



It Started at **HORIZONS** *Web Series*

EPISODE 4

Leveraging Data for Equity in a COVID-19 Economy

Next-Generation Labor Market Information



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#JFFHorizons

#equitablepathways



ABOUT JFF

Vision

A society in which **economic advancement** is attainable for all.

Mission

JFF is building a society in which everyone has access to the skills, resources, and credentials needed to achieve economic advancement.

To reach that goal, we **accelerate the alignment, transformation, and reimagination** of the American workforce and education systems.

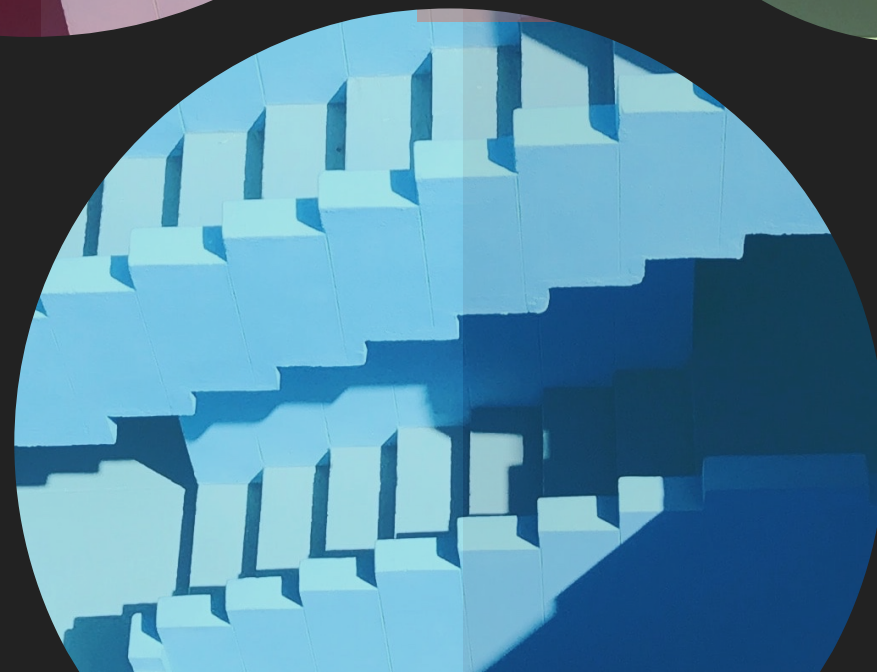
Values

Mission-Driven. Transformative. Bold. Passionate. Rigorous.



ABOUT BUILDING EQUITABLE PATHWAYS

<https://www.jff.org/what-we-do/impact-stories/building-equitable-pathways/>





BUILDING EQUITABLE PATHWAYS: THE BIG PICTURE

What is our goal?

To dramatically increase the number of Black and Latinx youth, and youth experiencing poverty, ages 14-24, who have the agency, social capital, skills, and credentials needed to thrive in the workforce and in life.

What outcome do we seek?

Increased participation in multiple high-quality local pathways that drive labor market outcomes for Black and Latinx youth, and for youth experiencing poverty.

How will we do this?

A growing and sustainable network of intermediaries that model exemplar practices, serve as incubators of new ideas, and have the capacity, know-how and influence to drive cross-system engagement throughout regional pathways ecosystems.



BUILDING EQUITABLE PATHWAYS

SIX HYPOTHESES

Strong partnership and alignment with local **K-12 schools and districts**

Strong partnership and alignment with local **postsecondary institutions**

Articulated paths aligned to **local labor market** demands

Strong partnerships with **local employers** to advance opportunities for work-based learning

Sustainable **business models**

A **policy agenda** and a supporting strategy



REPORT/RESEARCH

Equitable Pathways Hypotheses Spotlights

For additional information on each of the six hypotheses, and examples of how our core intermediary partners are leading in each of them, visit JFF.org:

<https://www.jff.org/resources/equitable-pathways-hypotheses-spotlights/>

A background image of a female scientist in a white lab coat with red stripes on the sleeves, wearing a blue surgical mask and black gloves. She is working in a laboratory, handling a piece of equipment. The background is filled with laboratory shelves containing various bottles and equipment. The image is dimmed to allow text to be overlaid.

The Emerging Impact of the COVID-19 Recession

Understanding the impact of the pandemic on the U.S. labor market

Sara Lamback, Director

OVERVIEW

KEY TYPES OF LABOR MARKET INFORMATION

LMI includes a range of data related to the supply of and demand for labor in a specific region or area.

Supply data includes information about the current and potential workforce:

- Program and institutional data
- Demographic data
- Local commuting patterns and regional inflow/outflow

Demand data includes insights into short-term and long-term employer needs:

- Annual openings and vacancy rates
- Occupational and industry projections
- Real-time job posting data



IMPACT ON THE U.S. ECONOMY

The COVID-19 recession had a sudden impact in early 2020. And the effects will be felt long after the pandemic is under control. Despite re-openings in many sectors, the economy remains fragile in late 2020.



Unemployment¹

Spiked in April, reaching 14.7%—a level not seen since the 1930s, as most states shut down their economies.

Fell in November to 6.7%—but this is still above the pre-recession rate.



Small Business Revenue²

Fell 32.1% from January through mid-November 2020.

Nonessential businesses (entertainment, restaurants, personal services) were hit the hardest.

Several sectors that partially reopened in the summer (retail, transportation, hospitality) saw revenue decline again in August.



Food Insecurity

Has risen 17% since February, based on the increase in the number of participants in the federal Supplemental Nutrition Assistance Program, also known as food stamps. More than 6 million people now receive this assistance.³



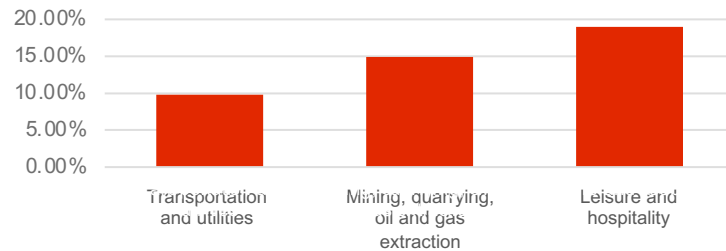
Household Financial Well-Being⁴

Some **32.2% percent of households reported difficulty paying for usual expenses** during the last week of September.

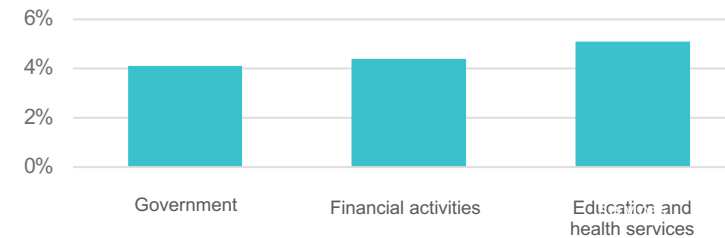
IMPACT ON INDUSTRY SECTORS AND OCCUPATIONS

Unemployment remains high in areas associated with travel, leisure, discretionary spending, and face-to-face interaction. Health care, IT, and finance have been insulated.

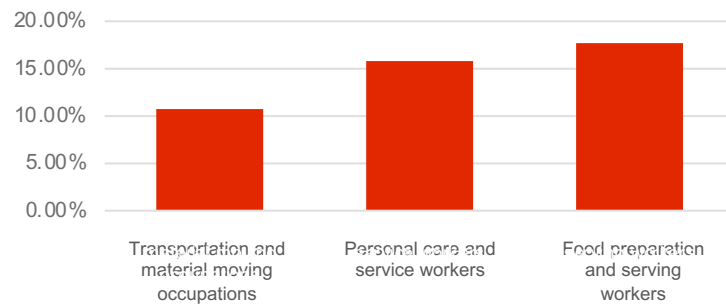
**Most Impacted Industry Sectors,
by Unemployment Rate⁵**



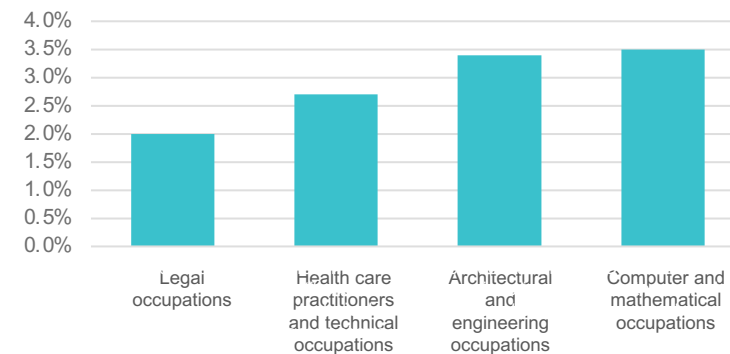
**Least Impacted Industry Sectors,
by Unemployment Rate⁷**



**Most Impacted Occupations,
by Unemployment Rate⁶**



**Least Impacted Occupations,
by Unemployment Rate⁸**



IMPACT ON KEY POPULATIONS

Young people, women, and workers in low-wage occupations have been hit hardest because they fill essential frontline jobs and their positions are most affected by pandemic-related shutdowns.



