



**NATIONAL
SKILLS
COALITION**

Every worker. Every industry.
A strong economy.

Building a strong workforce for greater economic vitality

Effective policies for Nevada leaders

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Committee on Commerce and Labor**
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About National Skills Coalition:

Our vision

- ▶ Jobs that require skills training are the backbone of our economy.
- ▶ National Skills Coalition fights for a national commitment to inclusive, high-quality skills training so that more people have access to a better life, and more local businesses see sustained growth.



Let's talk workforce development

- ✓ State leaders have a powerful role to play in ensuring a **strong workforce** in Nevada
- ✓ Making sure that workers have opportunities for **upskilling and reskilling** can equip them to obtain well-paying jobs
- ✓ A skilled workforce is also a competitive advantage in **attracting and growing new businesses**
- ✓ **Small businesses** in particular depend on strong public workforce and education partners to create a talent pipeline



As a legislator, you have multiple tools to strengthen workforce policies

- ✓ Consider whether *pending legislation* reflects the following best practices
- ✓ In cases where Nevada is *already implementing* these approaches, identify opportunities to deepen investments or improve data collection to demonstrate Return on Investment (ROI)
- ✓ Provide direction to ensure that new *federal infrastructure funds* are implemented in ways consistent with best practices
- ✓ Design *new legislation* to capitalize on emerging opportunities and reflect best practices



Today's conversation

- ✓ **Best practices** in upskilling and reskilling
- ✓ New data on the demand for **digital skills**
- ✓ **Opportunities** for state policymakers
- ✓ Your questions!



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Best practices in upskilling and reskilling



Best practices

- ✓ Portable, stackable industry-recognized credentials
- ✓ Earn-while-you-learn strategies
- ✓ Supportive services and resource navigators
- ✓ Contextualized and integrated education and training
- ✓ Industry sector partnerships



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New data on the demand for digital skills



Context

- If you're drafting new workforce legislation, this data can help ensure it reflects current technology trends.



New research report: *Closing the Digital Skill Divide*

- Our project looked at **millions of online job ads**
- Data was initially collected and standardized by Lightcast
- Further analysis was carried out by NSC in collaboration with the Federal Reserve Bank of Atlanta

View full report: <https://nationalskillscoalition.org/resource/publications/closing-the-digital-skill-divide/>

Note: The opinions expressed in the report reflect those of the authors and do not necessarily reflect those of the Federal Reserve System or the Federal Reserve Bank of Atlanta.

