

Employment Solutions Team Meeting

Opportunity@Work

April 15, 2021



Agenda

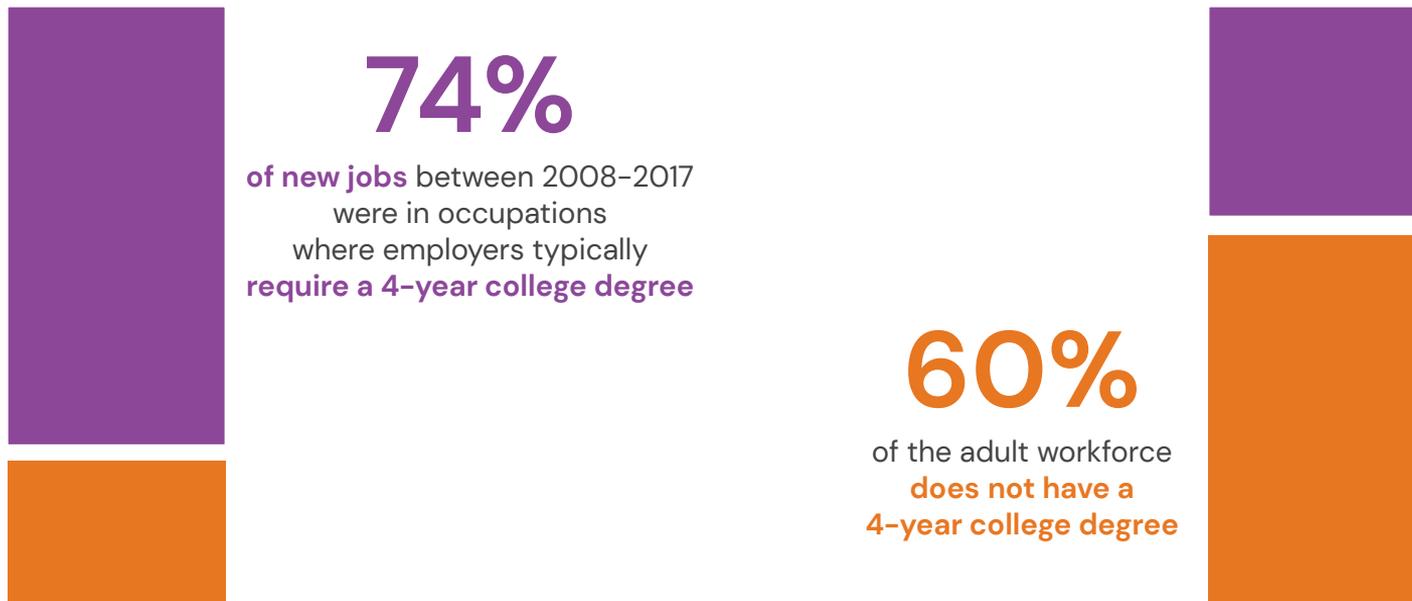
- Overview Opportunity@Work
- STARs Insights Initiative
- STARs Pathway Collective
- Stellarworx - STARs Talent

Opportunity@Work Overview

Our mission at Opportunity@Work is to rewire the U.S. labor market so that all individuals Skilled Through Alternative Routes (STARs) can work, learn, and earn to their full potential.

Why focus on workers without degrees?

Economic mobility and workforce development initiatives must start here



Real wages for workers without four-year degrees have declined by 13% over the past 40 years

Who are workers Skilled Through Alternative Routes (STARs)?

STARs have developed their skills through “alternative” non-degreed routes such as work experience, military service, educational benefits, training & on-ramps, boot camps, and community college.

71 Million STARs

STARs are located in all regions across the country, including **both urban and rural areas** (71% of rural workers are STARs)



STARs are a large share of many affinity groups: **veterans, returning citizens, Opportunity Youth, returning caregivers, workers vulnerable to automation, etc.** (72% of veterans are STARs)



STARs have a similar **gender distribution** as the active population of workers in the U.S.

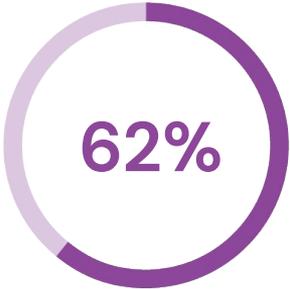


62% of African Americans, 55% of Hispanics, and 49% of Non-Hispanic Whites are STARs



Source: [“Reach for the STARs: The Potential of America’s Untapped Talent Pool.”](#) Published by Opportunity@Work and Accenture, March 2020

A STARs lens enables a focus on mobility *and* racial equity



of Black Workers
are STARs
10M



of Hispanic Workers
are STARs
13M



of Non-Hispanic White
Workers are STARs
45M

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OPINION | COMMENTARY

The Disparate Racial Impact of Requiring a College Degree

STAR Spotlight



STARs Insights Initiative

Bringing together researchers, corporate partners, policymakers, and workforce partners to understand the barriers and opportunities to improve economic mobility opportunities for STARs – and for all workers in America.

