Agenda

- Workforce Initiative Overview Reminder
- Strategy Development
- Next Steps
Workforce Initiative Overview

The San Antonio Workforce Initiative will promote continuing education and professional development programs for adult learners to support the city’s growing need for a skilled workforce. In addition, it will advance UTSA’s capacity to meet the educational needs of San Antonio employers through customized degree and certificate programs in various disciplines.
Workforce Initiative Overview

Components
- Innovative online instruction, as well as traditional face-to-face and hybrid formats
- Customized programs for corporate partners
- Credit and non-credit offerings
- Stackable certificates to allow students to build a sequence of credentials to demonstrate their qualifications

Opportunities
- Increase UTSA’s market share of students pursuing master’s degrees and graduate certificates
- Increase the university’s online offerings to meet demands of working adults
- Increase the university’s non-credit credential/certificate offerings to meet San Antonio workforce demands
Environmental Scan

- Utilizing Market and Labor Data to drive our program development
- RNL Academic Program Demand Analysis – complete – traditional degrees (undergraduate, graduate, doctoral)
- RNL College of Business Program Demand Analysis – coming soon – adult learner
- Burning glass video
Strategy #1 – Build Strategic Relationships with San Antonio and Texas Business Community

- What do we need to know and why?
  - Skills Needed by UTSA Graduates (Undergrad and Grad)
  - Identify what UTSA can provide for employee development
  - How can we meet the needs of employers?

- Action Plans
  - Conduct Industry Specific Forums
  - Design Certificates, Badges, Degree Programs, etc. to meet needs
  - Design training programs to meet needs
  - Partner with business, trade associations, local government, Texas workforce commission, Community Partners, Community Colleges, etc.
Strategy #2 – Identify Current and Future Workforce Needs through Labor Market Data

- **What do we need to know and why?**
  - Some jobs will not longer exist in the future
  - Others will require fundamentally different skills
  - Use data to tailor training to growing industries

- **Action Plans**
  - Utilize Burning Glass to identify and meet workforce initiative components
  - Utilize Academic Program Demand Analysis information to help build programs
Strategy #3 – Create educational pathways for completion and transition

- What do we need to know and why?
  - How do we find the right program (non-credit) and move them into the workforce or into credit-bearing programs?
  - What are the other educational options for students?

- Action Plans
  - Develop alignment programs with Alamo Community Colleges
  - Create stackable certificates
  - Create a guided pathway to employment and/or additional education for certificate programs
  - Create wrap-around student support services to increase retention and transition
Strategy #4 – Create New Lifelong Learning Opportunities (Credit, Non-Credit)

What do we need to do and why?
- Build a skilled workforce in San Antonio with end to end programming (degree programs and professional education)
- Prepare working adults for the future changes in the job market
- Prepare current students for the future changes in the job market

Action Plans
- Review current offerings across campus (colleges, extended education, etc.)
- Create small task forces/advisory councils to enhance current and build new programs
- Utilize environmental scan, Burning Glass, Academic Program Demand Analysis and emerging needs to enhance and build new programs
Our Audiences

- Corporate Partners
- Undergraduate Students
- Graduate Students
- Working Adults
Modalities, Partners, Types of Education

- Modalities and Partners
  - Online
  - Face-to-Face
  - Hybrid
  - Vendors
  - Colleges/Departments
  - Community Workforce Organizations

- Types of Education
  - Degrees
  - Certificates
  - Certifications
  - Professional Development
  - Credit
  - Non-Credit
  - Training
  - Workshops
  - Credentials
  - Boot Camps
  - Micro-Credentials
  - Digital Badges
Brainstorm

- Emerging and Increasing Demands for Technology Roles: Data Analysts and Scientist; Software and Applications Developers; Ecommerce and Social Media Specialists
- Emerging and Increasing Demands for Human Skills Roles: Customer Service Workers; Sales and Marketing Professionals; Training and Development; People and Culture; Organizational Development Specialists; Innovation Managers
- Emerging and Increasing Demands for New Specialists Roles: Artificial Intelligence and Machine Learning Specialists; Big Data Specialists; Process Automation Experts; Information Security Analysts; User Experience and Human Machine Interaction Designers; Robotics Engineers and Blockchain Specialists
Next Steps and Timeline

- Prepare Final Report – early January
- Corporate Engagement – January and February
- Continue developing programming
- Taskforce Meet – February