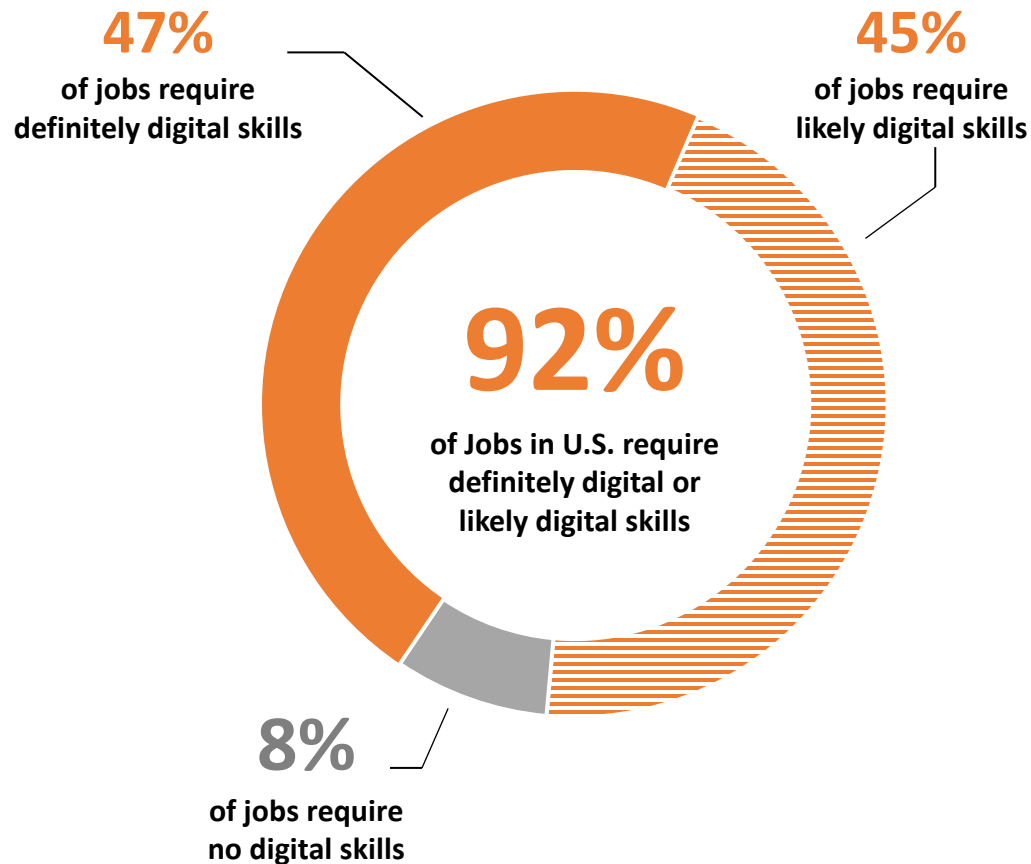


We analyzed 43 million job ads

- Ads were posted online in 2021
- The average ad sought **8 skills**
- We hand-coded skills to understand which ones were definitely digital, likely digital, or not digital

