



Designing local skills strategies

Key issues to consider

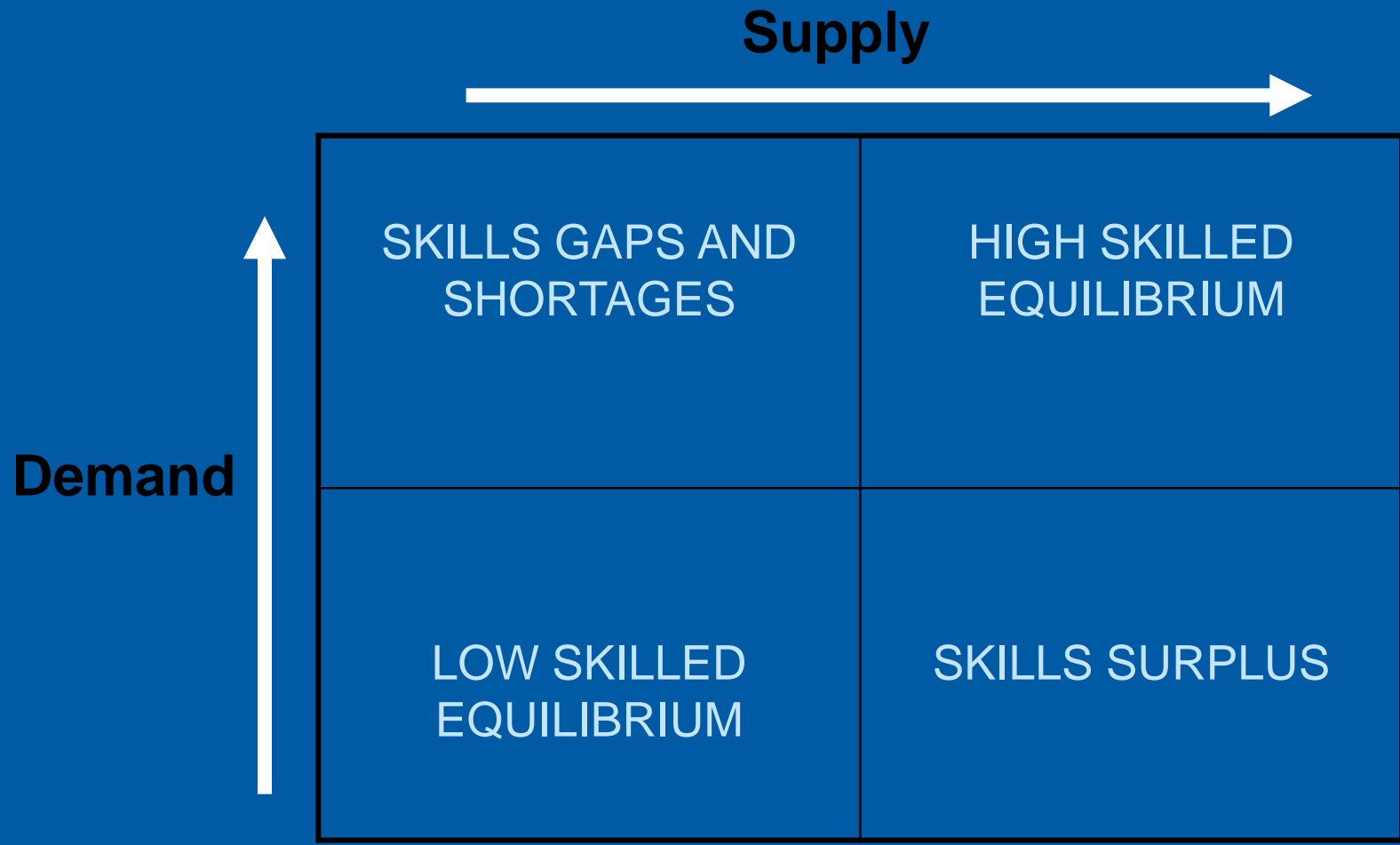
“Workforce development is economic development”

- By 2010:
 - Nearly 50% additional jobs in EU will require a tertiary education, and nearly 40% upper secondary
- On average in OECD:
 - 84 % those with tertiary education in a job c.f. only 56 % without upper secondary qualification
- Median weekly earnings of US college-educated workers 73 % higher than high school-educated

