



# WORKINGNATION

2ND QUARTER NEWSLETTER • JULY 2019



## LEADING DISCUSSIONS ON THE FUTURE OF WORK

### The Table: Faith at Work

Having a good job is not just about a paycheck. It is about meaning and purpose in your life. If you can't find a job because you don't have the right skills, or you lose your job because you don't have the right skills to keep it, it can upturn your whole world, and not just financially. WorkingNation was curious: how do various religions attempt to provide dignity, support, and comfort for people as they try to navigate these uncertain times for the future of work?

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In May, we brought together some of the nation's leading religious leaders and scholars to examine the linkage between employment, purpose in life, and faith. The two discussions, both lead by Justin McDaniel, a professor of Religious Studies at the University of Pennsylvania, focused on religious teachings on work and purpose, and on jobs and training programs that faith leaders are leading in their communities.

Filmed in front of a live audience at The Skirball Cultural Center in Los Angeles, our latest episode of The Table series will be found on [workingnation.com](http://workingnation.com) and our YouTube channel, in the coming months. You can watch segments from the discussion [here](#).



*"There's really no such thing as the menial job, there's menial pay. I think that we have to be clear that all labor, all jobs have dignity because all human beings have dignity."*

JONATHAN L. WALTON



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*"A theme that I've been thinking about first in my own life, but then even beyond for a long time, is the whole relationship between employment and purpose in life. And I just thought that would be a great piece to the equation, especially with the faith leaders representing so many different faiths."*

ART BILGER

WorkingNation Founder and CEO

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## ASU GSV

The ASU GSV Summit in San Diego, now celebrating its 10th year, is one of the most elite annual convenings of leaders in education and talent technology. As a collaborating partner at the event, WorkingNation developed and moderated four panel discussions around the complicated topic of the future of work. Our panels — led by [WorkingNation President Jane Oates](#), [WorkingNation Chief Content and Programming Officer Joan Lynch](#), and [WorkingNation Editor-in-Chief Ramona Schindelheim](#) — helped draw attention to initiatives and programs from businesses, educators, nonprofits, and local governments, which are trying to close the skills gap. [READ MORE](#), including our interview with ASU GSV Co-founder Deborah Quazzo.



## Milken Global Conference

The Milken Global Conference in Beverly Hills brought together the leading minds in business, technology, government, media, philanthropy, health care, and entertainment to discuss some of the most challenging issues facing the world today, including how to help ensure everyone has the skills to get a good job.

WorkingNation Founder & CEO Art Bilger attended this year's conference as one of four speakers on the panel, "Is Retirement Extinct?", moderated by Paul Irving, Chairman of the Milken Institute Center for the Future of Aging. The group discussed what 21st-century retirement will look like as we come to grips with the opportunities and challenges of longer lives, and the policies and practices that should be implemented to enhance wealth, health, and engagement for a better future. [WATCH HERE](#)

## National Governors Association

For the better part of a year, state governors and their workforce development teams have been gathering every few months to work on the National Governors Association's (NGA) Good Jobs for All Americans initiative. The group's goal is clearly defined: figure out how to provide workers with all the skills they need to compete for the new jobs being created by rapidly-changing technology.

In May, WorkingNation's Joan Lynch, Ramona Schindelheim, and Theresa Collington attended the NGA's most recent Good Jobs Summit in Whitefish, Montana, where our team led a breakout session on the storytelling tools states need to communicate clearly to workers, job-seekers, and employers, the availability and effectiveness of their workforce development programs.

As part of the conversation, WorkingNation shared three examples from its *Do Something Awesome* video series—["Free to Succeed: The Last Mile"](#), ["Building a Strong Foundation: Skills USA"](#), and ["Fishing for Talent"](#)—which demonstrated the power of personalizing the stories of people who have benefited from solutions to the issue of structural unemployment.