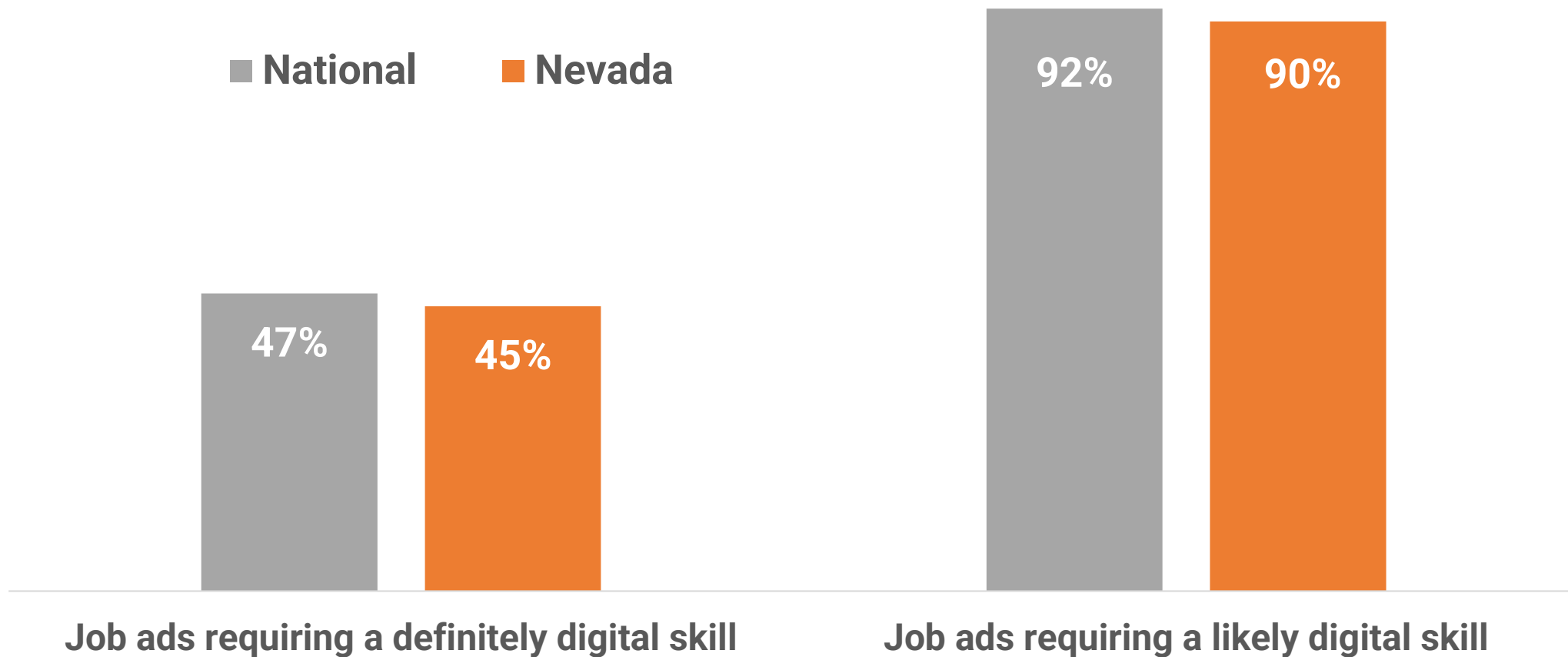


Virtually all of today's jobs require digital skills



- **Definitely** digital: Microsoft Excel; Python language
- **Likely** digital: Bookkeeping; survey design
- **Not** digital: Ironing; changing diapers; problem-solving

Nevada's demand for digital skills is close to the national average





Every industry needs digital skills

- The percent of job ads requiring digital skills ranges from **77%** to **99%** depending on industry sector
- This includes industries not always spotlighted in tech discussions, such as ***manufacturing*** (93%), ***construction*** (91%), ***utilities*** (91%) and ***accommodation and food services*** (85%).



Let's take a look at some real-life digital skills...

- ✓ Construction workers using mobile apps to submit work-order changes
- ✓ Welders using collaborative robots (“cobots”) in advanced manufacturing
- ✓ Medical office staff supporting telehealth patients
- ✓ Food processing plant workers using a human-machine interface (HMI) to manage robots
- ✓ Aerospace workers using augmented reality to assemble aircraft engines

The bottom line: Even entry-level positions now require digital skills.



Jobs that require limited education nevertheless need digital skills

Educational credential required	Percentage of job ads requiring <u>likely</u> digital skill	Percentage of job ads requiring <u>definitely</u> digital skill
High school diploma	94%	46%
Associate's degree	97%	47%
Bachelor's degree	99%	74%
Master's degree	97%	46%
Ph.D.	97%	39%

