

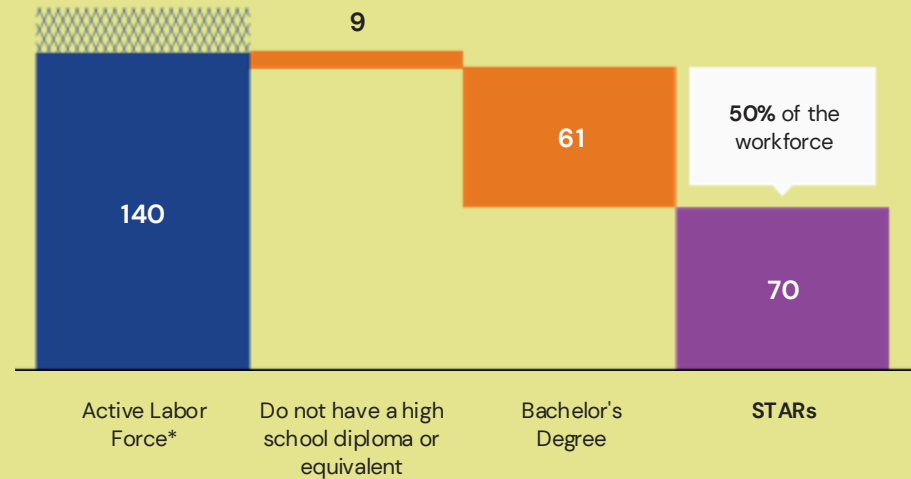
THE CASE FOR STARS:



How Regions can Tear the Paper Ceiling



More than 70 million workers are Skilled Through Alternative Routes (STARs) instead of a bachelor's degree



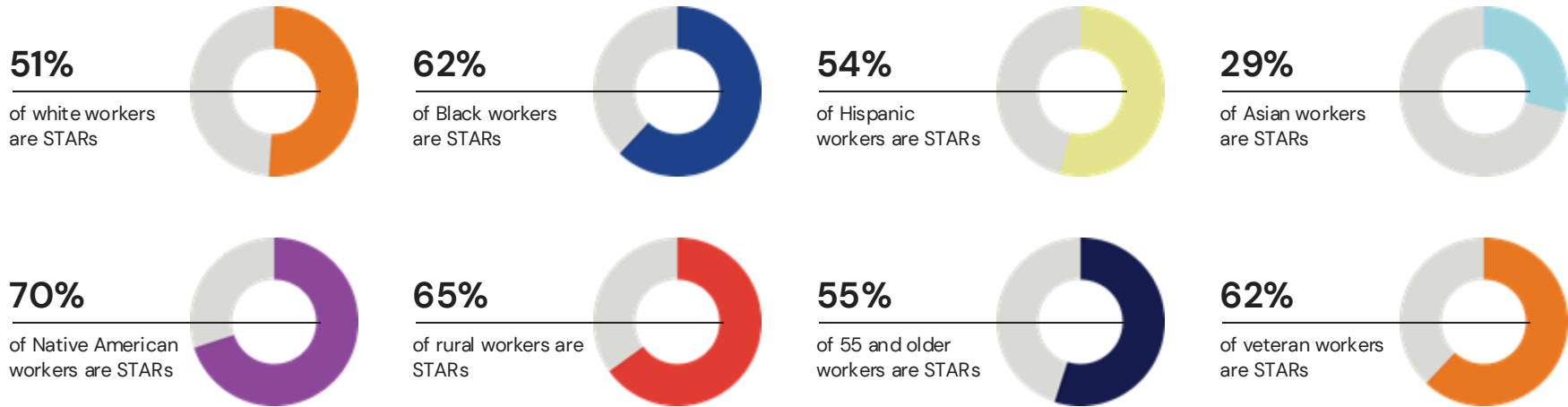
*We exclude 20 million workers under the age of 25 from our analysis of the labor force to ensure that the majority of the population studied has completed their education.