## #WORKINGNATIONOVERHEARD



*WorkingNation pop-up  
studio at the Milken Global  
Conference*

As WorkingNation travels the country to participate in, and amplify, conversations on the future of work, we have connected with some of the top minds in business, government, education, nonprofit, and entertainment. And we've overheard some amazing things this quarter.

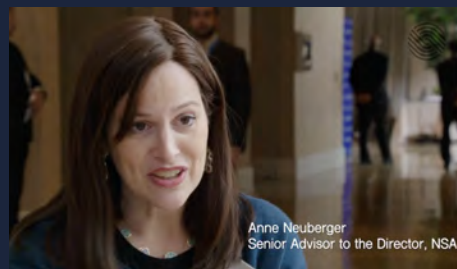
We set up our brand-new #WorkingNationOverheard pop-up studios at ASU GSV and the Milken Global Conference to conduct documentary-quality interviews with headlining participants, then shared those conversations virally through soundbites and quotes on social media and on YouTube with the hashtag #WorkingNationOverheard. These interviews continue to garner us valued connections and collaborating partners, and new followers.

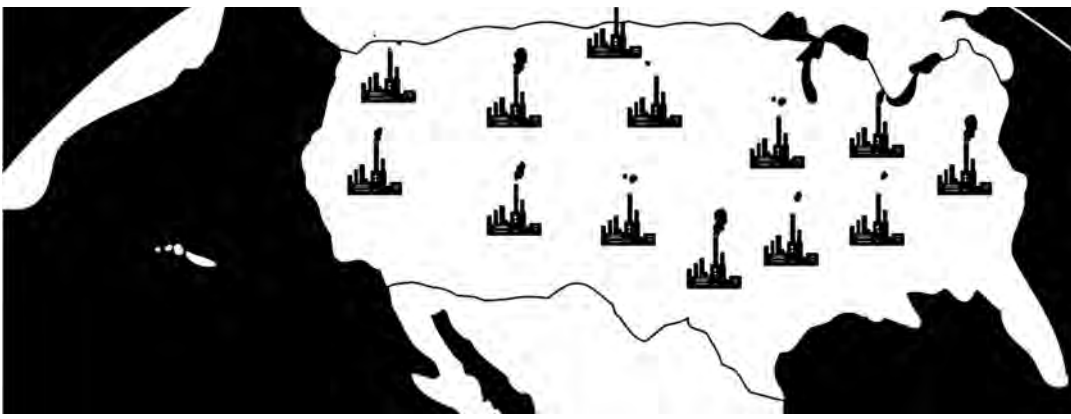
And the debut was a success! In just two months, the #WorkingNationOverheard videos were watched over 550,000 times on YouTube.

### ASU GSV (click here)



### Milken Global Institute (click here)





## EXPANDING ORIGINAL CONTENT

### The Ladders

In the follow-up to our 2016 animated film, "Slope of the Curve," WorkingNation reunites with same animation studio for the sequel, "The Ladders." The film focuses on solutions and on creating a clear path from education to employment, and 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. (Fall 2019)



### The Middle

Our multi-part docu-series focuses on how the American middle class is transforming throughout the country, what these shifts suggest about preparing for the future of work, and how these changes affect Americans of all demographic and economic backgrounds. "The Middle" illustrates how America's middle-income households will need to leverage new corporate partnerships, workforce training programs, and opportunities in emerging industries to help them revive and redefine the American Dream. Our first episode, "The Middle: A Tale of Two Indys," is expected to debut this fall.

## Work In Progress

In this weekly podcast, debuting this fall, WorkingNation Editor-in-Chief Ramona Schindelheim interviews leaders from America's top businesses, local governments, academia, and nonprofits on how they're working with each other to forge solutions to the growing talent crunch.



## WorkingNation.com

Over the next quarter, [WorkingNation.com](https://www.workingnation.com) is getting an update. We've grown tremendously since we first debuted in September 2016. As we get ready to mark our three-year anniversary, we're redesigning the look, improving functionality, and adding new editorial sections. We can't wait to share the new WorkingNation.com with you in the coming months.





