

Digital Skills and the Latino Workforce Project

Quantitative Data Highlights

April 2022

BACKGROUND

About the Project

- The Digital Skills and the Latino Workforce Project is a partnership between the Aspen Institute Latinos and Society (AILAS) Program and the UpSkill America Initiative within the Economic Opportunities Program (EOP).
- The goal of the project is to **learn how digitalization and automation of work affect Latino frontline workers and Latino-owned businesses across sectors.**
- Target respondents included individuals at:
 - companies that employ Latino frontline workers in the US
 - Latino-owned companies
 - workforce organizations (WFOs) that provide services to companies that employ Latino frontline workers, including workforce and economic development organizations, government agencies, education and training providers, as well as other organizations that support companies and workers.
- This project was funded with the support of Google.org.

About the Survey

The AILAS Program and the Upskill America initiative at EOP conducted a survey in October 2021 to learn about how digitalization and automation of work are affecting the Latino frontline workforce.

Against the background of a 2019 report by McKinsey & Company that identified Latino workers as the group most at risk of job displacement due to digitalization and automation of economic activities in the US, we aimed to learn more about:

- Digital skills needed by Latino frontline workers and/or Latino business owners across occupations, industries, and US regions
- Resources needed to support digital skills development
- Promising approaches to digital skills development for the Latino frontline workforce

Note: Examples of Digital Skills

For clarity, we provided examples of digital skills to survey respondents, as seen below:

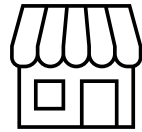
- Skills to interact with digital devices (e.g., computers, mobile devices)
- Skills to use basic software (e.g., email, word processing)
- Skills for digital collaboration (e.g., Google docs, Microsoft Teams)

The **text in red** was removed from charts throughout this deck to improve legibility.

SURVEY RESPONDENTS

Respondent Characteristics

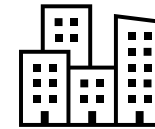
Survey respondents were almost evenly split across the two respondent groups.



WFOs

49%

Workforce organizations (WFOs) that provide workforce development services to workers and/or companies



COMPANIES

51%

Companies that employ frontline workers

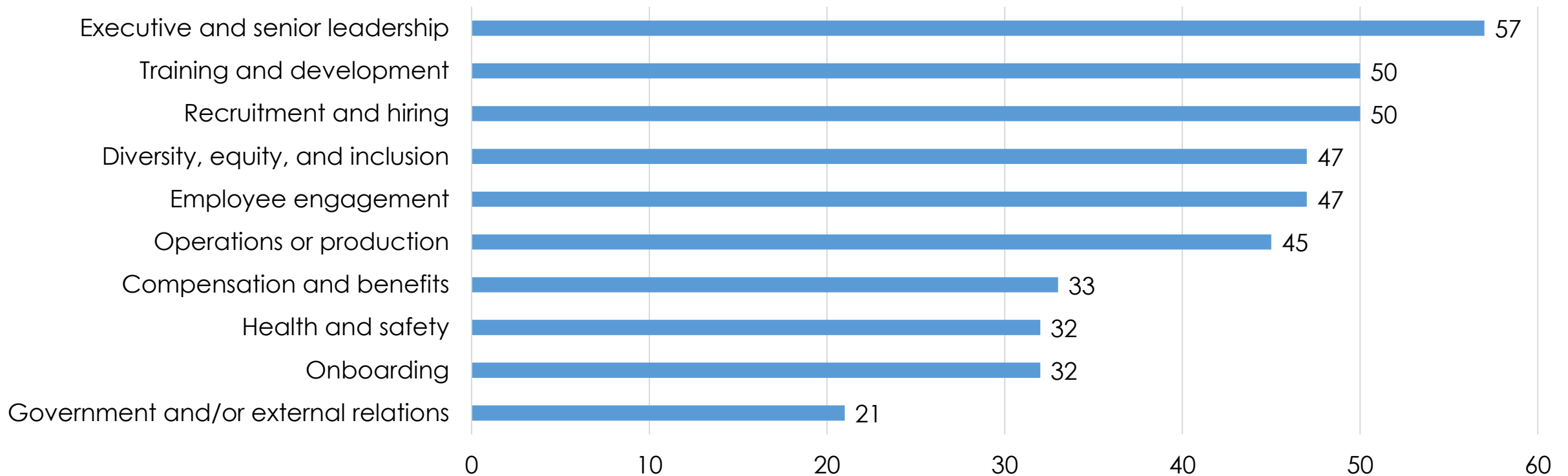
Summary of Survey Respondent Characteristics

- Respondents are primarily senior leaders involved in training & development and in recruitment & hiring.
- WFOs mainly provide training directly to Latino workers rather than to businesses that employ or are owned by individuals who are Latino.
- The majority of WFOs are nonprofit organizations, local community-based organizations, or community colleges.
- Most companies are Latino owned and/or employ Latino workers.
- Companies' workforces are largely composed of frontline workers.*
- A third of companies have a majority Latino workforce.
 - 74% of respondents indicated that at least 25% of their workforce is composed of Latino workers, which is significant considering that 18% of the US workforce identifies as Latino.

*We define **frontline workers** as either hourly or salaried employees who work in production or customer-facing roles and who earn less than \$40,000 per year.

Respondents are primarily senior leaders involved in training & development and in recruitment & hiring.

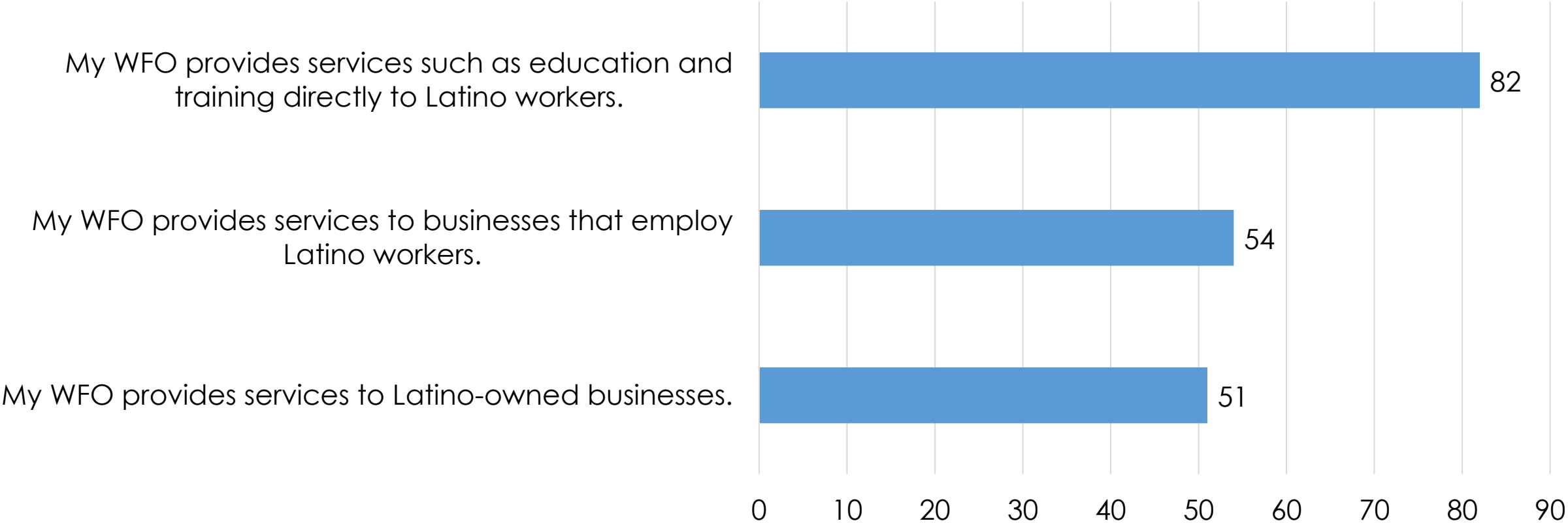
Does your role involve any of the following responsibilities?
(n = 185)



WFOs mainly provide services directly to Latino workers rather than to businesses.