AGE

Young workers (ages 16-19 and 20-24) have the highest unemployment rates of any age group:

- In April, the unemployment rate for workers ages 16-19 jumped to a staggering 31.9%.⁹
 - While the overall rate for ages 16-19 has declined to 15.9%, both Black and Hispanic teens had unemployment rates over 20%.¹⁰
-



INCOME¹¹

- Low-wage workers face the greatest job losses.
 - 19.7% of low-wage workers are unemployed.
 - 5.7% of middle-wage workers are unemployed.
 - 0.8 percent of high-wage workers are unemployed.
-



EDUCATIONAL ATTAINMENT¹²

- Workers with the lowest levels of education have the highest unemployment rates.
 - 10.6% of people who did not complete high school are unemployed.
 - 4.8% of people with a bachelor's degree or higher are unemployed.
-



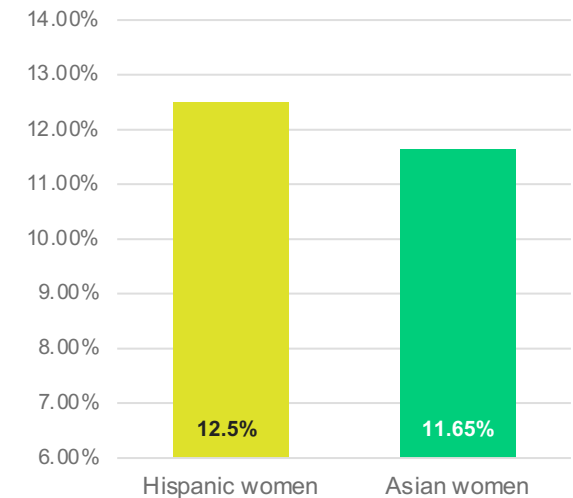
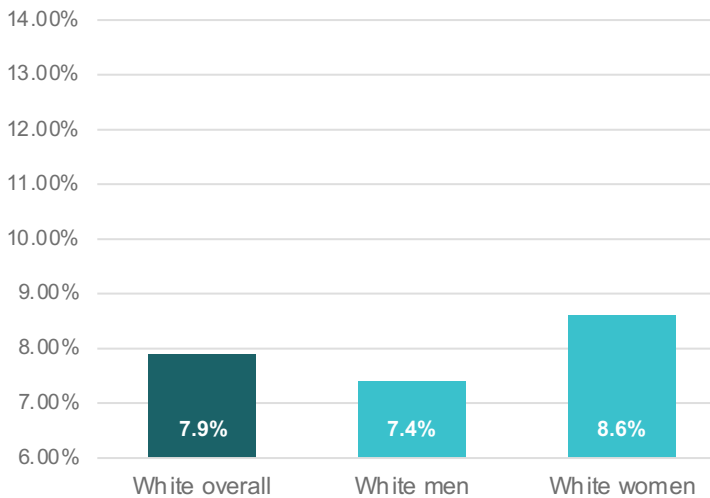
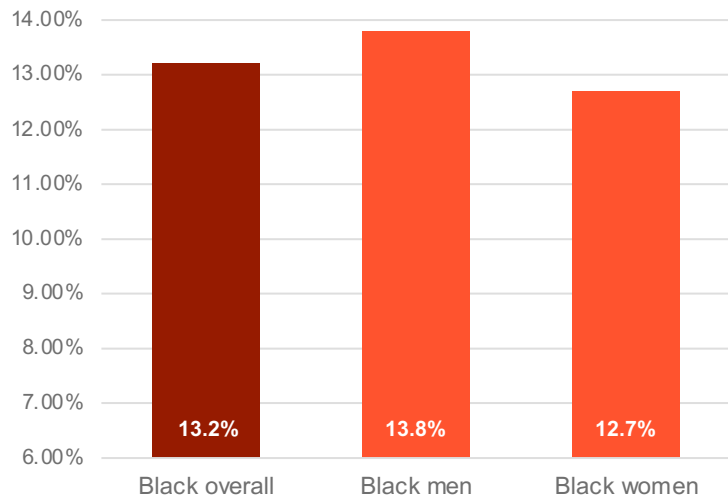
FAMILIES WITH CHILDREN¹³

Low-income families with children were the most likely to experience an economic shock related to COVID-19. Three out of five low-income families with children lost a job or lost income. Also, about half of Black and Hispanic families with children faced job or income loss.

IMPACT ON RACIAL AND ETHNIC GROUPS

Despite lower unemployment overall in the third quarter of 2020, Black workers and Hispanic and Asian women have significantly higher unemployment rates than members of other racial and ethnic groups.

Unemployment, Quarter 3, 2020¹⁴



EMPLOYER DEMAND FOR WORKERS¹⁵

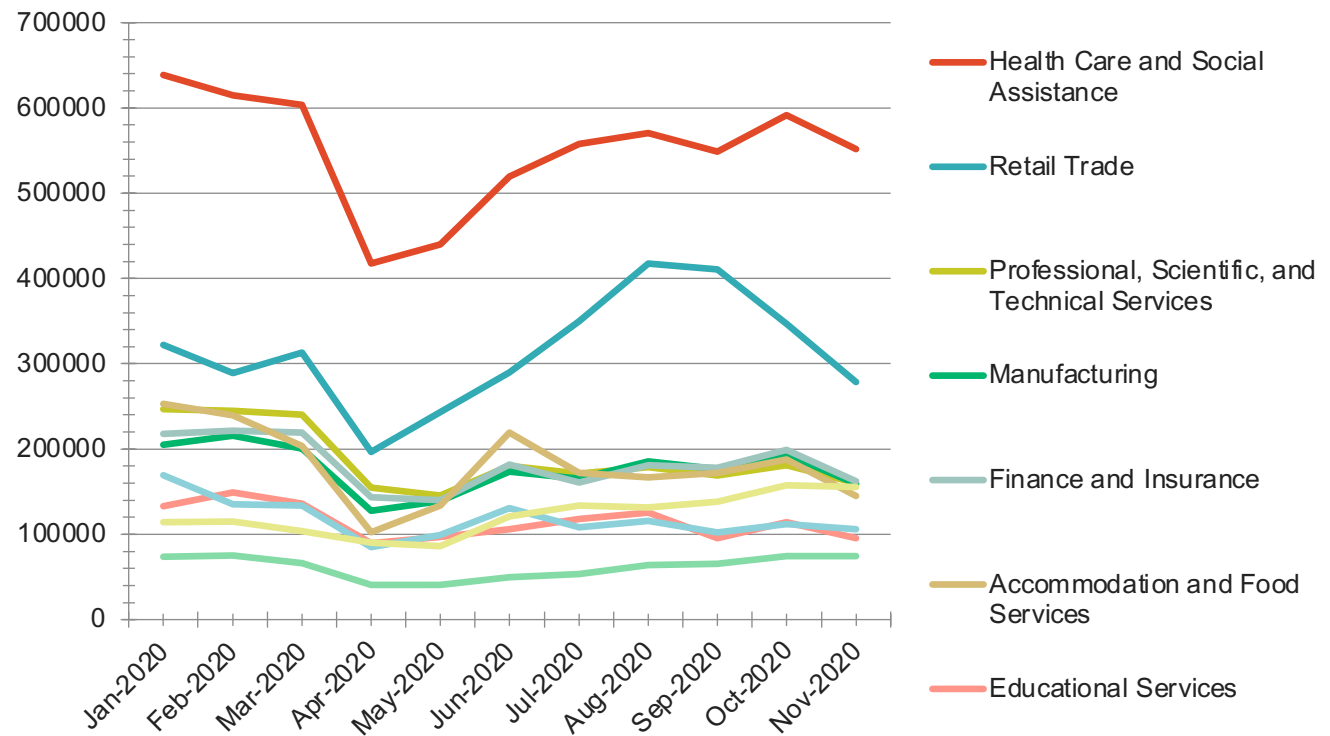
Overall job postings remain below pre-recession levels, but the retail trade sector has seen an uptick in postings.

Greatest growth in demand

Health care and transportation credentials have seen the greatest increase in demand in job postings between March and September 2020. These include:

- Licensed mental health counselor (+265%)
- Commercial driver's license, Class A (+66%)
- Home health aide (+54%)
- Critical care registered nurse (+36%)

