



WORKFORCE Respond and Recharge

2021 Commitment





Background

In development of this strategy, the Commerce Department's Office of Workforce analyzed the pandemic's economic impact on employers and workers, as well as conducted focus groups and interviews to better understand stakeholder challenges and priorities. The Commerce Department gratefully acknowledges the input from diverse stakeholder groups, including: Multiple City departments, City Council, local Chambers of Commerce, anchor institutions, employer partners, community organizations, and workforce development providers (leaders, frontline staff and participants).

The result of this engagement is the Workforce Respond and Recharge: 2021 Commitment, a collaborative vision with specific goals and key initiatives for the Office of Workforce, PIDC, and Philadelphia Works through 2023. The goals outlined here are designed to support a coordinated, citywide system that supports Philadelphia employers find talent and residents attain sustainable careers.

Leading with Purpose

Any comprehensive economic development strategy must **dually address the devastation to businesses and workers**. This commitment is focused on addressing unprecedented workforce challenges presented by the **COVID-19 pandemic, corresponding unemployment crisis, and civil unrest**, despite cuts to resources from all levels of government.

By 2023, we commit to bring the unemployment rate and the number of jobs back to January 2020 levels, while **working to eliminate the racial and ethnic disparities** that compose the **citywide unemployment rate** and **growing sustainable, living-wage jobs**. This means attaining a ~6% unemployment rate and a total of 750,000 jobs in Philadelphia.

The 2021 Workforce Commitment is guided by three objectives:

1. Build upon the critical work outlined in three previous strategies
 - [Fueling Philadelphia's Talent Engine](#) (2018)
 - [Growing with Equity: Philadelphia's Vision for Inclusive Growth](#) (2019)
 - [Respond, Restart, Recharge, Reimagine: An Equitable and Inclusive Economic Recovery for Philadelphia](#) (2020).
2. Refine and reimagine the role of the Department of Commerce, Philadelphia Works, and PIDC within Philadelphia's workforce development ecosystem to better connect job-seekers to employers.
3. Set ambitious, achievable goals that leverage partnerships to help residents prepare and succeed in quality jobs.

Workforce Development Vision

This commitment is achieved through the following key initiatives:



DIRECTLY CONNECTING RESIDENTS TO EMPLOYMENT OPPORTUNITIES TODAY

- PA CareerLink® Philadelphia System
- Investments in Workforce Solutions
- Targeted Employer Partnerships
- Navy Yard

POSITIONING PHILADELPHIA AS A TALENT HUB FOR THE FUTURE

- Industry Partnerships
- Career Connected Learning
- Most Diverse Tech Hub
- Philadelphia Skills Forward Initiative

Those most in need continue to be Black and brown Philadelphia residents. Thus, all initiatives prioritize racial equity in planning and implementation. The commitment targets residents who:

- **Have lost jobs that may not be fully coming back post-pandemic;**
- **Need additional education and/or industry credentials** to increase marketability; and/or
- **Need upskilling or reskilling opportunities** to advance beyond low-skill, low-wage work.

Directly Connecting Residents to Employment Opportunities Today



PA CareerLink® System will achieve **5,000 job placements through 2023.**

Led By:



Description: The PA CareerLink® Philadelphia System expands access to quality employment

through one-on-one advising, events, and more. Specific programming includes:

- **Job seeker services:** Providing targeted support with resume creation and interview skills; host workshops aimed at essential (soft) skillsbuilding; and provide 1:1 advising for job-seekers.
- **Employment opportunities:** Connecting residents directly to employment opportunities through in-person and virtual hiring events, as well as referrals to local companies.
- **Industry trainings:** Providing access to training and education linked to employment opportunities.

Invest in Workforce Solutions, with **100 job placements through 2021.**

Led By:



Description: Investments in Workforce Solutions is a **FY21 \$1M investment strategy** intended

to drive innovative workforce programming and employment through an open RFP process. Each proposal required an employer partner commitment to interview and/or hire program graduates. This funding is intended to spur solutions that connect residents looking for career opportunities to employers looking to hire from the community and pay a living wage.

Targeted Employer Partnerships, with **500 job placements through 2023.**

Led By:



Description: Targeted Employer Partnerships support local employers with hiring Philadelphia residents to

fill positions that pay a living wage. Specific initiatives include:

- **Amazon Jobs:** Partnering with Amazon to fill hundreds of warehouse and Whole Foods Markets positions.
- **Fair Chance Hiring:** Collaborating with ~30 employers to fill open positions in the sustainability, non-profit, and food service industries with returning residents.
- **PHL Taking Care of Business:** Contracting with ~35 nonprofits to employ 200 Cleaning Ambassadors through FY21.

Navy Yard Workforce Development Initiatives (NYWDI) to achieve **65+ job placements through 2021.**

Led By:



Description: PIDC's NYWDI creates training programs that connect South Philadelphia residents to

permanent employment with Navy Yard employers. The initiatives recruit, assess, and train participants on behalf of employer partners who can then interview and hire from a highly trained talent pool in automation-proof industries: **Advanced Manufacturing, Green Industries, Healthcare, and Life Sciences.**

Positioning Philadelphia as a Talent Hub for the Future



Industry Partnerships will engage 300 employers through 2021.

Led By:



Department of
Commerce

Description: Industry Partnerships convene employers across an industry to develop solutions that

meet their talent needs, including: building a diverse pipeline of talent through education and training; recruiting and retaining employees for the long-term; engaging with Philadelphia's workforce development resources; and preparing their workforce with the skills and capabilities needed in a rapidly evolving future.

