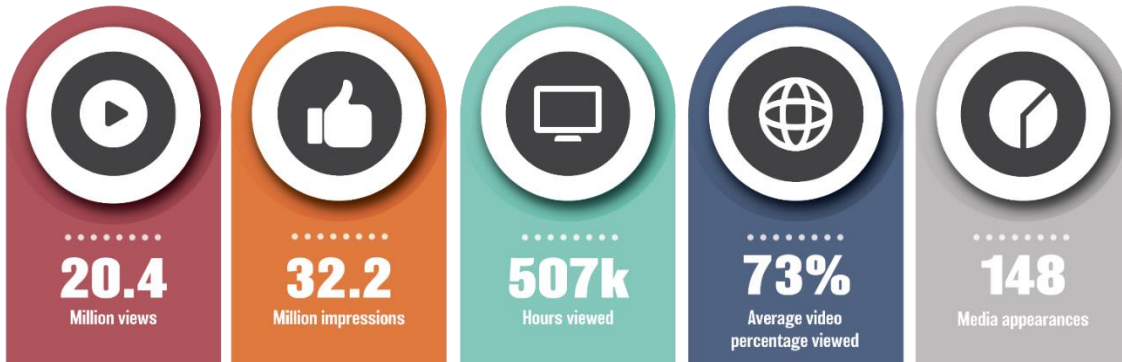




2022

YEAR IN REVIEW



84 Original videos	17k Average web sessions per month
79% Engagement rate	1,927 Curated stories
385 Original articles	193 Overheard interviews
44 Work In Progress podcasts	5.9 million Overheard views
3 Twitter Chats 1,489 Tweets 308 Contributors	155% LinkedIn followers

OUR NEWEST PARTNERS



2022 was a significant year for WorkingNation. We are so grateful to our many [partners](#) and supporters for joining this important mission.

Our content continued to explore a broad range of [themes related to workforce development](#).

We expanded our [Overheard](#) interview series, adding new partnerships with the SHRM Foundation, Disability:IN, and the Tear the Paper Ceiling campaign. This year's interviews had close to 6M views. The new [#WhatMustChange](#) series of 41 interviews examined equity in the workplace and also garnered millions of views. Support from another new partner, Ewing Marion Kauffman, led to a four-part podcast series on [entrepreneurship](#).

With support from the Walton Family Foundation, our [Green Jobs Now](#) series cast a state-by-state spotlight on where the good-paying jobs in the green economy are today and how to get them. The series included original research from Lightcast (formerly Burning Glass) and MISI, analysis from global environmental policy expert Paula DiPerna, and in-depth reporting from our WorkingNation content team.

Thanks to a matching grant from the Clint Eastwood Family Foundation, we expanded our coverage of DEI issues to include the critical importance of removing workplace barriers to accessibility – both visible and invisible – for people with disabilities. We dedicated the month of [October to DEIA challenges and solutions](#).

WorkingNation's impact is made possible due to the support from organizations, partners, and individual supporters. Below is a list of key themes we are currently fundraising for. We welcome any ideas you may have regarding partnerships, distribution, and funding opportunities.

1. **Hispanic Workforce** -The Hispanic workforce is projected to increase more than that of any race or ethnic group, increasing to 20.9% percent by 2028.
2. **The Great Resignation & Reshuffle** - Why aren't employees returning to the job market? Although employment is at its lowest level in years, fewer people are entering or reentering the job market. The digital skills gap has always been apparent. Has the post-pandemic landscape accelerated the requirement of tech skills to stay connected? Will the pandemic's missing workers ever return to the workforce?
3. **Disabled People In The Workforce**- With over 10 million job openings available, it's now more important than ever to start looking at alternative talent pools.
4. **Healthcare**- Hospitals and health systems have been facing an increasing staffing shortage due to the rapid aging of populations and technological advancements as well as various other factors. WorkingNation is excited to identify and highlight these "solutions".
5. **Veterans & Military Workers**- Our country's veterans remain a valuable untapped talent pool. As we have done for the past 5 years, WorkingNation will continue to dedicate the month of November to Veterans' workforce issues and solutions. The military is a valuable training ground for enhancing the employment skills of the younger generation.
6. **Career Readiness for High School Graduates**-Preparing our young people for the future world of work has never been more challenging. While qualifications and knowledge remain important, the students of today need the opportunity to grow into creative and critical citizens, ready to shape the future for themselves.

So what does WorkingNation currently have in place for 2023? WorkingNation will continue to raise awareness of critical workforce issues, opportunities & solutions in an

effort to break down barriers that workers will face.

Current funded projects:

1. WorkingForward - A collaborative of short-form documentary series releasing this year that will bring together a team of acclaimed directors to explore critical issues facing hard-working Americans.
 1. Single Mothers (*In partnership with ECMC*): Currently, nine out of ten single mothers live below the poverty line. What programs and support are available for them to get ahead?
 2. Older American Workers (*In partnership with M Center*): The aging workforce is growing at a time when 40% of employers report having difficulty filling jobs.
 3. Vets/Medics (*In partnership with Call of Duty Foundation*): 6 million work-eligible veterans exist in America, with over 200 thousand entering the workforce each year.
 4. Credentials (*In partnership with Lumina Foundation*): 46% of workers will require credentials. With over 1 million available credentials, how does someone navigate the current landscape?
2. DEI & Accessibility events (*In partnership with Ares Foundation*)
3. Older Women Workers Digital Magazine (*In partnership with CWI Labs*): Women over the age of 65 are projected to make up 25% of the female workforce by 2024.
4. Employer-led Training (*In partnership with Google.org*): Learning opportunities are one of the most important factors employees consider when applying for jobs. Companies are required to look at new ways to engage their workplace.
5. Employment Opportunity Index (*In partnership with Schultz Family Foundation, Harvard Business School, and BurningGlass Institute*) - Corporate scorecard for worker employment and job market perceptions.