Opportunity@Work's Strategic Partners

Current partners backing our vision to rewire the labor market with STARs

<p>Investors</p>	<p>BILL & MELINDA GATES <i>foundation</i>  The James Irvine Foundation Walmart </p> <p>Cognizant U.S. Foundation Google.org</p>
<p>Research Partners</p>	<p>LinkedIn  HARVARD UNIVERSITY McKinsey & Company Duke UNIVERSITY</p> <p> Cornell University accenture  SI Lab</p>

Opportunity@Work Insights in headlines

Shaping the narrative to “rewire” the U.S. workforce ecosystem

FORTUNE

COMMENTARY - WORKFORCE DEVELOPMENT

How we can collaborate to empower the future workforce

BY DAVID SOMERS AND ANSEL BINGSHI
October 28, 2023 5:00 PM EDT

COMMENTARY - CORONAVIRUS

We shouldn't chase economic recovery; we should chase economic redesign

BY KARAN CHOPRA
July 9, 2020 7:00 PM EDT

TECHNOLOGY

The New York Times

Up to 30 Million in U.S. Have the Skills to Earn 70% More, Researchers Say

The findings point to the potential of upward mobility for people without a college degree.

OPINION | COMMENTARY

The Disparate Racial Impact of Requiring a College Degree

Among U.S. workers over 25, only 26% of blacks, and 40% of whites, have a bachelor's or higher.

WSJ | OPINION

Racism and the Economy

Understanding the implications of structural racism in America's economy and advancing actions to improve economic outcomes for all



PRESENTED BY
THE FEDERAL RESERVE BANKS OF ATLANTA, BOSTON,
CHICAGO, CLEVELAND, DALLAS, KANSAS CITY, MINNEAPOLIS,
PHILADELPHIA, RICHMOND, SAN FRANCISCO, AND ST. LOUIS



POLITICO AI Summit: An AI-Powered World

WIRED

Robots

You should stop worrying about robots taking your job

The widespread fears of a robot uprising are not only wrong – they are blocking us from better working conditions

Forbes

There Are 6 Million Black Workers Missing From Your Talent Pool



STARs Pathways Collective

The STARs Pathways Collective works with ecosystem partners to build a workforce interstate that paves the way for STARs to discover, access and thrive in well-paying, meaningful careers.

STARs Pathways Collective: Building a Workforce Interstate

An initiative led by Opportunity@Work, in partnership with global design firm IDEO

The STARs Pathways Collective will work with partners to build a workforce interstate that paves the way for STARs to access well-paying, meaningful careers. It will:



Define Career Pathways

Improve STARs' access to high-demand jobs by prototyping solutions that streamline their journey while valuing their diverse routes in developing relevant skills



Strengthen Regional Solutions

Engage regional stakeholders to build place-based workforce mobility solutions so tens of thousands of STARs are hired into the middle wage jobs they want

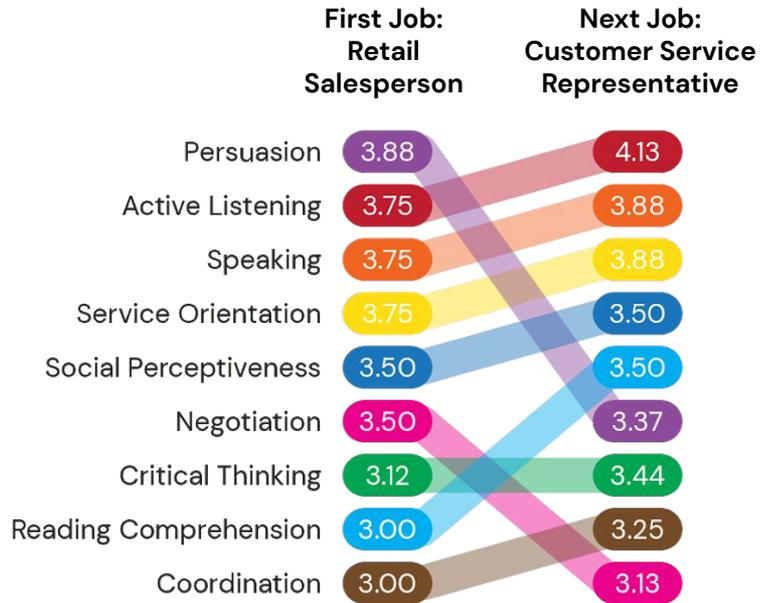


Deploy STARs Tools & Support

Partner with organizations to link existing or create new means of connecting, supporting and funding STARs, not just for their first job but for every job on their career journey

Low Wage Does Not Mean Low Skill

Example: a skills based transition



Fall 2020:

- Analyzed **130 million job transitions** between 2010–2019
- This transition happened more than **10,000 times** for STARs between 2010–2019
- Skills are the **currency workers are using** to navigate the labor market

Some STARS Achieve Mobility through a Number of Promising Pathways



STARs Marketplace Platform

Our Opportunity Marketplace connects employers online with training providers that place job-seeking STARs so they can identify and vet suitable STARs more quickly.

Problem: Inclusive hiring is not working at scale

Discouraging for STARs:

Frustration in not **being seen** for their earned skills and true potential.