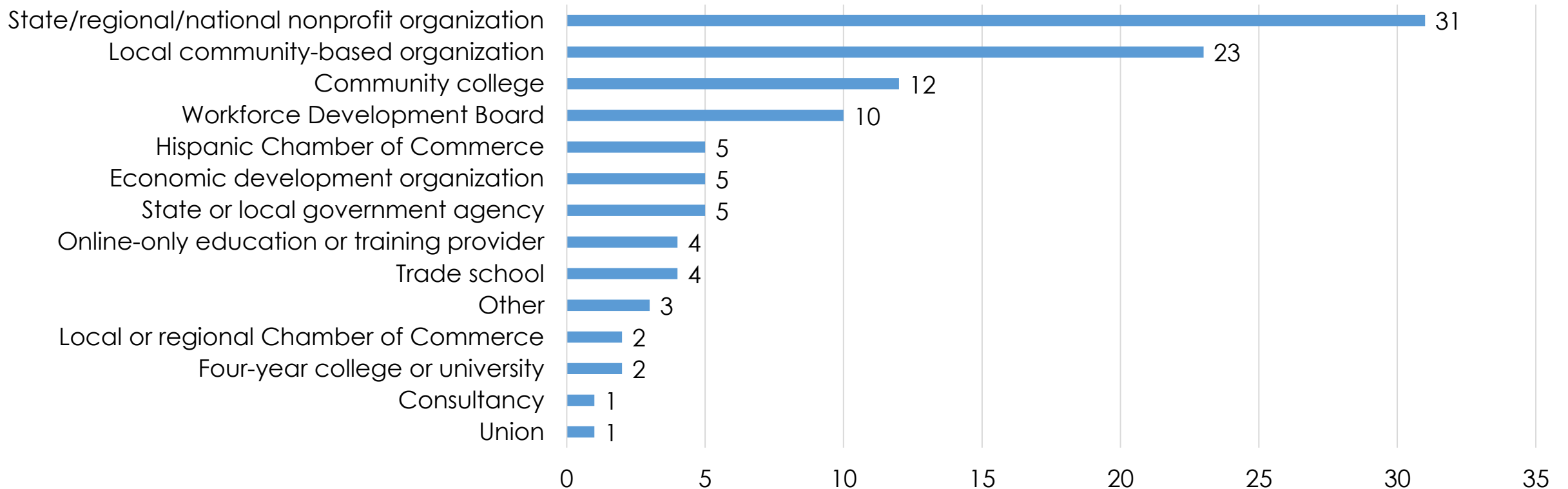


Which of the following describe your WFO? (check all that apply)
(n = 108)



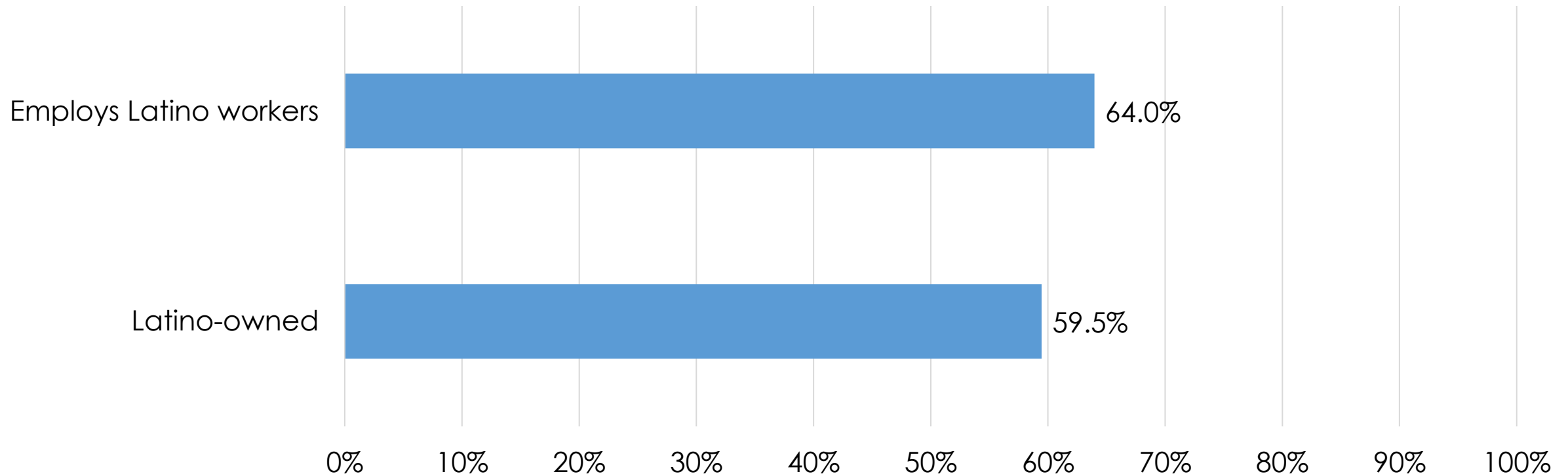
The majority of WFOs are nonprofit organizations, local community-based organizations, or community colleges.

Which of the following best describes your WFO?
(n = 108)



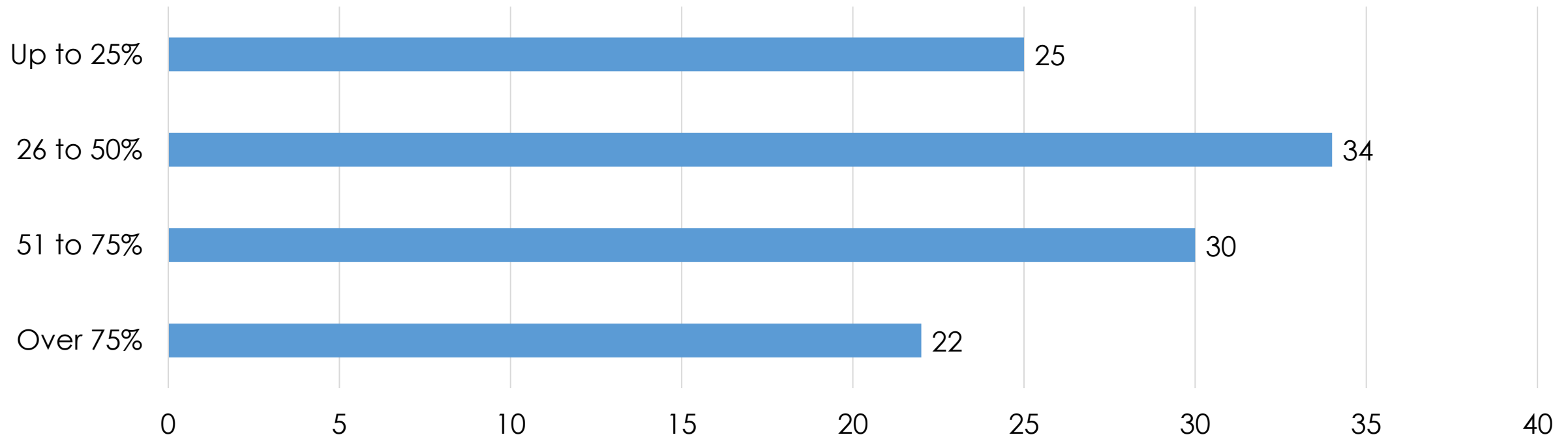
Most companies are Latino owned and/or employ Latino workers.

Do any of these describe your company?
(n = 111)



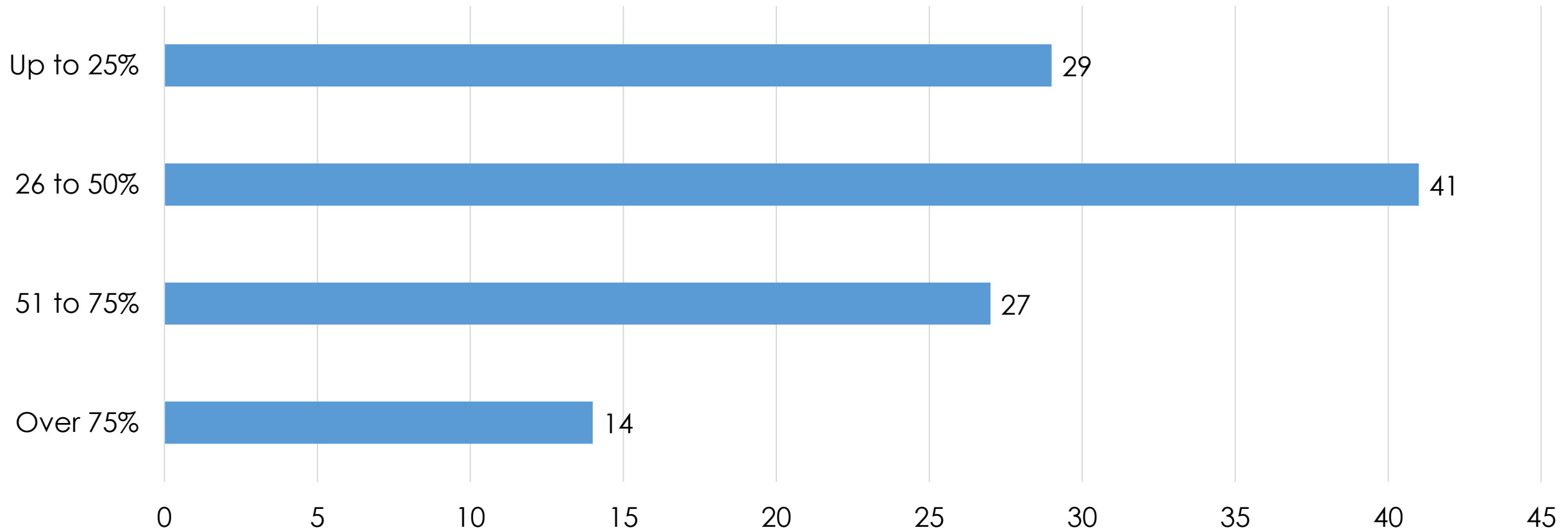
Companies' workforces are largely composed of frontline workers.

