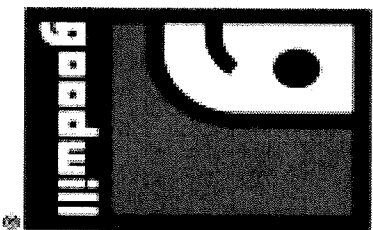


# Goodwill

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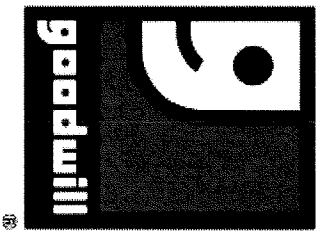
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**Goodwill empowers people to discover their potential and adapt for the future through the power of work.**

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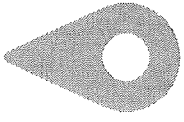
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11-21-2022  
ATT: 2*



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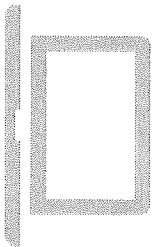


**Workforce  
Solutions  
offered by  
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MOKAN**



## In Kansas City

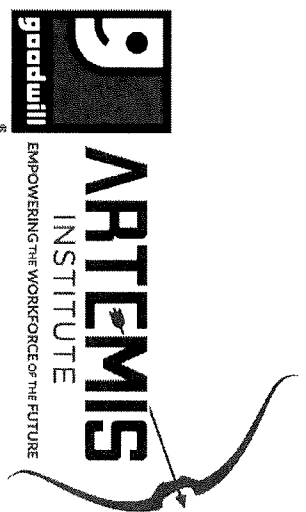
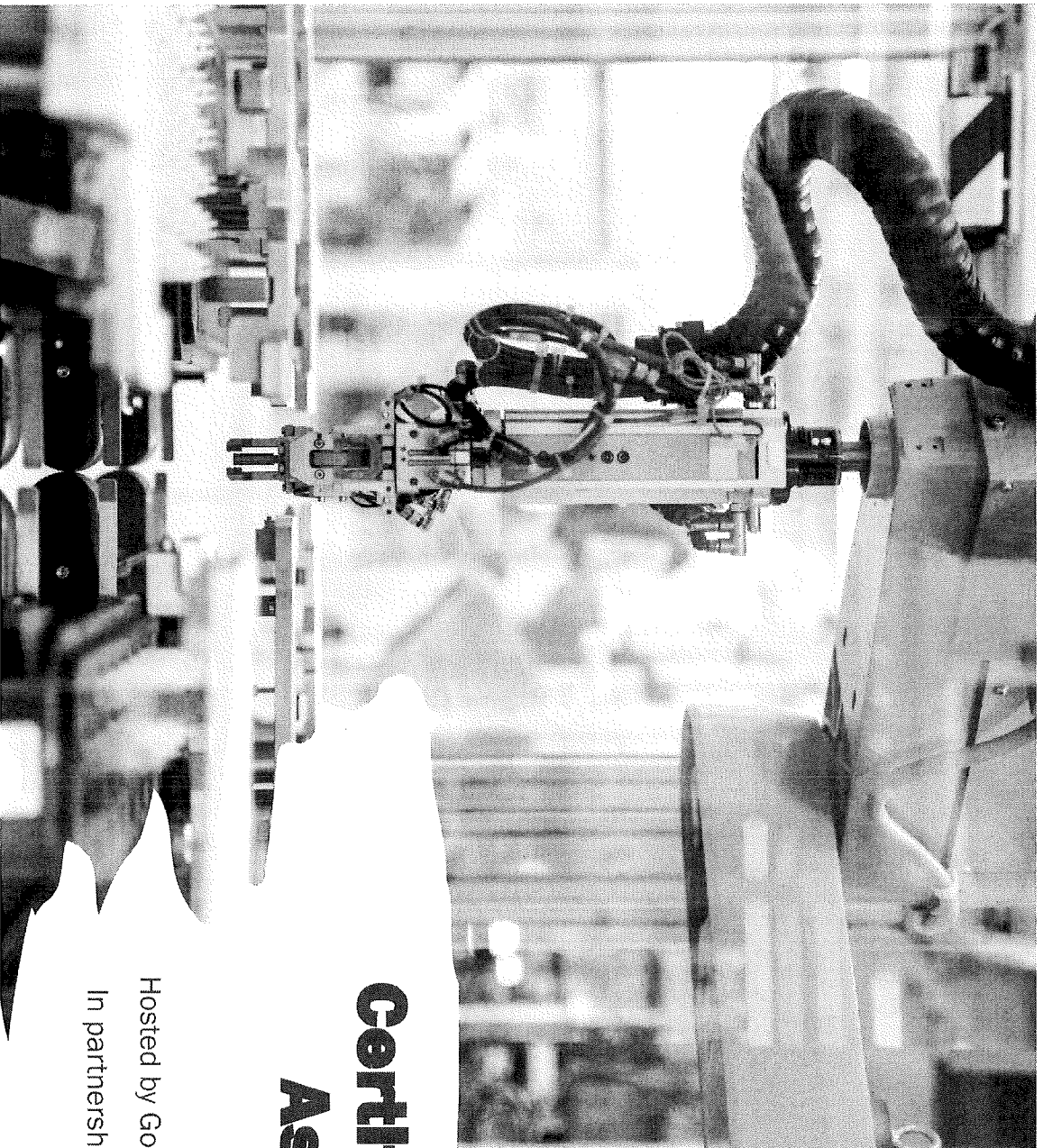
- Goodwill Artemis Institute**
- Digital Skills Training and Inclusion Services
- Bridge to Technology
- Certified Manufacturing Associate (CMfgA) Certification



## Online

- Grow with Google training certifications
- IBM SkillsBuild
- Meta Certifications





