

# WORKINGNATION

3RD QUARTER NEWSLETTER • OCTOBER 2019



**YOUR SOURCE  
ON THE FUTURE  
OF WORK**

**W**orkingNation is central to the conversation around arming employers and workers with solutions to the challenges presented by dynamic, and ongoing, changes in the nature of work caused by technological advances, globalization, and longevity.

We are storytellers with a mission — educating and informing businesses, job seekers, workers, educators, and nonprofits about programs and initiatives that are making progress in closing the skills gap and connecting all Americans to good jobs.

[Click here to make a tax deductible gift to produce veteran focused WorkingNation content to be matched by the Eastwood Charitable Fund.](#)



## NOVEMBER IS VETERAN AND MILITARY FAMILIES MONTH

Every day in November, WorkingNation will examine veteran employment issues and highlight programs and initiatives that provide unemployed and underemployed veterans access to solid family-sustaining careers.

Clint Eastwood and The Eastwood Charitable Fund will match monetary contributions going toward funding new veteran-focused content on WorkingNation.com up to \$250,000.



### STORIES TOLD THROUGH:

- Original documentaries
- Roundtable discussions
- One-on-one interviews
- Personal stories

### WORKINGNATION NUMBERS:

- Total video views over 15.1 million
- 26.5 million video minutes watched

### TOPICS COVERED:

- Retention in the workplace
- Skills transfer
- Underemployment
- The stigma veterans face in the workplace
- Military spouses and families
- Jobs in healthcare
- Successful military entrepreneurs
- Disabilities in the workplace
- National Service





## #WORKINGNATIONOVERHEARD AT THE WARRIOR COMMUNITY INTEGRATION SYMPOSIUM



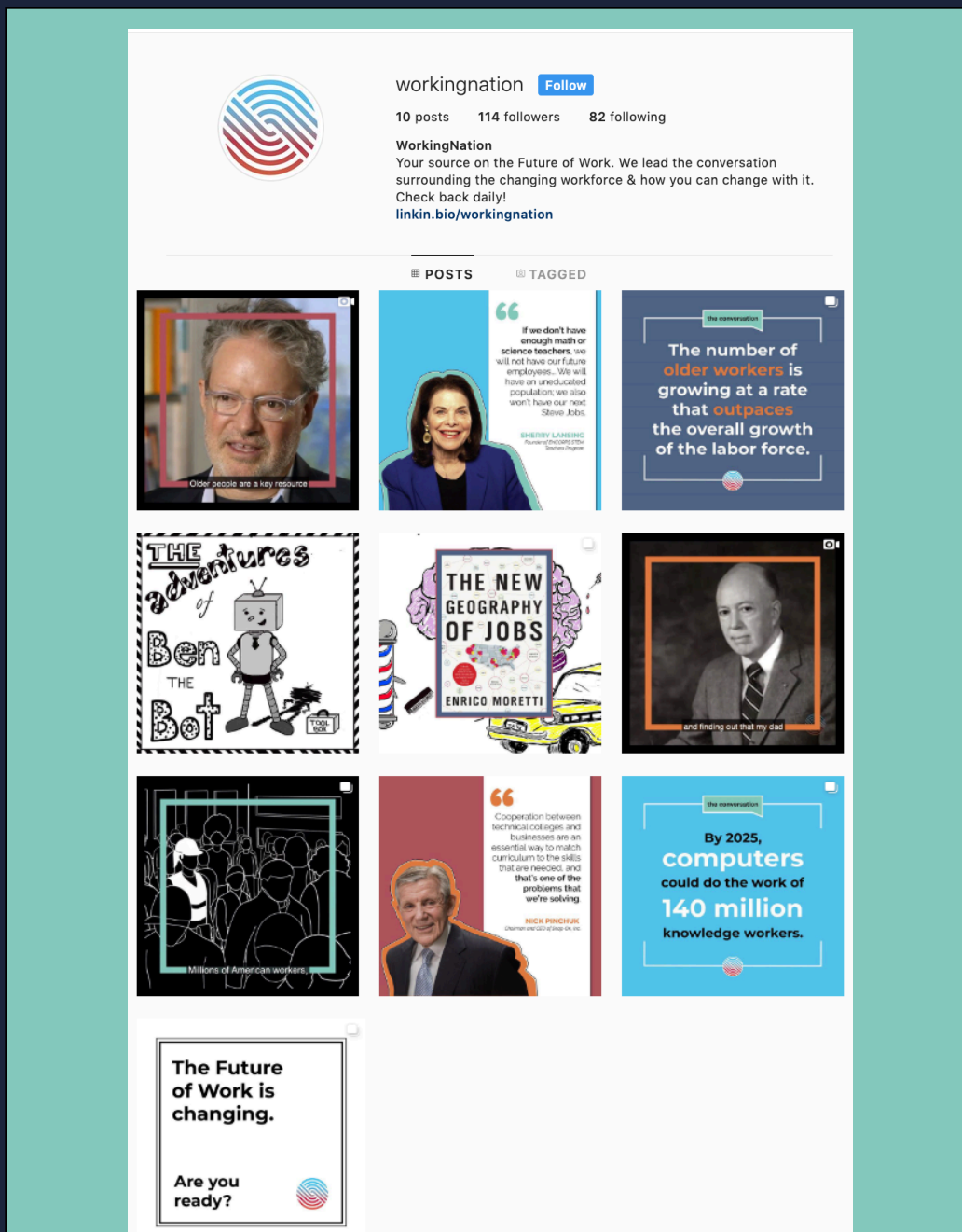
The [#WorkingNationOverheard](#) team was on the road again this quarter. In early September, we joined the *America's Warrior Partnership Sixth Annual Warrior Community Integration Symposium* as a [media partner](#). Hundreds of veteran-serving organizations came together to in Atlanta to share solutions to some of the workforce issues impacting both transitioning and older veterans in the civilian workforce.