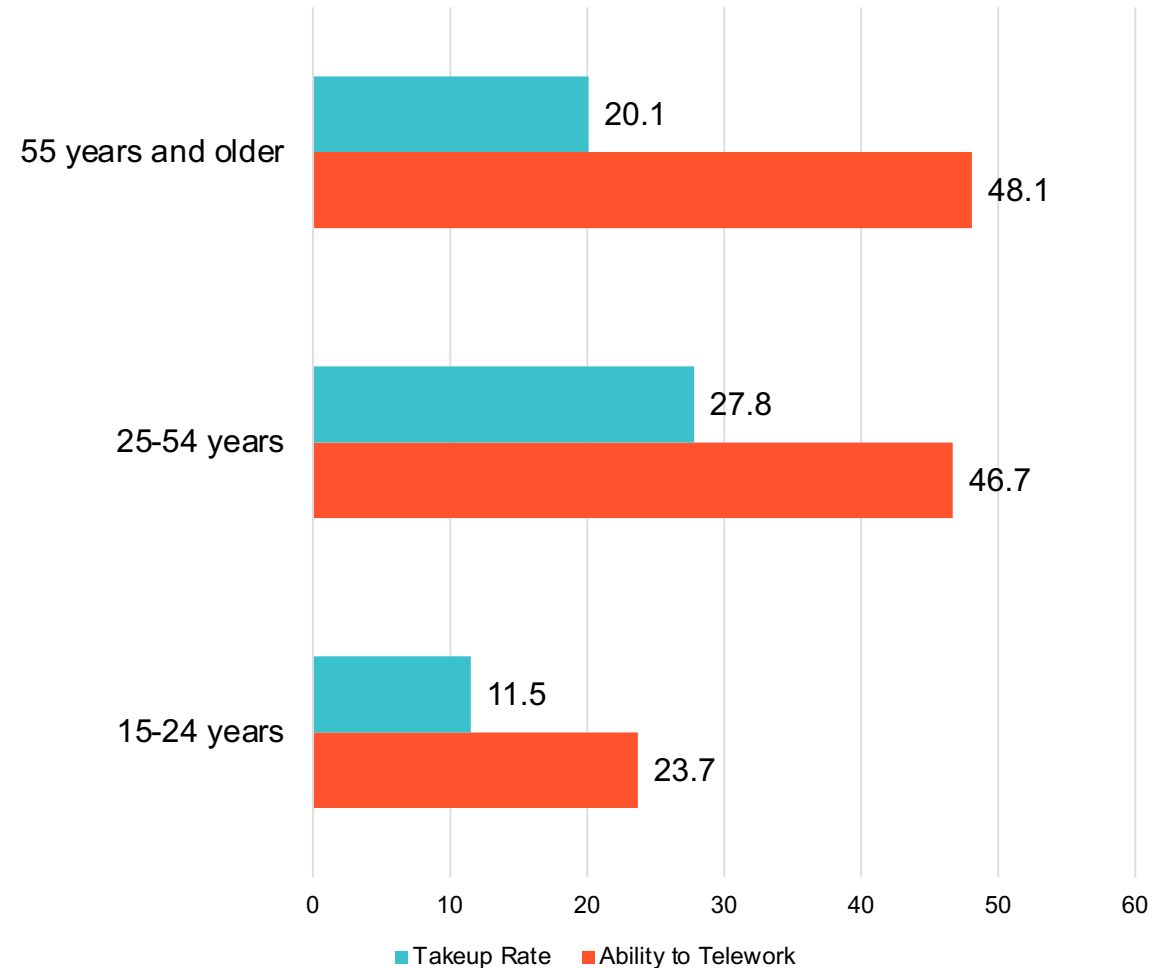
National Job Postings by Industry



UNDERSTANDING THE IMPACT OF THE RECESSION

ABILITY TO TELEWORK AND IMPLICATIONS

- Younger workers (15-24) are only half as likely to be in occupations that allow for telework as members of older age cohorts.
- Overall, job postings for remote opportunities have increased 41 percent since 2019. Key baseline skills for these remote jobs include:
 - Communication
 - Teamwork
 - Problem solving

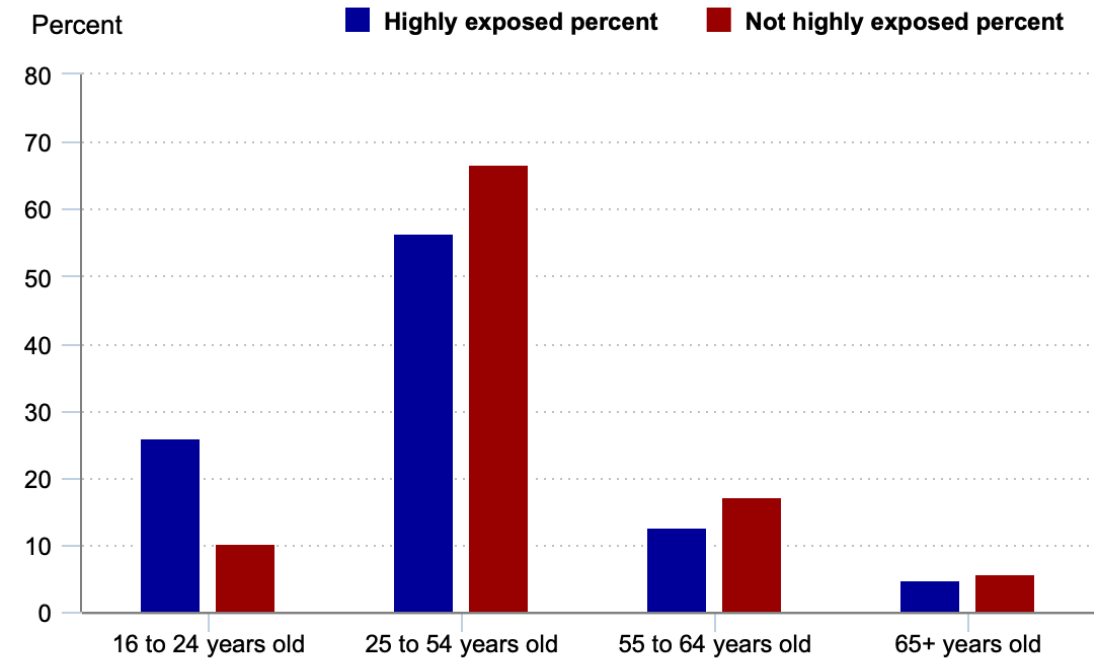


UNDERSTANDING THE IMPACT OF THE RECESSION

VULNERABLE WORKERS, BY AGE

- Around 20 percent of workers nationwide are in “highly exposed” industries, which include restaurants, travel, retail, and entertainment.
- Younger workers — especially those starting out on career pathways are most vulnerable.
 - Those under 25 represent 26 percent of employment in vulnerable industries.
 - 38 percent of workers under 25 are in highly exposed sectors.

Figure 2. Highly exposed versus not highly exposed employment percentages of workers, by age



WHEN IS A JOB JUST A JOB – AND WHEN CAN IT
LAUNCH A CAREER?

THE OPPORTUNITY FRAMEWORK



LIFETIME JOBS

Lifetime jobs are careers in themselves. They pay well and offer long-term stability but workers rarely advance to higher-level positions. E.g., Dental Hygienists.



SPRINGBOARD JOBS

Springboard jobs lead to careers. Workers often advance to different roles with more responsibility and greater pay within the same career area. E.g., HR assistants.



STATIC JOBS

Static jobs don't typically lead to careers. They offer low pay compared to other middle-skill roles and suffer from high turnover. E.g., Medical assistants.

STRATEGIES TO ADDRESS THE SHIFTING LABOR MARKET

Connect workers to high-demand, durable pathways



LEVERAGE LABOR MARKET INTELLIGENCE

Stay on top of local hiring trends and employer demand using both online job postings and data on job gains from local workforce boards and state labor market agencies.

As regions open and close their economies in response to viral spread and surges, the impact of the recession will evolve.



CONNECT 'LIFEBOAT JOBS' TO RESILIENT CAREERS

Build pathways between so-called *lifeboat jobs*, which are growing and require little or no retraining, to jobs that provide decent pay and long-term career opportunities.

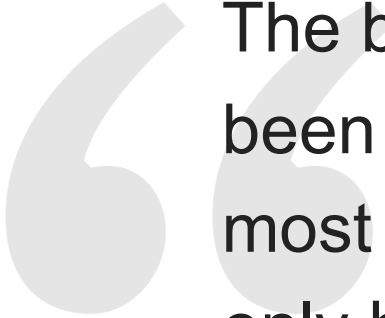
Take advantage of parallels between the skills required in lifeboat jobs and those required in higher-paying, more stable roles in IT, health care, or business.




HELP WORKERS MOVE OUT OF VULNERABLE INDUSTRIES

Help displaced workers pursue more durable career pathways in sectors such as IT.

Provide targeted assistance—such as counseling, retraining, job search, and placement services—to support transitions.



The biggest [industries] and wealthiest [people] have been on a clear path toward recovery. Meanwhile, for most small businesses and those worst off, things have only become worse.



PETER ATWATER

Lecturer of economics,
College of William & Mary¹⁶



EXPLORE LABOR MARKET DATA FOR YOUR COMMUNITY

RECOMMENDED RESOURCES

[Opportunity Insights Tracker](#)

State, metro, and county-level data on education, public health, employment, and business metrics.

[Unemployment Claims Monitor](#)

From the Federal Reserve Bank of Atlanta, this tool provides disaggregated data and visualizations of state-level unemployment claims.

[Visualizing Vulnerable Workers](#)

A tool from the Brookings Institution that shows you the number and percentage of vulnerable workers in your area.

[Emsi – Free Job Posting Dashboard](#)

State-level data on employer demand by industry, occupation, job title, skills, etc.

COMPARING THE IMPACTS OF THE GREAT RECESSION, THE COVID-19 RECESSION, AND AUTOMATION

Who and what were hardest hit?

*Similar
conditions
in both
recessions*

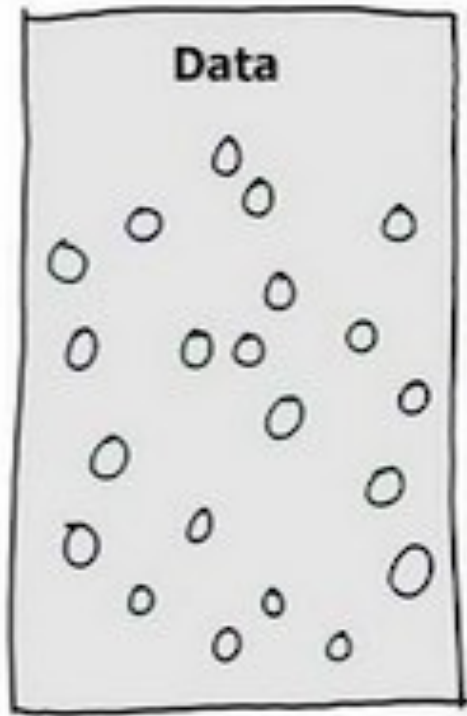
AREA OF IMPACT	GREAT RECESSION	COVID-19 RECESSION
Industries	Construction Manufacturing	Leisure and Hospitality Mining, Quarrying, Oil and Gas Transportation and Utilities
Gender	Men	Women
Race/ethnicity	Black and Hispanic people	Black, Hispanic, and Asian people
Education level	People with no postsecondary credential	People with no postsecondary credential
Age	Young people ages 16-19	Young people ages 16-19
Income	Initial shock hit across multiple income levels	Initial shock hit low-wage workers
Society and the overall economy	Jobless recovery Wage stagnation Housing insecurity and food insecurity Economy recovered slowly; effects lasted through 2019	Physical distancing, remote work Health risks for essential workers Lack of child care Housing and food insecurity Economy opening and closing in fits and starts with regional variations, uncertain path to recovery