Approximately what percentage of your company's US workforce is composed of frontline workers?
(n = 111)



A third of companies have a majority Latino workforce.

Approximately what percentage of your workforce is Latino?
(n = 111)



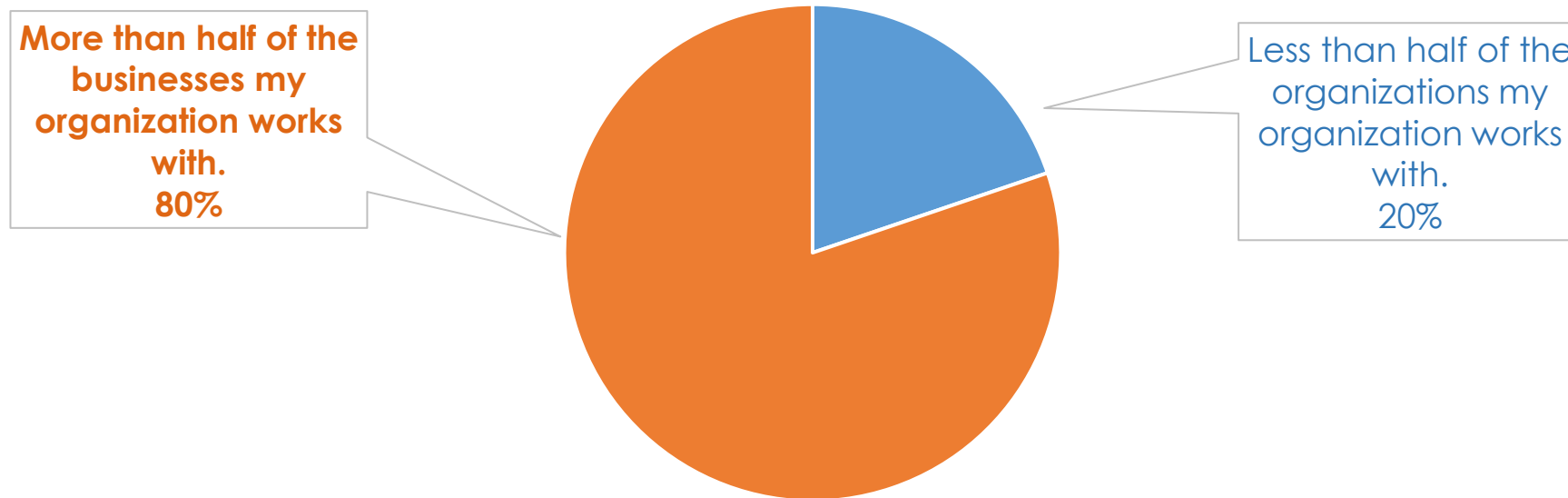
FINDINGS

Summary: Need for and Prioritization of Digital Skills

- Adoption of technology is a priority for most of the companies with which WFOs work.
- Nearly all companies agreed that adopting technology or digital tools was a high or very high priority.
- Digital skills to interact with digital devices is among the most important type of digital skills for frontline workers, according to both WFOs and companies.
- However, companies have challenges with identifying the skills workers need to operate digital tools and technology.

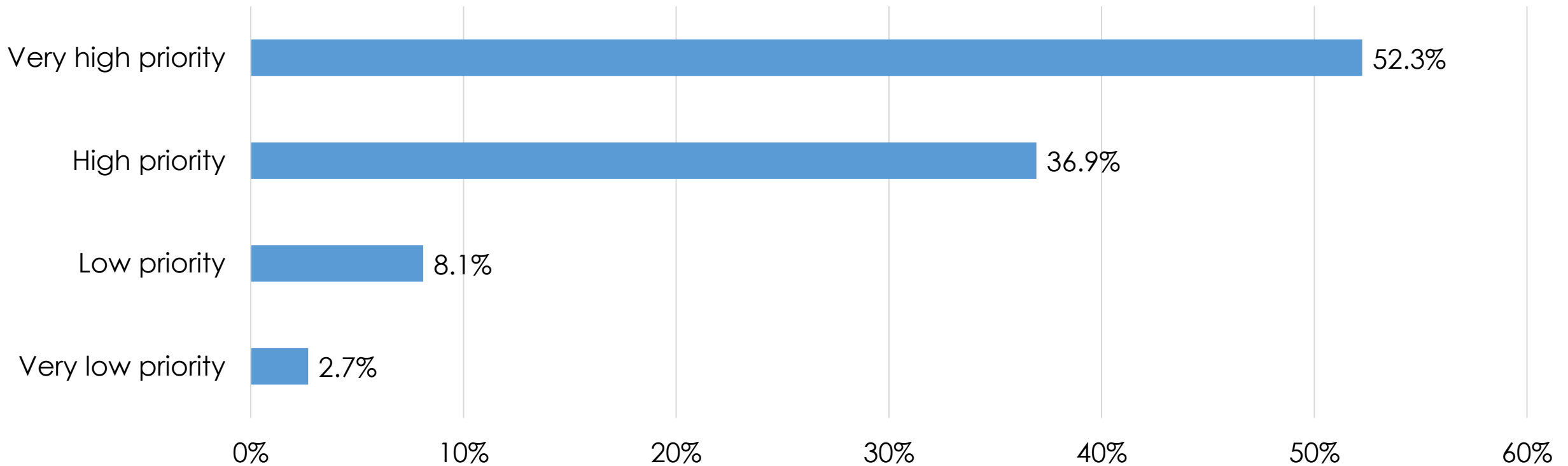
Adoption of technology is a priority for most of the companies with which WFOs work.

Adoption of technology is a priority for:
(n = 108)



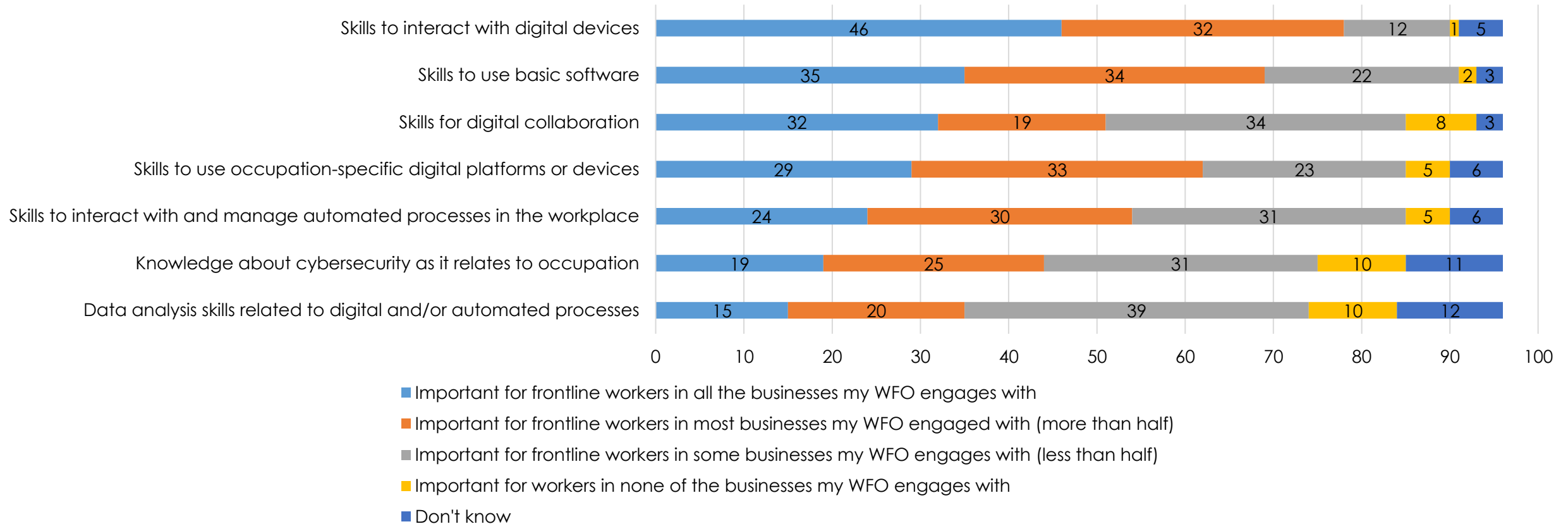
Nearly all companies agreed that adopting technology or digital tools was a high or very high priority.