Inefficient for Providers:

Significant **resourcing** required to identify, build and maintain employer partnerships

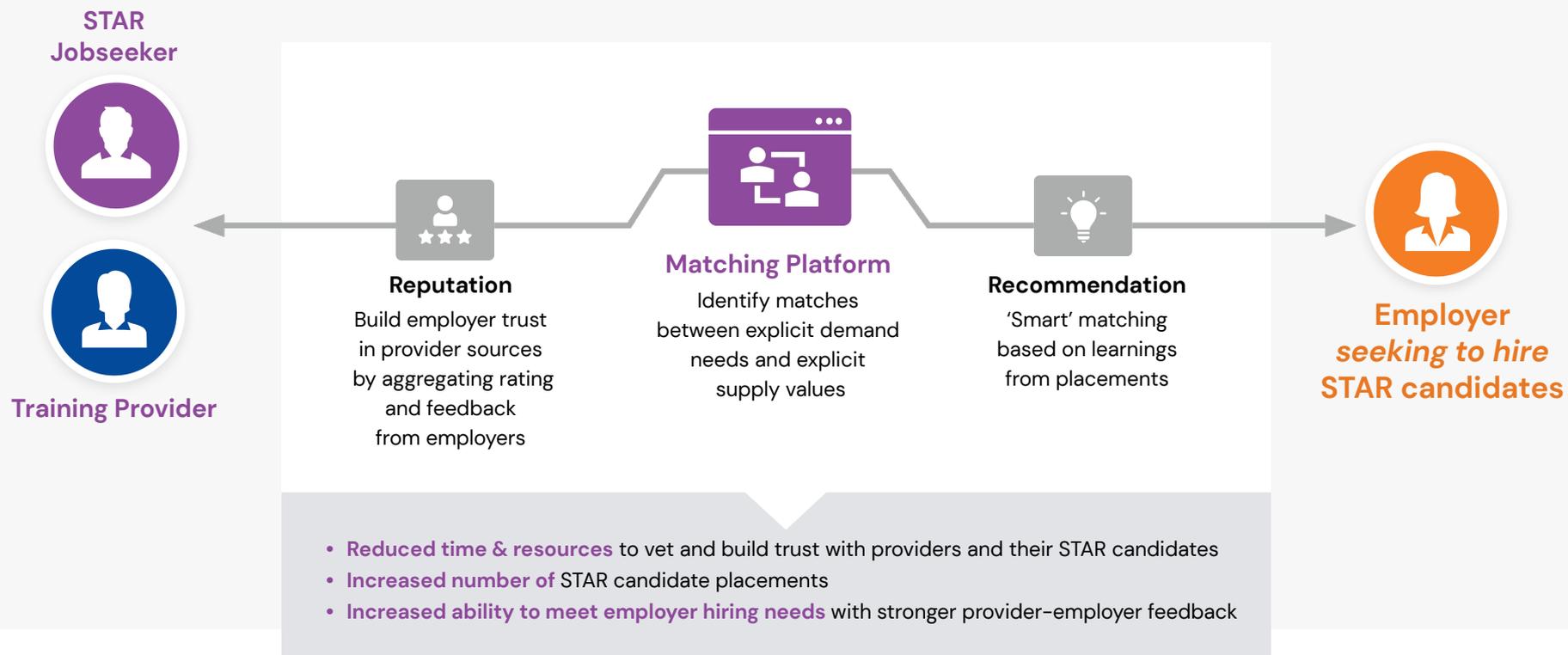
Time-Consuming for Employers:

It can take 6-24 months for a provider to become a **trusted recruiting source**

stellarworx 
STARs Talent Marketplace

A faster way to match **trained professionals** who are Skilled Through Alternative Routes (**STARs**) with **inclusive employers** that are ready to hire.

Marketplace Platform: Connecting STARs to Career Pathway Roles at Scale



FEATURES

Stellarworx: Where STARS Stand Out



Intelligent Matching

Quicker identification of the right skills to match candidates with jobs



Search & Filters

Browse and manage candidates, providers, and jobs



Manage Talent Pipelines

Employers and providers manage a common talent pipeline



Make Connections

Build relationships by making the right connections



Team Collaboration

Increase transparency and efficiency across your organization



Taxonomy

Extensive database of skills, certifications, and responsibilities



Data Parsing

Import job descriptions and resumes for quicker data entry



Messaging & Inbox

Contact users and manage communications with ease



Admin Portal

Customize and manage users, roles, settings, and more

Ecosystem partnerships forming quickly

Training providers nationally see the value

Adding employer networks, alumni to our platform:

Generation

 PER SCHOLAS

 CODING DOJO

 merit AMERICA

 yearup

 Cypress College

 BYTE BACK
Tech Within Reach

 CALBRIGHT COLLEGE

CREATING  IT FUTURES



Ecosystem players discussing strategic expansion

 workday

 randstad

 TEKsystems
Own change

 IRON BOW TECHNOLOGIES

 NTT DATA
Trusted Global Innovator

Thank You

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