The Workforce Almanac:
A Briefing and Workshop for Workforce Matters Members

The Project on Workforce at Harvard University
June/2024
AGENDA

Background

The Workforce Almanac Data Portal In Action

Discussion & Feedback
THE WORKFORCE ALMANAC DATA PORTAL TEAM

LEADERSHIP

DAVID DEMING
KENNEDY SCHOOL
FACULTY CO-DIRECTOR

PETER BLAIR
SCHOOL OF EDUCATION
FACULTY CO-DIRECTOR

JOSEPH FULLER
BUSINESS SCHOOL
FACULTY CO-DIRECTOR

RAFFAELLA SADUN
BUSINESS SCHOOL
FACULTY CO-DIRECTOR

NATHALIE GAZZANEO
PROJECT ON WORKFORCE
ASSOCIATE DIRECTOR

ALEXIS GABLE
DATA AND RESEARCH LEAD

TESSA FORSHAW
RESEARCH LEAD

RESEARCH & PRODUCT

JORGE ENCINAS
DOCTORAL RESEARCHER

JAKE HALE
POST-DOKTORAL RESEARCHER

JULIAN HAYES
DOCTORAL RESEARCHER

ARKADIJS ZVAIGZNE
DOCTORAL RESEARCHER

CLAIRE OWEN (INFOGR8)
PRODUCT STRATEGIST

GANI SIMSEK (Toptal)
DATA ENGINEER

INFOGR8
PORTAL PRODUCT DEVELOPMENT

DEVELOPERS
The Project on Workforce: Priorities

MORE AND BETTER PATHWAYS

There needs to be more than one route to good jobs in this U.S.

SMOOTHER TRANSITIONS

Reducing silos between education and the labor market to bridge work and learning.

ACCESSIBLE DATA AND EVIDENCE

Building infrastructure for long-term impact—new data sources, public tools, and tech.
The Project on Workforce: Priorities

CROSS-HARVARD PROJECT ON WORKFORCE INITIATIVES

The Workforce Almanac

Hidden Workers: Untapped Talent

HBS Reskilling Lab

America’s Hidden Economic Engines: Community Colleges & Shared Prosperity

The American Opportunity Index

More and Better Pathways

Smother Transitions

Accessible Data and Evidence
THE “WHY”

Americans are increasingly seeking education programs that are relevant for work, streamlined, affordable, and convenient (Strada, 2019, 2021)

Alternative workforce training routes are particularly relevant for Black and Latinx workers.

~70M
American workers do not hold BA degrees

62%
Of Black workers do not hold BA degrees

55%
Of Latinx workers do not hold BA degrees

SOURCE: Blair et al. (2020); Opportunity@Work and Accenture (2020)

...And yet, despite increasing societal attention to non-BA pathways and the important role they may play in increasing economic mobility, surprisingly little is known in aggregate about these pathways in the US.
OUR RESPONSE: THE WORKFORCE ALMANAC

Multi-year research + practice + data project focused on short-term, post-high school workforce training provision

**Goal:** Map the US workforce development sector and orient resource allocation towards equity, effective providers/programs, and areas of highest need.

<table>
<thead>
<tr>
<th>APPLIED RESEARCH</th>
<th>DATA PORTAL</th>
<th>CONVENING &amp; DISSEMINATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practitioner-focused publications: Inform decision-making and practice change</td>
<td>Open-access novel dataset and interactive data visualizations combining distinct data sources covering the workforce development sector</td>
<td>Field engagement to identify priorities for policy &amp; practice change and disseminate findings and recommendations</td>
</tr>
</tbody>
</table>

*Funded by the WorkRise/Urban Institute, Strada, Walmart.org, and People Rocket*
THE ALMANAC DATA PORTAL

In Action

https://workforcealmanac.com/
The Workforce Almanac
A System-Level View of U.S. Workforce Training Providers
HOW CAN YOU USE THE PORTAL

The Almanac shines a spotlight on how different areas and communities are served by short-term workforce training providers.

The portal offers insights for policymakers, employers, philanthropies, training providers, intermediaries, researchers at the State, Metro Area and County level. As we walk you through the next few slides with examples, think about other ways you might use the data.

STATE

A Workforce Development Agency is trying to support a State’s “Technical Services” growing sector

METRO

A Human Resources Manager in the semiconductor manufacturing sector is spearheading efforts to develop a skilled workforce through apprenticeships.

COUNTY

An Philanthropic Fund leverages local demographic data to help them build a more diverse and skilled healthcare workforce.
Isabella, a Workforce Development Professional is trying to support the Texas “Technical Services” growing sector find training providers to reskill/upskill workers and learners.

Using the portal, Isabella can search for providers by State on the map and find information such as provider name, type and subtype. Isabella can also view and filter the table by keyword search, as well as seeing the total number of filtered providers within the Almanac.
EXAMPLE #2: METRO AREA/Employers

Santiago, a Human Resources Manager in the semiconductor manufacturing sector, is spearheading efforts to develop a skilled workforce through apprenticeships.

Using the portal, Santiago can identify educational partners and target them for outreach and collaboration in designing apprenticeship programs tailored for semiconductor technicians.
Example #3: County/Philanthropies

Liam, an analyst in a Philanthropic Fund leverages demographic data to inform a grantmaking strategy. Liam is helping fund a more diverse and skilled healthcare workforce.

Using the portal, Liam views the data by education, race, and income to inform more equitable funding strategies to regions most in need of healthcare services and training initiatives.
THE ALMANAC ROADMAP

User Research
Collected qualitative feedback to understand user needs and expectations for the portal.

Portal Development
Executed the development of the portal, incorporating design insights and user requirements.

Continuous Feedback Collection
Initiate mechanisms for ongoing user feedback to refine and enhance the portal.

Data analysis & preparation
Analyzed, merged and cleaned the data sets to ensure accuracy and usability.

Concept Design & Feedback
Developed early-stage concepts and conduct demo sessions to refine ideas based on user feedback.

Almanac Launch
Officially launched the Almanac portal, making it available to users and stakeholders.

Version Updates
Develop and release updates based on feedback, incorporating data enrichment.
Discussion & Feedback

• Any clear use cases we haven’t thought of?

• What analyses would you be excited to do with this data portal?

• What additional data/visualizations/content would you like to see in future releases?
Thank you!

NATHALIE GAZZANE | Co-Director, The Project on Workforce
ngazzaneo@hks.harvard.edu