How high of a priority is adopting technology or digital tools for your company?
(n = 111)



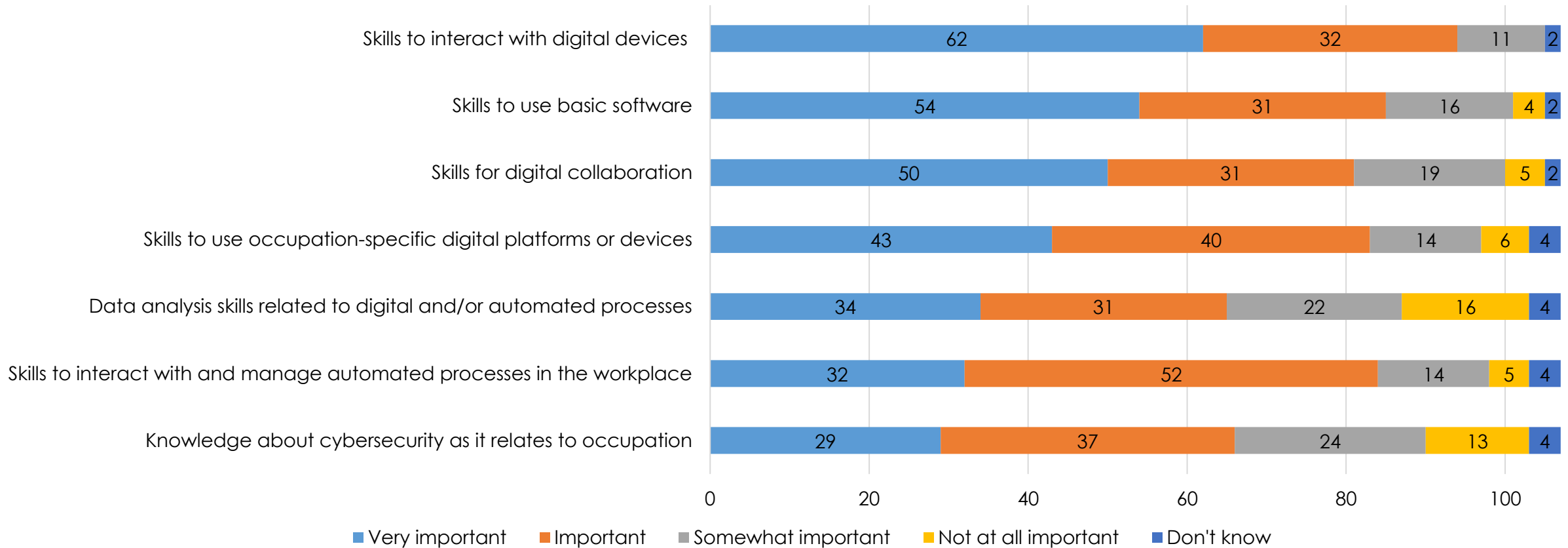
WFOs identified the ability to interact with digital devices and to use basic software (e.g., email, word processing) as the most important skills for frontline workers.

To what extent are the following digital skills important for frontline workers in the businesses you engage with?
(n = 111)



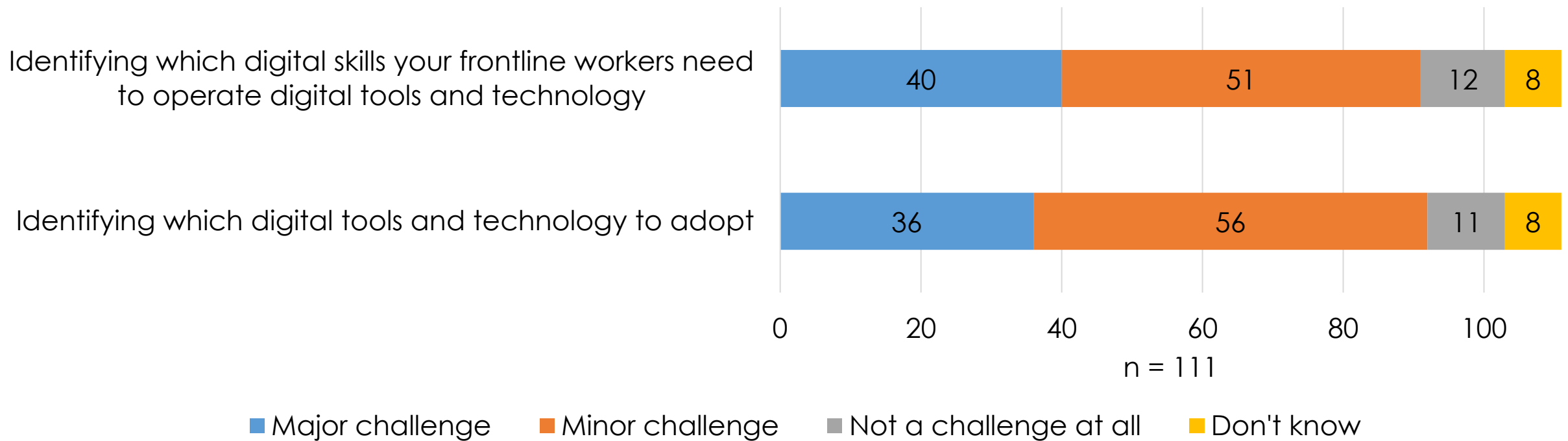
According to companies, the ability to work with digital devices and basic software and to engage in digital collaboration were among top skill needs for frontline workers.

To what extent are the following digital skills important for your frontline workers to perform their jobs?
(n = 111)



Companies have challenges with identifying the skills workers need to operate digital tools and technology.

To what degree has integrating new technologies in the workplace presented challenges for your company?
(n = 111)

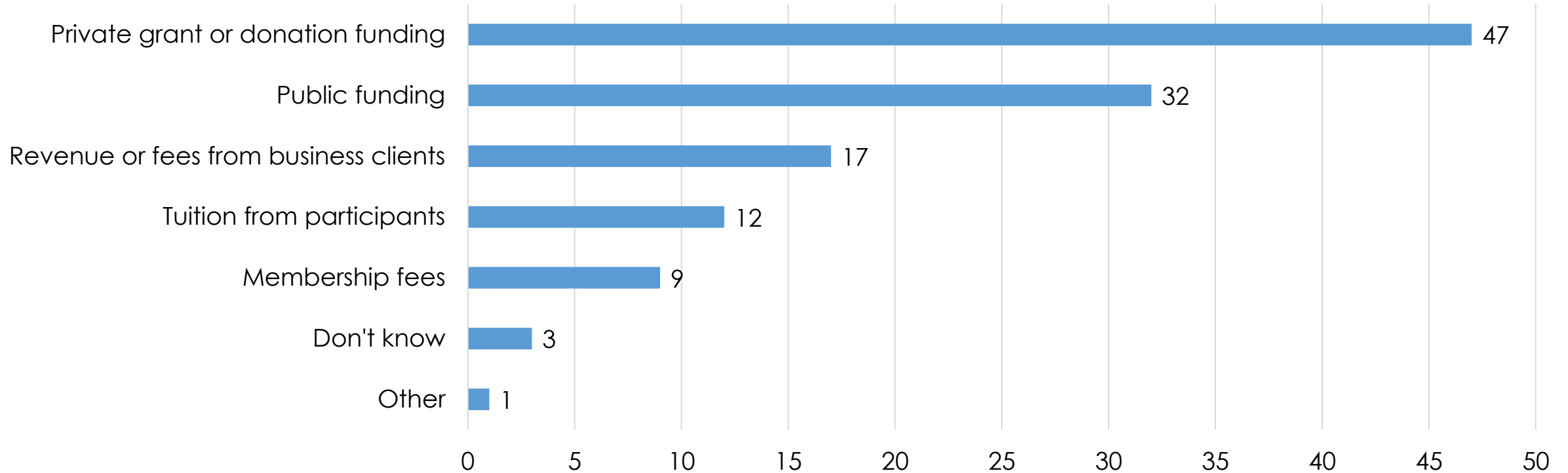


Summary: Resources to Support Digital skills training

- WFOs tend to fund digital skills training using private and public funding.
- Of companies that work with external partners to develop workers' digital skills, most partnered with online-only education or training providers.
- Most companies said a variety of supports would help to develop digital skills among their Latino frontline workforce.
 - Among companies currently providing training in languages other than English or integrating English as a Second Language (ESL) instruction, profiles of how other companies approach digital skills development was the most common resource that companies thought would be helpful.