Equity, Recovery and Real-Time Data

Joel Simon
Managing Director, Workforce Strategies

December 2020

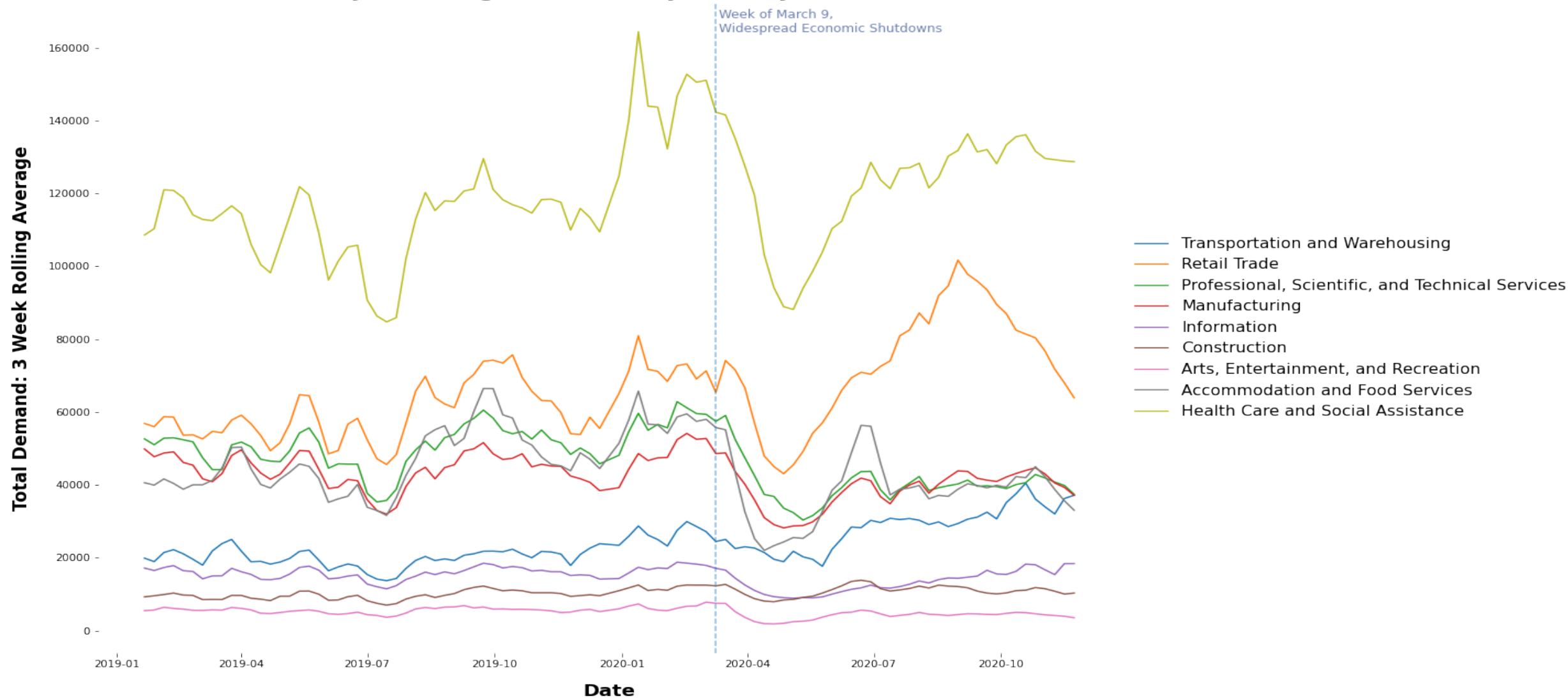


[Cartoon by David Somerville, based on a two pane version by Hugh McLeod.]

Change in Demand by Industry



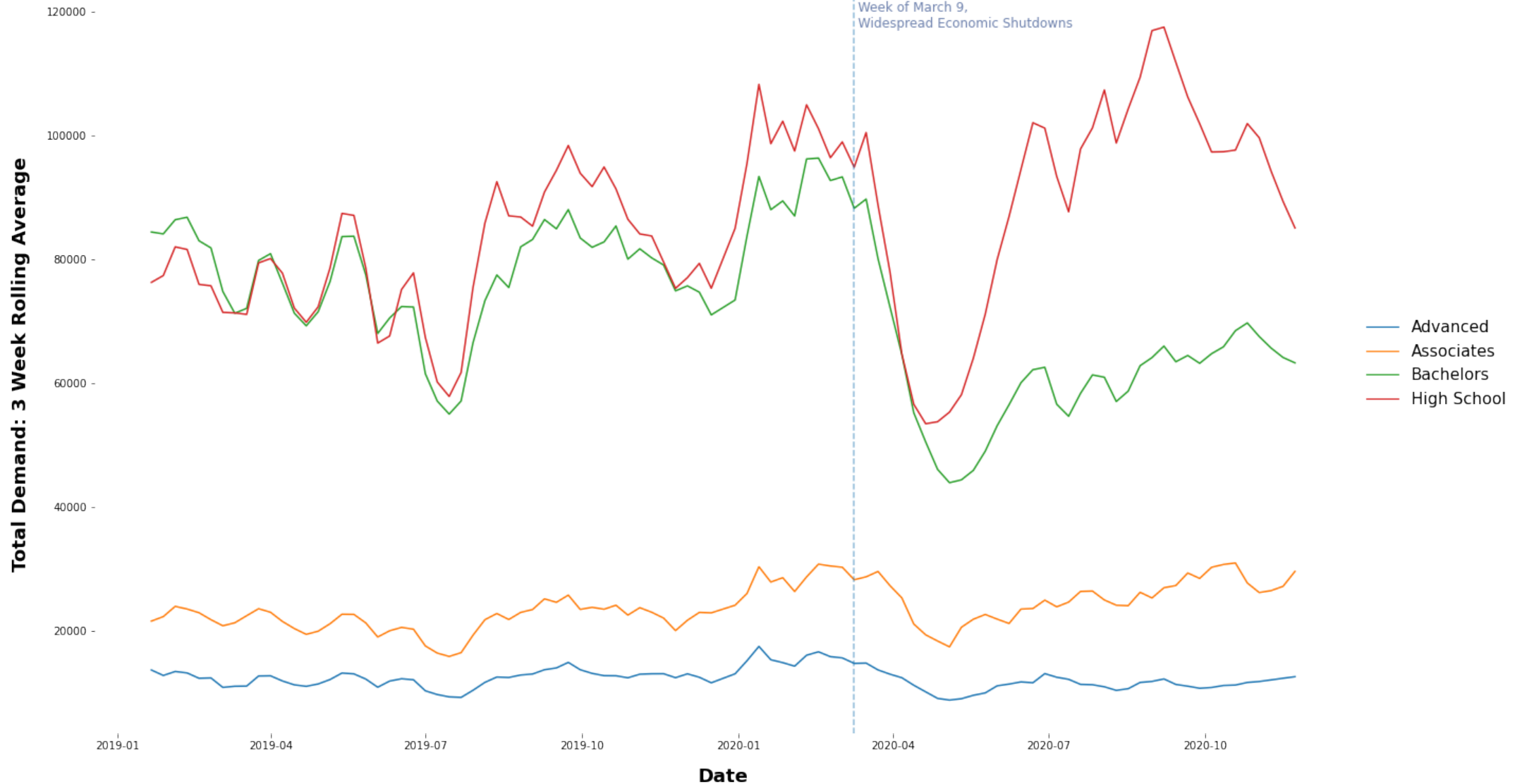
Total Job Postings Over Time by Industry:2019-2020



Change in Demand By Education Level



Total Job Postings Over Time by Education Level:2019-2020

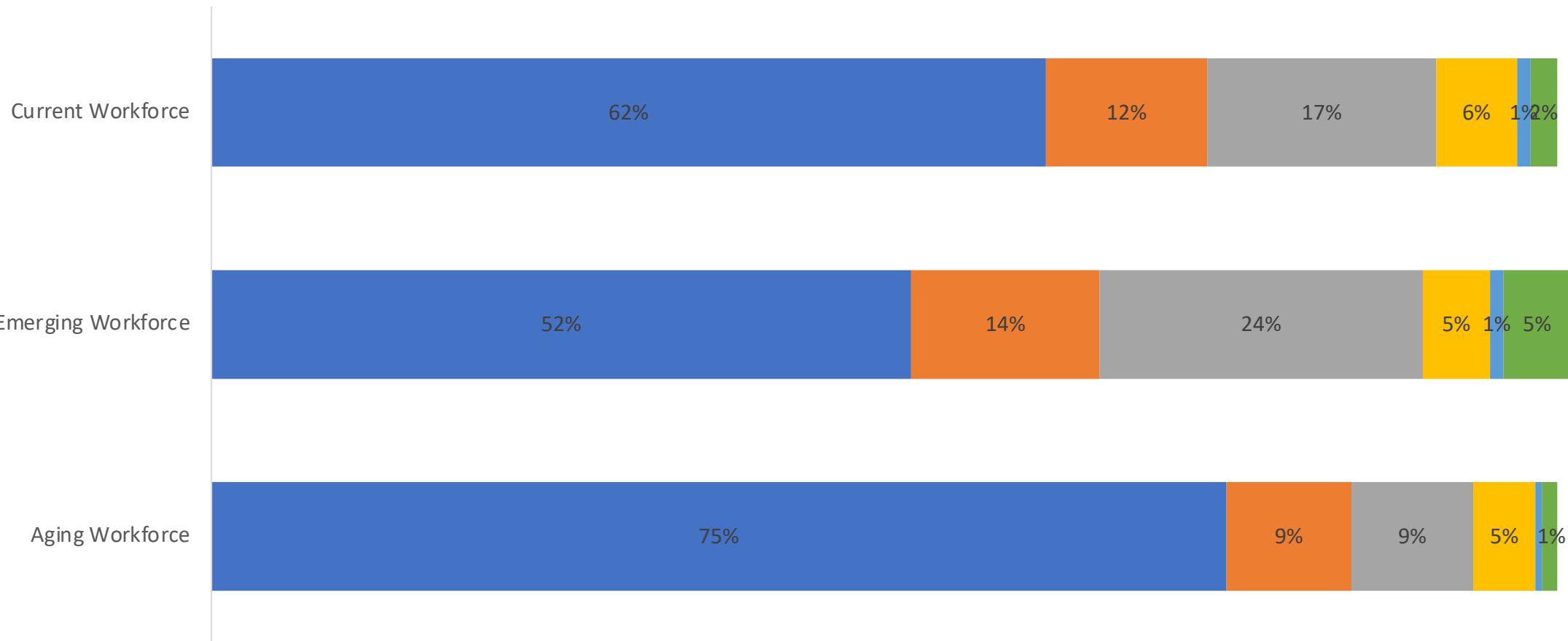


Shifting demographics in the workforce



Race/Ethnicity of Current and Emerging Workforces

■ White ■ Black ■ Latino ■ Asian ■ Native American ■ Other/Mixed



Inequalities stem from exclusion across multiple systems



> If all workers should have good jobs, what is a good job?