Source: Opportunity@Work Analysis of the 2021 Current Population Survey, Annual Social and Economic Supplement; Integrated Public Use Microdata Series.

Untapped Talent Pool: Workers Skilled Through Alternative Routes (STARs)

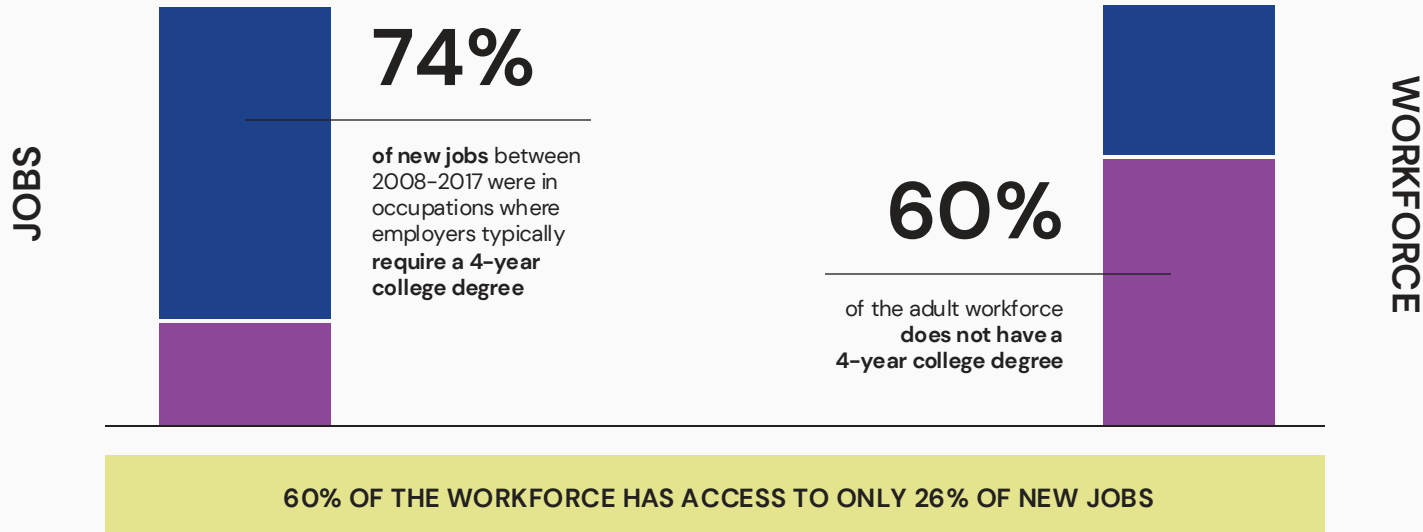


STARs have developed their skills through alternative non-degreed routes such as work experience, military service, educational benefits, training & on-ramps, boot camps, and community college.



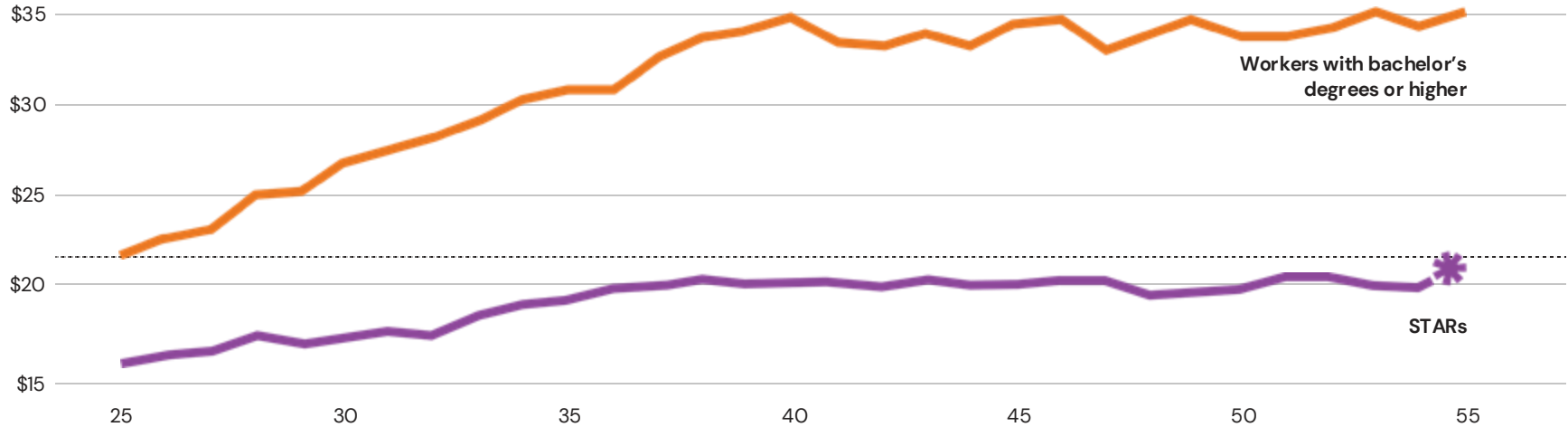
Screening out talent by pedigree fails the math test