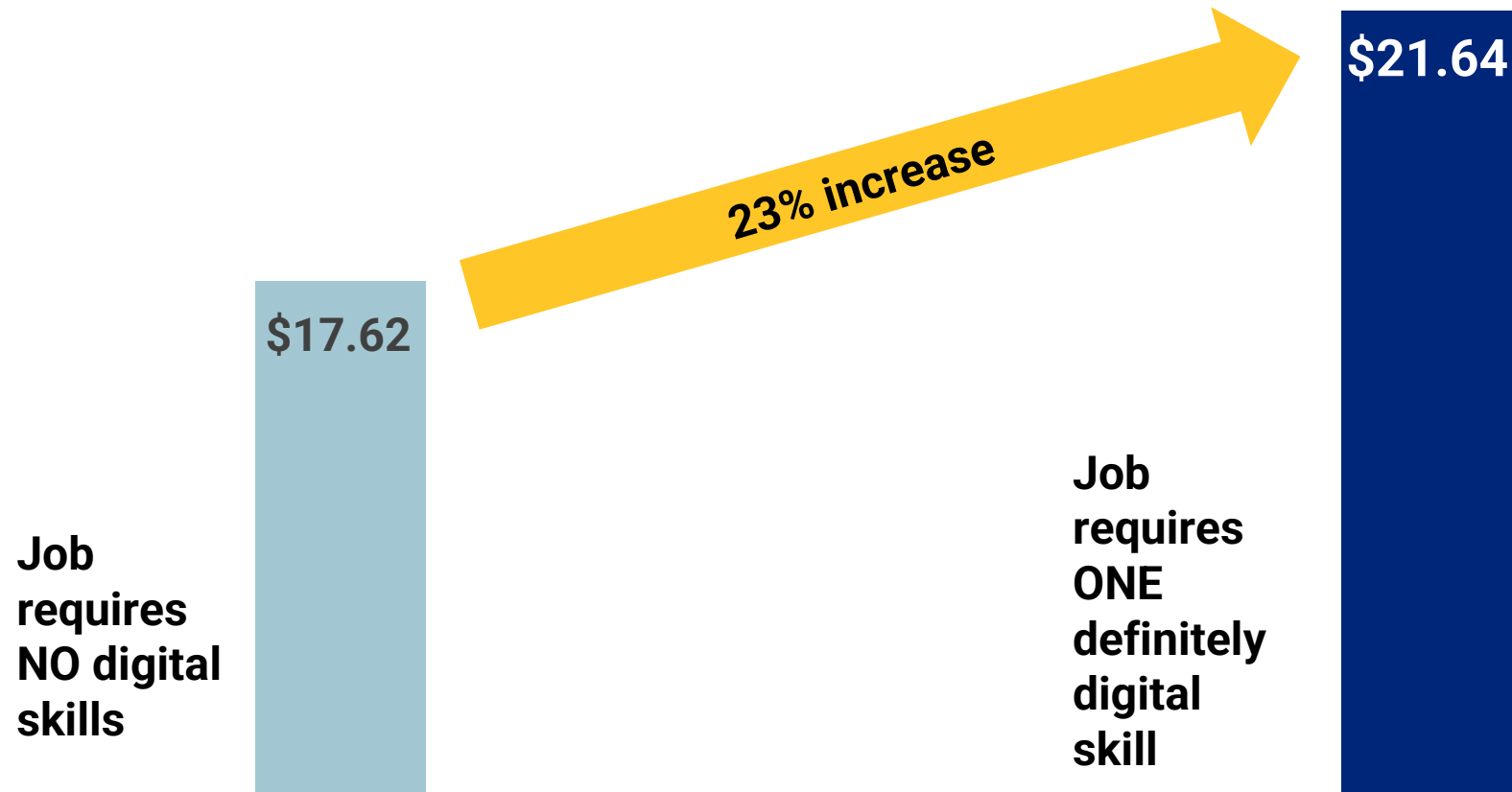


It's counter-intuitive but true...

...younger workers need to develop digital skills too!



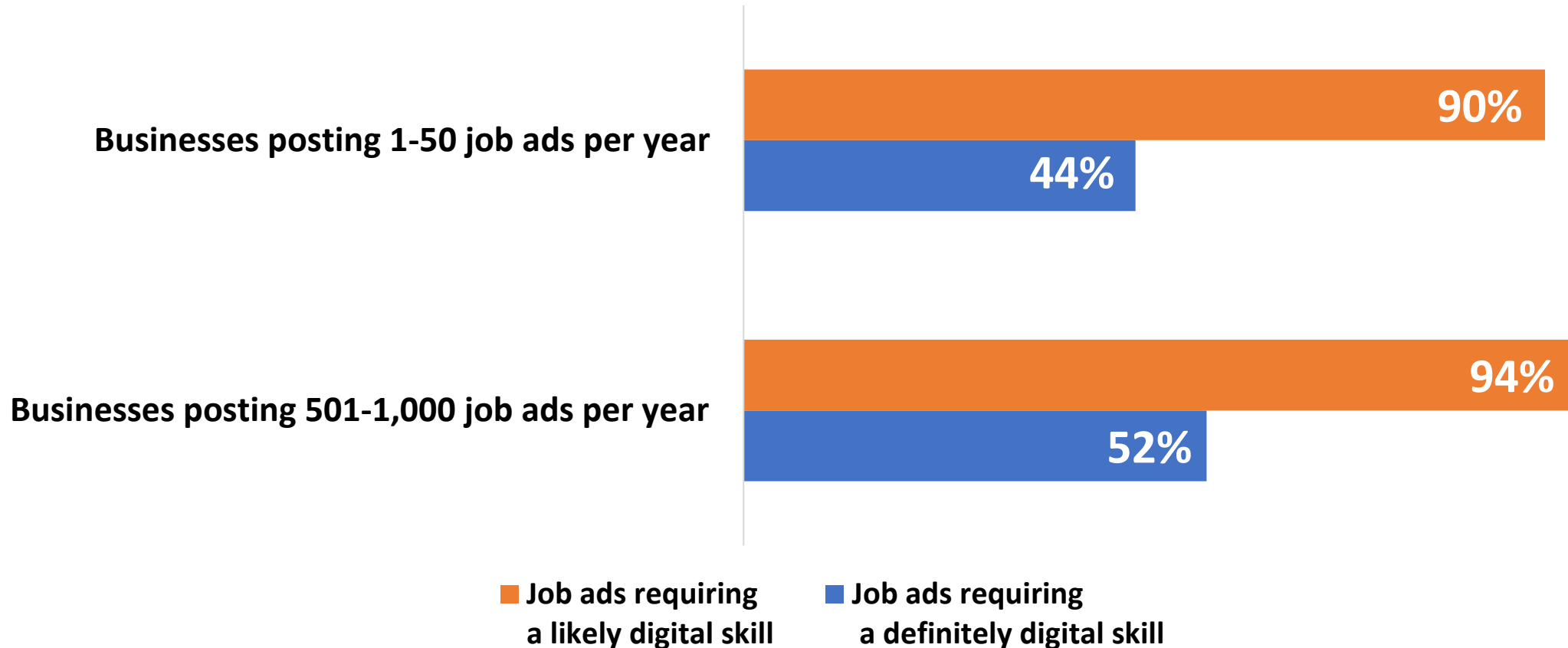
Jobs that require digital skills pay more



