

WORKFORCE DEVELOPMENT INSIGHTS & OPPORTUNITIES



*Anchoring Economic
Development in our
Region's Human Potential*



RURAL SETTING COMMUNITY NEEDS



Redefining Job Quality

Identify the dimensions of job quality that matter to workers and are achievable for small businesses.



Transferrable Skills

Empower learners with skills in demand across industries. Options bring opportunity in seasonality, schedule, and advancement.



Career Laddering

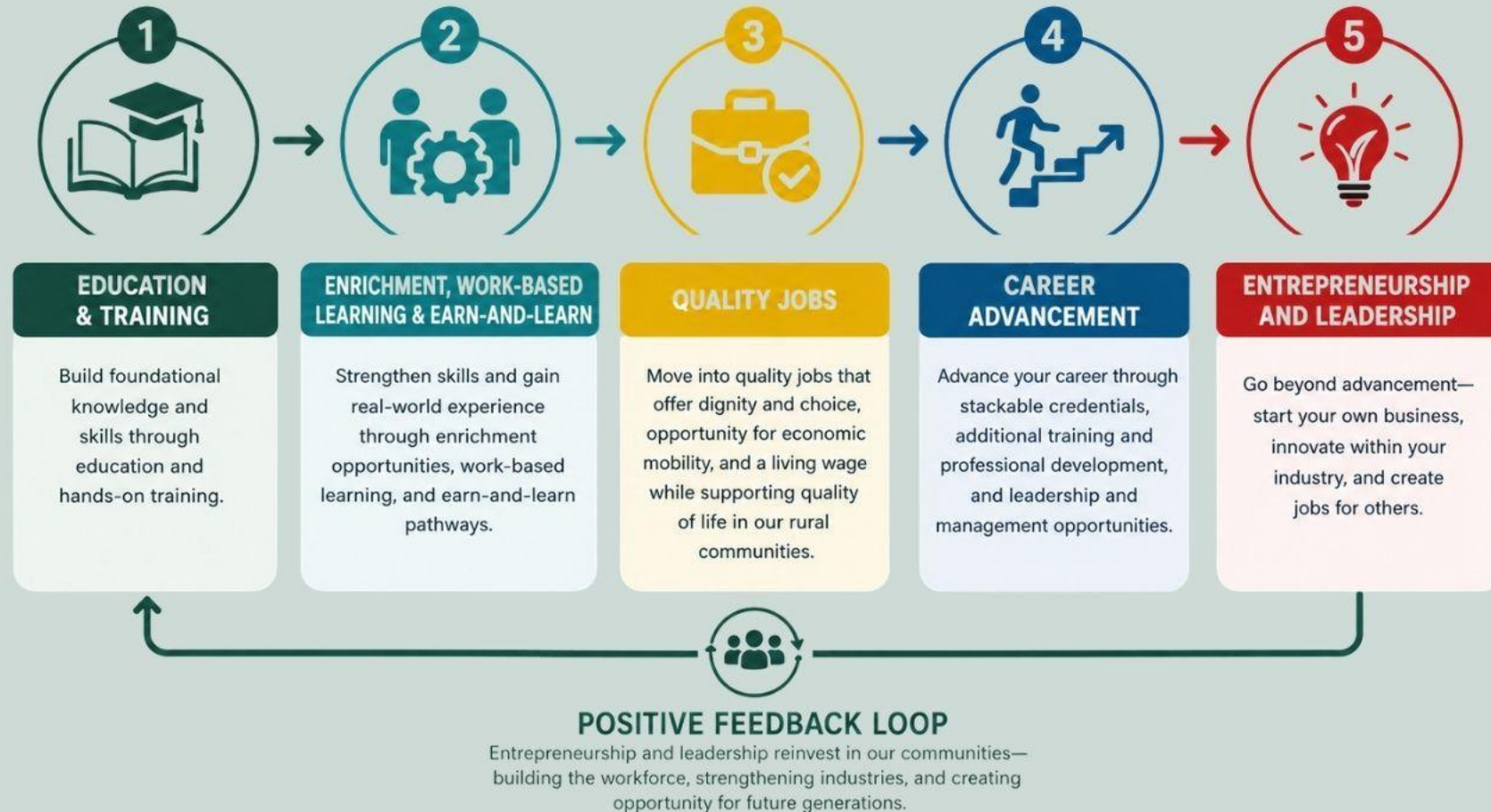
Provide options to stack credentials, upskill, and grow while earning money.