At the event, our team conducted 37 interviews with participants. Many of the people running the organizations are veterans themselves, and they told us about their personal jobs challenges entering the civilian workforce. We shared some of their comments via social media and on [YouTube](#) during the conference. The bulk of the interviews will be shared in November during our special month of content on veterans.



We've launched our new Instagram page, another exciting way to keep you up on the conversation about the changing workforce and how you can change with it.

You won't want to miss the adventures of *Ben the Bot*, our original cartoon mascot, every Monday. Our *Weekly Changemaker* is definitely someone you should know. And you can lose any #fomo by keeping up with the most-talked about stories and videos in our library every #ThrowbackThursday. Follow us on Instagram at [@WorkingNation](https://www.instagram.com/WorkingNation).







## NATIONAL GOVERNORS ASSOCIATION

**W**orkingNation continues to build our relationship with the National Governors Association. Editor-in-Chief Ramona Schindelheim traveled to Salt Lake City in late July for the NGA's annual Summer Meeting to report on the release of its [Good Jobs for All Americans](#) action guide.

In August, Ramona and Melissa Panzer, WorkingNation's Executive Producer of Video Content, also took part in the NGA's Workforce Meeting in Colorado Springs, Colorado. They spoke to the gathered labor department heads and workforce development leaders about the power of storytelling in connecting job seekers to the training and work programs available in each of their states. WorkingNation showed two of our original videos to the group: [Free to Succeed](#) and [Fishing for Talent](#).



Montana Governor Steve Bullock (L) with Malcolm Frank, president of Cognizant Digital Business, and Jamie Merisotis, president and CEO of Lumina Foundation. (Credit: National Governors Association)



## EXCITING NEW ORIGINAL STORYTELLING IS ON THE WAY

### WORKINGNATION SECURES GRANT FROM LUMINA FOUNDATION

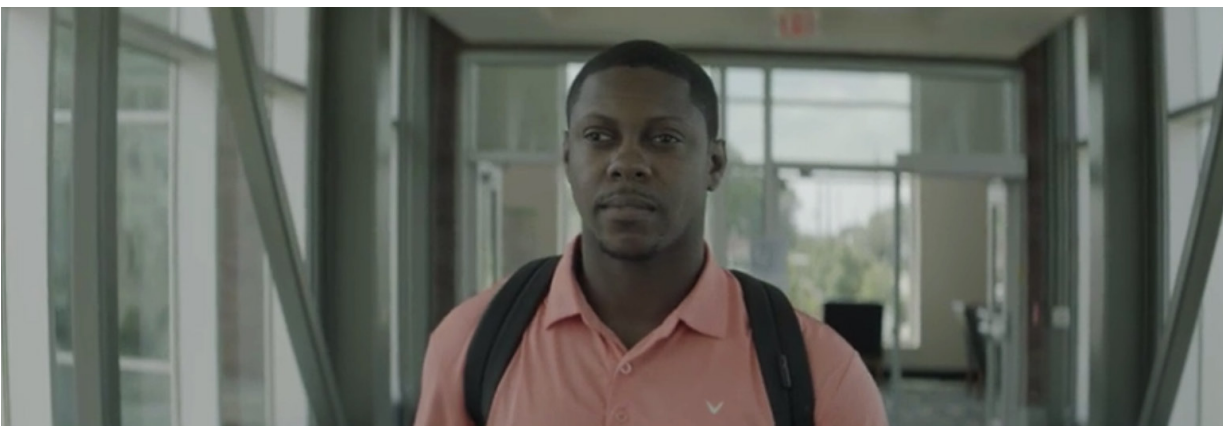
We are proud to share the news that Lumina Foundation recently awarded WorkingNation an \$800,000 grant to continue developing powerful stories about the future of work. This is our second award; in 2017, [Lumina awarded WorkingNation \\$750,000](#) to support our storytelling.