*Note: Numbers shown are median hourly wages. People who qualify for jobs that require even one digital skill can earn an average of 23 percent more than those working in jobs requiring no digital skills — an increase of \$8,000 per year for an individual full-time worker. Data shown are national data. For details, see full report: **Closing the Digital Skill Divide** (National Skills Coalition, 2023.)*



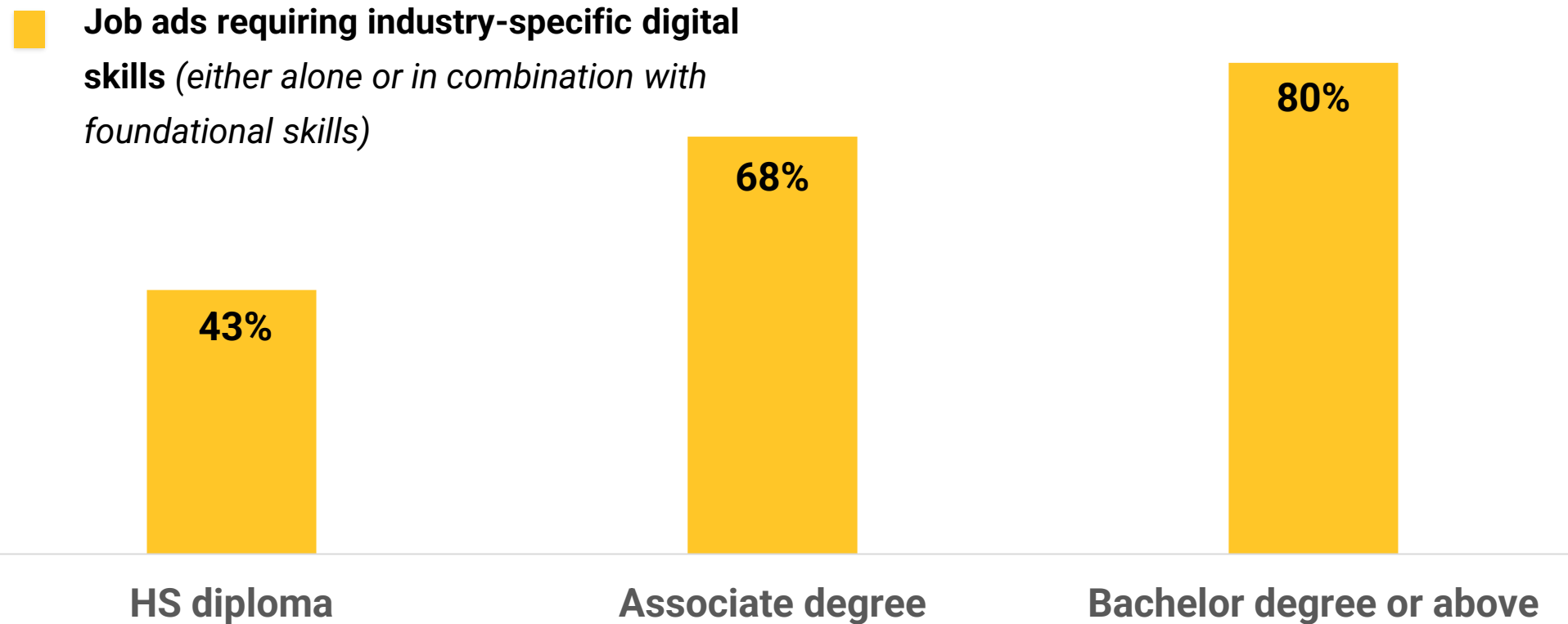
Small businesses also need workers with digital skills



