



# RESILIENT LOUISIANA COMMISSION

## Education and Workforce Task Force

May 1, 2020

Meeting Commenced at 2 p.m.

### Task Force Members Present

- Ava DeJoie, Co-chair
- Kim Hunter-Reed, Co-chair Ray Belton
- Doretha Bennett
- Bruce Busada
- Julie Cherry
- Camille Conaway
- Wayne Denley
- Hannah Dietsch
- Jason Droddy
- John Fraboni
- Henry Heier
- Paul Helton
- Jim Henderson
- Brittany Major
- Darcy McKinnon
- Kenya Messer
- Mike Palamone
- Paula Polita
- Janet Pope
- Cynthia Posey
- Shane Riddle
- Gray Stream
- Monty Sullivan
- Stephen Toups
- Angie White

### Task Force Staff Members Present

Ali Bustamante  
Susana Schowen  
Lisa Vosper  
Sonya Williams

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- Call to Order and Roll Call
  - Co-chair Ava Dejoie called the meeting to order at 2:00 p.m. and Sonya Williams conducted roll call. Ms. Dejoie established a quorum in accordance with Governor John Bel Edwards' Executive Proclamation 2020-41.
- Welcome and Opening Statement from Co-chairs
  - Ms. Dejoia began the meeting by thanking Kimberly Louis Robinson, Secretary, Louisiana Department of Revenue, and Don Pierson, Secretary, Louisiana Department of Economic Development for their leadership role in organizing Resilience Louisiana Task Force efforts. Direct in his efforts to cross-section business and education leaders from across the State, Governor Edwards' charge is two-fold:
    - to gather, share, and analyze information, and to respond to crisis needs as they evolve, and
    - to inform the development of a long-term, comprehensive game-plan for a more resilient future for Louisiana.
  - Co-chair Kim Hunter-Reed stated that we have a very clear responsibility to ensure that education workforce alignment is accelerated to address the displacement of hundreds of thousands of individuals, providing emphasis on upskilling and reskilling to move Louisiana forward. A paramount set of questions set before the Task Force is as follows:
    - What are the facts?
    - What are the questions that need answering?
    - What are the realities that govern the reality of where we are today, and where we want to go tomorrow?
    - What are our conclusions?

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- Dr. Reed stated that the following three presentations will set the table for the facts and foundational information needed to collectively ground the Task Force in a shared vision for guiding principles for a resilient Louisiana economy. Dr. Reed thanked Strada and Emsi for their participation as national partners in assisting the Task Force. In Dr. Reed's introduction of Dr. Dave Clayton, Senior Vice President of Consumer Insights, Strada, she pointed out that Strada has partnered with Gallup to survey the American people and their experiences with COVID-19, noting that it is timely and imperative that we understand the mindset, thinking, and anxieties of the people of Louisiana. Dr. Clayton's broad expertise in psychology, market research, branding and social impact marketing allows for the pulse, understanding, and current state of the American people.
- Public Comments
  - No public comments were submitted.
- Connecting Education and Employment: COVID-19 National Consumer Insights with Q&A, Dave Clayton, Ph.D., Senior Vice President for Consumer Insights, Strada
  - Dr. Dave Clayton began the presentation by stating that in times of flux, Americans have frequently turned to education to meet the challenges of a changing economy. However, COVID-19 has created an unprecedented change to our lives and work. To evaluate the unique impacts of this crisis, Strada launched Public Viewpoint: COVID-19 Work and Education Survey to explore Americans' perspective on education as a pathway to recovery.
  - Public Viewpoint is an online survey of 1,000 adult Americans:
    - Representative by age, gender, race/ethnicity, and census region
    - Fielded by Heart + Mind Strategies, a national market research firm
    - Weekly – March 25 - May 27 with results released each Wednesday
    - Monthly – June - October

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- [Stradaeducation.org/PublicViewpoint](http://Stradaeducation.org/PublicViewpoint)
- The key questions of Public ViewPoint are the following:
  - How are Americans feeling as a result of COVID-19?
  - How has the crisis impacted income and job security?
  - How has the crisis disrupted Americans' plans for education?
  - Has the economic crisis caused by COVID-19 changed the likelihood that people will enroll in secondary education and training?
  - How have people's intentions around where they would enroll changed?
  - For those considering enrolling soon, what are they seeking?
- Dr. Clayton continued his presentation with the following findings from Public Viewpoint:
  - Summary of Worries:
    - The share of Americans who are worried declined from 56% to 50% from the previous week to this week. Ranked from highest to lowest, Americans were most concerned, worried, and scared, with angry ranking last.
    - Americans' worries about their jobs, finances, mental and physical health stayed steady. Ranked from highest to lowest, Americans were worried most about finances, jobs, and mental health, with physical health ranking last.
    - American's considerations are shifting toward economic considerations in addition to public health.
  - Summary of Work:
    - The majority of Americans (54%) have either lost their jobs or seen their hours or income reduced.
    - About 6 in 10 Americans remain worried they will lose their jobs.
    - Americans across all education levels are feeling the effects of COVID-19.