- Sectors of focus include: **Information Technology, Life Sciences (specifically Gene & Cell Therapy), Advanced Manufacturing, Healthcare, Hospitality & Entertainment, and Logistics & Distribution.**

Career Connected Learning will support 1,500 public high school students complete industry-informed work-based-learning experiences through 2023.

Led By:



Department of
Commerce

Description: In partnership with the Office of Children and Families, Philadelphia Works, and the

School District of Philadelphia, Commerce will engage employers to design and provide career-connected opportunities for high school students. Efforts will focus on industries with strong growth and earning potential, starting with **Information Technology, Construction, and Life Sciences.**

Most Diverse Tech Hub will provide 50 paid internships in technology through 2021.

Led By:



Department of
Commerce

Description: The City is invested in positioning Philadelphia as the nation's most diverse tech hub. To

do so, Commerce is investing \$500,000 in programs and ideas that enhance technology skills for the future talent pipeline, enabling more Black and brown Philadelphians to train for technology jobs; match Black and brown talent to local tech companies; build diverse and long-standing talent-generating partnerships between local colleges and universities; provide resources and education to underrepresented startup founders; and convene employers to foster a more diverse tech sector.

Philadelphia Skills Forward Initiative will engage 100 employer partners and upskill 7,500 residents through 2023.

Led By:



Description: Philadelphia Skills Forward Initiative is a joint initiative aimed at incentivizing employers to invest in talent and expand resources for residents:

- **Providing online job training programs through the PHL Career Portal:** Philadelphia Works and Graduate! Philadelphia have partnered with Accenture to offer 140+ online training courses across several high-demand industry tracks – including Healthcare, Information Technology, and more – and education linked to employment opportunities.
- **Engaging employer partners to support residents in learning:** The Greater Philadelphia Chamber of Commerce is engaging employers in their member network to provide support to learners through mentorship and instruction.
- **Supporting employers in interviewing and hiring:** All partners are working with local employers with job openings to interview and hire residents who have participated in the Skills Forward job training opportunities; the end goal of the initiative is connection to quality employment opportunities.

Invest **public workforce funds**

Connect residents to employment via funding & oversight of **PA CareerLink®**

Administers **virtual job placement services**

Publish **employment data & insights**

Evaluate **quality of training programs**

Invest **City-budgeted workforce funds**

Administer **incentive programs** for employers to invest in building a skilled and diverse workforce

Connect **employers of all sizes to workforce resources**

Administer **loan and grant programs** for small businesses to retain employees

Lead **land sales and development of industrial sites**

Develop and advocate for **policy priorities**

Convene **nonprofit provider partners** and connect to funding & employer opportunities

Connect **educational institutions** to workforce development efforts

Invest in **small business growth and equitable entrepreneurship**

Build **workforce programs** to prepare residents for jobs of the future

Partner with **City Council and other City agencies**

Connect **business development efforts & employers** to workforce development resources and supports

Lead **industry partnerships** across growing sectors

Philadelphia's Workforce Development Ecosystem

The workforce development ecosystem in Philadelphia is diverse, multifaceted, and complex. It comprises job-seekers, employers, workforce providers, economic development institutions, research institutions, philanthropy, policy & advocacy groups, government, and more.

Each group has demonstrated investment in the success of Philadelphia's workforce system; many are working directly with residents and employers every day to deliver sustainable employment.

City Council allocates budgetary resources and enacts legislation to support workforce and related initiatives.

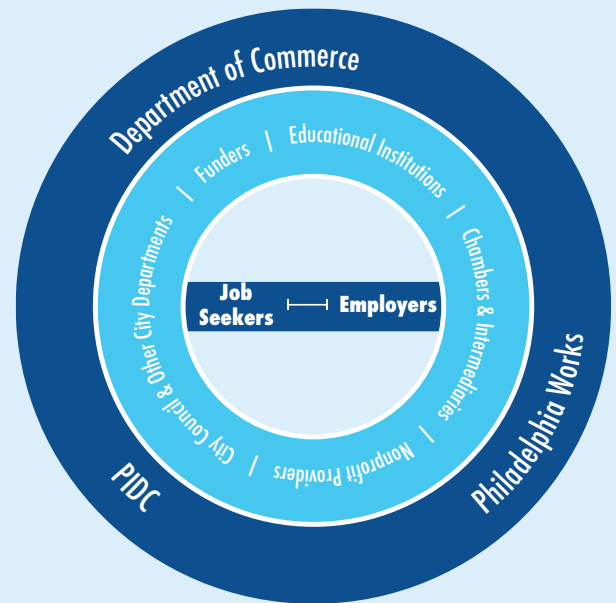
Funders provide monetary resources to quality workforce providers.

Chambers & Intermediaries bring together employers to strengthen networks and foster collaboration.

Educational institutions provide educational degree and industry credential programs to help job-seekers position themselves competitively.

Nonprofit providers provide direct training and support services for job-seekers.

The public workforce development system leverages resources and integrates education, training, and support services to maximize connections between job-seekers and employers.



Who We Are

The Department of Commerce, Philadelphia Works, and PIDC are **separate public entities with distinct missions** related to both business and workforce development. With a new structure and renewed urgency, we have taken this pivotal moment to reconsider our joint role in the ecosystem. This commitment aligns workforce strategies across all three entities.



The Department of Commerce Office of Workforce **connects employers to workforce providers and other resources** to help them leverage Philadelphia's talent pool.

Philadelphia Works, Inc., the city's workforce development board, is a non-profit, quasi-public organization **connecting career seekers to employment and training opportunities**. Philadelphia Works also **invests public resources** in workforce solutions that drive economic growth, influence public workforce policies, and optimize funding and resources to build a skilled and thriving workforce.

PIDC is the city's public-private economic development corporation, **financing everything from real estate development to small business loans and grants**.