[Lumina is a private, independent foundation](#) dedicated to increasing the share of Americans with college degrees, workforce certificates, industry certifications, and other credentials beyond high school.



### THE MIDDLE

We are in post-production on the pilot episode of our new documentary series about the middle class. *The Middle: A Tale of Two Indys* is set to debut this winter. The film will follow workers and job seekers from working-class families in big cities and small towns across the country. The workers we're profiling range from low-wage, low-skill workers whose livelihoods are under imminent threat, to credentialed professionals whose careers may be jeopardized in the years to come by changes in the workforce.





## FUTUREPROOF

*FutureProof*, the follow-up to our first WorkingNation animated film *Slope of the Curve*, is in its final stages and is set for an October release.

Directed by [Sandy Smolan](#), the film focuses on workforce solutions that create a clear path from education to employment. It tracks the continuous journey up the ladder of lifelong learning.

Actress-singer-TV personality and host of ABC's new early-afternoon program called *GMA3: Strahan, Sara & Keke*, [Keke Palmer](#) recorded the voice-over for *FutureProof*. Keke plans to share the film with millions of her followers on social media.

## WORK IN PROGRESS

Ramona has been traveling around the country this year interviewing business, education, and nonprofit leaders for her *Work in Progress* podcast which will debut in October. The podcast takes a deep dive into all of the subjects that WorkingNation focuses on from where the jobs of the future will be to reskilling older workers to the need to reinvent higher education to serve the needs of all workers.



*Editor-in-Chief Ramona Schindelheim interviews former AT&T Broadband CEO Leo Hindery for the Work in Progress podcast.*



## WORKINGNATION.COM

In the coming weeks, you will be seeing a new WorkingNation.com. Our team has spent the past few months redesigning our three-year-old site, making it easier to navigate. You can look forward to seeing more content on the home page, a cleaner design, and an easy to use site that better showcases all of our original content. We are excited to have entered the beta testing phase of our new website and we can't wait to share the new WorkingNation.com with you soon.

## WHAT YOU MISSED ON WORKINGNATION.

Our WorkingNation team continues to interview experts on the intersection of the future of work and the future of education. We published dozens of new, original articles including two on the most in-demand jobs — [engineer](#) and [freelance software developer](#). We also examined how [companies are retaining employees with valuable tech skills by paying for their education](#). Changing technology and AI isn't just disrupting the technology industries as you learn in [our look at the labor shortage in construction](#).

### THE LOOMING ROBOT

We're excited to tell you about our new bot-blog, *The Looming Robot*, written by WorkingNation Digital Director Theresa Collington. In the blog, Theresa showcases her obsession with the intersection of people and technology at work. She writes about examples of robots on the job that augment and support the roles of their human co-workers. Check out [Instead of Glasses, Maybe MLB Umps Need Robots?](#)

### WHAT WE'RE READING

We launched our *What We're Reading* blog. When we decided we wanted to include a blog on the website about the books we're reading about the future of work, we knew there was only one person to write it — our researcher, Eve Bilger. She's read every book and report written on the subject and her knowledge of the changing workforce is unsurpassed. Trust us. She'll point you in the right direction.





## AMPLIFYING OUR MESSAGE

WORKINGNATION CYBERSECURITY TOWN HALL FEATURED ON PBS SCITECH NOW

This summer, the PBS program *SciTech Now* aired recorded segments from two of WorkingNation's live events in their broadcasts. Our town hall *Cracking the Code: Closing the Cybersecurity Skills Gap* looked at the shortage of cybersecurity workers and *Shaping the Future of Work* focused on the skills gap in the aerospace industry. WorkingNation President Jane Oates joined anchor Hari Sreenivasan on set for both episodes. You can see them at [scitechnow.org](https://scitechnow.org).