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- Approximately 62% of Americans are worried about losing their job, but people of color are significantly more worried.
  - Latino-Americans have the most widespread reduction of income.
  - African-Americans and Latino-Americans are the most likely to have been laid off.
  - Latino Americans are the most likely to have had hours or shifts reduced.
  - Latino- and Asian-American business owners are the most likely to have lost income.
- Summary of Education:
    - An estimated 28 million Americans (11% of those ages 18-plus) have canceled education plans because of COVID-19.
    - Overall, Americans' intent to enroll in postsecondary education and training in the next five years has not increased.
    - Americans' intentions about where to enroll have shifted compared to this time last year.
    - Approximately 34% of Americans said if they were to lose their jobs, they would need more education.
    - Latino- and Asian-Americans are the most likely to feel they would need more education to replace a lost job.
    - Of those who believe they need more education or training, 64% would look for a job in a different career field.
    - For Americans looking to enroll in the next six (6) months, their interests are divided evenly among reskilling, upskilling, and pursuing personal interests.
    - The majority of adults considering enrolling in an education or training program in the next six (6) months prefer nondegree programs.
    - Of those who believe they would need more education or training, the majority prefer online options.
  - Strada Overall Recap:
    - Impact is widespread, but people of color have been disproportionately affected.

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- Approximately 54% of working Americans have lost jobs, hours, or income.
  - Worry about job loss is even more widespread, with 60% of those who remain employed concerned about job security. People of color are 15 percentage points more likely to be worried about losing their jobs.
  - An estimated 28 million American adults have canceled education plans because of COVID-19 – this represents 11% of Americans.
  - One-third of the workforce feel they would need additional education to replace a lost job. Two-thirds of this group would seek to change career fields.
  - Approximately 59% of adults who are open to considering more education or training in the next six (6) months would prefer non-degree programs.
  - Approximately 75% of those who feel they would need more education or training to replace a lost job would prefer nontraditional providers—55% online and 21% on-the-job.
  - Americans strongly favor online education, but preferences vary by group.
- Insights: Work Challenges and Education Expectations
    - Latino Americans are the most likely to have lost income from work. Approximately 66% of Latino Americans report losing a job, hours, or income, compared to 51% of Caucasian-Americans.
    - African-Americans are the most likely to have been laid off. Approximately 25% of African-Americans in the workforce report being laid off from their job, compared to 15% of Caucasian-Americans.
    - Latino- and Asian-Americans are more likely than Caucasian- and African- Americans to believe they will need more education if they lose their jobs. Approximately 38% of Latino-Americans and 36% of Asian-Americans said they would need more education and training, compared to 33% of Caucasian- Americans and 31% of African-Americans.

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- EMSI Labor Market Discussion with Q&A: Rob Sentz, Chief Innovation Officer, Emsi; Yustina Saleh, Ph.D., Senior Vice President of Analytics, Emsi
  - Mr. Rob Sentz, Chief Innovation Officer, Emsi, began his presentation by stating that Emsi was founded by two economists, and for the last 20 years, Emsi’s mission has been to use data to inform & connect people, education, and employers. Emsi serves thousands of professionals across three main sectors—higher education, state and local government, and business. With the need for smart, effective reemployment strategies, Emsi can drive an effective approach to inform policy makers, align training, and create a skills-based marketplace that connects displaced workers to employers.
  - Mr. Sentz and Dr. Yustina Saleh, Senior Vice President of Analytics, Emsi, provided a framework for state and local reemployment in Louisiana. Emsi’s automation system would allow jobseekers and training systems to be matched. Curriculum and work data can be uploaded to match skills, and jobseekers are able evaluate their skills to see opportunities for employment and reskilling. Earnings are validated through occupational employments surveys and job posting offers. While the system is not designed to provide predictability, Emsi is hopeful this model will allow learners to be more resilient in the event of another crisis, such as a hurricane or pandemic. Core human skills, such as writing, mathematics, critical thinking, conflict resolution, and information-assimilation, etc. already have a huge impact on the resiliency of learners and jobseekers.
  - This framework is divided into the following three (3) tiers:
    - (Data Dashboard) Establish data-informed policy
      - Pull the right data together to inform and connect critical stakeholders.
      - Evaluate critical need areas so state and local leaders can build strategies and get to work.
      - Create a rapid-response dashboard to serve as a single source of truth to shape direction.