Strong compensation

Stable or growing employment

No existential threats

Inequalities stem from exclusion across multiple systems

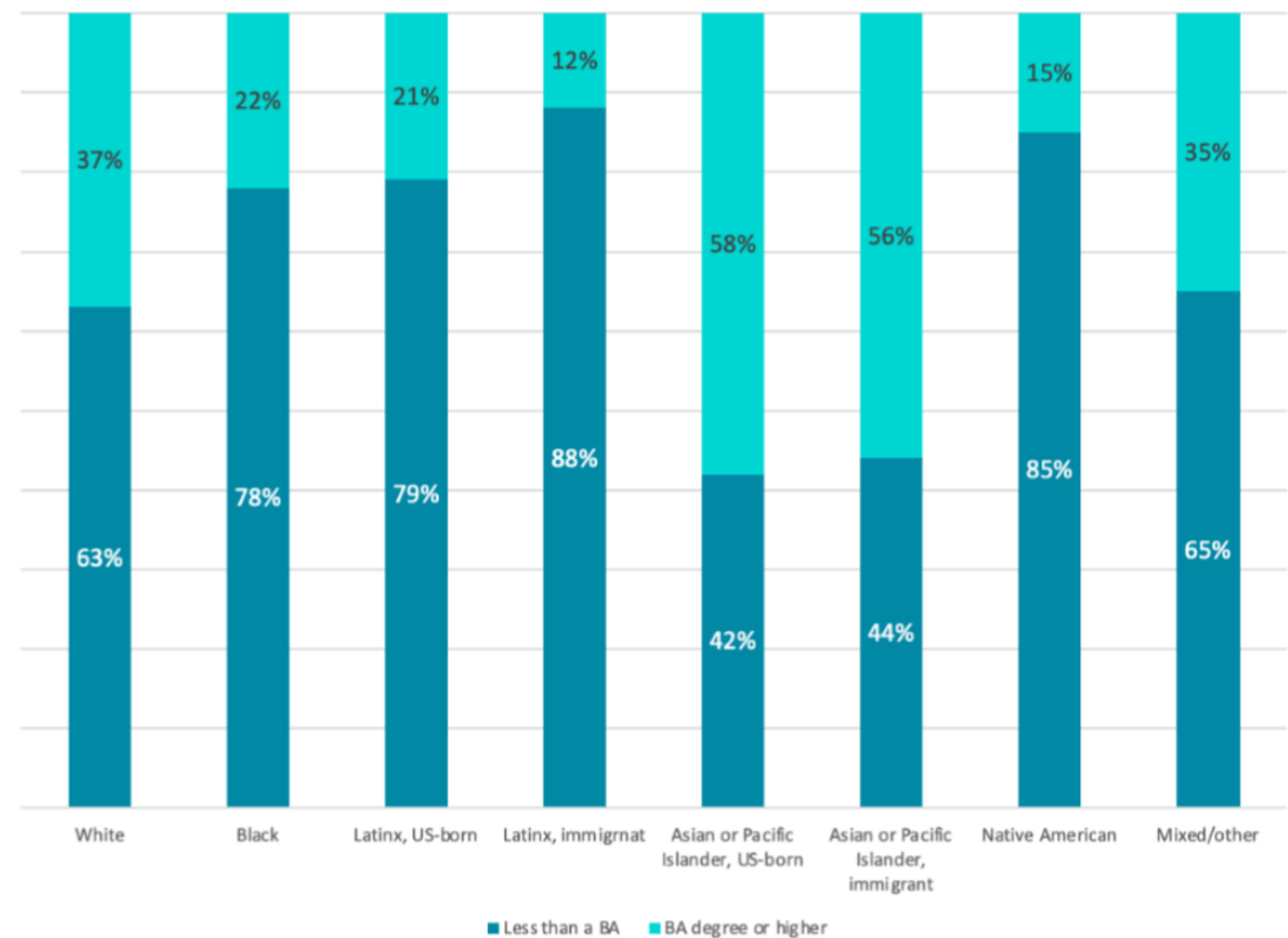


> How many of these jobs are there?

Education Level	% of Workers in Good Jobs	Total Workers in Good Jobs	Total Workers Short of Good Jobs
No College	12%	12,019,300	88,799,600
Some College	17%	3,092,400	14,579,100
BA+	86%	35,851,300	6,028,400

Inequalities stem from exclusion across multiple systems

Educational Attainment by Race/Ethnicity and Nativity, United States, 2018

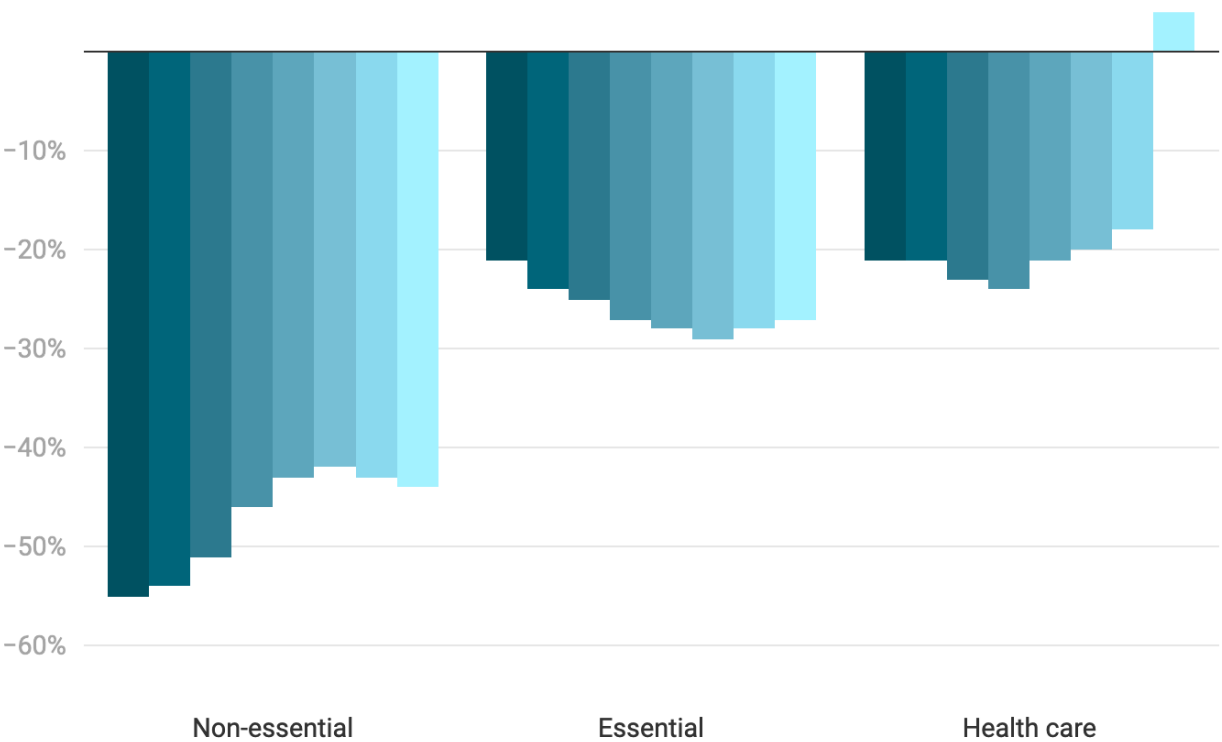


Covid-19 is deepening divides



Change in weekly job postings by occupational category and median annual earnings

■ Less than \$10,000 ■ \$10,000 - \$25,000 ■ \$25,000 - \$35,000 ■ \$35,000 - \$50,000
■ \$50,000 - \$75,000 ■ \$75,000 - \$100,000 ■ \$100,000 - \$150,000 ■ \$150,000 or more



