more inclusive language **led to 42% more responses and a two week faster hiring time** than those with less inclusive language

Driving Impact: Orlando Health



Network of community and specialty hospitals in Central Florida (~23,000 full-time employees)

CHALLENGE

- **Finding qualified nursing assistants** during the COVID-19 pandemic

IMPACT

- **Reskilled ~3,000 workers** for redeployment internally within Orlando Health
- Training over **200 nursing assistants** each month
- Creating a **new skills-based training program** for medical assistants
- **Partnered with a local technical college** to train new hires in clinical and bedside techniques

Driving Impact: TechPoint

TECHPOINT

TechPoint is a non-profit working to **connect tech and tech-enabled employers to talent and resources.**

- **Activators working 1:1** to support employers in adopting skills-based practices
- **Providing Skillful Talent Series** training to tech employer members
- Disseminating all **Alliance employer tools and resources**
- Delivering the Rework America Alliance's **skills-based employer program, Accelerator**

Career Navigation

Equipping career coaches with the tools they need

Access to career coaching services can empower individuals by **providing the support and information they need to understand their options** and increase their chances of getting the job they want.

We can help your organization to:

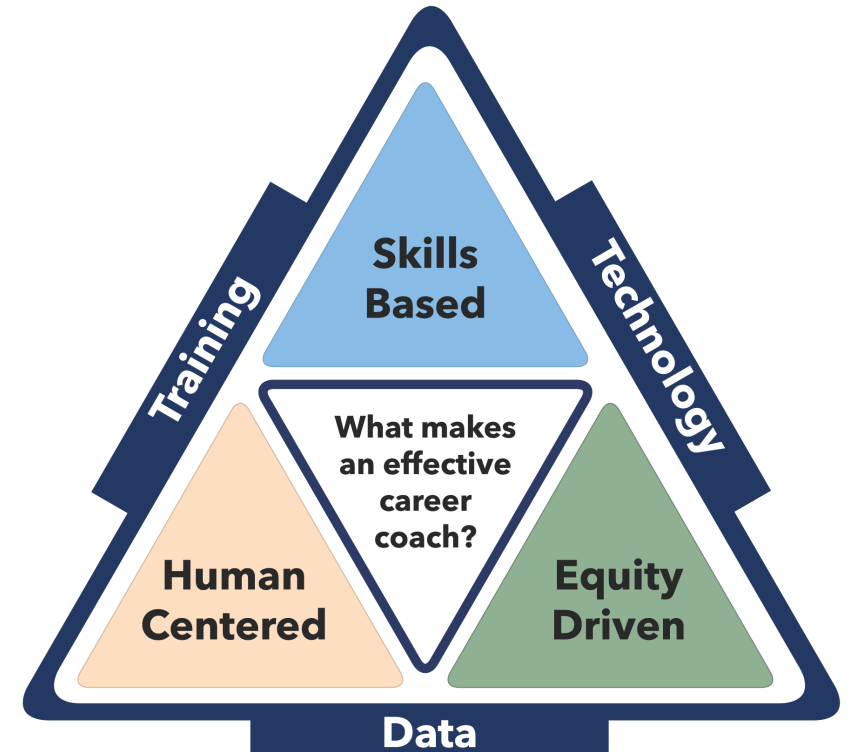
- **Increase access to career coaches** for job seekers,
- **Curate professional development** for career coaches and organizational partners,
- **Build capacity** for community and state-based workforce



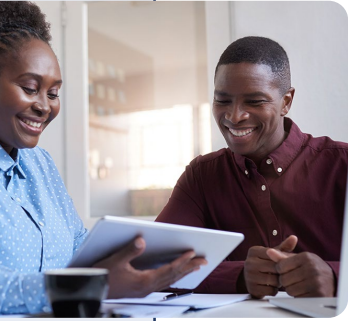
Empowering people to achieve their goals

The Alliance is **helping career coaches put the client at the center of their work** in an even more deliberate way and embrace a skills-based, human-centered, and equity driven approach.

- **Focus on Skills** to help people unlock career progressions
- Helps coaches and job seekers **navigate bias in the hiring process**
- Shifts coaches experiences **from transactional to human-centered**
- Enables coaches to **continue their professional development**



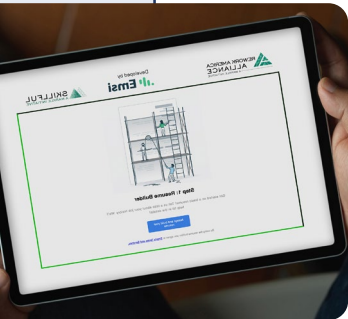
A suite of resources to support career coaches



Foundational Career Coach Skills Training

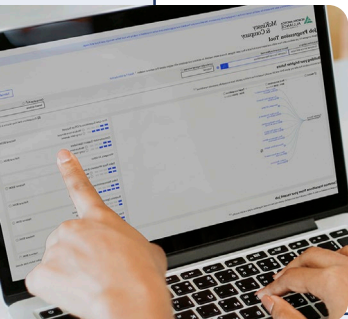
Self-paced, online course offering new tactics, tools, and job market insights for career coaching.

