

# QUARTERLY UPDATE

JAN - MAR 2019



## LEADING DISCUSSIONS ON THE FUTURE OF WORK

### Closing the Data Analytics Skills Gap

For WorkingNation's sixth town hall event, "The Future Is Now: Closing the Data Analytics Skills Gap," we partnered with The Wharton Customer Analytics Initiative (WCAI) to highlight the power of data analytics in business.

CNBC contributor Michelle Caruso-Cabrera led the discussion with leaders in business, academia, government, and the non-profit sectors to explore how education systems, both traditional and non-traditional pathways, are responding to this demand and educating students for the changing job landscape.

Panelists included Allen Blue, Eric Bradlow, H. Patrick Clancy, Tsvi Gal, Guy Generals, Melanie Harris, Ravi Kandikonda, Steven Kern, Kevin Mahoney, Jake Schwartz, Bhushan Sethi, Matt Sigelman.



*"I really believe data and analytics might be the fastest-growing job area in this country over the next 5-10 years because there won't be an aspect of business, government, or the not-for-profit world that isn't driven by data and analytics."*

Art Bilger

[Watch Highlights](#)

# BY THE NUMBERS

## Q1 YOUTUBE TOTAL VIDEO VIEWS:

- 1.2 million views

## Q1 FACEBOOK TOTAL VIDEO VIEWS:

- 469,000 views

## Q1 TOTAL VIDEO VIEWS BOTH PLATFORMS:

- 1.7 million views

---

## Q1 YOUTUBE TOP VIDEO PERFORMERS:

- I Want That Job: Wind Turbine Technician: 447,844
- I Want That Job: Dental Hygenist: 349,262

---

## Q1 FACEBOOK TOP VIDEO PERFORMERS:

- Changing Lives, Saving Lives: 367,400
- Free to Succeed: The Last Mile: 64,100

---

## Q1 TOP VIDEOS BOTH PLATFORMS:

- Changing Lives, Saving Lives: 531,939
- I Want That Job: Wind Turbine Technician: 447,844

---

## Q1 ARTICLES:

- 400+ Curated Articles
- 35+ Original Articles

## SXSW EDU



More than 7,000 people were in attendance when the ninth annual SXSW EDU conference kicked off in Austin on March 4. The four-day live event focused on the future of learning and included hundreds of events, workshops, and sessions — and two panels moderated by WorkingNation.

WorkingNation brought together an impressive group of leaders to discuss two important issues at the intersection of the future of education and the future of work — helping older workers reskill for the changing nature of work and filling the demand for workers able to mine and analyze massive amounts of data in sports.

### Recaps:

[How Data Analytics is Changing Sports](#)

[Rethinking Education as We Live and Work Longer](#)

## Synapse Summit



This past January, WorkingNation participated in two panels and a VIP roundtable discussion at the Synapse Summit in Tampa, Florida.

On Wednesday, Jan. 23, WorkingNation Executive Producer and Senior Business Correspondent Ramona Schindelheim moderated the panel discussion, “Talent Lives Here: The Question of Talent for the Next Generation Workforce.”

On Thursday, WorkingNation Executive Producer of Digital and Content Partners Theresa Collington led a VIP roundtable discussion and participated in the panel “Fake News, Fact or AI? How Technology is Impacting Today’s Media.”

[Watch Here](#)

# FOX 11 In Depth and "What the Hal?" Podcast

On March 13, WorkingNation's Joan Lynch and Ramona Schindelheim, along with the Milken Institute Center on the Future of Aging's Paul Irving, joined host Hal Eisner for a discussion on the future of work on "What the Hal?" podcast.

The trio were also guests on Eisner's Sunday show, Fox 11 In Depth, where they discussed the future of work and closing the skills gap, and the impact of a rapidly aging workforce.

## Recaps:

[Adaptability Needs to Replace Fear in the Future of Work](#)

[The Nature of Work Is Changing: Are You Ready?](#)



*"And that's where WorkingNation fills the gap. Where we're saying to people, 'Let me work with you. What are you good at? What do you want to do? And then, in your community, what are your opportunities?'"*

Joan Lynch

## Voice of America



WorkingNation President Jane Oates appeared on Voice of America Jan. 2 to discuss reskilling and education's ability to meet workforce demands for future jobs.

[Read More](#)

## Real Vision



On March 27, Art Bilger sat down with Real Vision's Brian Price for an interview about his career leading up to founding WorkingNation, the future of work, investing and entrepreneurship, and some of the biggest red flags in the markets right now.

[Look for Art's interview here](#)

## What You Missed on WorkingNation.com

Our focus is on the future of work and how the country is re-skilling the workforce for new jobs being created by rapid changes in technology. This issue touches all aspects of our society and it's reflected in the stories and articles we present on WorkingNation.com. Here are three worth another look.

- [32 million working-class Americans at risk of being left behind by the future of work](#)
- [Bringing tech careers, not just jobs, to rural America](#)
- [Soaring demand for medical assistants prompts innovative training solution](#)

## Ramona Schindelheim promoted to Editor-in-Chief

This February, WorkingNation increased its commitment to original journalism on the changing workforce and employment demands with the promotion of its first-ever editor-in-chief, Ramona Schindelheim.