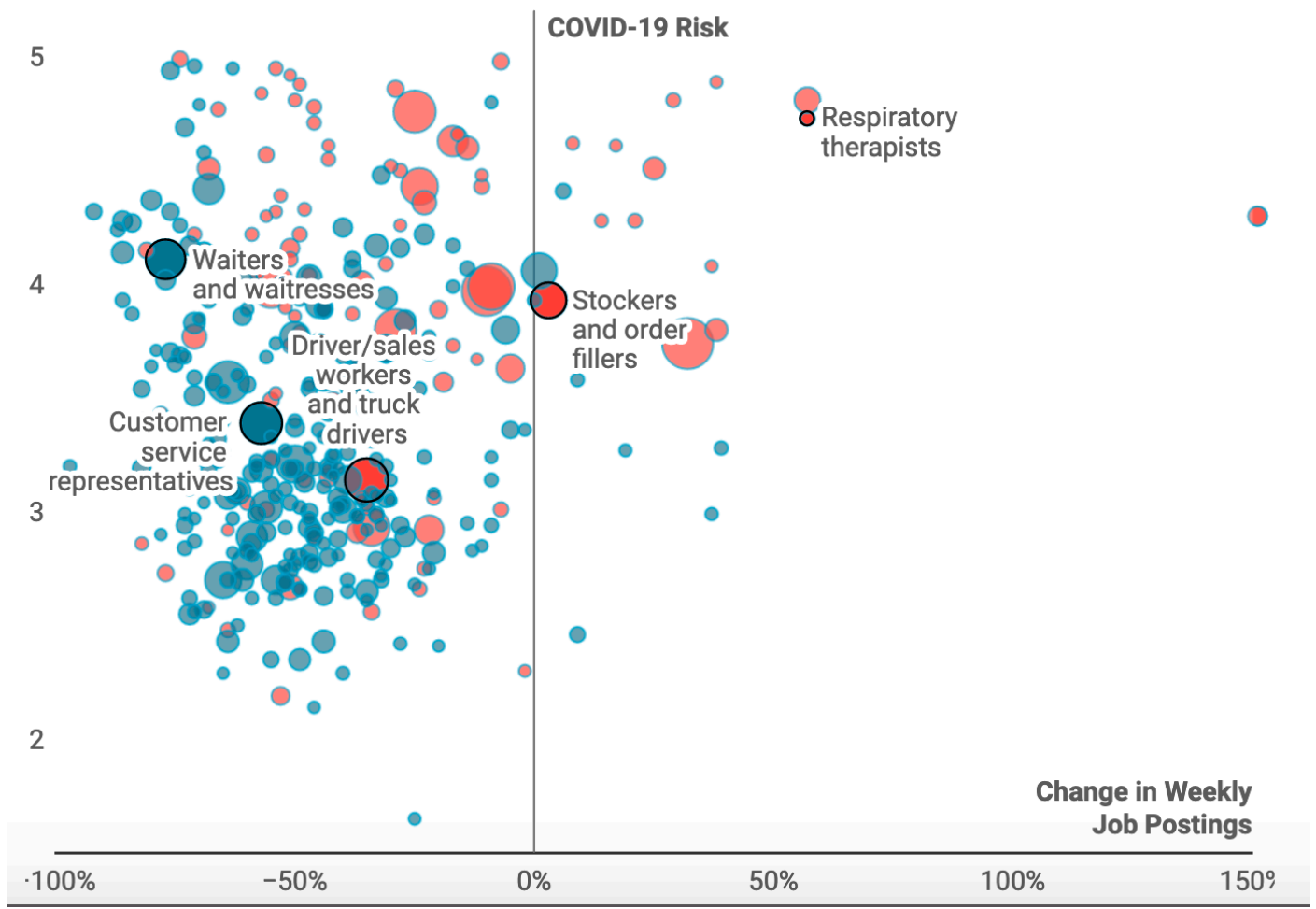
Source: PolicyLink/PERE analysis of data from the 2018 5-year American Community Survey microdata from IPUMS USA and Burning Glass Technologies. Note: Universe includes the employed civilian noninstitutional population age 16 or older in occupations with valid data on weekly job openings between 3/2/2020 and 4/13/2020. See methodology for details.

• [Get the data](#) • Created with [Datawrapper](#)

Covid-19 is deepening divides

Change in weekly job postings and COVID-19 risk, by occupation.

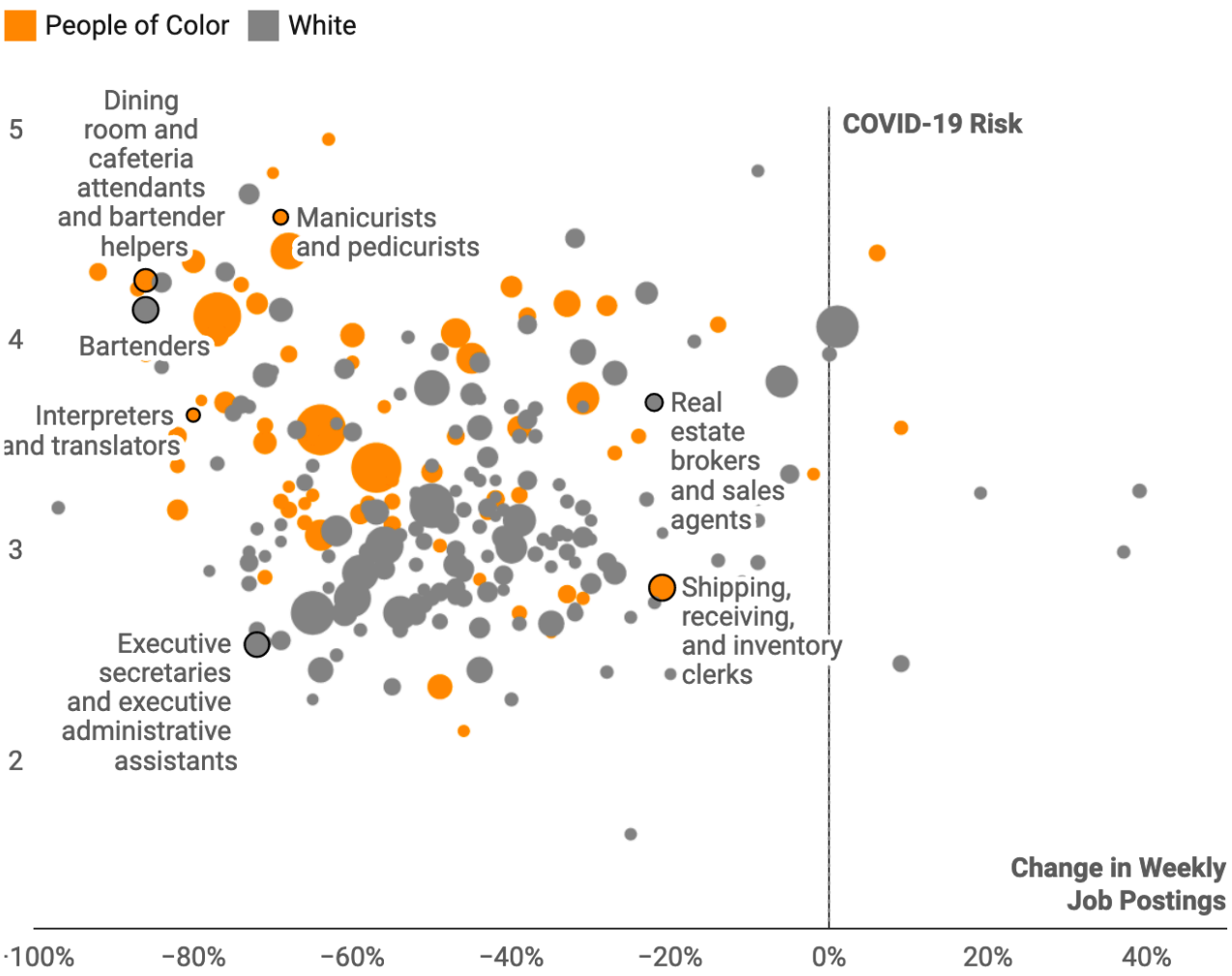
■ Non-essential jobs ■ Essential jobs



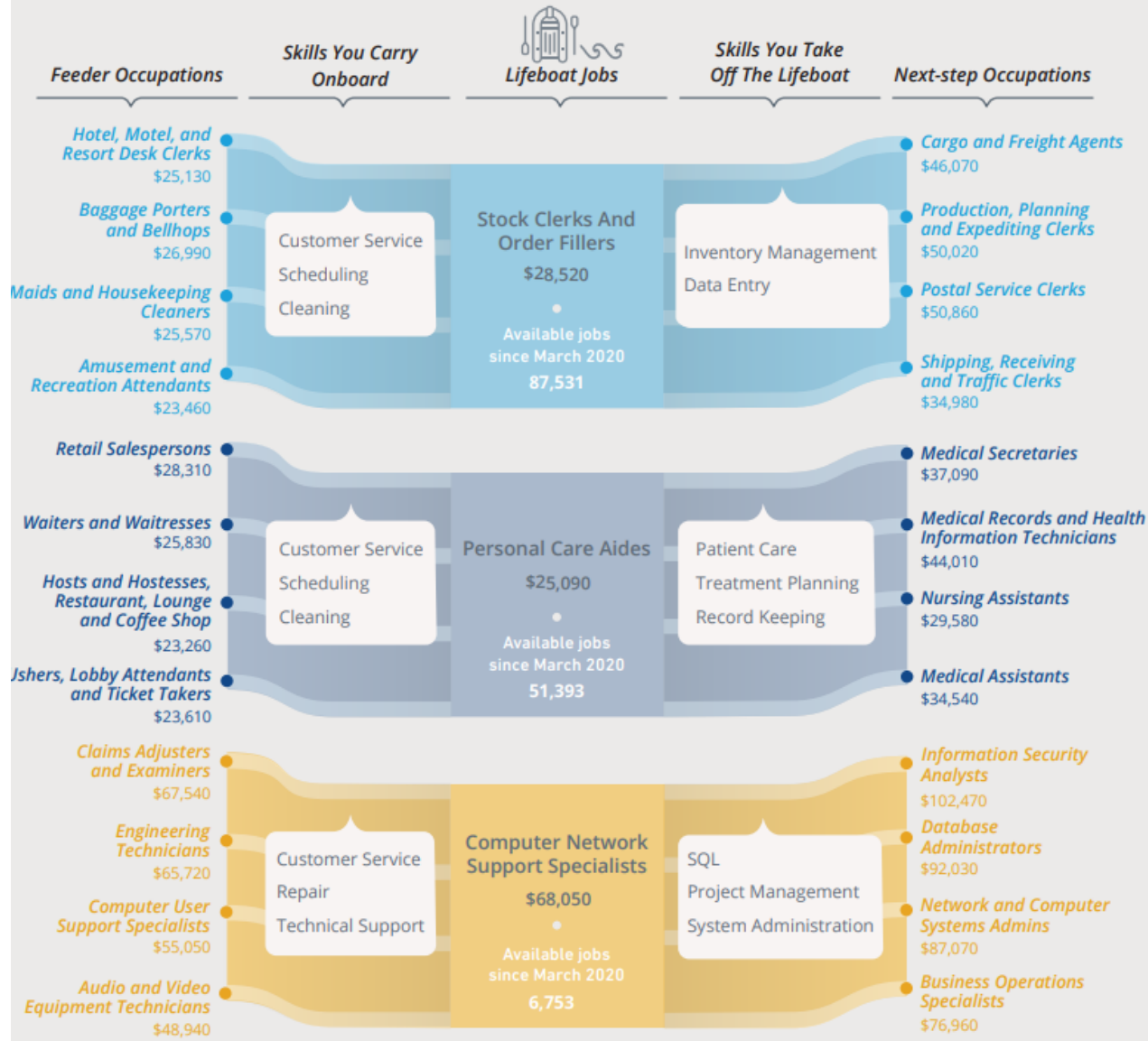
Covid-19 is deepening divides



Non-essential jobs by change in weekly job postings, COVID-19 risk score, and racial/ethnic overrepresentation