# **Certified Manufacturing Associate (CMfgA) Certification**

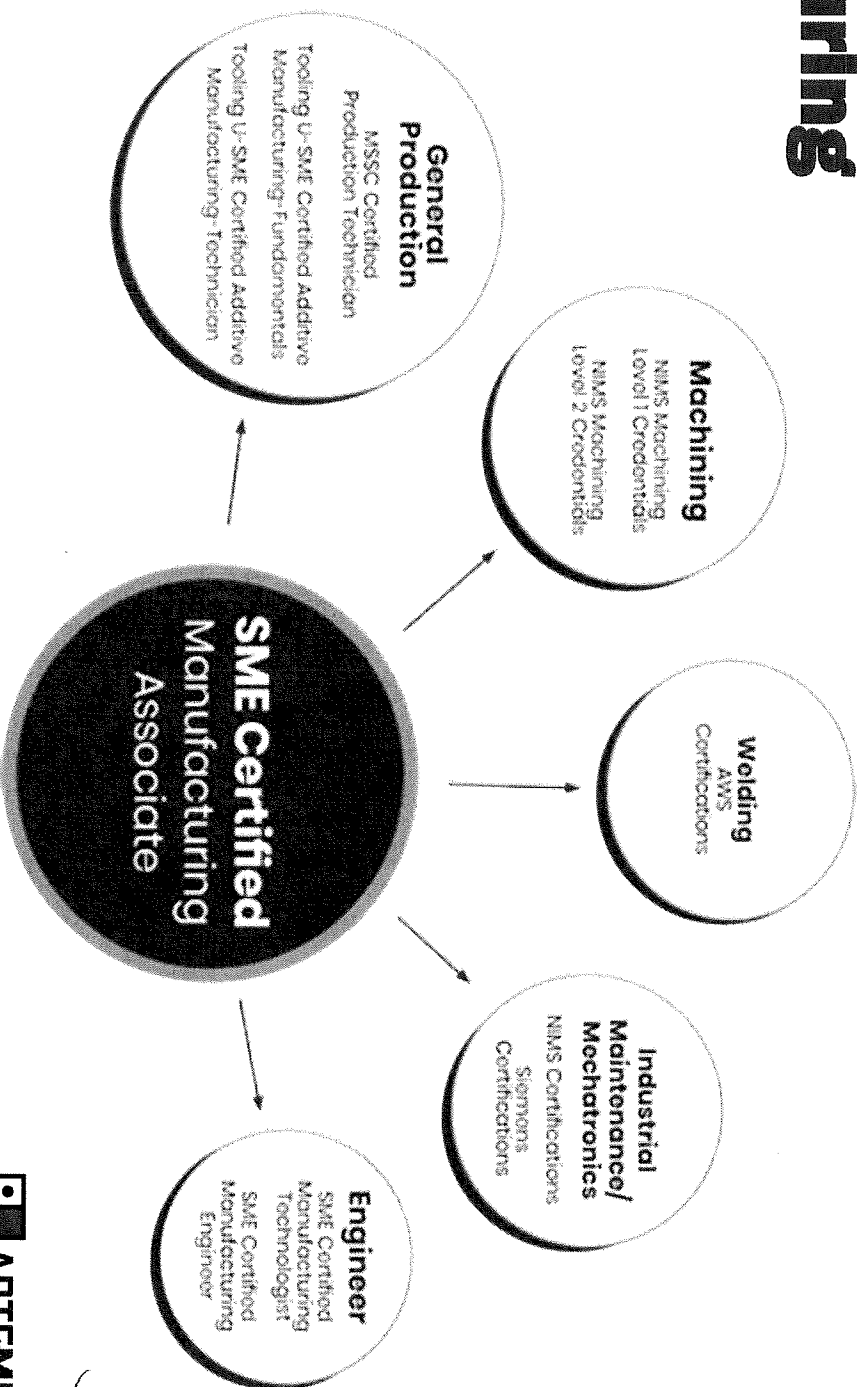
Hosted by Goodwill of Western Missouri and Eastern Kansas  
In partnership with Tooling U – SME & Missouri Enterprise

# Entry point Into Manufacturing

## Career Pathways

### Training Topics:

- Shop Essentials (Applied Mathematics)
- Safety
- Quality
- Lean
- Inspection
- Fasteners
- CNC
- Robotics
- Additive Manufacturing



# Grow with

# Google



## Google Career Certificates



- Suite of flexible online training programs available on Coursera.
  - IT Support
  - IT Automation with Python
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  - *UX Designer (NEW)*
  - *Project Management (NEW)*
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<https://grow.google/certs>

# IBM SkillsBuild Digital Badges

## Role-based learning paths

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Security consultant  
Customer service representative  
Data analyst  
Enterprise computing professional  
Linux system administrator  
Project manager

IBM SkillsBuild  
for Job Seekers



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# Meta Career Programs

META CAREER PROGRAMS

## Social Media Marketing Professional Certificate

Gain a competitive edge with job-ready skills, and start your career in social media marketing with a Meta Social Media Marketing Professional Certificate, hosted on Coursera.

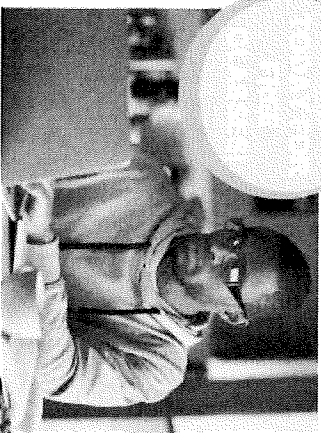


# Need a prep course?



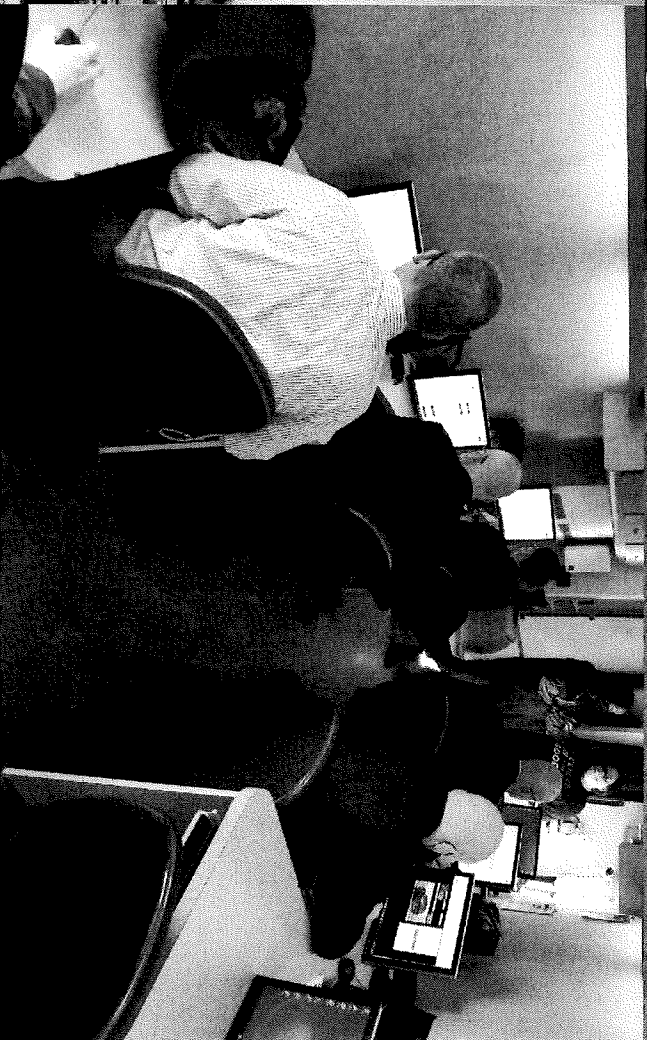
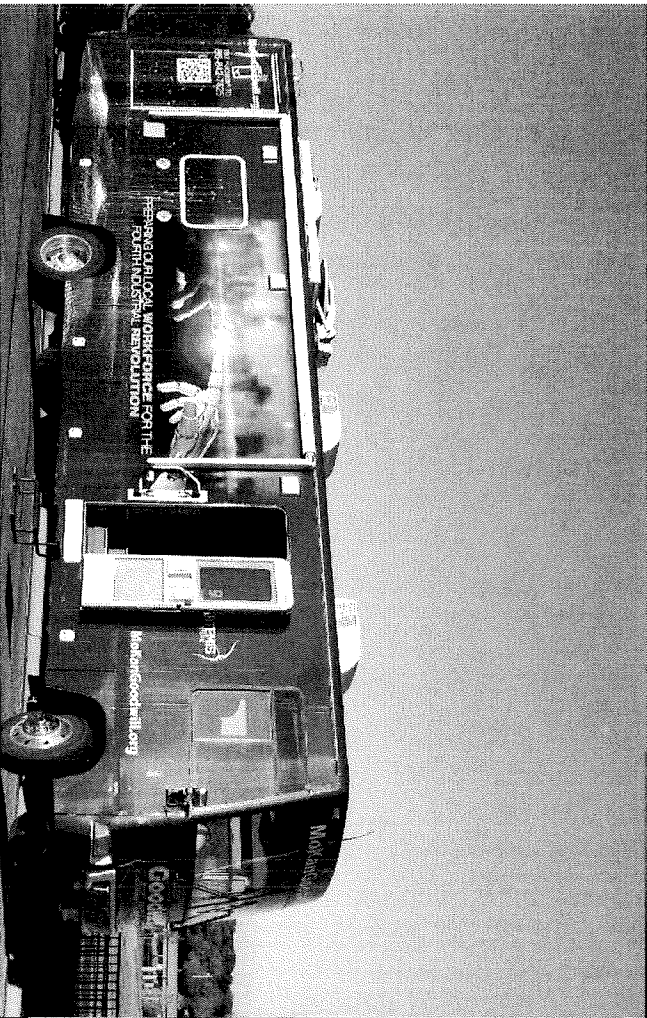
## Start with a Bridge

- Enroll now to springboard your career into the emerging technologies.
- Attend classes around your work schedule.
- Enhance your reading and math skills to enroll into an advanced tech credential or apprenticeship.