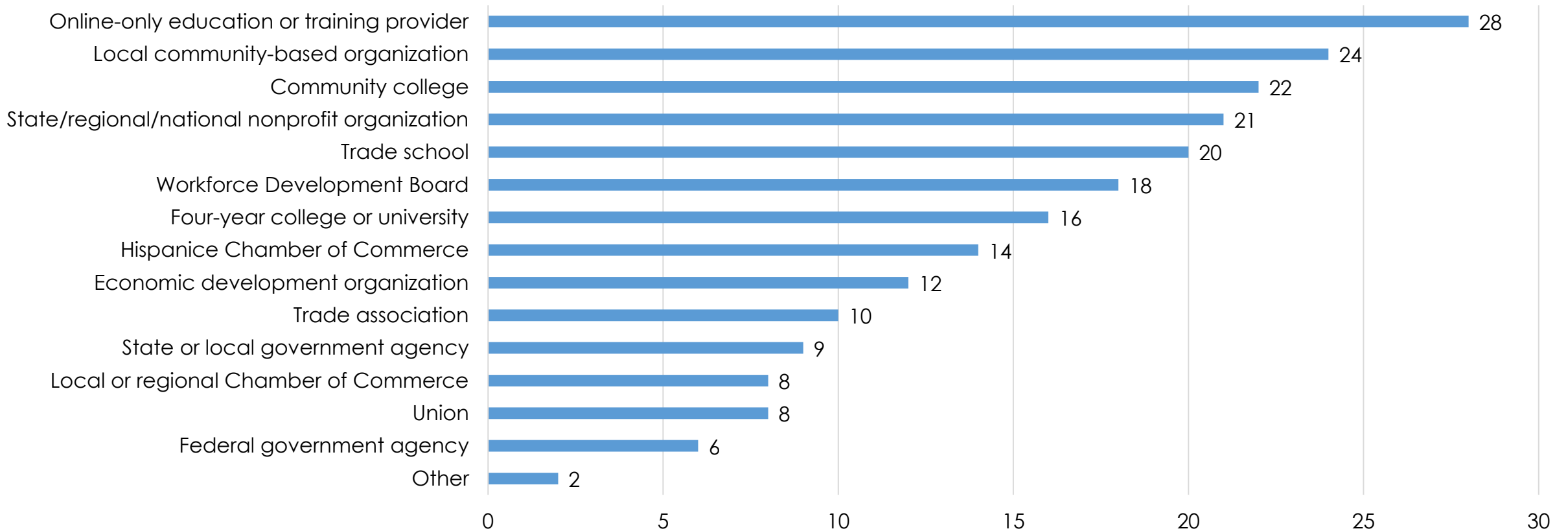
WFOs tend to fund digital skills training using private and public funding.

How do you fund your work to provide or broker digital skills training services? (check all that apply)
(n = 73)



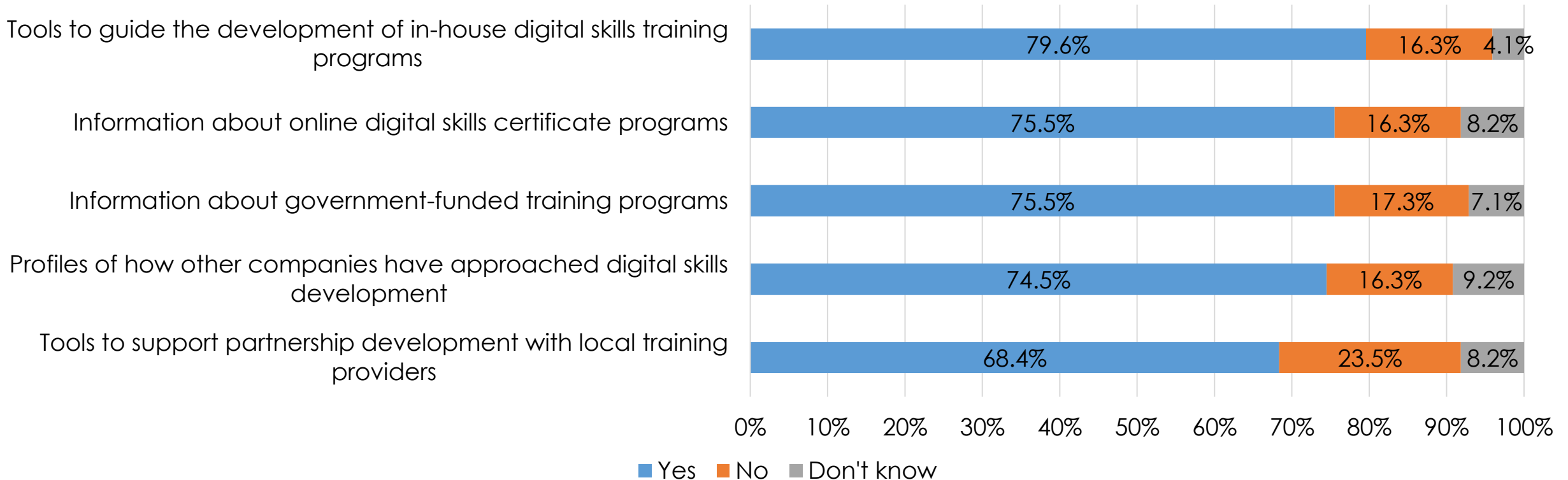
Of companies who work with external partners to develop workers' digital skills, most partnered with online-only education or training providers.

Who do you work with to develop the digital skills of your frontline workforce? (check all that apply)
(n = 111)



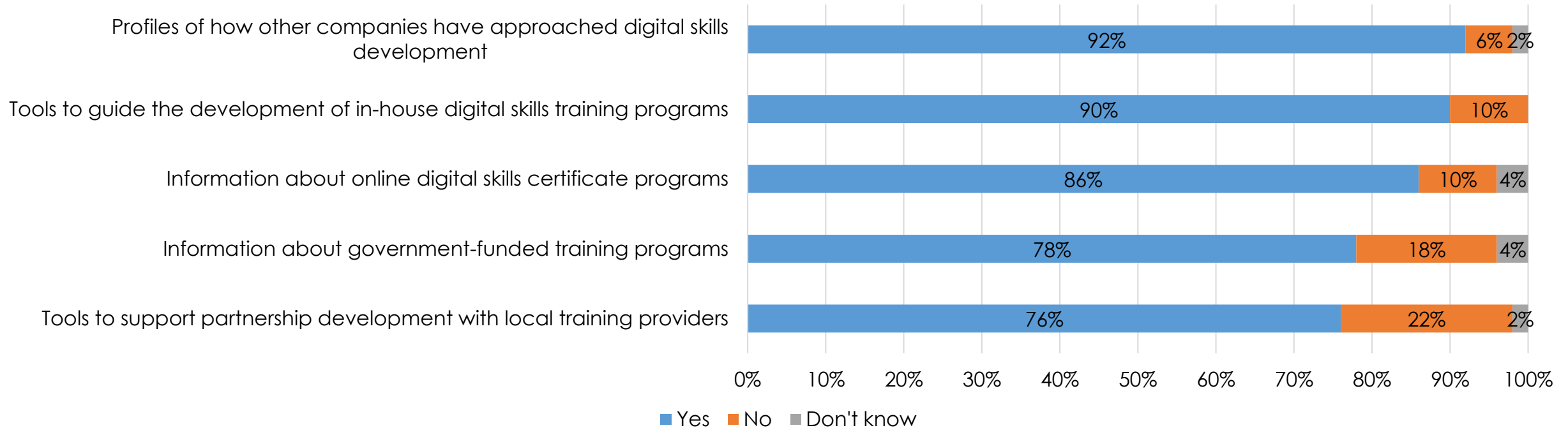
Among all companies, a variety of supports would help to develop digital skills of their Latino frontline workforce.

Would any of the following help your company to develop the digital skills of your Latino frontline workforce?
(n = 98)



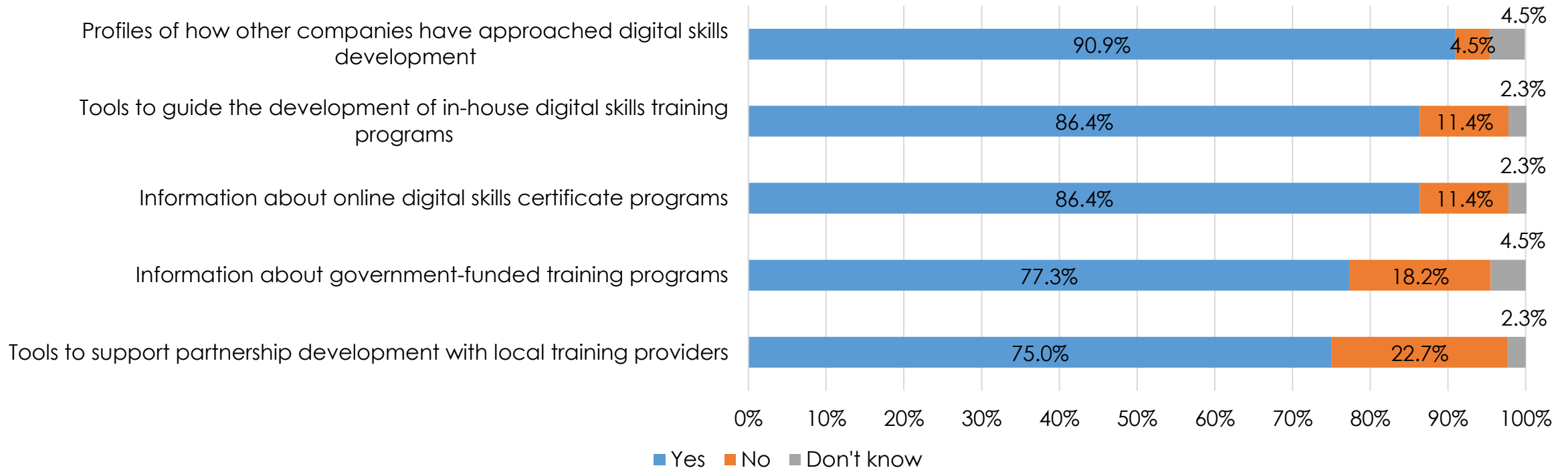
But among companies already providing digital skills training in languages other than English, company profiles and training tools would be most important.