*Note: National data. For details, see full report: **Closing the Digital Skill Divide** (National Skills Coalition, 2023.) The dataset used for this analysis does not directly measure the size of a company, so we inferred firm size based on the volume of job ads posted by the company in a year.*



Workers need *both* foundational and industry-specific digital skills



Note: National data. Numbers reflect percentage of jobs requiring an industry-specific digital skill within the subset of jobs that require at least one definitely digital skill. Percentages would be even higher if including jobs with only likely digital skills.



Examples of Nevada's in-demand *foundational* digital skills

- Typing
- Data entry
- “Computer literacy”
- Microsoft Excel
- Microsoft Office
- Point-of-sale system



Examples of *industry-specific* skills with strong demand in Nevada:



Finance and insurance: Nationwide Mortgage Licensing System



Healthcare: Electronic medical records; radiologic technology



Manufacturing: Enterprise Resource Planning (ERP) software;



Real estate and rental and leasing: Yardi property management software

Check out the full report: *Closing the Digital Skill Divide*



<https://tinyurl.com/DigitalSkillDivide>



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Opportunities for Nevada policymakers



Opportunities for action:

- ✓ Assess draft legislation or other pending workforce development policies to see if they reflect **best practices** in reskilling and upskilling
- ✓ Use new data on the **demand for digital skills** to inform the development of forthcoming legislation or policies
- ✓ Act now to ensure that implementation of federal Infrastructure Investment and Jobs Act (**IIJA**) funding is **responsive** to your state's workforce needs

What does that look like in practice?



1. Invest in digital skill-building strategies that are proven to work well:

More details in
the report

*Boosting Digital
Literacy in the
Workplace:*

[www.tinyurl.com/
BoostingDL](http://www.tinyurl.com/BoostingDL)

- ▶ **Industry sector partnerships** between educational institutions and employers
- ▶ **Contextualized** and integrated learning
- ▶ **Industry-recognized credentials** that are **portable** and **stackable**



Additional opportunities for action:

2. Create or expand broadband apprenticeships and other earn-and-learn opportunities that allow workers to upskill without debt.
3. Establish industry partnerships, and support their capacity to engage in equity-advancing practices.
4. Embed digital skill-building opportunities throughout other programs, such as incumbent worker training.

In addition, the federal government is sending tens of billions of infrastructure dollars to states.

Much of that funding is coming via the Depts of Energy, Transportation and Commerce...



- ✓ These federal agencies **don't have as much experience** in overseeing workforce and education programs as their counterparts at US DOL or ED.
- ✓ Some dollars will be dispensed as **formula funding**, while others will be **discretionary competitive grants**
- ✓ As a state leader, you can act now to ensure that Nevada state is poised to take full advantage of the *workforce* components of this new funding



NSC's new State Playbook for infrastructure can help

- ✓ Get concrete recommendations for how Nevada can design infrastructure workforce development programs
- ✓ See examples from other states

View ***Building the future workforce: A state playbook to shape a new age in federal infrastructure investments*** here:

<https://nationalskillscoalition.org/resource/publications/building-the-future-workforce/>



Time for your questions!



Knowledge to action: Additional resources

- Check out NSC's [Digital Equity Act 101 fact sheet](#)
- NSC's Digital Equity Act and BEAD [recommendations](#) may also be helpful
- Additional data on workers' current digital skill levels can be found in [*The New Landscape of Digital Literacy: How workers' uneven digital skills affect economic mobility and business competitiveness, and what policymakers can do about it*](#)



Stay in touch

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