LAUNCH YOUR CAREER INTO THE TECH INDUSTRY!

# Need access to devices and Internet?

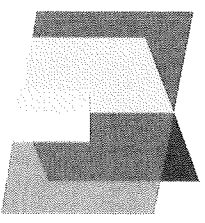
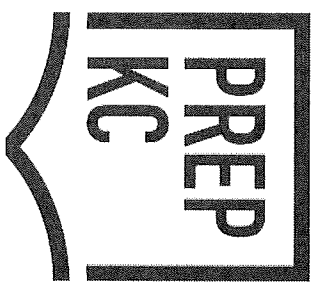


# Need more computer skills?



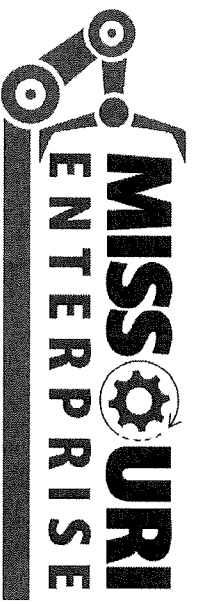
# APPRENTI

The path, the plan, your career in tech.



Literacy KC

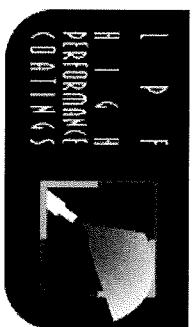
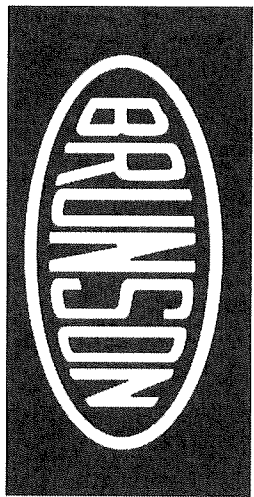
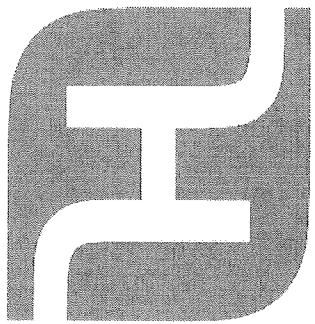
launch\_code



# PARTNERS

# TRANSFERVR

# KC Tech Academy



**EMPLOYERS**

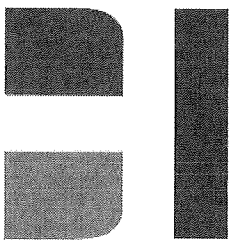
**SALVAJOR**

**TENSION**



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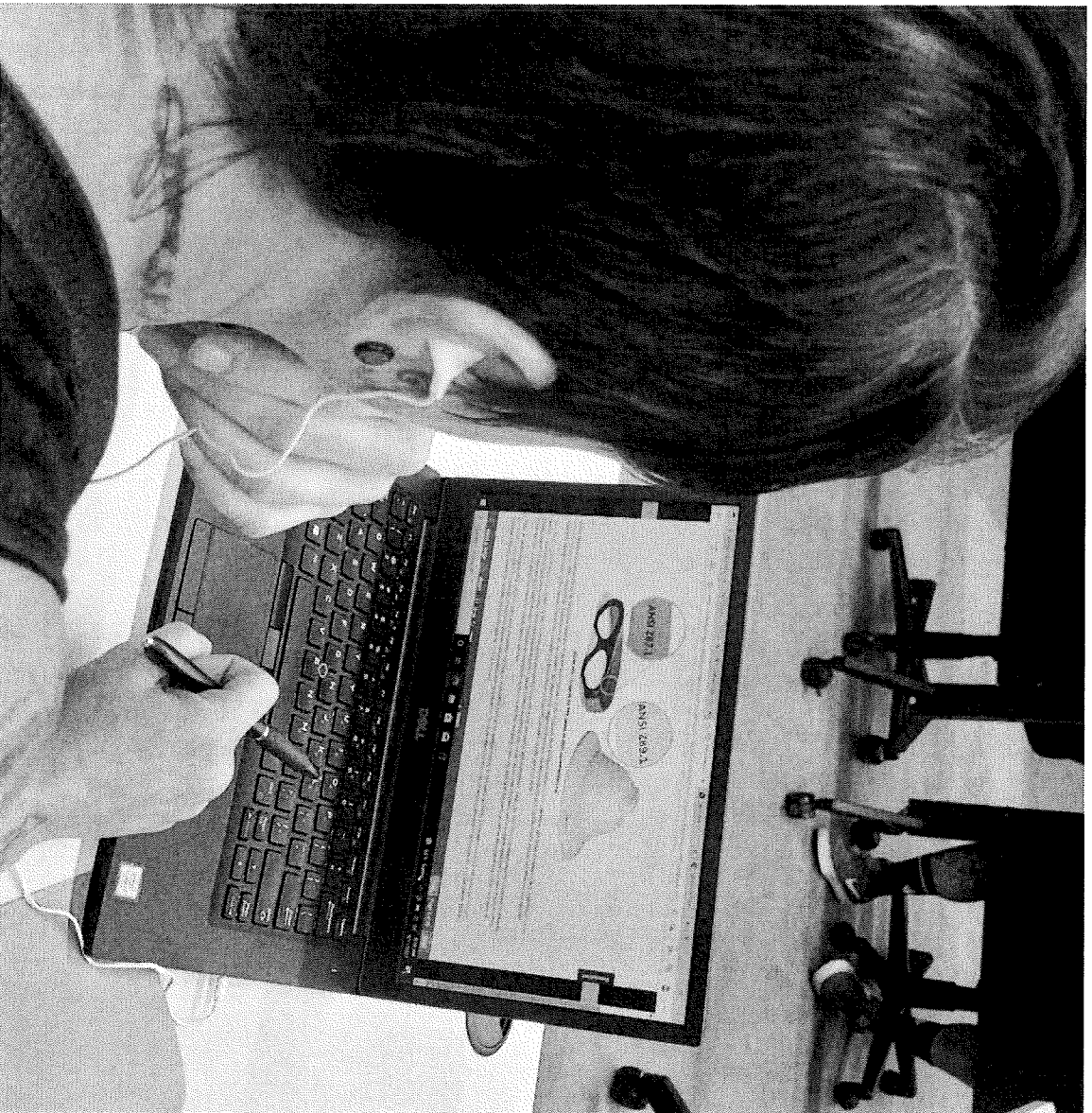
**Smithfield**



**luxco**

T N E M E C

Amy got hired at Johnson  
Controls.  
She started on 9/6/22 as  
a Quality Control Tech  
earning \$18.00/hour.



Thomas got hired at  
Holland 1916.  
He started on 9/6/22 as a  
Laser Operator earning  
\$19.00/hour.