Would any of the following help your company to develop the digital skills of your Hispanic/Latino frontline workforce?
(n = 50)



And among companies that integrate digital skills training with ESL instruction, company profiles were still the most desired type of support.

Would any of the following help your company to develop the digital skills of your Latino frontline workforce?
(n = 44)

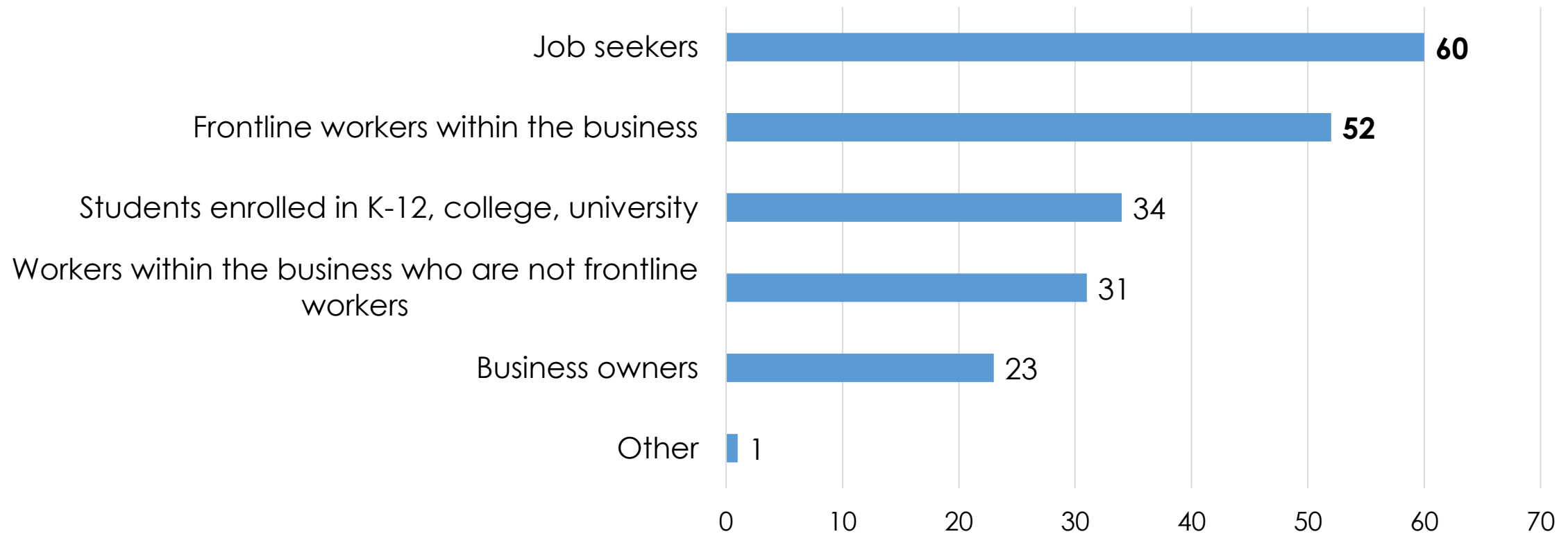


Summary: Approaches to Digital skills training for the Latino Workforce

- The primary audience for WFOs digital skills training is individuals looking for jobs, not those already in jobs. Frontline workers are the second most common audience.
- Most WFOs offer digital skills training directly to job seekers rather than to businesses.
- Basic digital literacy training and occupation-specific digital skill training are the most common types of programming.
 - Training programs primarily address skills to use basic software and digital devices.
- Companies offer more in-house digital skills training than external options.
- Latino-owned companies appear to provide more on-the-job, interpersonal digital skills training to frontline workers than do other companies.
- Non-Latino-owned companies appear to emphasize on-the-job digital skills training to frontline workers.

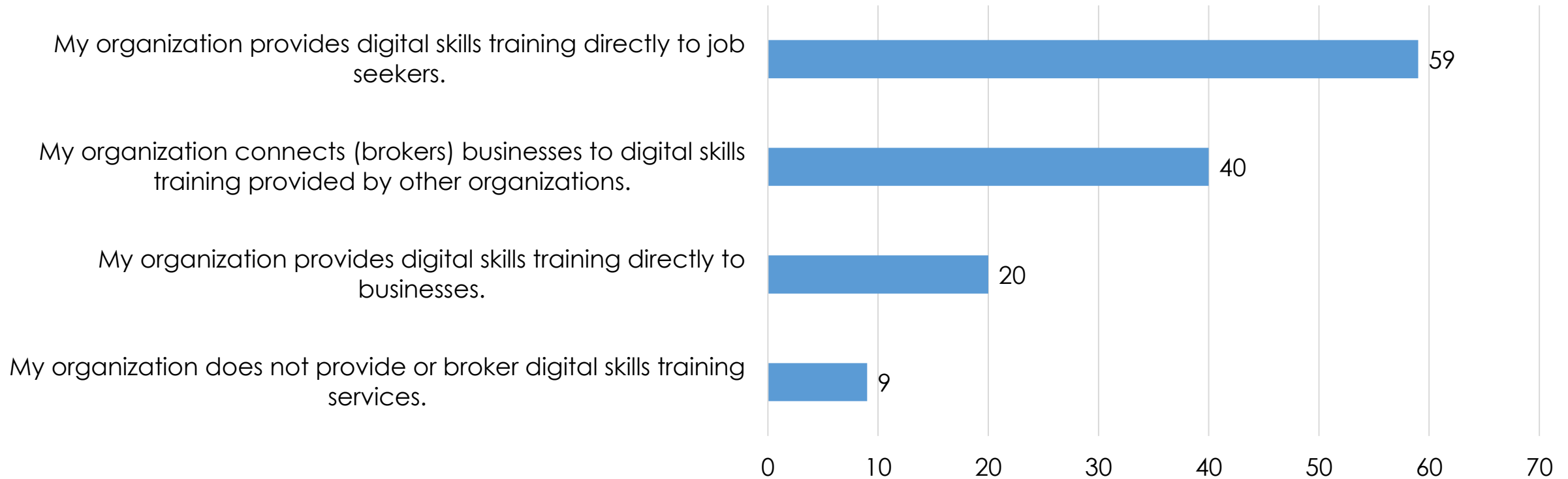
The primary audience for WFOs' digital skills training is individuals looking for jobs, not those already in jobs.

Who is the audience for the digital skills training? (check all that apply)
(n = 108)



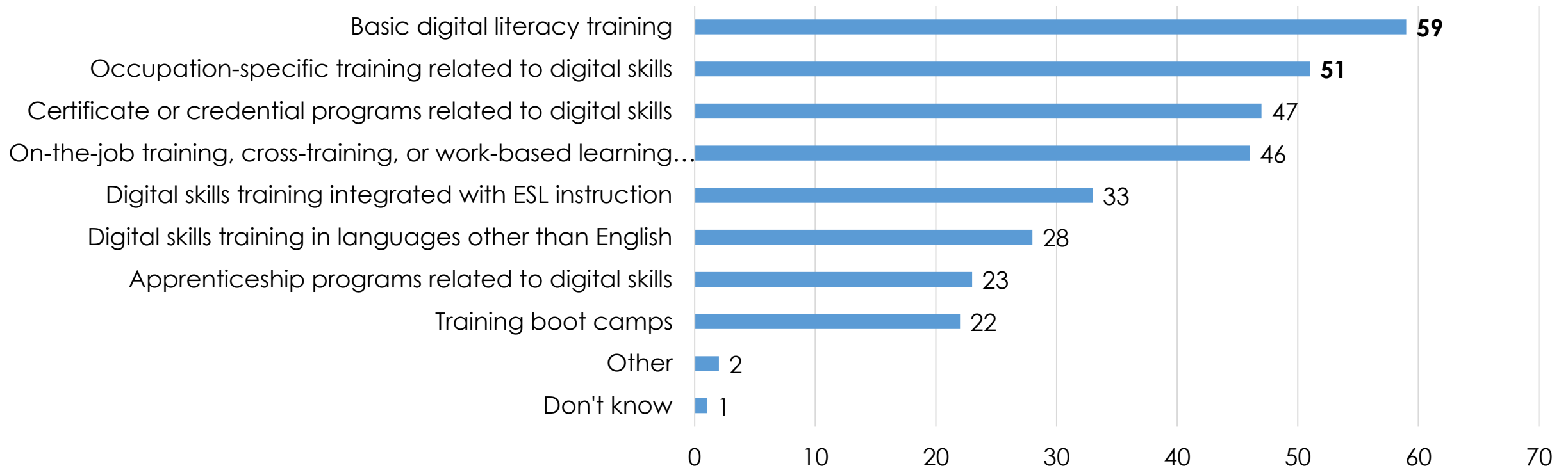
Most WFOs offer digital skills training directly to job seekers rather than to businesses.