Arbitrary bachelors degree requirements exclude the majority of the workforce



In 30 years, STARs wages don't catch up to where bachelor's degreed workers start their careers

CAREER WAGES FOR 25-YEAR-OLD WORKERS IN 1989



Note: Median wages in 2019 dollar for workers 25–29 years old in 1989 for workers with a bachelor's degree or higher versus workers skilled through alternative routes (STARs). Dotted line indicates median hourly wages for workers with a bachelor's degree at age 25 (\$21.59).

Source: Adapted from Blair, Debroy, and Heck (2021, 3). Data are from the 1989–2019 Annual Social and Economic Supplement (ASEC) of the Current Population Survey (CPS) microdata accessed via IPUMS.

33 Million STARs have skills for higher-wage work today



3M

SHINING STARs

STARs who are in high-wage roles today



33M

RISING STARs

STARs who have multiple mobility pathways into significantly higher-paying occupations



39M

FORMING STARs

STARs who have skills to see smaller wage gains through more limited employment pathways





THE PAPER CEILING

A national campaign to elevate STARs in America

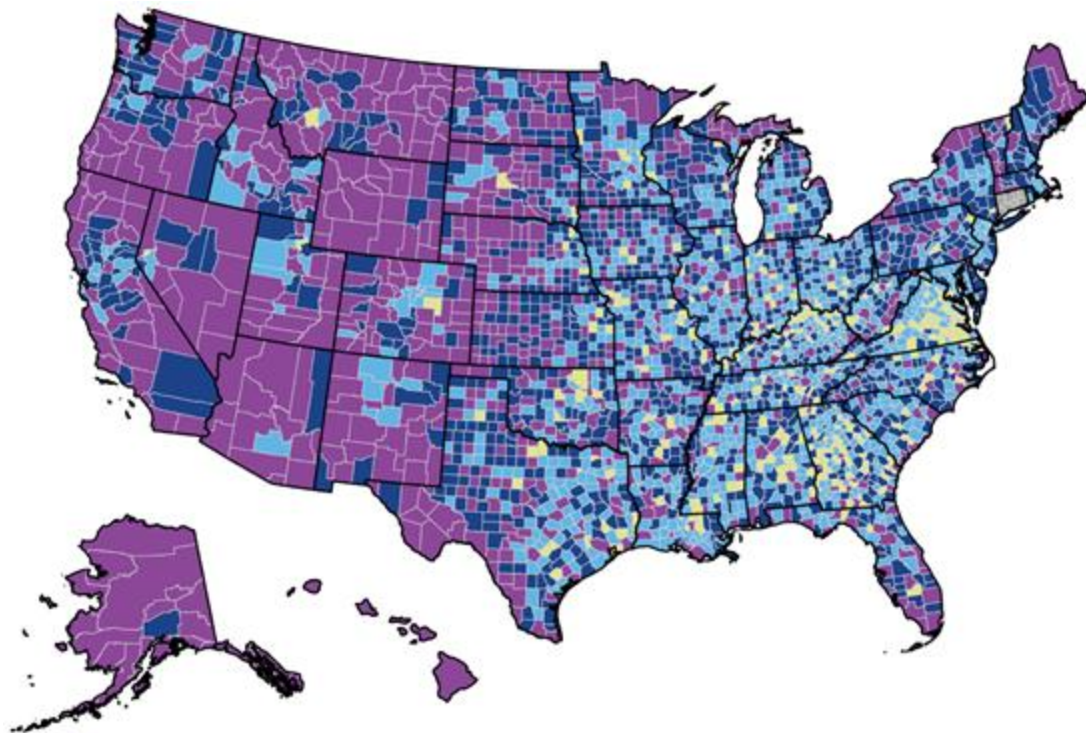
STARs^{*}
SKILLED THROUGH
ALTERNATIVE ROUTES