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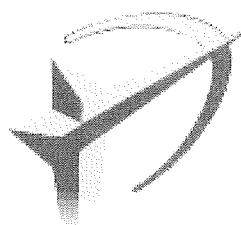
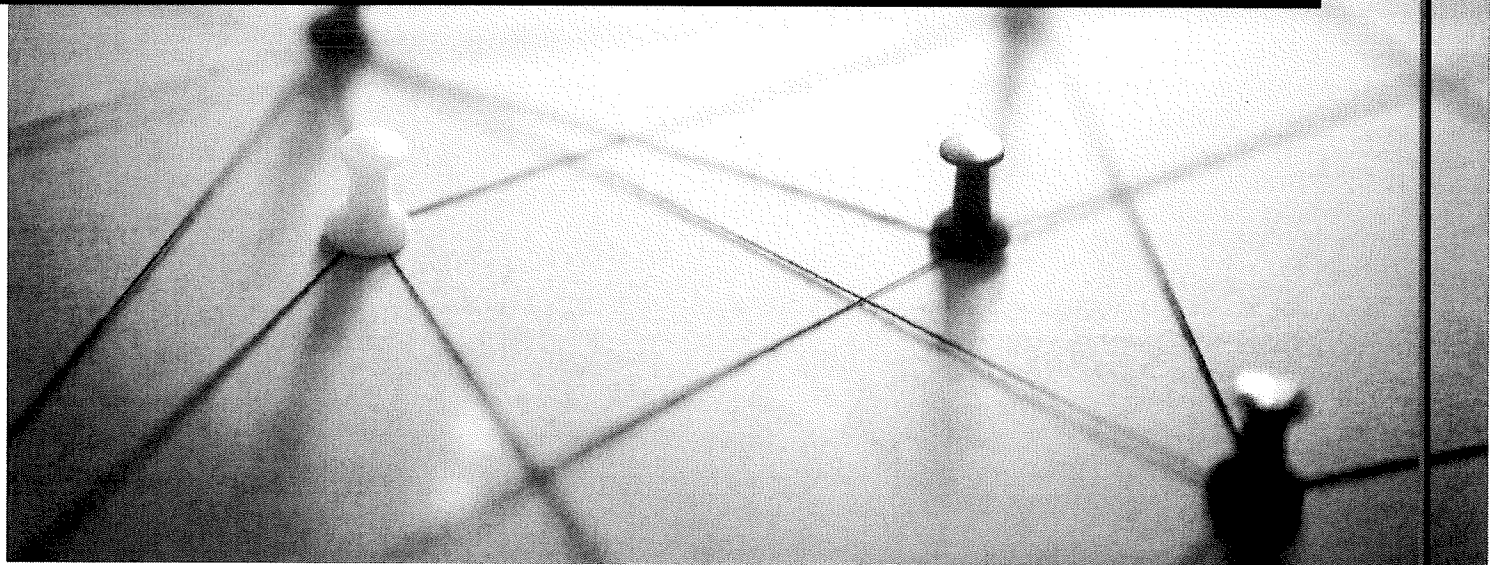
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# The Challenge to Compete Kansas Workforce 2020



**KANSAS**  
**CHAMBER**

ADVANCING BUSINESS



# The Challenge to Compete - Kansas Workforce 2020

## Executive Summary

For a business, the ability to find enough workers – and those with the skills needed – is the difference between success and failure. How states build a talent pipeline that educates, trains, recruits, and retains a qualified workforce will likely be the difference between states that grow and prosper and those that do not.

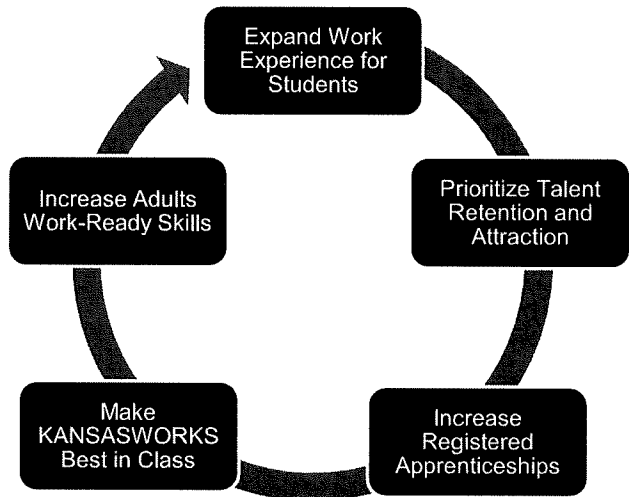
Rising to the challenge takes a clear vision, specific actions from collaborating partners, adequate resources, and sustained leadership. This report from the Kansas Chamber of Commerce uses research, a review of national best practices, and input from stakeholders to recommend steps to improve the effectiveness of Kansas' efforts. The research found that:

- Without new efforts, projections show that Kansas's available workforce will not grow over the next decade,
- Businesses have significant trouble finding workers with the skills they need,
- There are alternate paths to career and individual economic success other than a four-year college degree,
- Business must increase involvement in schools,
- Education and training institutions need to become nimbler,
- Educators and parents need a better understanding of workplace realities and career options in Kansas,
- To address workforce quantity, Kansas must focus on retaining its young people and the graduates of in-state colleges and universities, and also target former residents and young workers in nearby Midwestern cities to come home, and
- Across the country, competitor states and regions have developed many programs that work.

## 20 Recommendations

### Expand Work Experience and Work-Based Learning for Students

1. Establish specific state-level goals for student work-based learning, similar to Rhode Island's PrepareRI.
2. ✓Reform Kansas labor laws to enable youth under 18 to get more work experience.
3. ✓Extend school district liability coverage to provide liability protection for businesses that host young employees, interns, or offer job shadowing.
4. Incent Kansas' public colleges and universities to expand student internships and job placement coordination with area firms. Establish goals for the percentage of college students placed in internships.



5. Create more summer externship programs for K-12 teachers, as a practical way for teachers to understand the value of student work experience and what career opportunities are available in their region.

### **Prioritize Talent Retention and Attraction**

6. Appropriate or raise funds for a robust talent attraction strategy. This strategy should be crafted around reaching former residents (potential "boomerangs") in nearby Midwestern cities, especially young people around the age of family formation. Talent attraction messaging should stress quality of life and affordability, and Kansas as a place that values a talented workforce and welcomes and encourages diversity.
7. Tie university scholarship programs (such as the nursing and engineering initiatives) to post-graduation residency requirements.
8. Develop a best-practices tool kit and encourage local and regional chambers of commerce to develop programs that help more businesses – especially small and mid-size employers – connect with K-12 schools for career awareness events (in-school presentations, site visits, job fairs, mentoring and job shadowing).
9. ✓ Adopt the Kansas Promise scholarship program targeted at Kansas high school graduates studying in-demand fields in the state's community and technical colleges. Kansas Promise would require that recipients reside in the state for two years after completing a degree or certificate.
10. Increase career transition outreach efforts to military personnel in Kansas who are preparing to enter civilian life.

### **Significantly Increase Registered Apprenticeships**

Establish a statewide goal to reach the national average for the number of active apprentices per 100,000 people in the working age population, doubling this number from 132 to 263 within five years.

11. Create a state apprenticeship tax credit for businesses, as is done in Alabama and South Carolina.
12. Place graduating high school participants in the Excel in CTE program into an appropriate apprenticeship with a Kansas business, similar to Kentucky's TRACK initiative.
13. Develop alternate sponsoring entities for Registered Apprenticeship programs – such as local workforce boards, community and technical colleges, and industry association groups.
14. ✓ Fund a Registered Apprenticeship program coordinator, through **KANSASWORKS**, in each region of the state, with the additional responsibility to lead the development of a robust youth pre-apprenticeship program in each region.