In what ways does your organization typically provide digital skills training (check all that apply)
(n = 108)



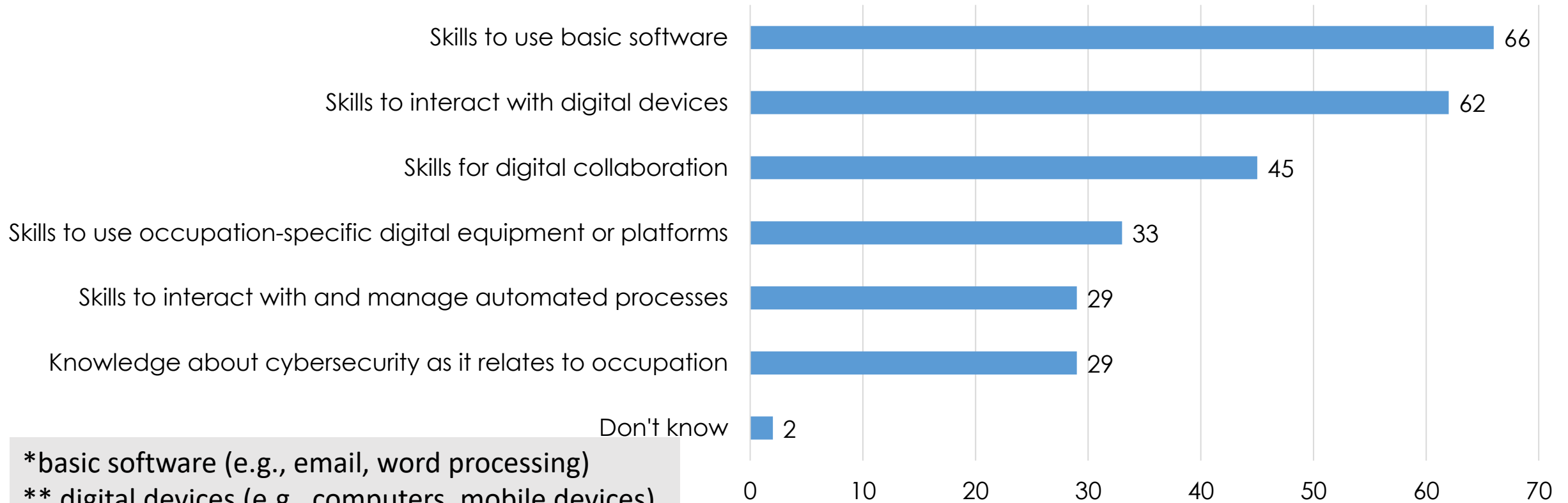
Basic digital literacy training and occupation-specific digital skill training are the most common types of programming.

What type(s) of training programming does your organization provide or broker? (check all that apply)
(n = 73)



Training programs primarily address skills to use basic software* and digital devices.**

What skills does the training program address? (check all that apply)
(n = 73)

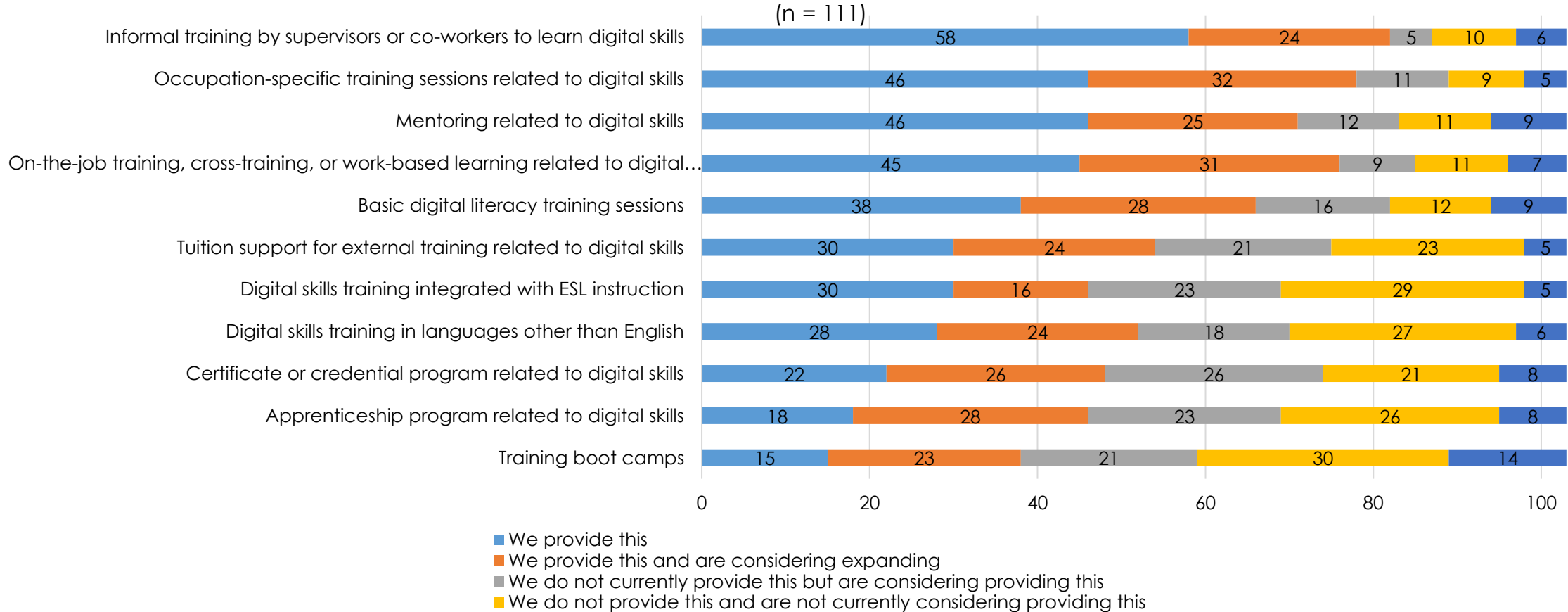


*basic software (e.g., email, word processing)

** digital devices (e.g., computers, mobile devices)

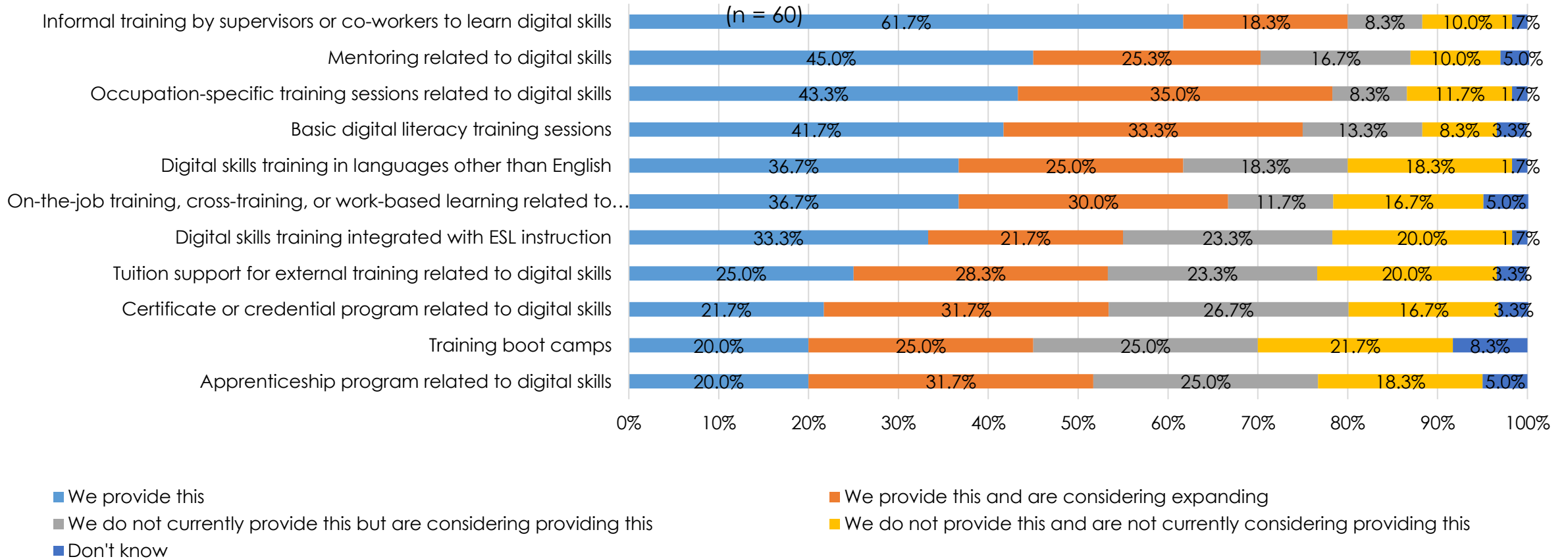
Companies offer more in-house digital skills training than external options.