## IMPACT

*"Due to your remarkable YouTube (video) we have applicants from Hawaii, Georgia, Indiana, etc. that were inspired by your video and eager to become a fisherman. It was a great collaboration. Thank you and all the best to you and the team."*

FRED MATTERA

Commercial Fisheries Center of Rhode Island executive director and co-creator of the Commercial Fisherman Apprenticeship Program (CFAP) based in Point Judith, R.I.



*"What I find amazing is that after viewing the YouTube video they were inspired to change their lives and make a commitment to becoming fishermen and 3 (PA., GA., IN,.) from landlocked states. Just love the inspiration and desire. Makes me reflect on when I first began fishing as a Poli-science major with no at sea experience."*

FRED MATTERA



# 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 four worth another look.



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[Innovation in the Age of AI](#)

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[Future of Education: The job-first,  
college included model](#)

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[A once-thriving manufacturing town  
looks to the past to move forward](#)

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[Women in Tech: Cultivating Diversity](#)

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# AMPLIFYING OUR MESSAGE

## Appearances

### ART BILGER



GlobalMindED Conference

WorkingNation Founder & CEO Art Bilger attended this year's conference in Denver, Colorado where he spoke on the panel, "Equity Standards: How We Can Set, Meet, Measure, and Scale Them With Social Impact Investing."

Sunday Morning Newsmakers

On May 12, Art Bilger appeared on AM 870 The Answer to discuss how technology will radically change the job market, where the new jobs will be, how people can re-skill on "Sunday Morning Newsmakers with Larry Marino." [LISTEN HERE](#)

Real Vision

Art spoke about [WorkingNation](#), his career, and the future of work in a video interview with [Real Vision](#). Here's a [video clip](#) from the interview, and if you're also a subscriber to Real Vision you can see the full clip on their website.

*"The slope of the curve in the change of jobs and skills when measured against time has never been so steep."*

ART BILGER

WorkingNation Founder and CEO



# AMPLIFYING OUR MESSAGE

## Appearances

### JANE OATES



WorkingNation President Jane Oates continued traveling the country to spread the message of the changes happening in today's workforce, the importance of adapting our educational methods and government policies to provide workers with the skills they need for today's changing jobs, and the future of work. Here are some of the events she participated in:

- Shenandoah County Democratic Caucus meeting
- Catalyst Conversation: Exploring the Future of Work and Learning at the University of Pennsylvania
- Strada Education Network and National Governors Association's Educate4Opportunity launch event
- National Association of Regional Councils annual conference
- GlobalMindED Conference where she led the panel, "Low-Cost College With Full/Part-Time Employment: Skills and Earning for a Bright Future"
- Reagan Institute Summit on Education where Jane led the panel, "The Workforce of the Future: Interrogating the issues that prevent the American workforce from thriving." (pictured above)

# MICHAEL J. SOLOMON JOINS EXECUTIVE COMMITTEE

WorkingNation was pleased to welcome Michael Jay Solomon to our Executive Committee this quarter! Michael has been the largest distributor of American television content in the world for the last 40 years. He has run major media companies — including MCA, Warner Bros. International Television, and HBO Latin America — and pioneered the international marketplace for the American television industry, literally putting most of the U.S. TV networks on the air in Latin America. We look forward to maximizing his unique insights on distribution strategies for our digital content!







## Q2 BY THE NUMBERS

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**TOTAL VIDEO VIEWS: 1,531,905**

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Facebook video views: 323,600

YouTube video views: 1,208,305

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**TOP PERFORMERS:**

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YouTube - Sky's The Limit: 320,395

Facebook - Changing Lives, Saving Lives: 321,400

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**DEBUT HIGHLIGHT:**

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#WorkingNationOverheard debuted in April: 558,686

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**ARTICLES:**

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500+ Curated articles

25 Original articles

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