Entrepreneurship

Small businesses are the life-blood of the Redwood Region's economy. Support entrepreneurship for career advancement, leadership, innovation, and job creation.

THE REDWOOD REGION RISE RURAL PATHWAY MODEL



DEFINING JOB QUALITY

*Tailored for the Redwood Region's
Unique Strengths and Needs*



WAGES



STABILITY



BENEFITS ACCESS

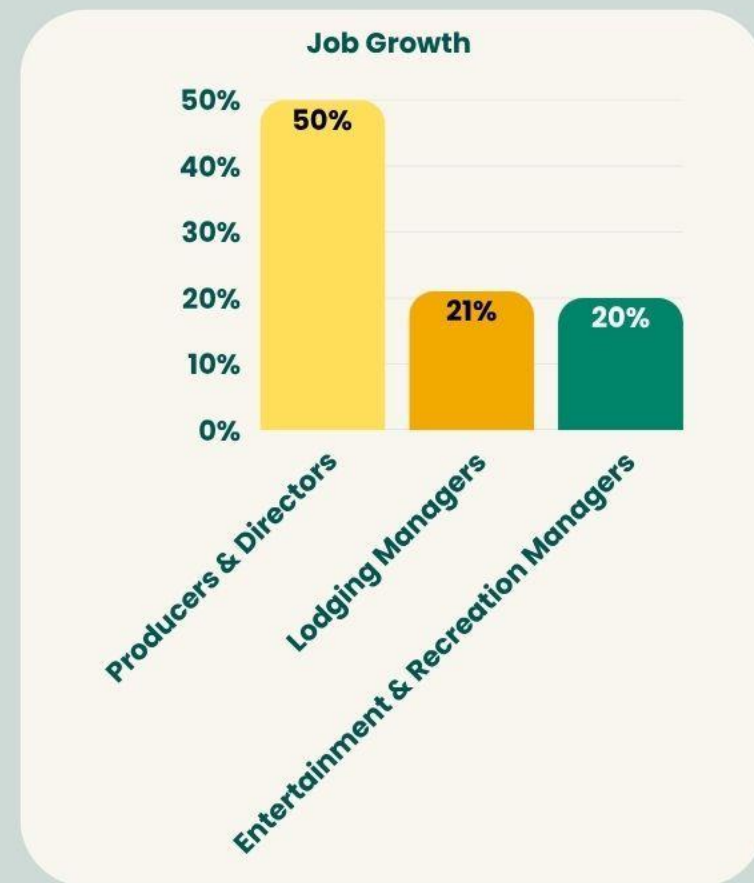
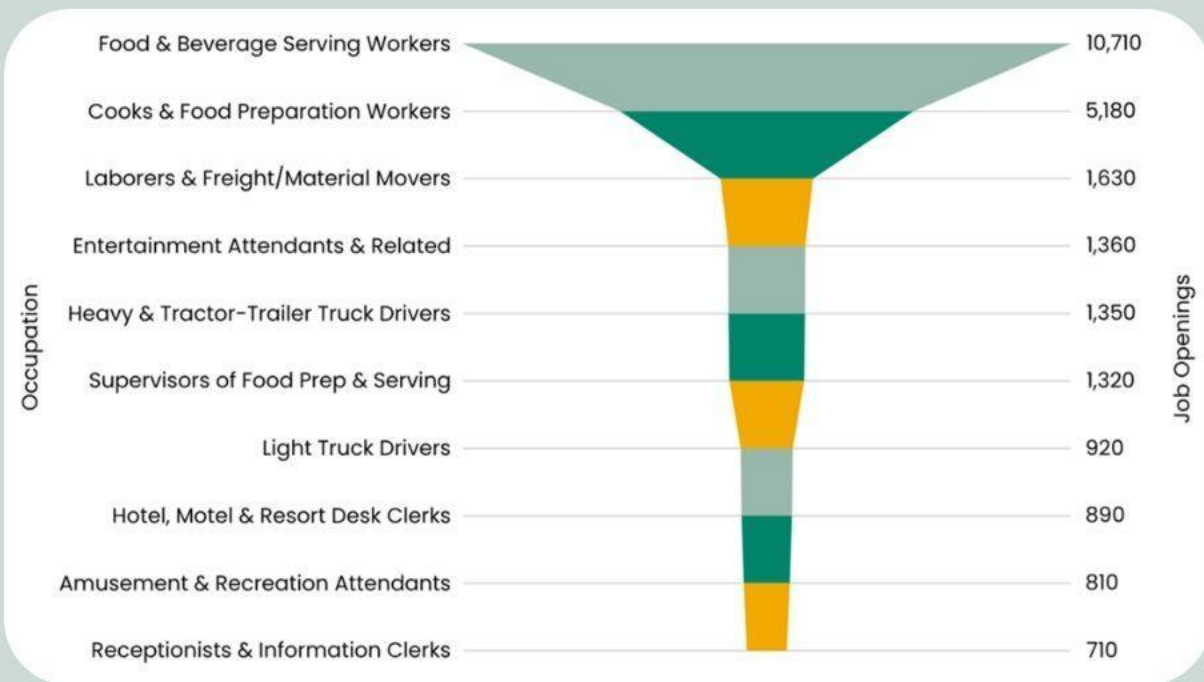