ad
COUNCIL

Regional Approach

Regions play an outsized role: labor markets are local

Large enterprise employers have footprints that span cities, states, regions, and even nations. Workers, on the other hand, experience the labor market in a local context.



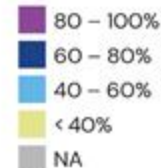
73%

of workers live and work
in the same county.

22%

of workers work in
a county directly
neighboring their own.

% of Residents Who
Work in Same County



A regional mindset to think about talent pipelines

Employers share talent and collectively benefit from skills-based pathways in a regional labor market.

Expand your perspective from ...to



As an employer, you will see:



More talent for open roles. A better understanding of how workers are moving in and out of your roles equips you to source more broadly to find workers with the skills you need.



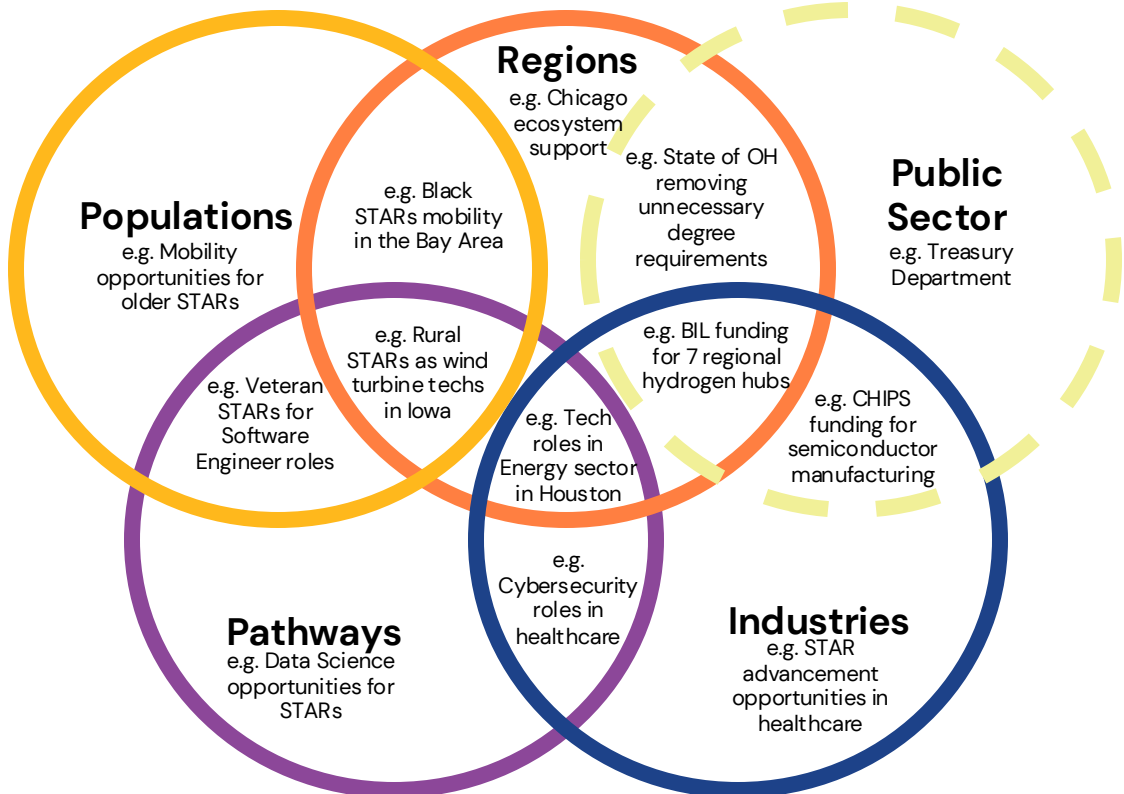
A more compelling employee value proposition. When you recognize that all hiring and employee development needs cannot be met solely through internal pathways, you can better articulate for your current and future workers the full range of mobility opportunities created by each role.