### **Increase the Work-Ready Skills for Kansas Adults**

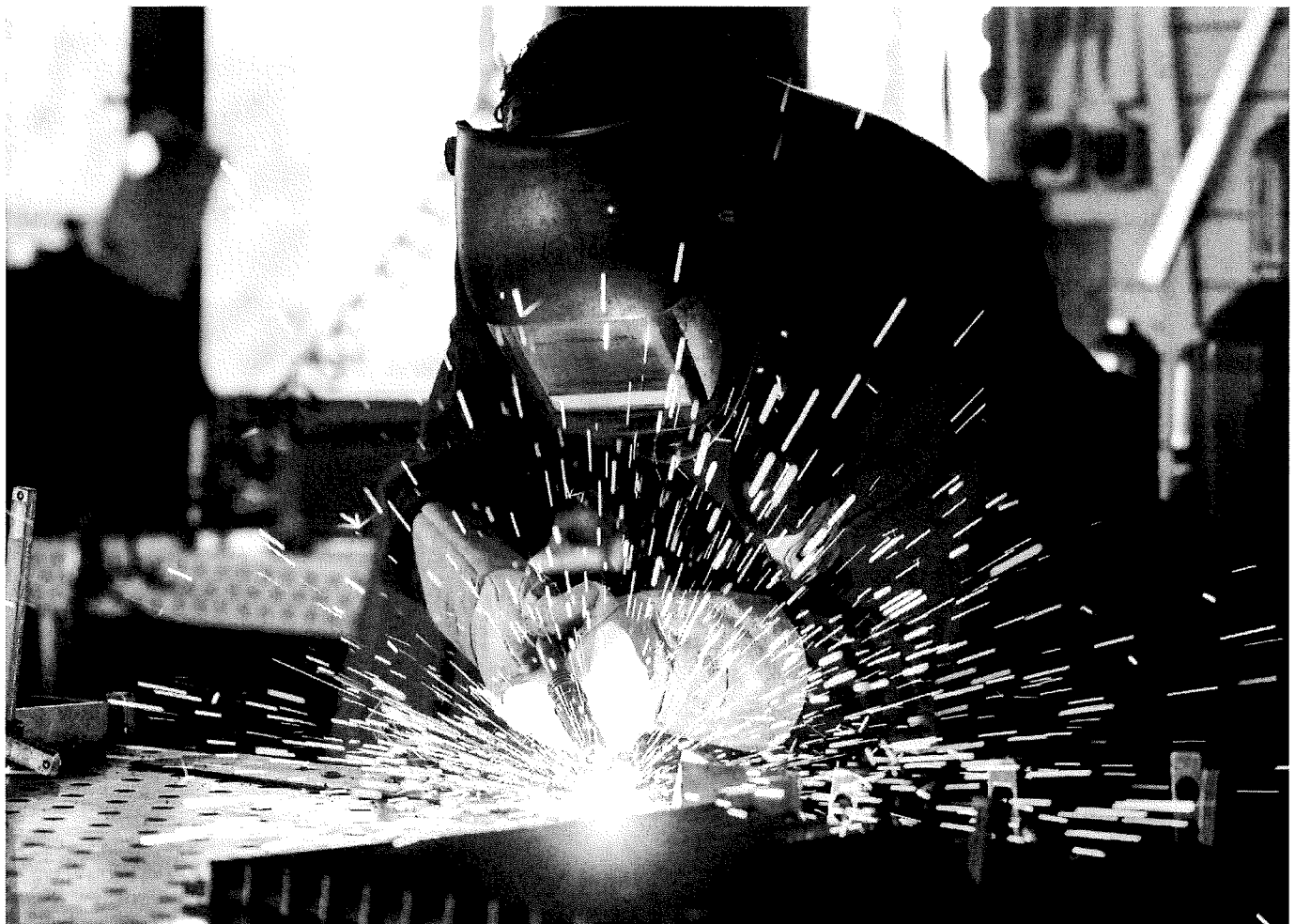
15. Create more short-term training offerings at Kansas' technical and community colleges for upskilling and retraining of adult workers.
16. Develop more partnerships between the Department of Corrections, technical and community colleges for skills and employability training of incarcerated adults and youth. Establish a goal of having all inmates earn an industry-recognized certificate by time of release.
17. Promote regional and county-level involvement in ACT's Work Ready Communities program. Currently just 10 counties are formally participating and only four are certified Work Ready Communities.

### **Make KANSASWORKS a Best-In-Class Statewide Program**

18. Continue the expansion of the Statewide Longitudinal Data System, incorporating workplace outcome data with education and training data, enabling the state to better adjust programming with desired workforce outcomes.
19. Establish and annually collect data on business satisfaction metrics to evaluate the system's responsiveness to business needs.
20. Fund a Director of Employer Engagement in each region of the state.

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## Introduction

Prior to the COVID-19 pandemic, workforce quantity and quality dominated discussions of U.S. business competitiveness and economic development opportunity. All-time lows in unemployment meant extremely tight labor markets that challenged businesses and stifled growth. Although ramping up post-pandemic employment will take time, the same issues – the size and depth of candidate pools and skills gaps for high-demand occupations – will again be critical business concerns.

The competition for business investments, jobs, and economic prosperity remains intense, with Kansas vying for success against every other state and many nations around the globe. Despite recent efforts to improve talent attraction and retention, workforce training, and education systems in Kansas, more is needed. Many stakeholders believe that the state still lacks a true sense of urgency and an aligned effort to win the ongoing war for talent.

This report from the Kansas Chamber of Commerce uses research, a review of national best practices, and interviews with leaders in business, education, and workforce development to recommend steps to improve the effectiveness of Kansas' efforts to educate, train, recruit, and retain a qualified workforce.

The research, recommendations and best practices included in this report demonstrate that:

- Without new efforts, projections show that Kansas's available workforce will not grow over the next decade,
- Businesses have significant trouble finding workers with the skills they need,
- There are alternate paths to career and individual economic success other than a four-year college degree,
- Business must increase involvement in schools,
- Education and training institutions need to become nimbler,
- Educators and parents need a better understanding of workplace realities and career options in Kansas, and
- To address workforce quantity, Kansas must focus on retaining its young people and the graduates of in-state colleges and universities, and also target former residents and young workers in nearby Midwestern cities to come home, and
- Across the country, competitor states and regions have developed many programs that work.

**“Kansas is exporting too much talent.”**

**“Too many young people have no work experience in the field they want to enter.”**

**“Kansas doesn't have the right process to push apprenticeships.”**

**“Leadership is lacking in the workforce development arena.”**

- *Comments from Kansas Stakeholder Interviews*



# Demographics and Workforce Data

## Population

The most important and problematic demographic trend impacting the Kansas workforce is very slow population growth, leading to chronically tight labor market conditions. Kansas' current total population estimate is 2.91 million, which ranks 36<sup>th</sup> in the United States.<sup>i</sup> Over the last 10 years, the state's population growth ranks 37<sup>th</sup>.<sup>ii</sup> According to analysis by the University of Kansas, the state grew by just 2.1 percent between 2010 and 2019, adding fewer than 6,700 people per year.<sup>iii</sup>

Looking at 10-year projected population change across the state, fewer than 20 counties are projected to see any population growth. Most of the counties projected to grow are concentrated near Kansas City and Wichita.