The program teaches a skills-based, human-centered, equity-driven approach to creating deeper relationships and better understanding between career coaches and clients, which can lead to more successful outcomes and longer-term success for the job seeker.



Skill My Resume

An online tool to help coaches and job seekers create effective resumes that highlight the capabilities a job seeker has gained through experience and align the resume to the skills needed for a specific job. Skill My Resume can be used to create a new resume or to improve an existing one.



Job Progressions Tool

Interactive, online tool providing career coaches with actionable job market insights on good jobs that are in-demand for workers without a bachelor's degree.

Virtual Training for Career Coaches

Scalable Foundational Skills Training for Coaches

A four-course training series bringing the subject matter expertise of our partners directly to career coaches across the system.

Career Coaching Training

1. Effective and Equitable Career Navigation
2. The Human-Centered Approach
3. The Skills-Based Coaching Application
4. Digital Literacy Skills for Career Coaches

Training includes course content by



self-paced



30-90 minutes each

Virtual Training Breakdown

Effective and Equitable Career Navigation

- Introduction to Racial Equity for Workforce Professionals
- Introduction to Benefits Cliffs
- Strategies to Effectively Identify Client Needs
- Creating a Personalized Service Plan
- Labor Market Information for Career Coaches

The Human-Centered Approach

- Introduction to Human Centered Coaching
- Emotional Intelligence and Human Centered Coaching
- The Flow of Human Centered Coaching – Pathway to Empowerment Process
- Coach the Coach: 11 Points of Feedback
- A Human Centered Coaching Session in Practice

The Skills-Based Coaching Application

- Skills-Based Job Search
- Skills-Based Resume
- Skills-Based Interview
- Skills-Based Job Progression

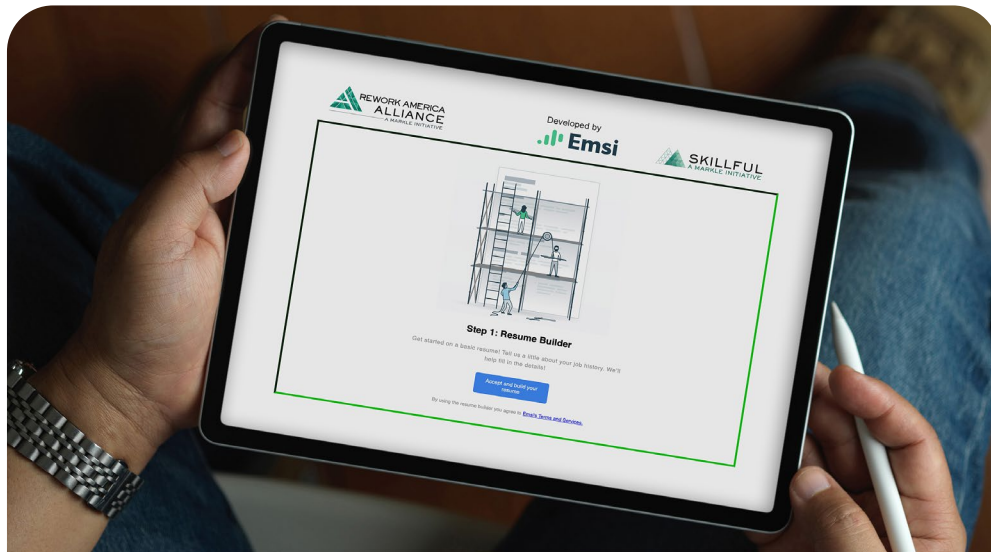
Digital Literacy for Career Coaches

- Lifelong Learner
- Empowered Worker
- Digital Citizen
- Solution Seeker
- Mindful Colleague
- Digital Literacy Resource Bank for Job Seekers

Skill My Resume

Helping workers to create a skills-based resume

An online tool for career coaches and job seekers that helps the user create a compelling resume aligning their skills with those employers are looking for.



How It Works

1. Enter your personal info, job history and other experience to create a basic resume.
2. The Smart Resume Builder will use the information you enter to create a skills-based resume that shows the skills you have built from your work and life experience
3. Customize your resume by adding other skills that are suggested based on the specific job you're applying for.

Learn more at:

Markle.org/rework-america/alliance-resume-builder

Questions





Thank you

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