

# Elevating our Irregular Workforce

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## Roundtable organizer's kit



The nature of work is changing in significant ways for many Americans, whether through the use of labor brokers, third-party management or independent contractors, the broader “fissuring” of employment and the workplace, the increasing prevalence of the “gig economy” or the growth of other nonstandard work arrangements.

US Department of Labor: 9<sup>th</sup> Apr. 2015

### Aims of a roundtable:

- Raise local awareness of issues around “gig” work/partial employment/day labor/labor force drop-out
- Examine challenges/benefits of possible local support for these workers
- Understand local leverage available for any intervention
- Potentially connect with philanthropic funding seeking city/state involvement

### In this kit:

1. Suggested agenda
2. Draft text:
  - a. Invite
  - b. Webpage
3. Potential invitees

## 1) Suggested agenda for roundtable

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1. What we know about the spectrum of Irregular Work
    - British research: the wasted economic growth opportunity
    - US available data/trends
  2. British projects
    - Small scale interventions
    - A public market – extending public job banks (equivalent to [state run job banks](#) in the US)
  3. Challenges of implementation
    - Finding the demand ahead of launch
    - Need for multi-stakeholders
  4. What we're looking for
    - Projects
    - Markets that aren't working
    - New Budgets
    - Large employers/commissioners of flexi-labor
      - Public sector
      - Private sector
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- *A roundtable can be structured with presentation then questions or more informally as you wish.*
  - *We are happy to share slides and show the British markets in action if we can have a projector and screen.*

## 2) Draft text

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### a) Invite for Workforce Boards

#### **Invite to roundtable: Support for non-standard workers**

Govt. Accountability Office says total non-standard employment and “gig work” could now account for [33% of the workforce](#). Are we doing enough to raise standards of this workforce and support customers needing to work this way? Could support for this cohort align with our objectives for employer attraction, supporting marginal groups and employment-ready metrics?

The British government has run projects aimed at addressing these issues. They created new marketplace technologies and trial programs. Learning and technology will be open sourced to any city ready to exploit it.

In the US, National Governors' Association, US Conference of Mayors, National Association of State Workforce Boards, Aspen Institute and other bodies have taken the British work to workforce boards. This led to a multi-board [report in July 2017](#) about possibilities for launching markets for hourly labor within the US workforce system.

California has [taken a lead](#) on this possibility. We are planning a roundtable with the project director at which employers in our area can explore possible involvement. We will see the British technology, now Americanized with Walmart funding, in action and look at challenges/possibilities for launch.

EVENT DATE/TIME/LOCATION

RSVP TO:

### b) Invite for employers

#### **Invite to webinar: “Elevating California’s Irregular Workforce”**

HASC has been approached by the above project. They are working towards launch of an online platform for all kinds of hourly labor overseen by public workforce boards and want to see if/how hospitals might use such a facility.

Govt. Accountability Office says total non-standard employment and “gig work” could now account for [33% of the workforce](#). Employers increasingly seek top-up or ad-hoc staff who are vetted and credentialed to high standards.

The British government created new marketplace technologies that extend the aims of workforce boards into this growing part of labor markets. Learning and technology is to be open sourced to any US city ready to exploit it. ([www.beyondjobs.com](http://www.beyondjobs.com)) This led to a [report in July 2017](#) on routes to US launches on which workforce boards across the US collaborated.

Southern California has [taken a lead](#) towards launching the first market in the US. We are planning a webinar with the project director at which employers in our area can explore possible involvement. We will see the British technology, now Americanized with Walmart funding, in action and look at challenges/possibilities for launch. The project team are particularly interested in our feedback and any interest in being part of the planning for a launch.

EVENT DATE/TIME/LOCATION:

RSVP TO:

### **c) Event webpage**

- *You may wish to put up a page on your organization's website about a roundtable. This creates a reference point for invitees.*

### **A local platform for hourly work?**

National research suggests 20-30% of our workforce is now looking for odd hours of work, not a job. They are babysitting, getting a café/shop through a rush period, cleaning, mini-cabbing, providing ad-hoc homecare and filling thousands of other roles.