A stronger future workforce. Your next great worker is most likely working at another company right now. Similarly, your workers will move on to roles in your community, supply chain, customer base, from which you may draw future talent. This bigger picture opens opportunities for collective problem solving.

Workers navigate the labor market in the context of Regions, Industries, Pathways, and Populations

When setting your strategy, consider the intersectionality of these dynamics to build comprehensive solutions.



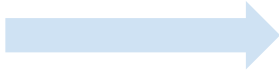
Deeper application of STARs data in regions can generate high-quality jobs with a diverse, skilled workforce

While degree requirements aren't a significant barrier when moving into middle-wage semiconductor roles, the skills needed are difficult to acquire through prior on-the-job experience. Once in the role, there are also limited upward mobility pathways.

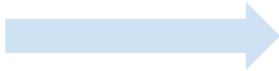
Lower Wage Origin Job

Freight Laborers
\$15.29 / hr (national avg)
1.9M workers nationwide
8% of workers have a BA

- 17% wage gain
- 7K annual transitions
- 1.4 skill distance



Chefs and Cooks
\$12.74 / hr (national avg)
1.8M workers nationwide
8% of workers have a BA



- 40% wage gain
- 5K annual transitions
- 2.9 skill distance

Target Job

Semiconductor Processors
\$17.84/hr (national avg)
1.1M workers nationwide
8% of workers have a BA

- 55% wage gain
- <1K annual transitions
- 3.3 skill distance



Higher Wage Destination Job

Engineering Technicians
\$40.76/hr (national avg)
466K workers nationwide
74% of workers have a BA