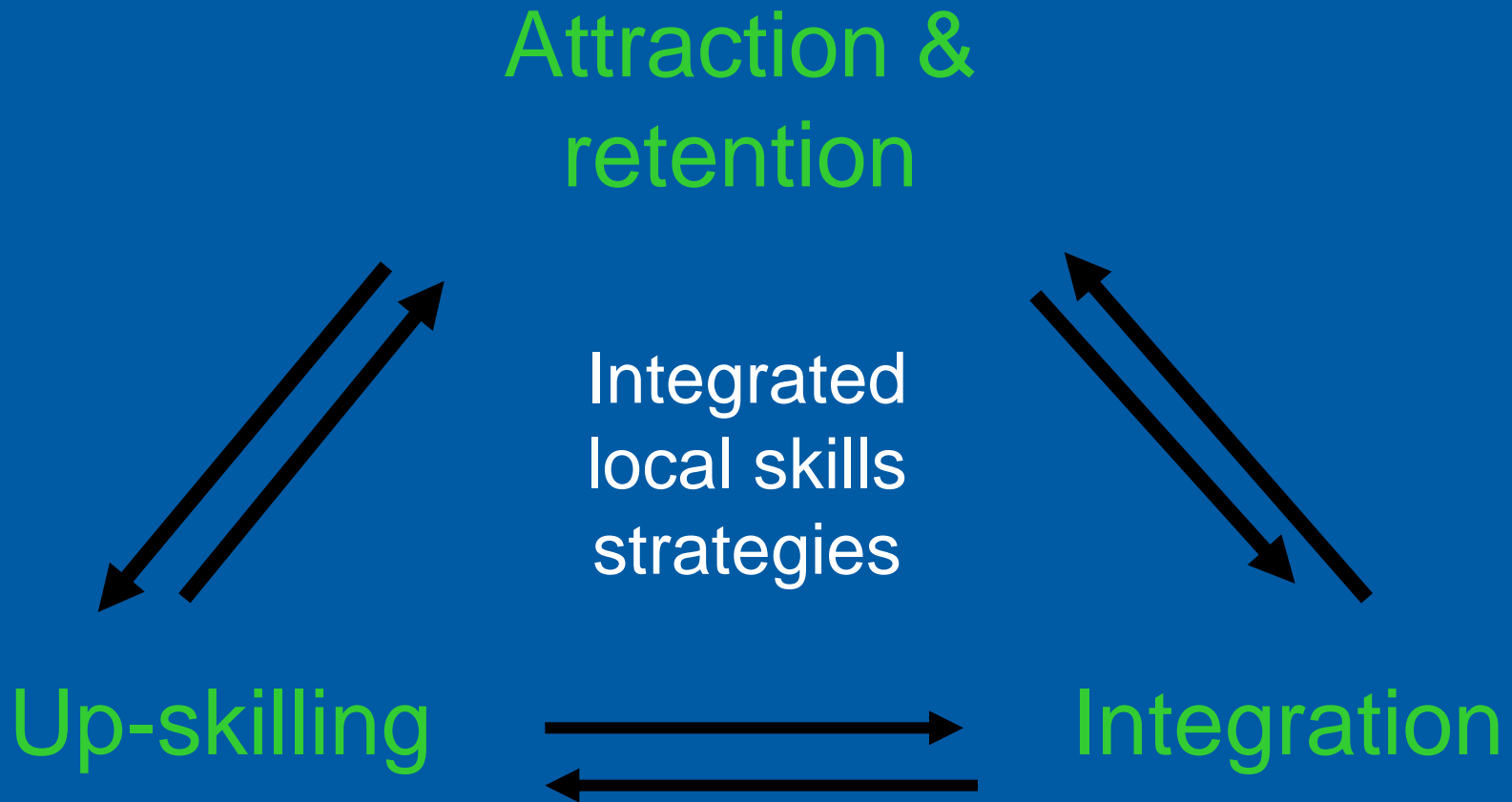
The LEED Study

- 14 case studies:
 - from Australia, Canada, China, Mexico, Portugal, Romania, Spain, Sweden, Ukraine, United Kingdom and the United States
 - Special focus regions losing skills
- Developing guidance:
 - Defining the problem/Balancing strategic objectives/Overcoming obstacles to implementation

