Plenary 2 - Fast Talks: Inclusive Competitiveness Strategies and Community Frameworks

9:30-11:00am

STEEM Education Imperatives (Science, Technology, Engineering, Entrepreneurship and Math)
Speaker: Dr. Roslyn Artis, President, Benedict College, Columbia, SC

Workforce Talent Pipelines
Speaker: Maureen Conway, Executive Director, Economic Opportunities Program, Aspen Institute

Entrepreneurship Pipelines
Speaker: Cedric Brown, Chief of Community Engagement, Kapor Center for Social Impact

Investments in Existing Businesses
Speaker: Michelle Mapp, CEO South Carolina Community Foundation Loan
Plenary 2 - Fast Talks:
STEEM Education Imperatives
(Science, Technology, Engineering, Entrepreneurship and Math)
9:30-11:00am
Roslyn Artis, President, Benedict College, Columbia, SC
HBCUs by the Numbers

**Inclusive Pipeline Development**

3% of all Colleges/Universities
Enroll 10% of African Americans in Colleges/Universities
Confer 20% of the Bachelor's Degrees held by African Americans
Award 24% of the STEM degrees earned by African Americans

**The Competitiveness Imperative**

In 2014, children of color became the new majority in America's public schools.

By 2044, America will be majority/minority.

If the US is to retain and strengthen its competitive position in the world, it must adapt to this reality – HBCUs have a proven track record of engaging and educating minority students.

The model exists...
Collaboration enhances Competitiveness!

- SC HBCU Presidents, the White House Initiative on HBCUs, and UNCF, met on March 19 to examine the economic impact of the state’s HBCUs.
- SC HBCUs generate a total economic impact of $463 Million, 4,985 jobs, and lifetime earnings of $5.2 billion.
- The initiative resulted in a comprehensive plan for subsequent workforce development initiatives, joint grant proposals and the creation of a common agenda to enhance competitiveness of the sector.
Science, Technology, Engineering, Entrepreneurship and Math

or

Supportive - academic, social and emotionally supportive
Technology – multiple learning modalities
Enhanced – multiple learning methods
Engaged – adaptive, problem based, active learning strategies
Matriculation - goal oriented – begin with the end in mind
Example: Career Pathways Initiative (CPI)

- Funded by Lilly Endowment Inc. through the UNCF, the goal of CPI is to help four-year Historically Black Colleges and Universities (HBCUs) and Predominantly Black institutions (PBIs) strengthen institutional career placement outcomes by increasing the number of graduates who immediately transition to meaningful jobs in their chosen fields.

- The program is characterized by a high level of engagement between institutional partners and employers. Through advisory councils and steering committees, the employers provide meaningful input which is used to enhance curricula and course outcomes.

- Staff and faculty develop clear, coherent pathways to a student’s career choice, while embedding meaningful co-curricular activities designed to enhance the student’s workforce readiness.

- Students take ownership of their learning path through the use of online career planning systems such as:
  - *Super Strong Interest Inventory*
  - *Focus-2-Career* to engage in career exploration through self-assessments in order to make informed choices.
  - *Purple Briefcase* to participate in career preparation and connect with employers.
Plenary 2 - Workforce Talent Pipelines

9:30-11:00am

Maureen Conway, Executive Director, Economic Opportunities Program, Aspen Institute
Does Training Work?

Maureen Conway
maureen.conway@aspeninst.org
@conway_maureen

Inclusive Economic Prosperity in the South
Spartanburg, SC
May 23, 2018
Proof!! Training works—Sectoral Employment Impact Study

Earnings by Month

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What does it cost?
Resources need to cover....

Education Strategies

Supportive Services

Industry Strategy
One participant’s on-budget, direct expense at Capital IDEA
Why don’t these programs reach scale?
Making Ends Meet on Earnings in South Carolina

Top 20 occupations with most job openings, 2014-24*

*Source: SC Department of Employment & Workforce

MIT Living Wage Calculator

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*Income Needed to Support 1 adult + 1 child, $47.1k*

- General & Operations Managers – $78.6k
- Registered Nurses, $61.0k
- Heavy & Tractor-Trailer Truck Drivers - $38.3k
- Team Assemblers - $32.3k
- Supervisors of Food Prep - $28.1k
- Construction Laborers – $28.0k

*Income needed to support 1 adult, $23.2k*

- Retail Salespersons, $21.5k
- Personal Care Aides- $19.6K
- Cashiers - $18.5k
- Waitpersons - $18.4k