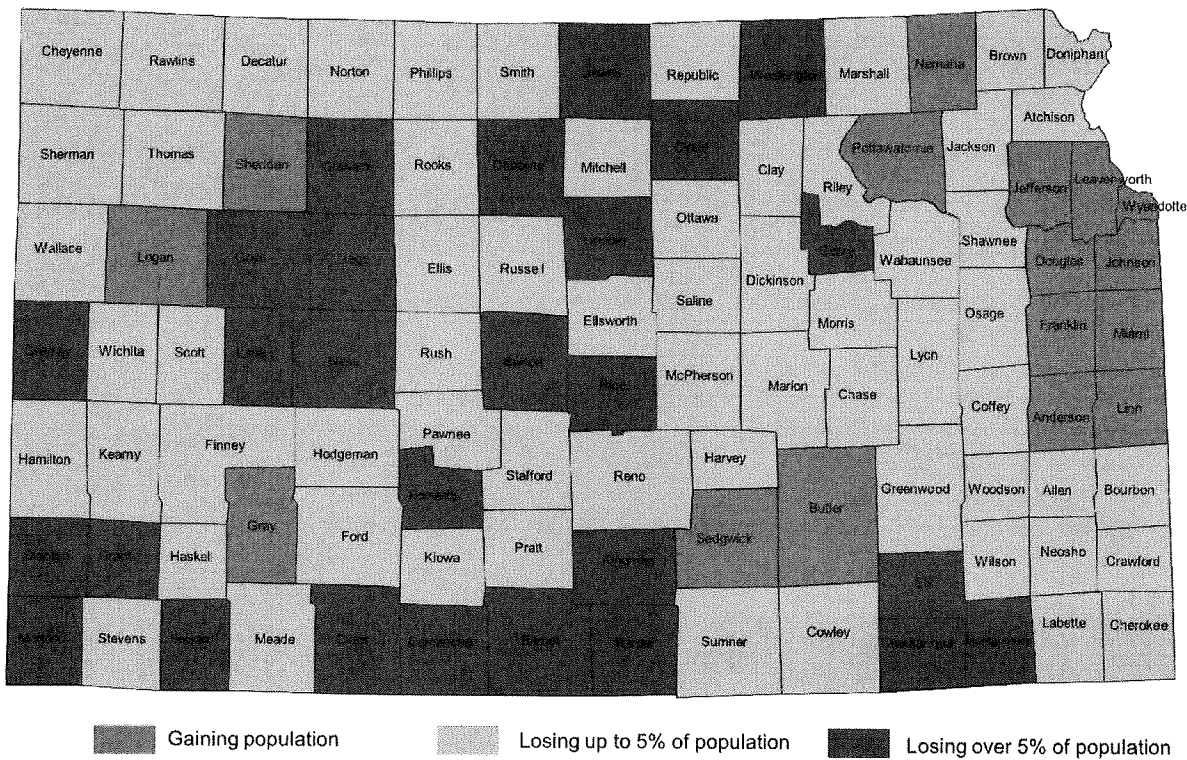
## The Strengths

- Good educational attainment
- High labor force participation
- Job growth in multiple sectors

## The Challenges

- Slow overall population growth
- Population losses in many counties
- Projected decline in the number of working age residents

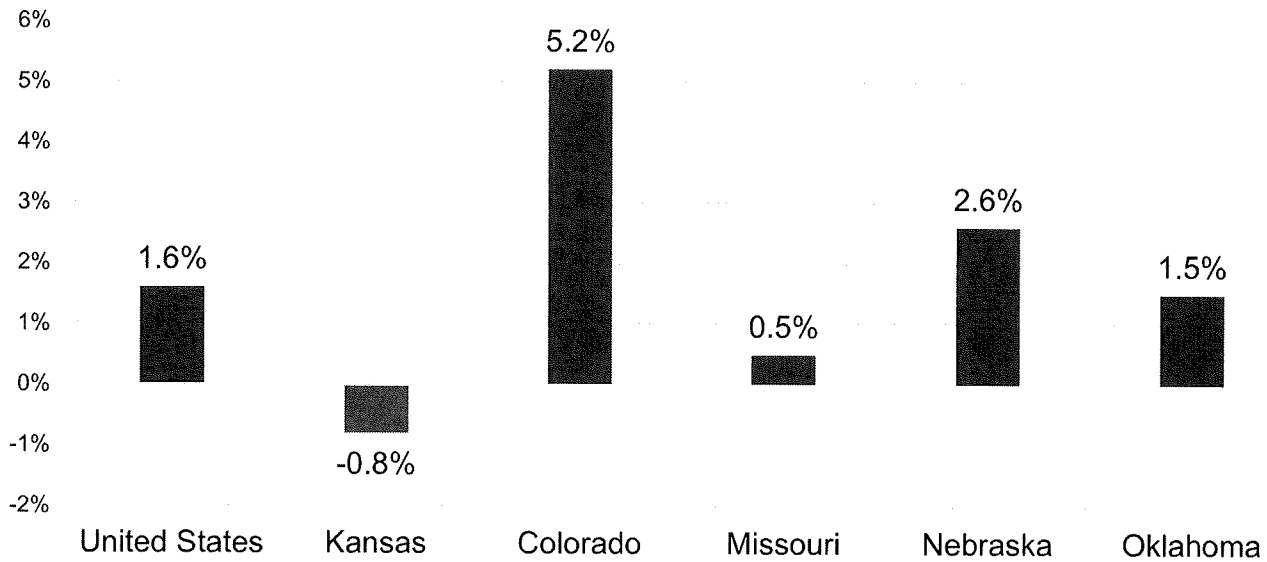
**Kansas Projected Population Growth 2019-2029 – All Ages**



Source: EMSI 2020.3

Kansas' relatively young median age is 36.5, and only nine states have a lower figure.<sup>iv</sup> One reason for this could be the large number of military installations in the state. There are over 21,600 active duty members of the military in Kansas.<sup>v</sup> However, 10-year projections for the state show declines in both the population 19 years old and younger, and in the working-age population (ages 25-64).

### Projected Growth Age 19 and Under 2019-2029

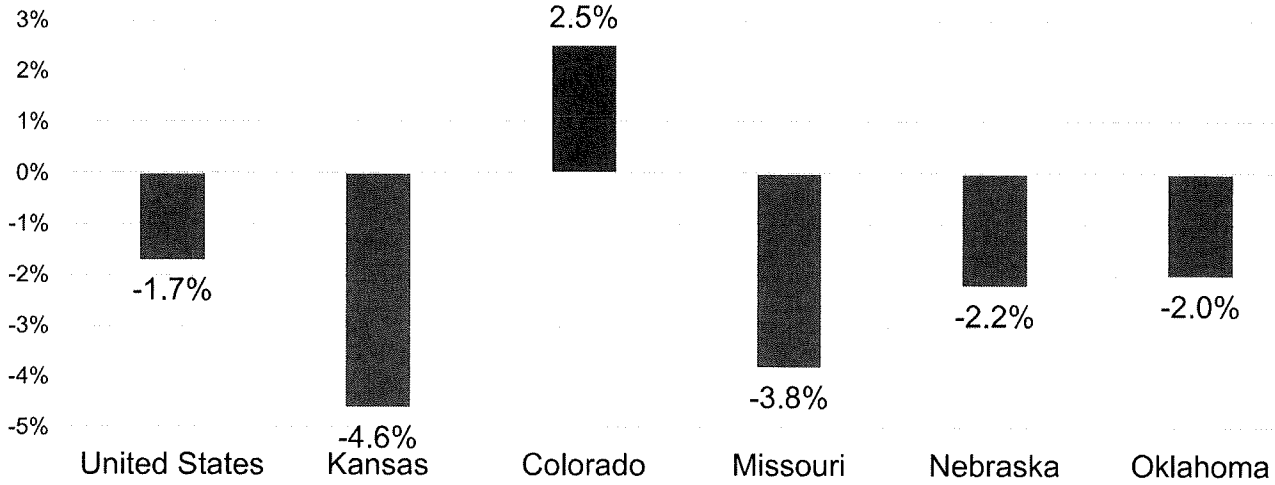


Source: EMSI 2020.3

For both of these age groups, the projected trends for Kansas are worse than national averages and each of the neighboring states. While workers are expected to remain in the labor force longer the decline of those in prime working age is a competitive disadvantage.