How to board the lifeboats and where they may take you

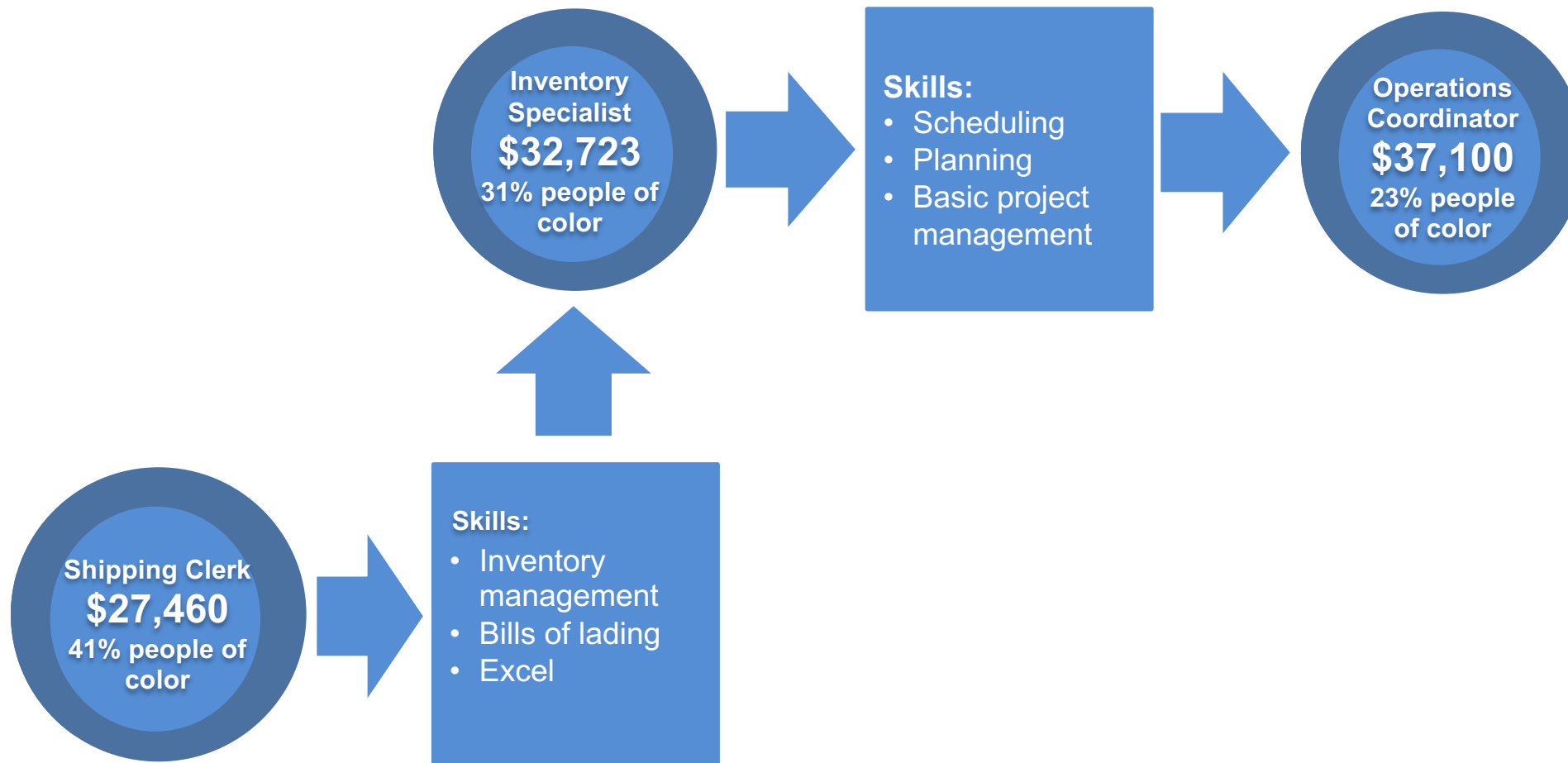


Filling the Lifeboats

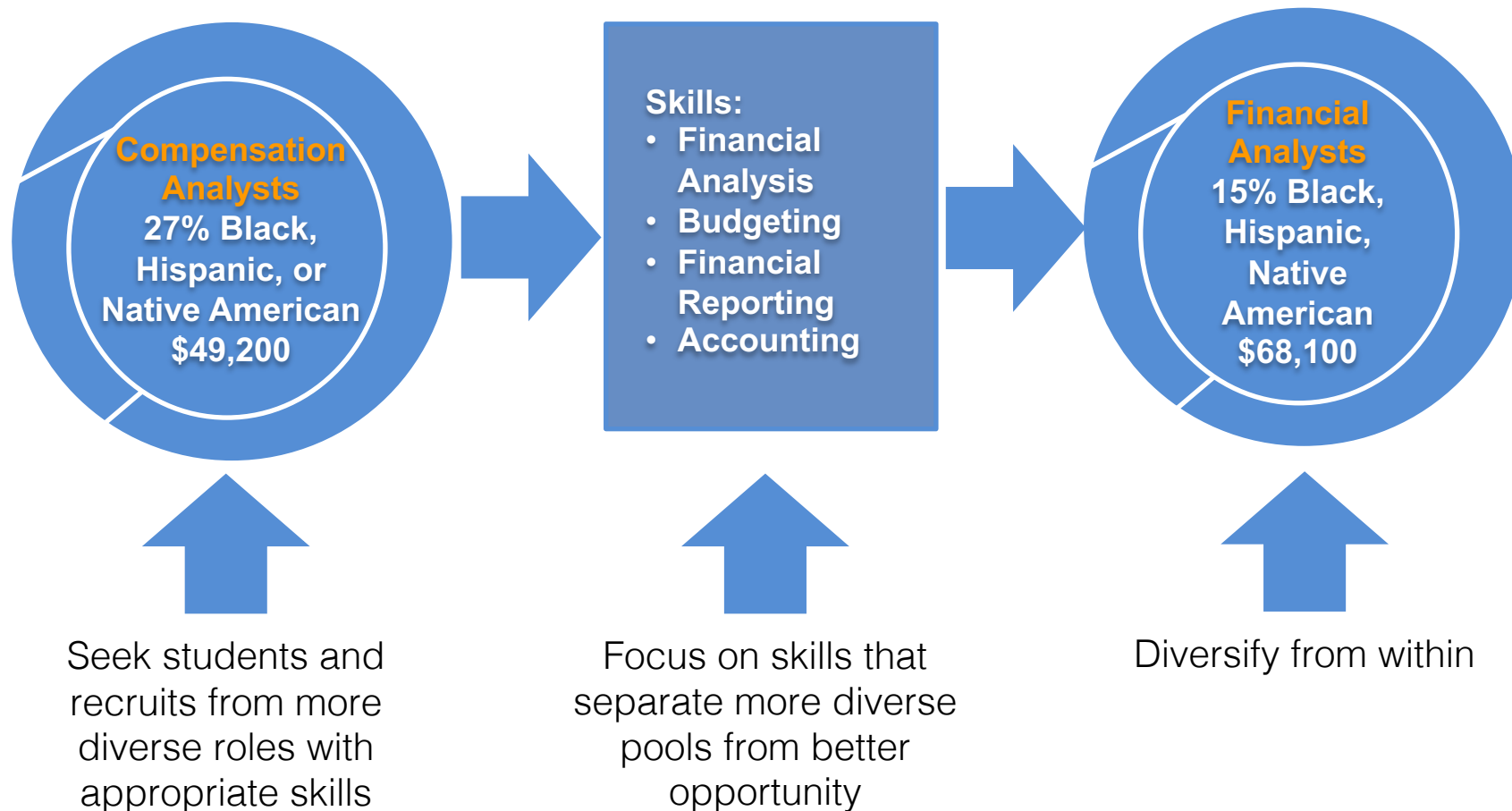
Getting Americans Back to Work in the Pandemic