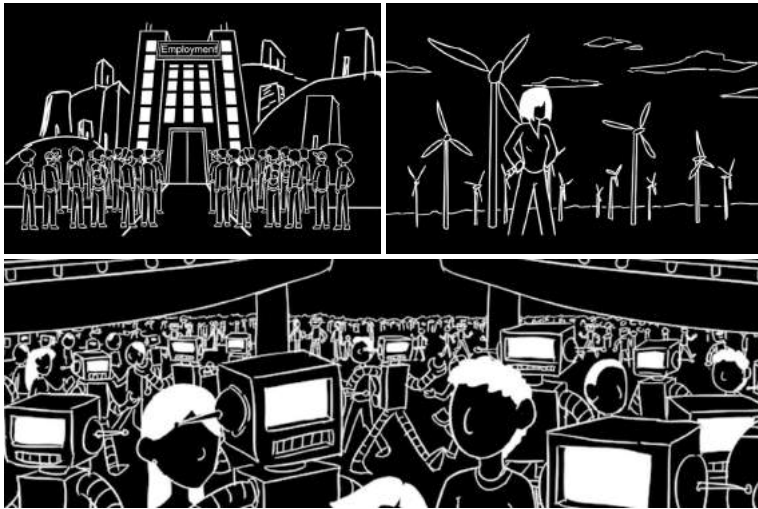
Schindelheim, who was previously executive producer and senior business correspondent for WorkingNation, will oversee WorkingNation's growing team of journalists and all original written content published on WorkingNation.com.

*"In its short history, WorkingNation has established itself as an imperative source of original journalism tackling important workforce and employment issues that are woefully under-covered across the country."*

Ramona Schindelheim

## WHAT'S AHEAD

### The Ladders



In September 2016, WorkingNation released the animated film "Slope of the Curve" on CNN Money. The film was directed by two-time Academy Award-nominated Director Marshall Curry and voiced by Emmy Award-winning actor Anthony Anderson. The film introduced viewers to the magnitude of the skilled worker shortage our country is facing from rapid advances in technology combined with globalization.

Since its debut, the film has been viewed millions of times, used at dozens of conferences, and is now part of the curriculum at Rutgers University in a class created to familiarize students with 21st century workforce challenges.

Later this year, WorkingNation will release the sequel to "Slope of the Curve" which is more narrowly focused on solutions and creating a clear path from education to employment. The film shows the continuous journey up the ladder of lifelong learning. It is directed by Sandy Smolan whose most recent feature length documentary film, "The Human Face of Big Data," premiered on PBS.

### "The Middle" Documentary Series



Since the 1970s, the American middle class has been shrinking. In 2015, for the first time since economists began keeping track, middle class families were in the minority; ultra-rich and ultra-poor combined made up the majority.

So, what does it mean to be middle class in America today? Where are the jobs that once defined them, paying them a good wage and enabling them to buy a home? What kind of jobs are replacing them?

This series of 15-minute documentaries will plunge head-first into multiple locations, exploring where the middle class is being squeezed out, and what it takes to expand this shifting group of workers chasing the American Dream. Our first stop is Indianapolis. "The Middle: A Tale of Two Indys" debuts this spring.

## Work in Progress Podcast

What will the future of work look like? Who is stepping in with innovative programs to prepare the new workforce? What skills are needed? Will the entire concept of education have to be reexamined and restructured to meet these evolving demands?

These are just some of the questions WorkingNation's Ramona Schindelheim examines in our new Work in Progress podcast debuting this spring.

## ASU + GSV Summit



WorkingNation has the honor of being a collaborating partner for the ASU + GSV 10 X Summit this year. WorkingNation's Ramona Schindelheim, Joan Lynch, and Jane Oates will be leading the following discussions.

### The Future of Work in a 100 Year Life

Panelists: Tyler Bosmeny, Paul Irving, Andrew Scott, Judith Spitz, Eunice Nichols

### Investing in Talent: How Employers Are Driving Economic Mobility in the New Skills Economy

Panelists: Deval Patrick, Frank Britt, Cathi Canfield, Zoe Weintraub

### Fake News! National Media is Failing to Tell the Right Story About Jobs

Panelists: Scott Cohn, Paul Fain, Hari Sreenivasan, Akiko Fujita

### Bending the Arc of Employment for the Nation's 70 Million Adults with Criminal Record

Panelists: Topeka K. Sam, Scott Budnick, Aly Tamboura

## Having Faith in Getting a Great Job Town Hall



Dignity of work has been one of the cornerstones of our communities and families. When people spend extended time out of work, it causes them to question and lose faith in themselves and our systems. What does each of our major religions teach us about the relationship between dignified work and a sense of purpose and meaning in one's life?

Join us on May 8 at the Skirball Cultural Center in Los Angeles for "Having Faith in Getting a Great Job," a look at this important issue with clergy, teachers and faith community leaders who make up the diverse religious fabrics of our county.

Preliminary panelists include: Father Allan Figueroa Deck, Kathleen Buckley Domingo, Rev. Francisco Garcia, Rector, Umar Hakim, Katherine Moore, Zhiru Ng, Najeeba Syeed, Jonathan L. Walton, and David Wolpe.

## Amplifying Our Message



WorkingNation is proud to have had our content and news published on reputable sites including Wharton Magazine, Forbes' Grad of Life vertical, Knowledge@Wharton, CNN Chief Media Correspondent Brian Stelter's "Reliable Sources," and Markets Insider this past quarter.