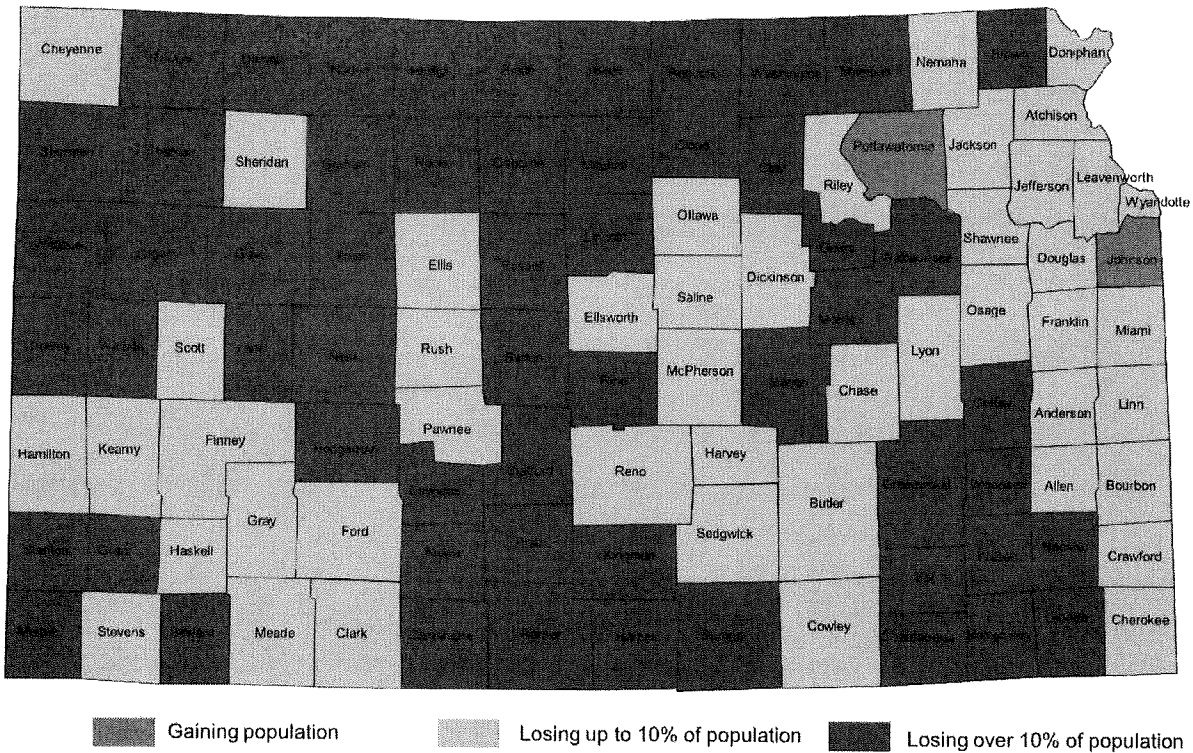
### Projected Working-Age Population Growth 2019-2029



Source: EMSI 2020.3

Unless actions are taken to alter the current trends, recent workforce shortages could get significantly worse. For working-age population, almost all counties can anticipate losses and most Kansas counties could see decreases of 10 percent or more over the next decade.

### Kansas Working Age (25-64) Projected Population Growth 2019-2029

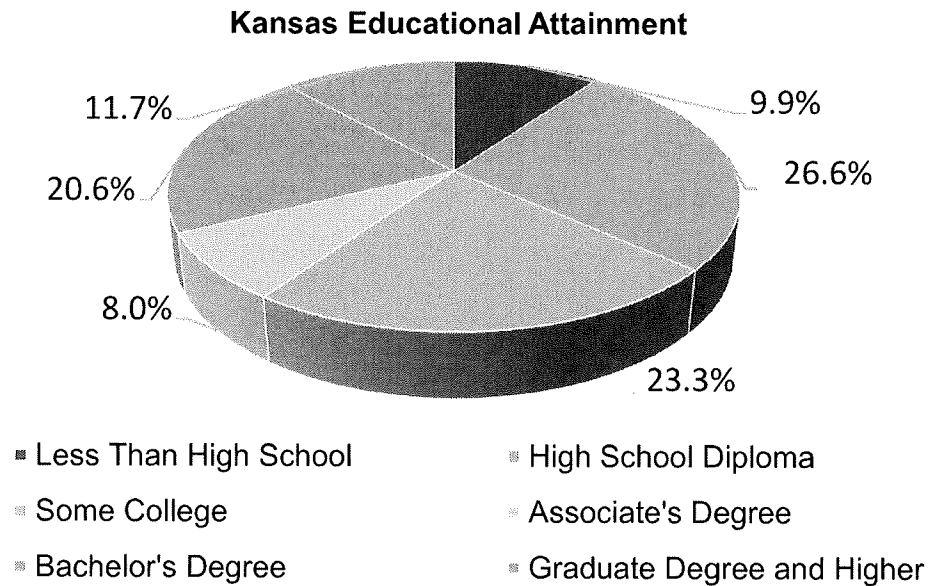


Source: EMSI 2020.3



## Educational Attainment

A strength of the Kansas population and workforce is relatively high educational attainment. Adults in the state are more educated than the national average, with 40.3 percent having an associate's degree or higher, and 36.5 percent having a high school diploma or less. Currently almost one quarter of adults, 23.3 percent have some college but no degree.



Source: EMSI 2020.3

One significant positive trend for the labor supply in Kansas is labor force participation. The most recent labor force participation rate for the state is 67.0 percent, substantially better than the national rate of 60.8 percent.<sup>vi</sup>