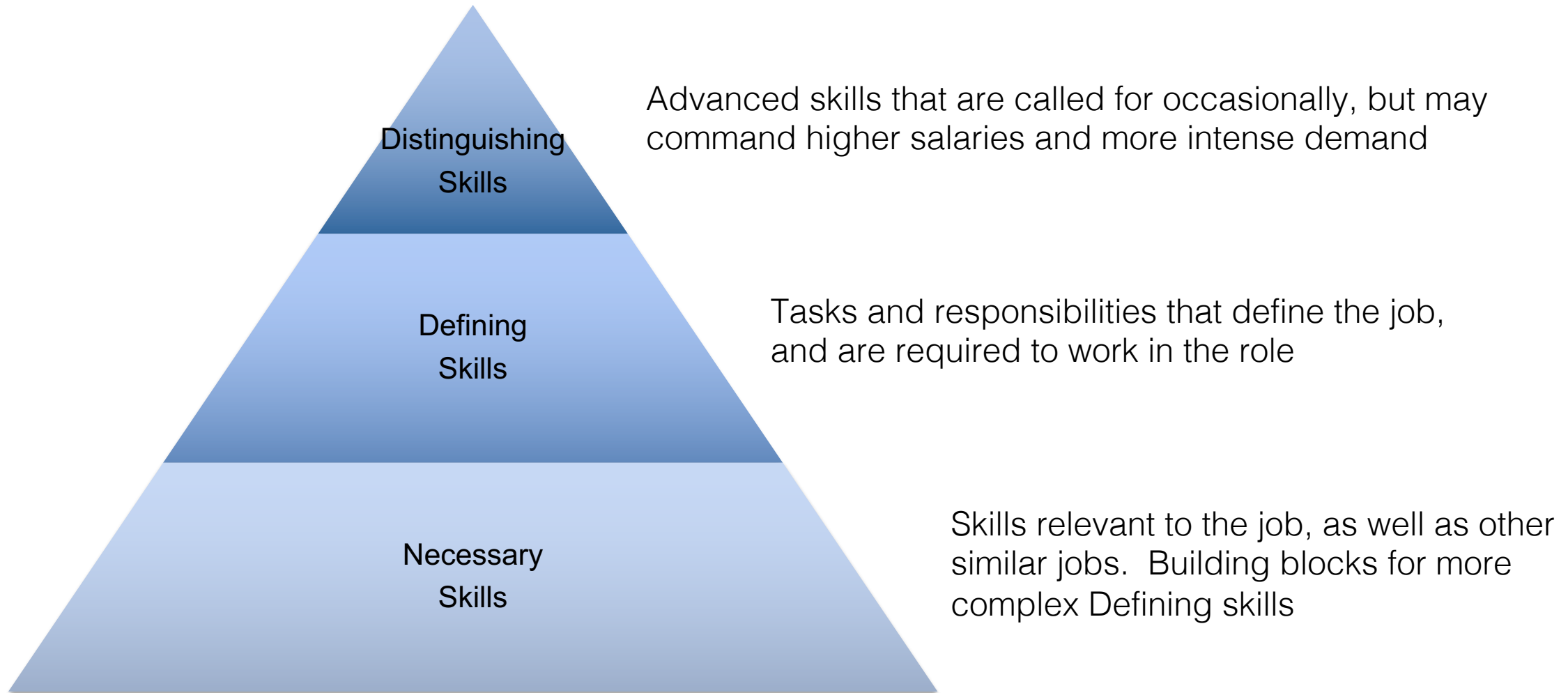
Analyze skill adjacency to map the pathways to a more equitable future



Analyze skill adjacency to map the pathways to a more equitable future

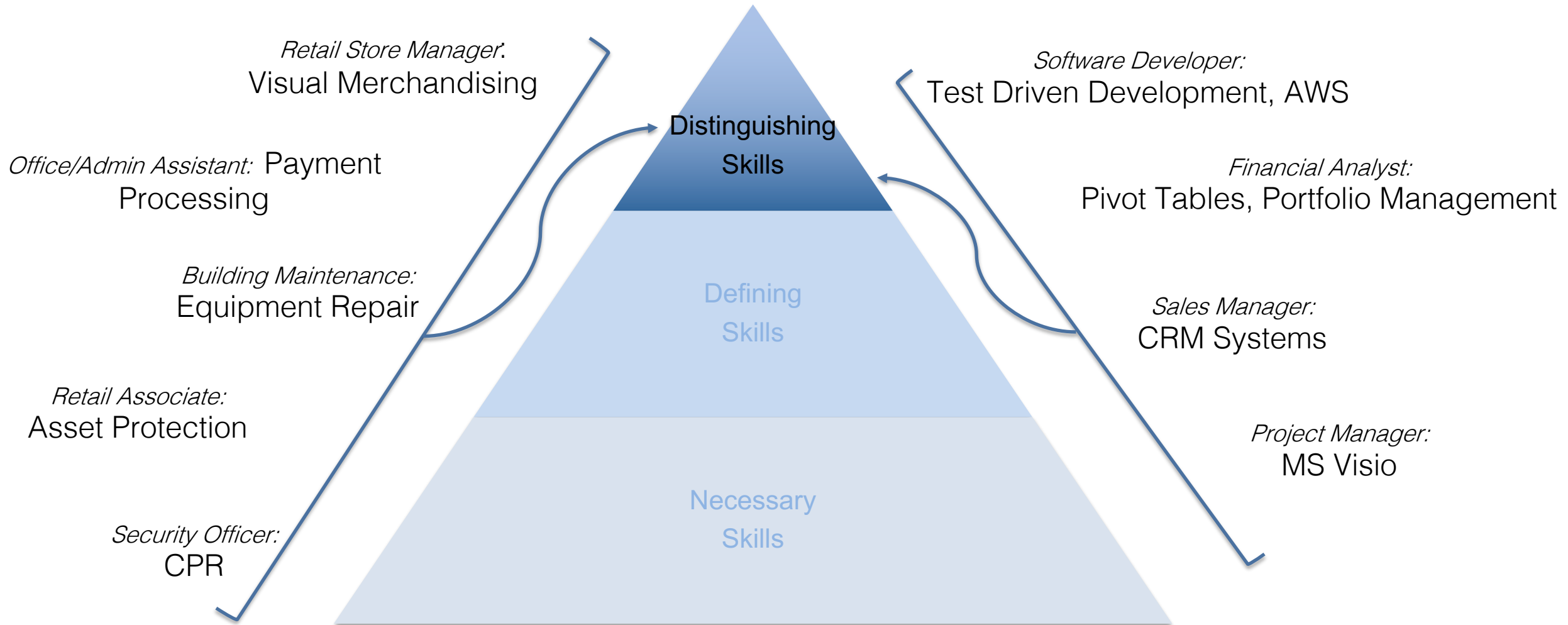


Necessary, Defining and Distinguishing Skills



Source: <https://www.burning-glass.com/changing-the-way-we-think-about-skills/>

Necessary, Defining and Distinguishing Skills



Monitor these indicators during a reopening of the economy



Jobs that remain from before the crisis and re-emerge after



Health and safety implications for business reopening



Reshoring, new **supply chains**, and **automation** impacts of the Covid recession



Increased emphasis on **remote work and learning**



Skills transfer between declining and growing occupations



Disparate impacts of job loss and recovery on different population segments

<https://www.policylink.org/our-work/economy/national-equity-atlas/COVID-workforce>

<https://nationalequityatlas.org/research/race-and-the-work-of-the-future>



If you have additional questions or wish to discuss further, please contact:

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Building Equitable Pathways

Webinar Series

COMING SOON

Episode 3: Reimagining What It Means for Employers to Engage

Episode 4: From Policy to Practice: Creating Impact at Scale

Episode 5: Building Capacity for the Workforce of the Future

JANUARY AND FEBRUARY 2021



ENDNOTES

1. Federal Reserve Bank of St. Louis, "Unemployment Rate," FRED Economic Data, last updated December 4, 2020, <https://fred.stlouisfed.org/series/UNRATE>.
2. Opportunity Insights, "Economic Tracker," accessed November 30, 2020, <https://tracktherecovery.org/>.
3. Center on Budget and Policy Priorities, "Tracking the COVID-19 Recession's Effects on Food, Housing, and Employment Hardships," COVID Hardship Watch, last modified December 4, 2020, <https://www.cbpp.org/research/poverty-and-inequality/tracking-the-covid-19-recessions-effects-on-food-housing-and-employment-hardships>.
4. U.S. Census Bureau, "Expected Loss in Employment Income," Week 15, Household Pulse Survey, accessed November 30, 2020, <https://www.census.gov/data-tools/demo/hhp/#/?mapPeriodSelector=15&barChartPeriodSelector=15>.
5. U.S. Bureau of Labor Statistics, "Table A-14: Unemployed Persons by Industry and Class of Worker, Not Seasonally Adjusted," Economic News Release, last modified December 4, 2020, <https://www.bls.gov/news.release/empst.t14.htm>.
6. U.S. Bureau of Labor Statistics, "Table A-30: Unemployed Persons by Occupation and Sex," Labor Force Statistics From the Current Population Survey, last modified November 6, 2020, <https://www.bls.gov/web/empst/cpseea30.htm>.
7. U.S. Bureau of Labor Statistics, "Table A-14."
8. U.S. Bureau of Labor Statistics, "Table A-30."
9. Elise Gould and Melat Kassa, *Young Workers Hit Hard by the COVID-19 Economy* (Washington, DC: Economic Policy Institute, October 14, 2020), <https://www.epi.org/publication/young-workers-covid-recession/>.
10. U.S. Bureau of Labor Statistics, "Table A-4: Employment Status of the Civilian Noninstitutional Population by Race, Hispanic or Latino Ethnicity, Sex, and Age, Seasonally Adjusted," Labor Force Statistics From the Current Population Survey, last modified December 4, 2020, <https://www.bls.gov/web/empst/cpseea04.htm>.
11. Opportunity Insights, "Economic Tracker," data as of September 3, 2020, <https://tracktherecovery.org/>.
12. U.S. Bureau of Labor Statistics, "Table A-5: Employment Status of the Civilian Noninstitutional Population 25 Years and Over by Educational Attainment, Seasonally Adjusted," Labor Force Statistics From the Current Population Survey, last modified November 06, 2020, <https://www.bls.gov/web/empst/cpseea05.htm>.
13. Lauren Bauer et al., *Ten Facts About COVID-19 and the U.S. Economy*, the Hamilton Project (Washington, DC: the Brookings Institution, September 17, 2020), <https://www.brookings.edu/research/ten-facts-about-covid-19-and-the-u-s-economy/>.
14. U.S. Bureau of Labor Statistics, "Table E-16. Unemployment Rates by Age, Sex, Race, and Hispanic or Latino Ethnicity," Labor Force Statistics From the Current Population Survey, last modified October 5, 2020, https://www.bls.gov/web/empst/cpsee_e16.htm.
15. Burning Glass Technologies, Labor Insight, new job posting data for the 12-month period ending in September 2020, accessed October 2020, <https://laborinsight.burning-glass.com/us#loginwindow?returnUrl=home>.
16. Steve Dubb, "K-Shaped 'Recovery' Widens Gulf Between Haves and Have-Nots," *Nonprofit Quarterly*, August 18, 2020, <https://nonprofitquarterly.org/k-shaped-recovery-widens-gulf-between-haves-and-have-nots/>.