*"Cybersecurity is our great hope for an equalizer. If more women and people of color find out this is a pathway for them, they'll enter this field. And that's our goal with this town hall, to get the message out." - WorkingNation President Jane Oates on SciTech Now.*



*"The key will be identifying where the jobs of the future will be and then ensuring that the workforce will have the skills necessary for those jobs." - Art Bilger on Safe For Work podcast.*

### ART BILGER FEATURED ON YAHOO FINANCE

Despite the strong headline employment numbers, the labor market is being disrupted. In a special clip for Yahoo Finance, Art walks Real Vision's Alex Rosenberg through the four variables he sees converging to create a potential jobs crisis. He also explains why relying on traditional employment metrics can be misleading.

## OP-ED

### AMERICA'S TOP STATES FOR BUSINESS

At WorkingNation, we've profiled a number of states that are working with local businesses to provide work, earn, and learn opportunities through apprenticeships. Art wrote about how North Carolina, Mississippi, Montana, and Rhode Island are among states making a difference, for the CNBC special report [America's Top States for Business](#).

*"Multi-tiered collaboration can lead to opportunities to level the academic and economic playing field for disenfranchised communities, arming them with the skills needed to attain economic security and enabling them to live a dignified life. There are several states already making connections with local business leaders to tackle this crucial issue, many through exposure to paid, career pathway learning opportunities." - Art Bilger, Founder and CEO*



## CONTINUING THE CONVERSATION ABOUT THE FUTURE OF WORK



### HARVARD PODCAST

Art was in Boston on Sept. 12 for a podcast interview with Joe Fuller, Harvard Business School professor and member of the WorkingNation Advisory Committee. Art's discussion on *Managing the Future of Work* focused on advances in technology, spreading globalization, increased longevity, and their impact on the workforce.

### SAFE FOR WORK PODCAST

Art and Jane discussed our mission, and where the jobs of the future are, when they joined the solutions-driven [Safe for Work podcast](#) with hosts [Liz Dolan](#) and [Rico Gagliano](#).

Their first suggestion? Don't panic. Listen to the full podcast [Safe for Work: Preparing for the Future of Work](#). They are among several guests, and their interview begins at about the 18-minute mark of the podcast.





## NEW YORK CONFERENCE

On Sept. 23, Ramona moderated a sold-out roundtable at the *Concordia Summit* in New York. Jane helped lead the panel discussion — *What Comes Tomorrow: A Future of Work Conversation* — which also included Gary Officer, President and CEO of Senior Service America; Steve Strongin, Head of Global Investment Research and Chair of the Global Markets Institute at Goldman Sachs; and Julia Pollak, Labor Economist for ZipRecruiter.



## WGN RADIO

On Sept. 16, in Chicago, Chief Content and Programming Officer Joan Lynch and Ramona were interviewed for WGN Radio's *Extension 720*, hosted by Justin Kaufmann. The conversation revolved around the changing landscape of work and our WorkingNation storytelling mission. WGN is based in Chicago but can be heard throughout much of the middle of the U.S. and central Canada. You can also [listen online](#).



## ARTICLES

Jane and Ramona were interviewed for workforce-related articles by national publications in August. When Amazon announced it was going to invest \$700 million dollars in retraining its employees for jobs of the future, Jane was interviewed by *The Wall Street Journal* and *Gizmodo* about the importance of Amazon making it easy for the workers to take them up on the offer — “People are busy. Making this as easy to get to as possible will determine its success.”

Ramona was interviewed by the Atlanta Journal-Constitution about the aging workforce for an article entitled *Need and Desire Keeping a Record Number of Older Workers on the Job*. She addressed the misperception that older workers won’t make good employees because “the technology revolution has left them behind.”



## ENCORE FELLOWSHIP

We are thrilled to announce Ramona has been selected for the *2019-20 Encore Public Voices Fellowship*. Encore.org describes the Fellowship as a “prestigious year-long initiative to accelerate the ideas and impact of 21 new and necessary thought leaders working at the intersection of aging/longevity, intergenerational connection, and social justice.”

*“People are living longer and working longer. This is happening as technology is disrupting the workforce. Employers are looking for workers with new skills to match new jobs. Telling the stories of how society is arming — and must arm — the older workers with these skills is critical. WorkingNation is thrilled that Ramona has this valuable platform to share these stories.”* Art Bilger



## THIRD QUARTER BY THE NUMBERS

### TOTAL VIDEO VIEWS:

YouTube **1,194,747 Million Views**

Facebook **161,900 Views**

### TOP PERFORMERS:

*Salute to Skills: Workshops for Warriors and Hire Heroes USA –*  
**536,400 Views**

*Constructing A Career: Home Builders Institute Turns Soldiers*  
*Into Skilled Trades Workers –* **454,474 Views**

### ARTICLES:

**480** Curated articles

**40** Original Articles