ADVANCEMENT



DIGNITY AND VOICE

ARTS, CULTURE, & TOURISM



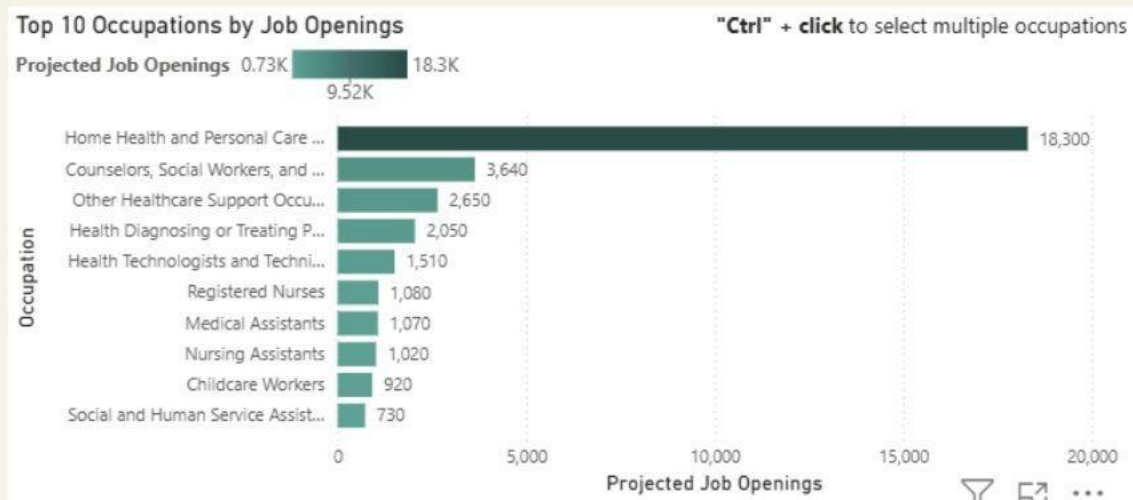
TAKEAWAYS

- **Improve** job quality at no-to-low cost to employers
- **Redefine** job quality for work that is by-nature seasonal or part-time.
- **Upskill and empower workers** into management, entrepreneurship, and career pivots with transferrable skills.



