



MARKLE
ADVANCING AMERICA'S FUTURE



Helping Employers Secure a Skilled Workforce

WHAT IS SKILLFUL?



- Collaborative effort to create a *skills-based* labor market
- Public-private partnership involving the Markle Foundation, LinkedIn, ASU, edX and many others
- Initial focus on Advanced Manufacturing and IT in Colorado and Phoenix

- Key components include:
 - *Engaging digital platform with resources for employers, educators and job seekers*
 - *Employer toolkit*
 - *Program actively recruiting job seekers and directing to A.M. opportunities*
 - *Research and insights*



WHY COLORADO...

Colorado has one of the fastest growing economies in the country and exceptional leadership focused on creating jobs and establishing partnerships, including with Skillful.

- Middle-skill jobs in Colorado take 16% longer to fill than in the rest of the country
- 74% of Colorado's jobs will require some sort of post-secondary training by 2020

Skillful Colorado Partners



Colorado Workforce
Development Council

BELC



COLORADO COMMUNITY
COLLEGE SYSTEM



COLORADO
TECHNOLOGY
ASSOCIATION

CAMA

Colorado Advanced
Manufacturing Alliance

NEXT STEPS

1. Skillful Coach Training

- Free LinkedIn Training Finder trainings available this summer
- Possibility of expert coach joining our Skillful Coaching Team
- Free, in-depth training on all Skillful tools available more widely in the future

2. Skillful Information Sessions @ AD Works

- Skillful field team can provide information sessions at your organization for groups of 15+

3. Connect Employer Partners with Skillful Resources

- Provide information sessions @ AD Works re: Skillful partnership and the value of skills-based hiring for groups of 8+ employers
- Supply you with informational materials, digital and print, to allow for a smooth handoff for interested businesses

EMPLOYER TOOLKIT FOR SKILLS-BASED HIRING

Occupational Profiles/ “Deep Dives” on Top Roles in AM

- In-depth skill-based breakdowns of the top 10 roles in AM
- Indicators of most common breakpoint skills, most evolving skills, hardest-to-find skills and more...

Skill-Based Job Postings

- Downloadable job postings based on our research, expressed in skills and fully editable

Online and Offline Employer Support and Tools

- Skillful team support for pledgers; LinkedIn Trainings

Skillful Pledge and Community Support

- Building a common voice for leading employers of all sizes
- Local events, knowledge-sharing, peer communities...
- Use of the Skillful logo

Ongoing Investment and Improvement

- Continuous improvement program/ YOUR feedback
- New tools and designs (e.g., Code for America partnership)
- Amplifying employer voices on finding skills-based talent

STAY IN TOUCH!

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VALUE OF SKILLFUL PARTNERSHIP

Complementary support in moving towards skills-based hiring

- Free job posting templates to help you articulate the skills needed for talent to succeed and access to rich, comprehensive occupation descriptions
- Free support from Skillful's team, including competency experts, to help you move towards skills-based hiring

Broader exposure to top talent

- Postings distributed through to job boards, including those linked to our website, and employer partners featured on website.
- Skillful career coaches will specifically direct qualified talent to your open positions

Skillful Employer Branding and Marketing

- Featured placement on the Skillful website
- Licensed use of the Skillful employer logo to feature your skills-based hiring and training efforts and tie yourself to a broader initiative
- Opportunities to spotlight innovative efforts at your company

Membership in a powerful network

- Forum on LinkedIn for sharing of best-practices with other member companies
- Networking with other member companies