Strada Institute for the Future of Work is dedicated to advancing our understanding of the future of learning and work, so that we may begin to build the learning ecosystem of the future.

Emsi is a labor market analytics firm that integrates data from a wide variety of sources to serve professionals in higher education, economic development, workforce development, talent acquisition, and site selection.

Both organizations are a part of Strada Education Network®, a national nonprofit dedicated to improving lives by catalyzing more direct and promising pathways between education and employment.

To access the full report: https://www.economicmodeling.com/human-skills/
ROBOT-READY

Human+ Skills
For The Future of Work

Strada Institute
FOR THE FUTURE OF WORK

Emsi
Human skills like communication, leadership, and problem solving are among the most common skills employers list in job postings.

Frequency in job postings:

- Management: 40%
- Communications: 20%
- Sales: 15%
- Customer Service: 10%
- Operations: 5%
- Leadership: 2.5%
- Innovation: 1.5%
- Problem Solving: 1.5%
- Research: 1%
- Presentations: 0.5%

Source: Emsi job posting analytics, 2018.
Human+ Skills

Human skills will be critical to coordinating more closely with machines in a complementary way. But human skills alone will not be enough. A “both, and” mentality embraces the duality of technical skills with uniquely human skills.

The human+ skills needed now and for the future combine things like

- programming + communication
- artificial intelligence (AI) + emotional intelligence
- logic + ethics
T-shaped individuals combine broad knowledge and skills with deep expertise in a narrow field
In the future, workers will need to return to learning throughout a 100-year work life.
1. Human skills are among the most in-demand skills in the labor market + basic technical skills like data analysis and digital fluency
2. Role of the liberal arts?
3. Human skills are applied differently across career fields and must be effectively translated
4. To break down barriers to entry in the labor market, liberal arts majors can better identify and understand their human skills and acquire targeted technical skills
Since 1970, BAs in liberal arts programs have declined from 36 percent to 23 percent.
Liberal arts majors are less likely than other majors to report that their coursework was helpful or that the acquired important life skills.

**Coursework Helpful for Careers**

- Healthcare
- Education
- Business
- Communications
- Visual & Performing Arts
- STEM

**Life Skills Learned**

- Healthcare
- Education
- Business
- Communications
- Visual & Performing Arts
- STEM

Share of college grads who believe their coursework is helpful for their career.
Liberal arts graduates earn a significant wage premium relative to high school graduates, and the half who go on to earn graduate degrees earn an average of $76,000 annually.

- 75th Percentile Liberal Arts BA: $90,000
- Median Liberal Arts MA+: $76,000
- Median BA: $60,000
- Median Liberal Arts BA: $55,000
- Median High School Graduate: $35,000

Liberal arts graduates never catch up to STEM, healthcare, or business majors’ earnings, but they have the fastest income growth among majors in their late 30s and early 40s.

Liberal arts graduates have high rates of career mobility: 70 percent change careers from their first job to their second job.
Between their first and their third jobs, liberal arts graduates transition into middle- and high-skill careers with high concentrations of college-educated workers.

### Liberal Arts Graduates

<table>
<thead>
<tr>
<th>Job Type</th>
<th>First Job</th>
<th>Second Job</th>
<th>Third Job</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>59%</td>
<td>61%</td>
<td>66%</td>
</tr>
</tbody>
</table>

### Business Graduates

<table>
<thead>
<tr>
<th>Job Type</th>
<th>First Job</th>
<th>Second Job</th>
<th>Third Job</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>66%</td>
<td>72%</td>
<td>76%</td>
</tr>
</tbody>
</table>

*Source: Emsi analysis of resume and profile data, 2018.*
From their first to their third job, liberal arts graduates gravitate towards marketing careers.
Liberal arts graduates uniquely translate and apply communication skills in different career fields like marketing, finance, human resources, and public policy.
Liberal arts graduates translate and apply problem-solving skills uniquely in different career fields like marketing, finance, human resources, and public policy.
Hybrid Jobs

Every job is digital

Journalism job postings increasingly require tech skills like analytics, SEO, and JavaScript

Bubble size reflects relative demand of each skill
Less than half of managers feel confident in their company’s ability to spot and recruit the best talent for the job.

<table>
<thead>
<tr>
<th></th>
<th>Very Confident</th>
<th>Confident</th>
<th>Somewhat Confident</th>
<th>Not at All Confident</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Companies</td>
<td>11%</td>
<td>32%</td>
<td>41%</td>
<td>16%</td>
</tr>
<tr>
<td>Small Companies</td>
<td>8%</td>
<td>34%</td>
<td>40%</td>
<td>18%</td>
</tr>
<tr>
<td>(&lt;100 employees)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mid-sized Companies</td>
<td>12%</td>
<td>35%</td>
<td>35%</td>
<td>18%</td>
</tr>
<tr>
<td>(100–999 employees)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Large Companies</td>
<td>9%</td>
<td>29%</td>
<td>47%</td>
<td>15%</td>
</tr>
<tr>
<td>(1,000 or more employees)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source:
Why we can’t keep muddling through?

FUNDING A:
234 companies funded in 2015-YTD2018

$2.4bn

Formal ($137m)
- Project-, Skill-based Learning- $55M
- Campus Hiring & Career Guidance- $82M

Informal ($1.15bn)
- Training & Placement- $139M
- Bootcamps & Academies - $410M
- Marketplaces - $444M
- Other - $122M

Workplace ($493m)
- Leadership & Soft-Skills- $56M
- Well-being & Productivity - $37M
- Reg Tech - $258M
- Healthcare- $17M
- Sales eLearning: $46M
- Other (incl. English) - $79M

Technology ($625m)
- Social Learning- $47M
- Assessment & Analytics - $55M
- Credentials Management- $76M
- LMS - $165M
eLearning Tools- $264M
- Other - $18M

Courtesy of LearnLaunch
Implications

+ Time for a modern-day Rosetta Stone to translate and decode the intersection between postsecondary education and the workforce
+ The translation of skills into the marketplace must be made clearer in order to connect three critical audiences:
  + people looking for good work
  + employers looking for good people
  + educators looking to build good programs and engage students
Opportunities ahead

+ **Learning providers:** opportunities for technical skills acquisition and problem-based learning

+ **Learners:** technical skills acquisition, work-based learning opportunities

+ **Employers:** better skills-based hiring, reimagination of on-the-job training

+ **Entrepreneurs:** innovating in the measurement and harnessing of human potential

+ **Policymakers:** clarity on trajectories of liberal arts grads, Rosetta Stone for skills: a common framework for learners, learning providers, entrepreneurs, and employers
https://www.economicmodeling.com/human-skills/
Robot-Ready: Human+ Skills for the Future of Work

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