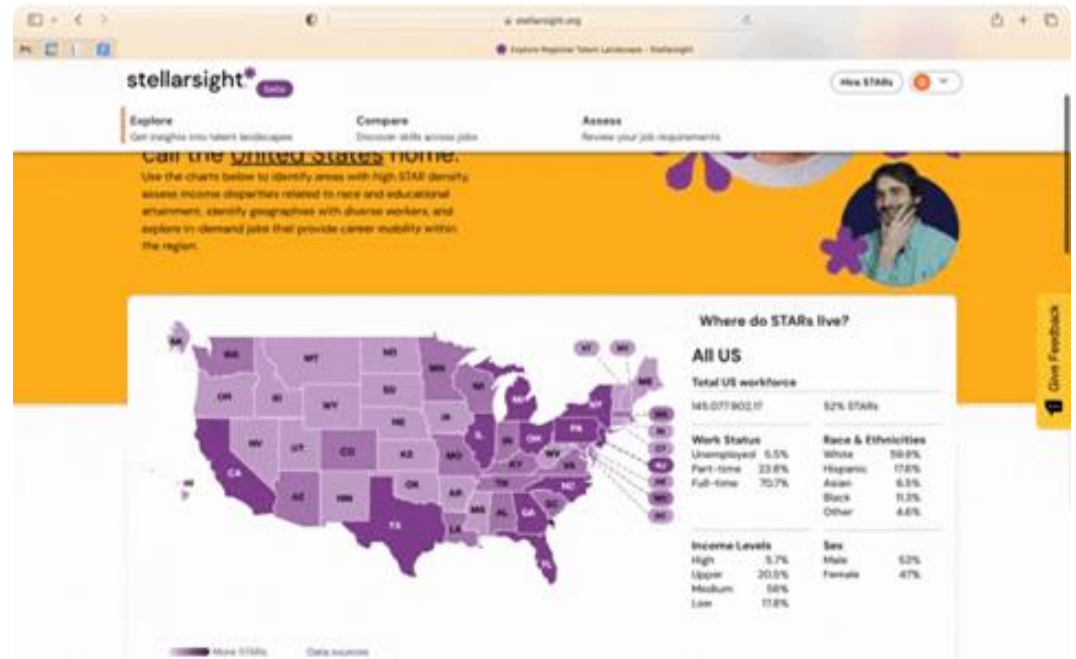
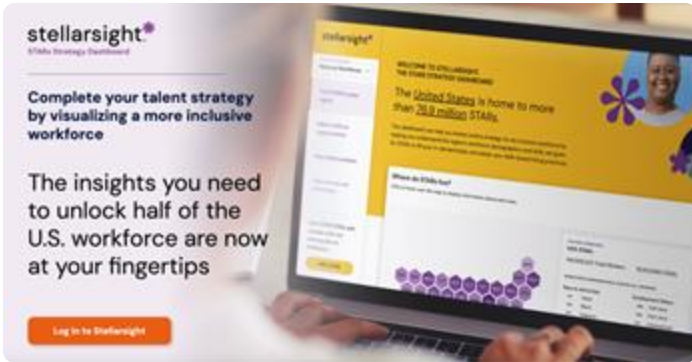
High wage
Upper wage
Middle wage
Low wage

Note: Low-wage jobs pay less than \$16/hour; middle-wage jobs pay less than \$32/hour; upper wage jobs pay less than \$48/hour; high-wage jobs pay at least \$48/hour. Source: Opportunity@Work analysis of the Occupational Information Network (O*NET) 27.5 Database; 2021 1-year American Community Survey; and 2013 to 2022 Current Population Survey, Annual Social and Economic Supplement, Integrated Public Use Microdata Series.

Resources for building a regional skills-first strategy

Regional mobility insights on STARSight Learn

STARSight Learn is an interactive, publicly accessible digital dashboard that synthesizes the latest labor market data about jobs and workers, across all 50 states and the largest 250 metros in the US. This tool gives regional leaders a high-level understanding of how STARs are experiencing a local labor market.



Create a free account
at [STARSight.org](https://starsight.org)

Look to the STARs: Activating Talent in a Regional Market

Building an inclusive regional labor market that boosts STAR mobility begins with embracing a collective approach to skills-based job pathways.



For a summary and a link to the report, [click here](#).

Private sector leadership: Tear the Paper Ceiling Coalition

CHAMPION



ALLY



PHILANTHROPY



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CompTIA
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 Franklin Apprenticeships
 General Assembly
 Generation USA
 Godman Guild

Goodwill
 Grads of Life
 HireHeroes USA
 IDEO
 JFF
 Launch of Philadelphia
 Lightcast

Manufacturing Institute
 Markle Foundation
 Merit America
 Mount Tamalpais College
 Multiverse
 NABA
 National Fund for Workforce Solutions

National Skills Coalition
 Next Chapter
 NPower
 NOVA
 Northland Workforce Training Center
 Per Scholas
 Propel America

Roadtrip Nation
 SHRM
 SkillUp Coalition
 SkyHive
 Social Finance
 STRIVE
 Tallo
 TechImpact