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- Supervisors of Office & Admin Workers - $47.4k
- Maintenance & Repair Workers - $33.7k
- Customer Service Representatives – $28.7k
- Laborers & Freight, Stock, & Material Movers - $25.3k
- Landscaping & Groundskeepers- $23.4k
- Nursing Assistants- $23.3k
- Cooks, Restaurant - $20.5k
- Janitors & Cleaners - $20.4k
- Home Health Aides - $20.4k
- Food Prep & Servers - $20.4k

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Inclusive Economic Prosperity
Council on Foundations
Raise the Floor and Build Ladders

Meaning, Purpose, Social Connection

Economic Stability

Career Advancement

Skill Building

Job Experience

Wages
Transportation
Respect
Communication
Benefits
Supervision
Lawful
Safety
Schedule
Job Design

Inclusive Economic Prosperity Council on Foundations
We need multiple strategies and a range of partners to achieve inclusive economic prosperity
Plenary 2 – Fast Talks: Entrepreneurship Pipelines

9:30-11:00am

Cedric Brown, Chief of Community Engagement, Kapor Center for Social Impact
The Building Blocks of an Inclusive Economic System
Entrepreneurship Pipeline, Oakland-Style
by Cedric Brown, Kapor Center
Income Inequality
Un/Underemployment
Gentrification
Oakland’s tech sector provides significant economic opportunity but not for Black and Latinx communities who account for less than 20% of tech workforce.

- Oakland is home to 263 technology companies, employing ~7,100 employees.
- Oakland tech workers earn 75% more than the average of all Oakland employees ($122,000 vs. $69,500 per year).
- 18% of Oakland’s tech workers are Black or Latinx and 34% of Oakland’s tech workers are women.
This diverse tech talent gap will widen if impact of automation is not proactively tackled by creating high-skill pathways.

% of professionals who believe their skills will be redundant in:

- 0-2 years: 30%
- 4-5 years: 40%

% of occupations in which at least 1/3 of activities could be automated:

- 60%

Concentrated growth in high skill jobs requires longer training pathways:

- Low Skill: 1.8%
- Middle Skill: -6.6%
- High Skill: 5.3%

*LinkedIn Emerging Jobs Report, 2017
*OECD Employment Outlook Report 2017
2018 Focus on Startup to Scale Up Roadmap

A - Activation (Inspire, Idea)
P - Prototype (Team)
PS - Preseed (Startup)
S - Seed Investment/Revenue (Scale Up)
SU - Scale Series A+ (Scale Up)

Activation events with partners
Trainings/Bootcamps with partners
Incubation (cohort model with space, mentors, grants)
Demo Days/Startup Competition

Later Stage Investment

A

P

PS

S

SU

Educational Web Portal
Founders, Investors Roundtable

2 Day Summit (see appendix)
A look back at 2017: We activated an inclusive tech entrepreneurship ecosystem!

- 1300+ members via event series (i.e. First Fridays Founder Fireside Chats and You Too Can Startup Workshops)
- 80+ members get hands on experience of what it's like to launch a startup via Startup Weekend Oakland
- 7 Oakland diverse founder led startups incubated at Kapor Center Innovation Lab with 7 more on deck to come by May.
- 50+hrs of curated mentoring sessions with industry experts
TECHHIRE OAKLAND TO ADDRESS THESE GAPS & OPPORTUNITIES BY STRENGTHENING THE TECH ECOSYSTEM IN SUPPORT OF UNDERREPRESENTED, UNDERSERVED TALENT

Goal: 1000 residents trained & placed in emerging tech internships, apprenticeships, jobs by 2020

SOFTWARE ENGINEERING
- Connect talent to software engineering technical interview practice & skill validation linked to apprenticeships:

DEV OPS/IT/CYBER
- Construct a dev ops pipeline with regional community colleges linked to apprenticeship opportunities:

UI/UX DESIGN
- Build UI/UX pipeline for students & instructors to access emerging tech design internships, apprenticeships with:

SALES & MARKETING/ CUSTOMER SUCCESS
- For non-coders, build shorter pathways to lucrative careers in tech sales / marketing with:
- Examine the landscape.
- Connect the dots.
- Incubate & incentivize.
- Measure & iterate.
- (Market!)

- Provide a home base.
- Meet people where they are.
- Anticipate future trends!

Cedric Brown  
cedric@kaporcenter.org

Lili Gangas  
lili@kaporcenter.org

Thank you!
Plenary 2 – Fast Talks: Investments in Existing Businesses

9:30-11:00am

Michelle Mapp, CEO South Carolina Community Foundation Loan
Workshops at Howard Heights