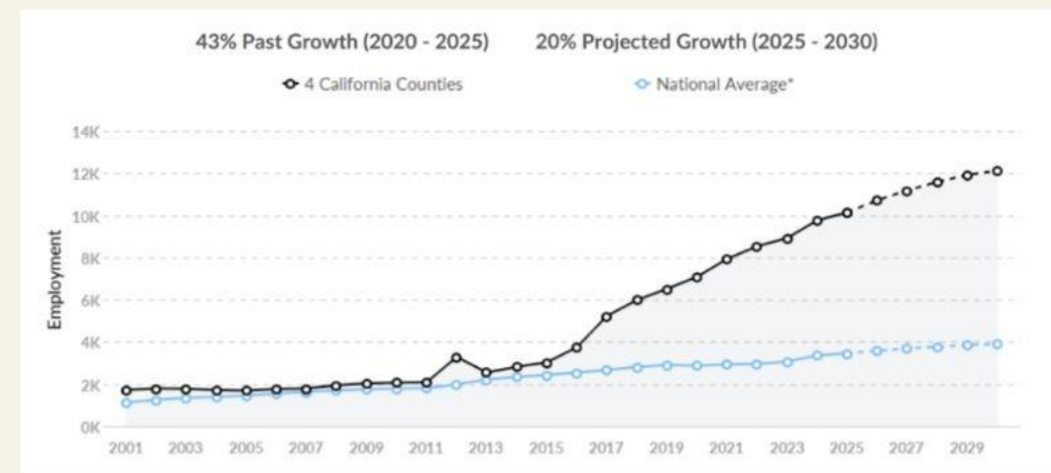
Insights

- **Home health and personal care aides:** opportunity to enhance job quality and apply RRRISE pathway model
 - Elevate worker voice and dignity
 - Recruit and train transferrable skills
 - Strengthen the ladder
- **Growing Demand:** nurse practitioners and physician assistants; play a key role in primary care without the training and residency runway or as much of a bottleneck as clinicians.
- **Clinical placement:** key to unlocking workforce growth