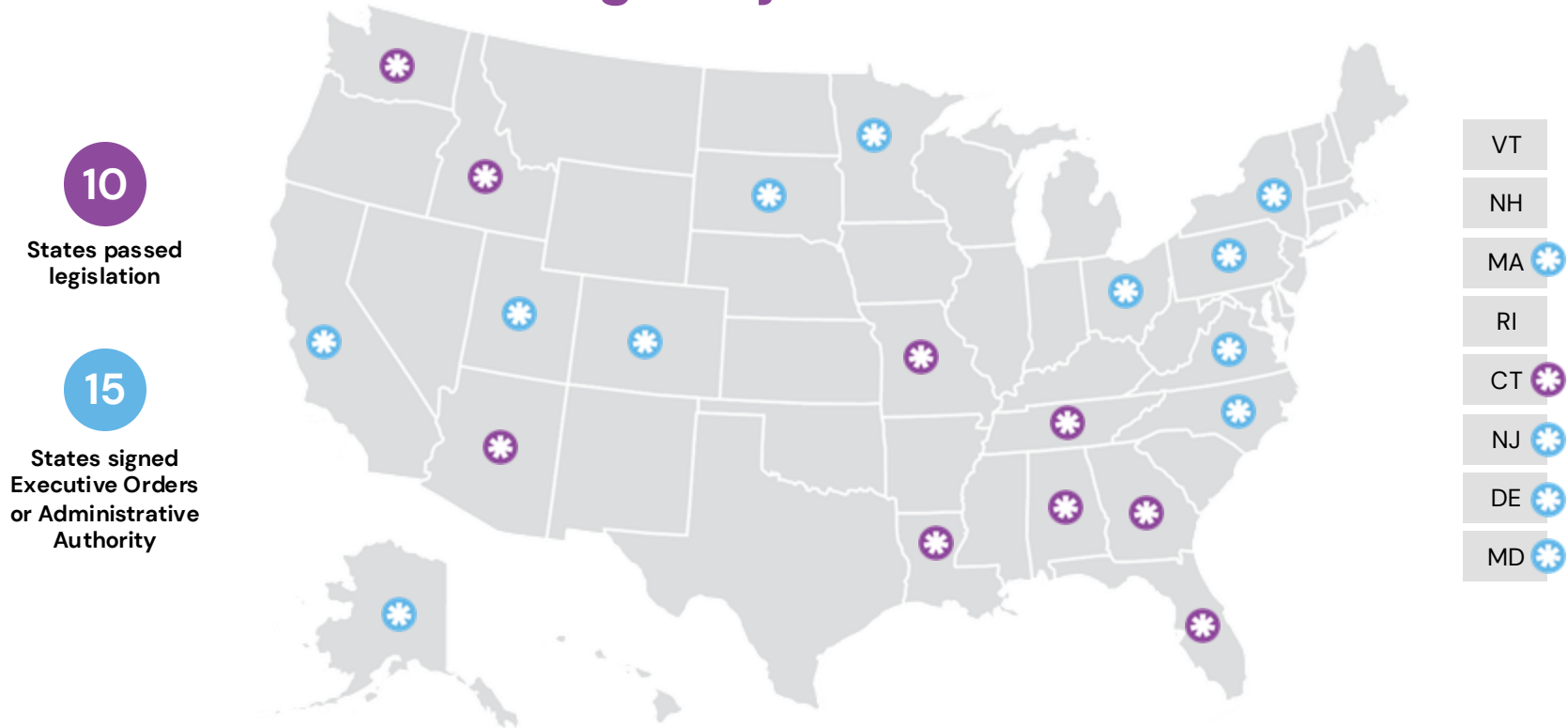
TestGorilla
 Towards Employment
 Turing School of Software and Design
 UnifyWork
 WGU
 Working Nation
 YearUp
 YUPRO Placement

BROUGHT TO YOU BY:



For a full list of TTPC Coalition Partners, please visit teartheperceiling.org.

Public sector momentum: 25+ states lead the way in removing degree requirements, potentially unlocking access to 554,000+ good jobs



Thank you!

Kelsey Wu

Director, Market Development

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Opportunity
@Work

STARS^{*}
SKILLED THROUGH
ALTERNATIVE ROUTES