Defining the problem

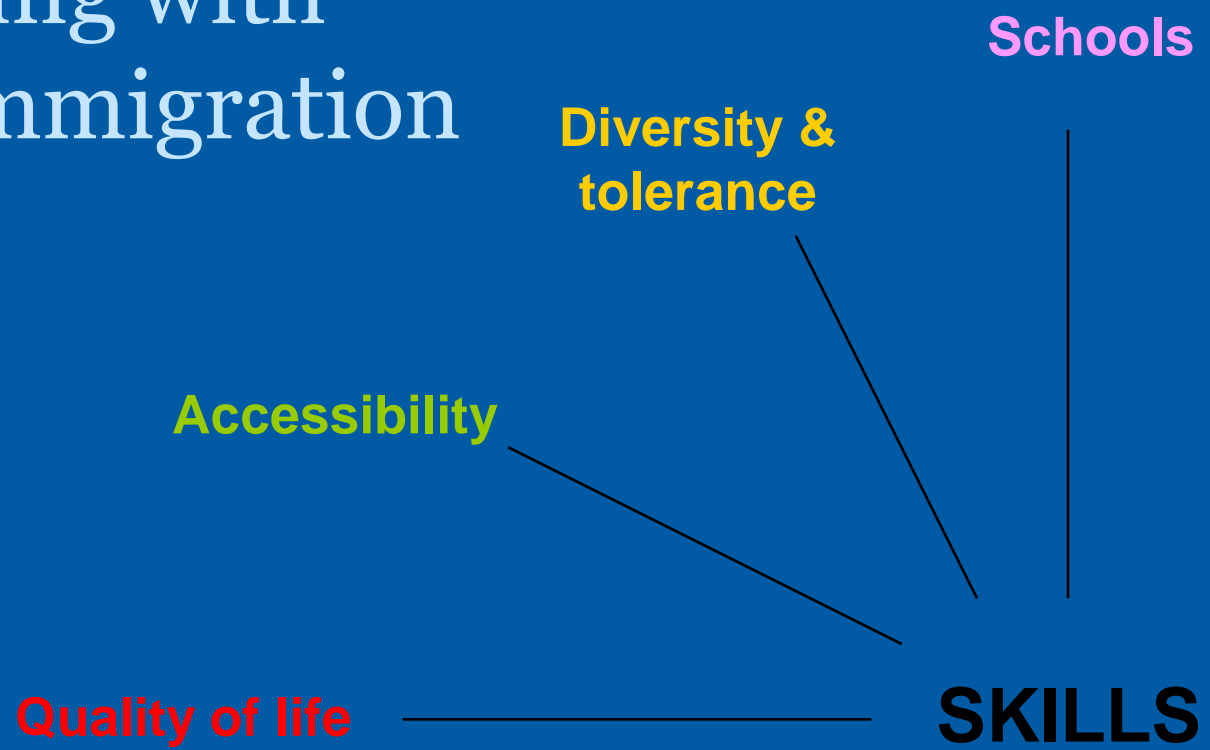


Balancing strategic priorities



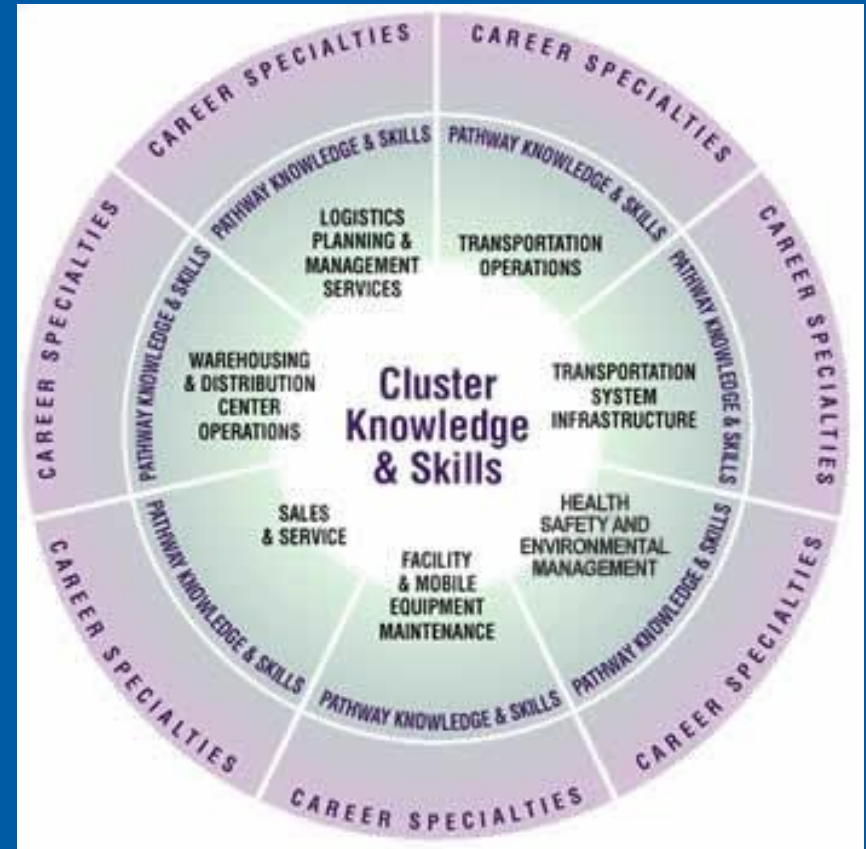
Attracting & retaining talent

- Taking a holistic approach
- Coordinating with national immigration systems
- Retention



Integration into the workforce development system

- Barriers for immigrants
- Marketing to disadvantaged groups
- Linking basic skills with onward career progression
- Flexibility



Upgrading skills of the low qualified

- Encouraging private sector cooperation
- Tackling the ‘low skilled equilibrium’



Returning Chinese

émigrés

Attraction

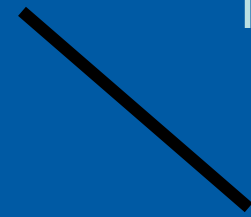
Shanghai

Specialised training centres within enterprises of industry leaders in major industrial sub-sectors

Upgrading

Integration

Integrating rural migrants



Careers fairs, marketing campaigns, summer camps

Attraction

Michigan

Career ladder program for entry-level nurses

Upgrading

Collaboration among community colleges to coordinate & modularise training curriculum

Integration

e.g. Partnering with public health agencies to address job retention issues (e.g. substance abuse)

Overcoming obstacles

- Access to information/data
 - New techniques
 - Local ownership
- Getting the right balance
 - Resourcing issues, avoiding the 'quick fix'

- Joining up disparate services
 - Availability of flexibility to different actors – the case of London
- Anticipating change
 - Continuity and ‘flexible specialisation’