San Antonio Workforce Initiative

Task Force Meeting #2
December 13, 2019

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 pursing 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 exists 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**
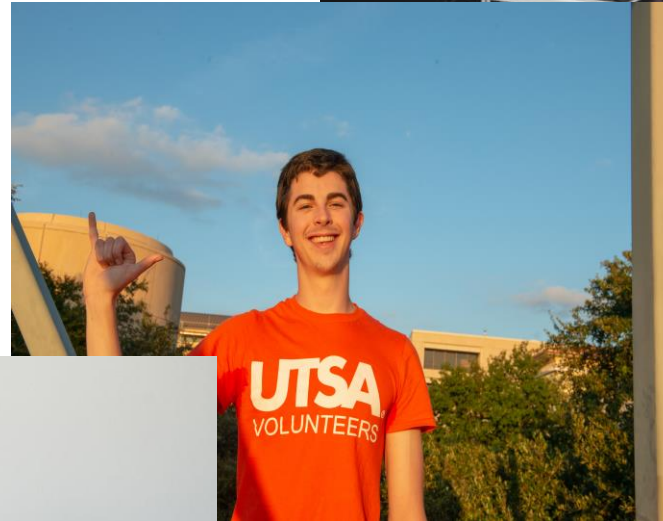
Modalities, Partners, Types of Education

- **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**