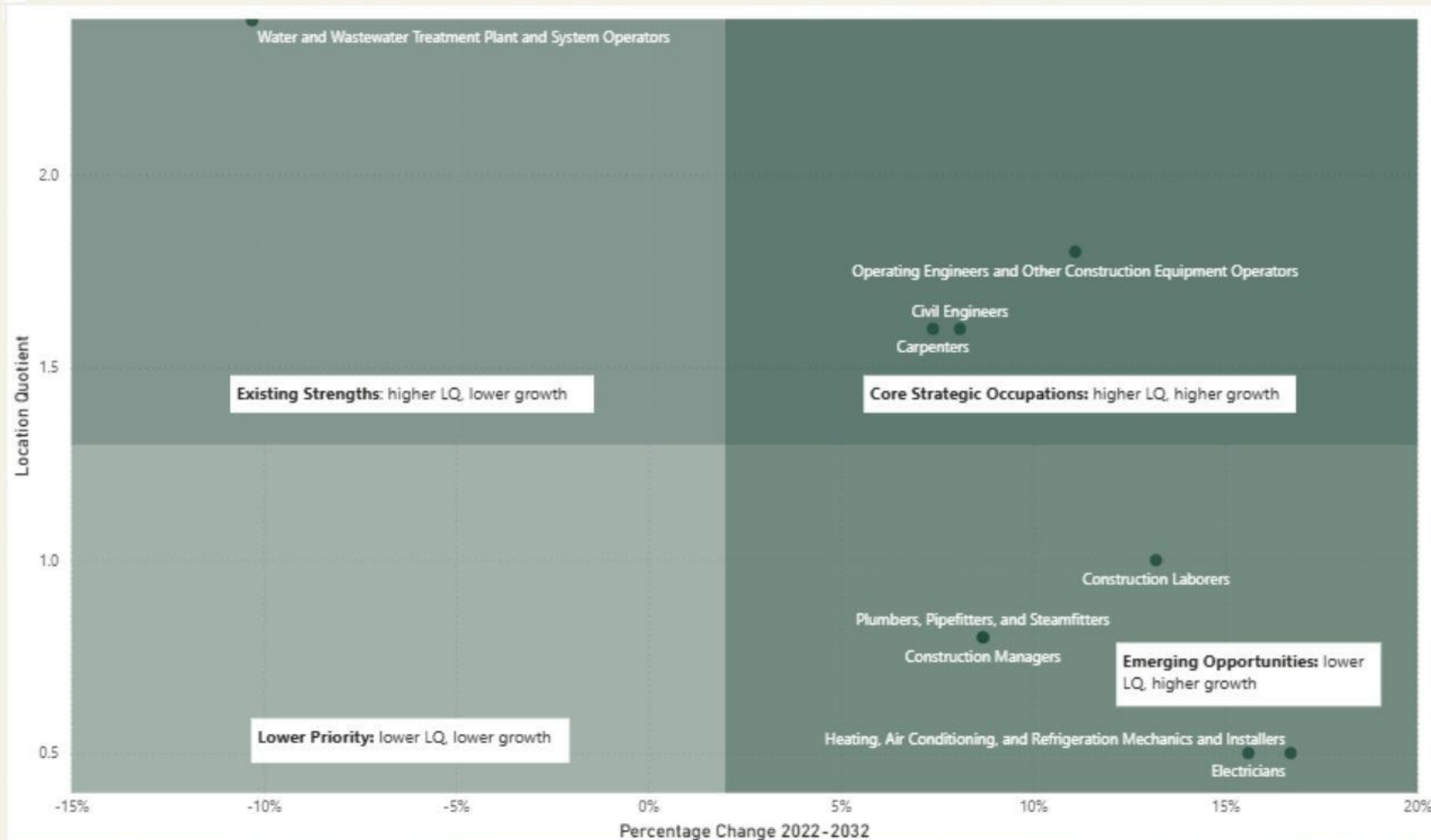


HEALTH & CAREGIVING

Projected growth in home health aide workforce



RENEWABLE & RESILIENT ENERGY



Fastest Growing Roles

- **16.7%** Heating, Air Conditioning, and Refrigeration Mechanics and Installers
- **15.6%** Electricians
- **15.4%** Industrial Machinery Mechanics

Top Job Openings

- **950** Construction Laborers
- **870** Carpenters
- **590** Operating Engineers and Other Construction Equipment Operators

Needs + Opportunities

- **Construction management** training
- 2-year **Engineering** or **Drafting** pathway
- Misalignment between supply and demand for **solar installers**

Key Insights

- **Seasonality** is a defining feature
- **Job Quality** enhancements:
 - Worker Voice and Dignity
 - Career Advancement – Transferrable skills!
- **Transferrable skills:** intersection with Outdoor Recreation, an emerging opportunity regionally



WORKING LANDS & BLUE ECONOMY



TOOLS & RESOURCES TO SUSTAIN MOMENTUM



Pathway Maps

for Learners & Workers

Industry 1-Pagers

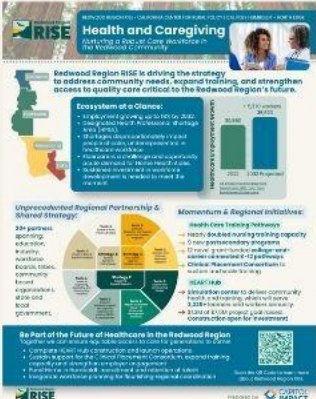
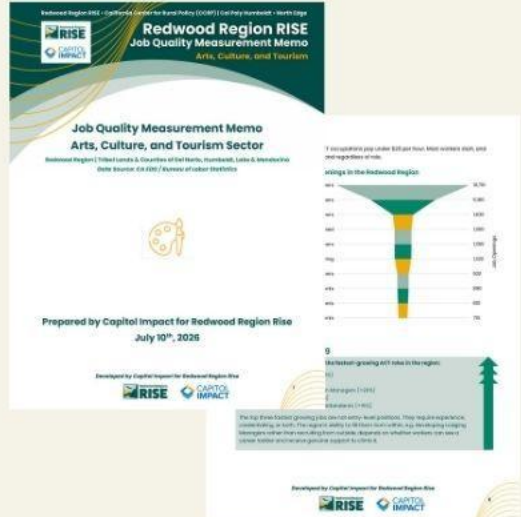
for Funders & Policymakers



Workforce Strategy Memos

for Workforce & Education Strategy

<https://www.humboldt.edu/ccrp/projects/redwood-region-rise/resource-hub/workforce-development>





OPPORTUNITIES & RECOMMENDATIONS

- Incentivize and support employers to improve **job quality**.
- Focus career education and workforce training on **transferrable skills**.
- Empower learners with **tools and resources** to be nimble and adaptive to workforce opportunities.
- Fund and expand **earn-and-learn training programs** and **stackable credentials**, allowing workers to upskill while retaining employment.
- Invest in **entrepreneurship**.



THANK YOU!

QUESTIONS & CONTACT

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