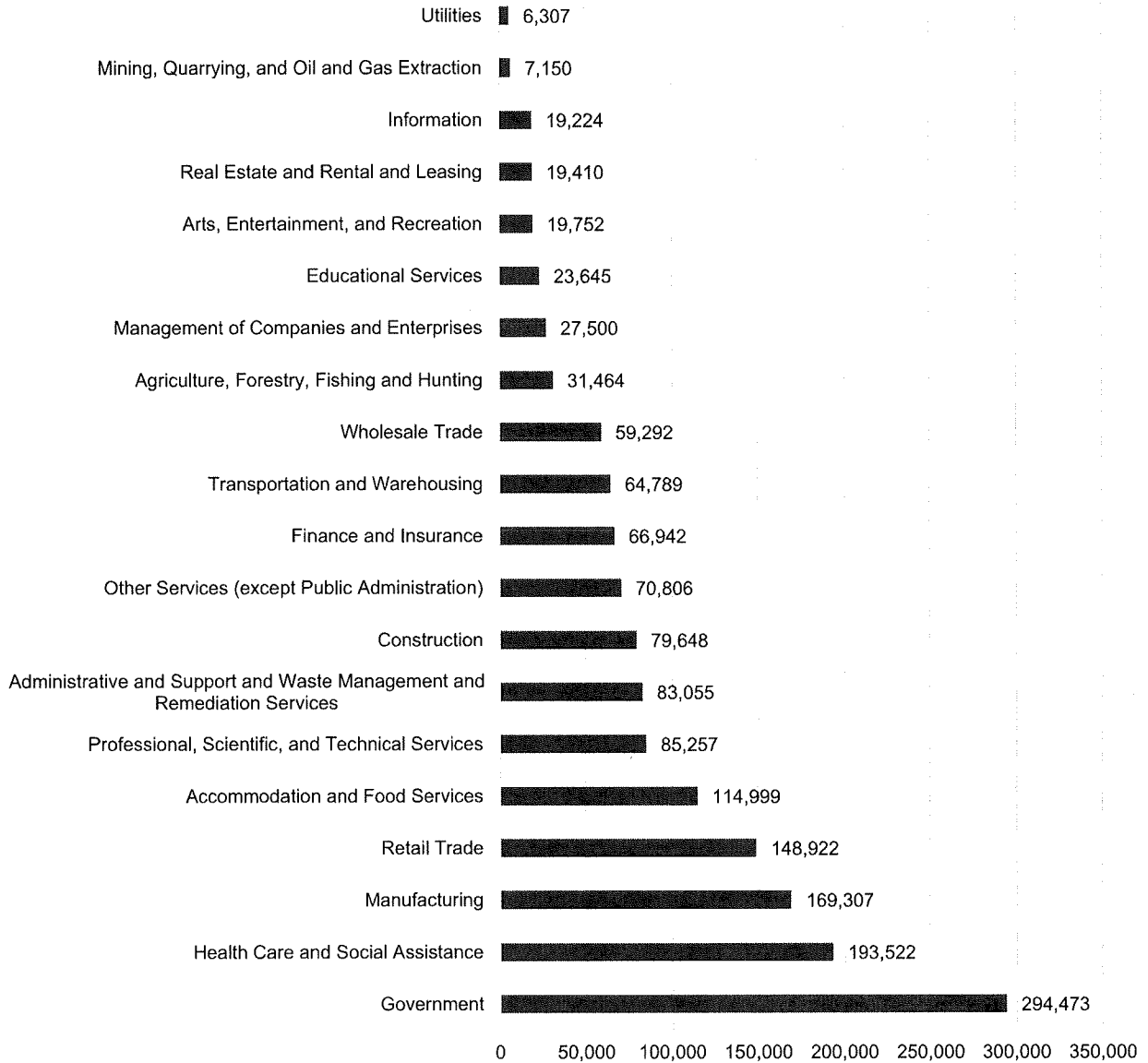
## Employment Opportunities

Like the nation, Kansas has experienced a strong economy over the past decade. The number of jobs in the state grew by almost 100,000, over seven percent. Many stakeholders believe that additional growth was possible but was prevented by a lack of qualified workers. The lack of population growth and constricted labor market is demonstrated by thin applicant pools and difficulty filling vacant positions. At the end of 2018, Wichita State's Center for Economic Development and Business Research reported that "Kansas had the second-highest job opening rate in the nation," but was "in the bottom third in its hiring rate."<sup>vii</sup> In the spring of 2019, Kansas had 0.8 unemployed persons per job vacancy. The Kansas Department of Labor noted that "this is the second year in a row since the survey began in 2004 that there have been more vacancies than unemployed people."<sup>viii</sup>

Aside from spikes in unemployment related to COVID-19, Kansas has experienced persistently low unemployment. In February 2020, the state's unemployment rate was 3.1 percent, below even the record-low national figure.<sup>ix</sup> The few counties with moderately high unemployment were concentrated in the southeastern part of the state. In April 2020 statewide unemployment shot up to 11.9 percent; this receded to 7.2 percent by July. Double-digit unemployment was found near Kansas City and Wichita, while some counties along Kansas' western border still saw unemployment rates of less than 2 percent.<sup>x</sup> Once the pandemic eases, most stakeholders interviewed for this project expect tight labor conditions to return.

The chart below shows employment by industry sector in Kansas prior to the pandemic. The state has a strong presence in manufacturing, compared with national averages, and is underrepresented in professional, scientific, and technical service jobs.

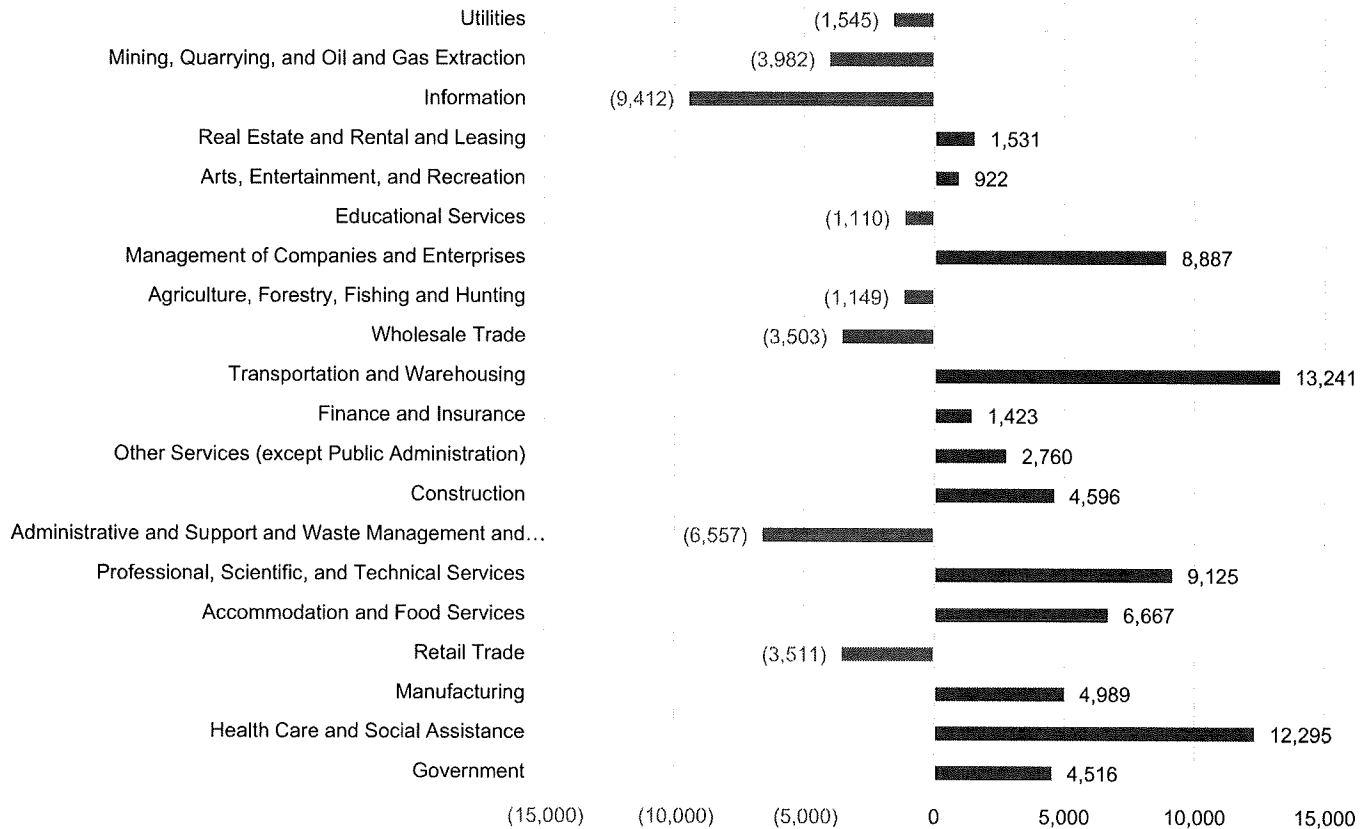
## 2019 Employment in Kansas



Source: EMSI 2020.3

Over the most recent five-year period, the leading sectors for employment gains were Transportation and Warehousing, and Health Care and Social Assistance. Other areas adding jobs included Manufacturing, Construction, Professional, Scientific and Technical Services. Net job losses occurred in Information, Retail, Wholesale Trade, and Education.

## 2014-2019 Employment Change in Kansas



Source: EMSI 2020.3

## Occupations, Wages, and Required Education Levels

Having enough workers is a challenge but ensuring that workers possess the needed education and skills is equally important. The following charts show the largest occupational groups that are projected to grow employment in Kansas from 2019 – 2029, along with each group's 2019 hourly wage level. Growing occupational groups are further broken down by the minimum education level needed: those requiring a high school diploma or less; those needing some post-secondary education or training; and those needing an associate's degree or more.

This first chart deals with occupations with minimum educational requirements of a high school diploma or less and shows growth of almost 9,000 net new low-wage personal care aides as well as higher-wage jobs including machinists, plumbers, and insurance agents.