People are working this way because: (a) they have family commitments, medical issues, studying or home business ambitions that need to be worked around (b) they want to build track record, experience and networks across multiple organizations (c) they are forced into it by joblessness or partial employment.

The day-to-day task of finding this kind of employment is too often time-consuming, uncertain or fruitless. Quality of the work is often low with little chance of progression to better paid or more stable positions. Much of the activity is cash-in-hand; untaxed, unregulated and illegal. This keeps quality of the workforce low.

Britain's government has funded an alternative: a city-wide online market for all types of Irregular Work. It allows any citizen to sell hours of their choosing, on their own terms, across as many types of work and employers as they wish. Personalized data highlights skilling and progression opportunities. Innovative services and interventions become viable.

The technologies are being open sourced to any area ready to exploit them. But services for this worker group are challenging to launch. Could we be a pioneer? Extrapolated World Bank data shows if all demand for this work could be unlocked and enticed into the legitimate economy it could grow our GDP by 5%.

Do we want to support these workers? Is a public market the answer? Would there be enough demand from employers to get it to scale? Would other stakeholders support it? We invite you to a roundtable and demonstration with Wingham Rowan, Director of [Beyond Jobs](#) to start the discussion.

#### EVENT DETAILS

*Images from the Beyond Jobs website can be re-used to illustrate your local page.*

### Potential invitees

- *This table is intended to prompt ideas for local contacts likely to be interested. It is not a list of everyone who should be invited.*
- *Those in **bold** can be key to finding demand that will launch a market. They are by far the most valuable attendees.*

Potential invitees to a roundtable on Irregular Work			
Row	Group	Examples	Notes
1.	Workforce Board	Strategy/innovation/policy head	
2.		Opportunity Youth lead	
3.		Disabled workers lead	
4.		Dislocated workers lead	
5.		Retirees lead	
6.		LMI officer	
7.	Economic Development	Governor's/Mayor's representative	
8.		Head of Economic Development	
9.		Employment/Skills office	
10.		Public/private development partnership	
11.		Regional government partnership	
12.	Employers of flexi-labor: public sector	<b>Someone with overview of projects/initiatives in the area (eg: Governor's/Mayor's office)</b>	
13.		Home care commissioners	
14.		City services manager (eg libraries/environmental/parks)	
15.		Schools staffing commissioners	
16.		Leisure/events manager	
17.		Public outreach/surveys manager	
18.		Office services/contact center manager	
19.		State/city HR procurement managers (should know about size of contingent labor spend)	
20.	Employers of flexi-labor: linked to	Municipal corporations: <ul style="list-style-type: none"> <li>• Public amenities</li> <li>• Location based</li> </ul>	

21.	public bodies	HUD/Housing bodies	
22.		Hospitals	
23.		Service providers contracted to public bodies	
24.	Employers of flexi-labor: private sector	Chambers of Commerce	
25.		Small business development body	
26.		<b>Employers' associations or large employers in:</b> <ul style="list-style-type: none"> <li>• Home Care/Healthcare</li> <li>• Tourism</li> <li>• Construction</li> <li>• Hoteliers</li> <li>• Retail</li> <li>• Business/public services</li> <li>• Distribution</li> <li>• Facilities management</li> </ul>	
27.	Possible intermediaries in a local market for flexi-labor	Body for commercial recruiters	
28.		Recruiters already supplying public sector bodies	
29.		One stop centers	
30.		Local employment charities	
31.		Community Development organizations	
32.		Unions	
33.		Local branches of national bodies: <ul style="list-style-type: none"> <li>• Goodwill industries</li> <li>• Urban League</li> </ul>	
34.		Community colleges	
35.	Potential catalysts	Elected officials	
36.		Journalists/thought leaders	
37.		Local philanthropies/philanthropists	
38.		Local anti-poverty/well-being charities	
39.		Neighboring workforce board representatives	
40.		Neighboring economic development body representatives	
41.	Specific expertise	Procurement executive	
42.		Legal dept. representative	