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- (Education and Training Capacity) Align training and education
  - Inventory current training and education programs and capacity.
  - Research gaps between supply (unemployed) and demand (where there are needs for skills and talent).
  - Implement system to match jobseekers and training systems based on skill and demand.
- (Skills-based Marketplace) Connect jobseekers and businesses based on skills and demand
  - Help jobseekers evaluate their skills to see opportunities for work and reskilling.
  - Evaluate the needs of employers and help them connect to displaced workers with the right skills.
  - Create a system to serve as a skill-based marketplace for people that need work and companies that need talent.
- Emsi Overall Recap:
  - Data-informed policy that get all players working together towards rapid re-employment.
  - A workforce training system that aligns dislocated workers with employer-driven demand.
  - A skill-based market exchange where job seekers can be matched to the right opportunity and employers find the talent they need.
  - Mr. Sentz and Dr. Saleh mentioned that there is a free version to Emsi's service available immediately and it can be incremental.
- State of Louisiana's Unemployment Report with Q&A: Ali Bustamante, Ph.D., Chief Economist, Louisiana Workforce Commission
  - Ms. Dejoie introduced Dr. Ali Bustamante, Chief Economist, Louisiana Workforce Commission. She stated that due to COVID-19, 30 million people are currently unemployed in the United States, and

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367,000 people are unemployed in Louisiana. The Louisiana Unemployment Trust Fund went from \$1.58 billion to \$850 million.

- Dr. Bustamante elaborated with the following data during his presentation:
  - There were 66,168 initial unemployment insurance claims on April 25, 2020. However, there were 294,706 continued claims on April 25, 2020.
  - The top three unemployment insurance industry claims are the following:
    - Accommodation and Food Services (112,400)
    - Healthcare and Social Assistance (60,799)
    - Retail Trade (60,416)
  - The top four parishes for unemployment insurance claims are the following:
    - Orleans Parish (67,300)
    - Jefferson Parish (67,254)
    - East Baton Rouge (52,793)
    - Caddo (24,366)
  - Louisiana Monthly unemployment insurance Total as of March 2020 is 149,441. This number is subject to major change once new data becomes available for April 2020.
  - Louisiana Monthly Labor Force Total as of March 2020 is 2,152,388.
  - Louisiana Monthly Employment Total as of March 2020 is 2,002,947.
  - Louisiana Monthly Nonfarm Employment Total as of March 2020 is 1,974,000.
  - Louisiana Monthly Private Employment Total as of March 2020 is 1,641,500.
- Discussion
  - Task Force members engaged in discussion with Dr. Bustamante following his presentation. Dr. Bustamante emphasized that locations of job losses are critical points of data. The new cycle of data will provide a greater clarity on the impact that COVID-19 has had on Louisiana. However, this pandemic is a global and national downturn. Securing re-employment and implementing a mechanism of stability for

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# RESILIENT LOUISIANA COMMISSION

that employment is equally important.

- As discussion ensued, Ms. Dejoie suggested a partnership between business, education, and workforce by having the workforce partner with local businesses and universities to conduct on-the-job training to supplement wages.
  - Camille Conaway asked if there is modeling on which industry sectors will return and when they will return. Dr. Bustamante stated that Louisiana is facing a sustained recession through 2020 going into 2021. Healthcare and Medical services industry was ranked in the top three of industry unemployment insurance claims due to lack of health insurance as a result of job losses.
  - Hannah Dietsch asked whether modeling exists on the extent of school closures and its impact on parents' ability to return to work. Dr. Bustamante stated that there is some data available on childcare constraints and workforce.
  - Dr. Jim Henderson, President, University of Louisiana System stated that one of the challenges of this economic modeling is that this pandemic is unprecedented and is a very recent phenomenon. He is confident that science will be ahead of the game on therapeutics and vaccines as job seekers and the economy struggle to catch up. Advancing this research will allow people to return to work.
  - Ms. Dejoie would like to establish best practices childcare training programs at Louisiana two-year schools and universities and partner with business and industry in utilizing these techniques via on-the-job training.
- Closing Remarks
    - Dr. Reed stated that Task Force members will be sent an email to consider urgent action items, thoughts needing immediate attention, findings, recommendations, and key agenda items. Additionally, there is a

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# RESILIENT LOUISIANA COMMISSION

timeline to ensure there is enough information for an end of June report for the larger Resilient Louisiana Commission. The next Resilience Louisiana: Education Workforce Task Force will meet Friday, May 8, 2:00-4:00 p.m.

- Paula Polita requested that OPH and DHH be involved in providing guidance for the childcare industry to move forward. Dr. Reed responded that OPH has begun reviewing Phase 1 and 2 for early childhood and summer camps.

**The Meeting Adjourned at 4:03 p.m.**

▪

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