Is your company currently providing or considering providing any of the following types of programs to support the development of digital skills for your frontline workers?



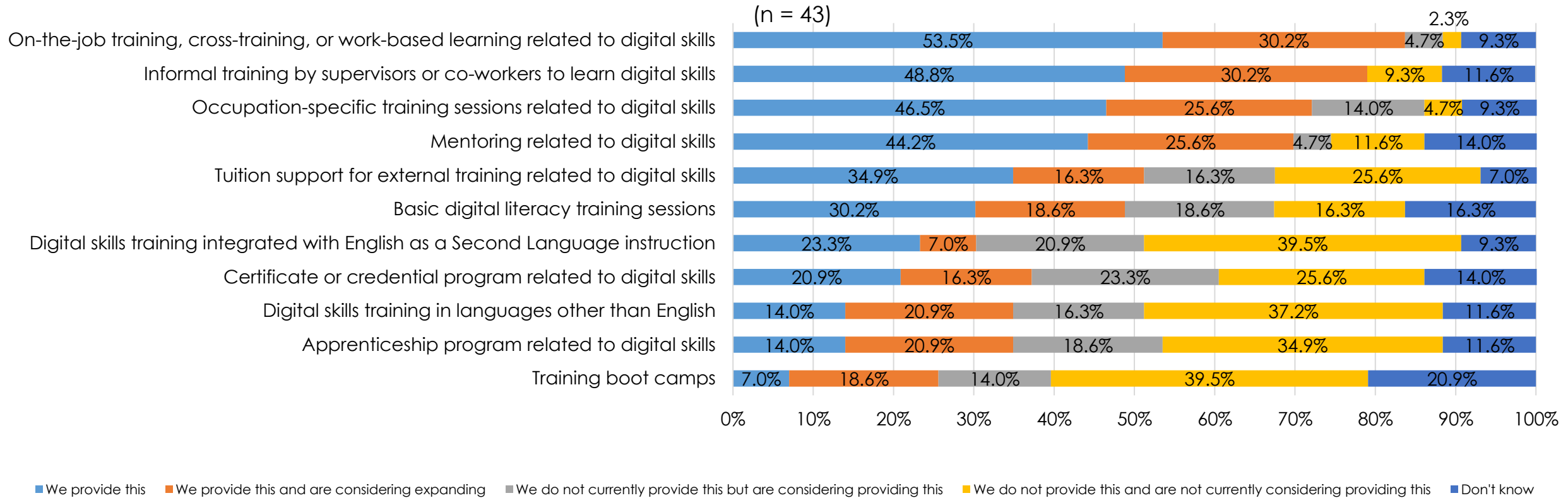
Latino-owned companies appear to provide more on-the-job, interpersonal digital skills training to frontline workers than do other companies.

Is your company currently providing or considering providing any of the following types of programs to support the development of digital skills for your frontline workers?



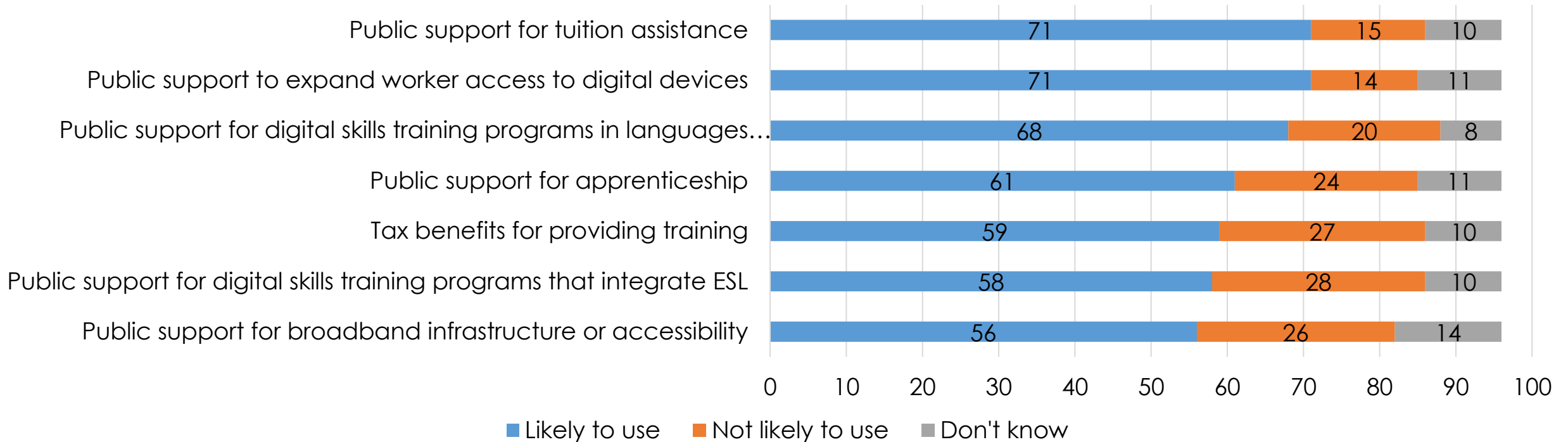
Non-Latino-owned companies appear to emphasize on-the-job digital skills training to frontline workers.

Is your company currently providing or considering providing any of the following types of programs to support the development of digital skills for your frontline workers?



Most respondents indicated that they would be likely to use public supports, especially tuition assistance and expanded worker access to digital devices.

Regarding public policies that could support companies to develop the digital skills of the Latino frontline workforce, how likely would you be to use any of the following?
(n = 220)



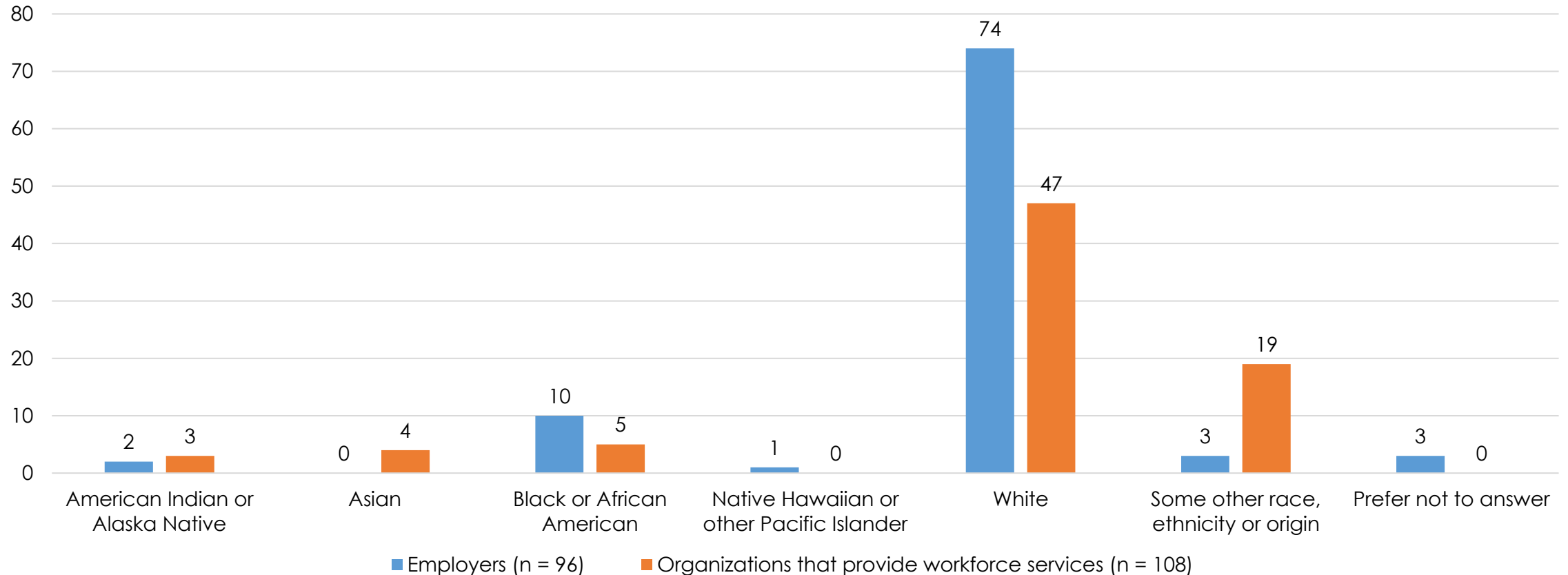
Key Takeaways

- Companies that have some experience providing digital skills training in languages other than English desire to learn more about what other companies are doing to support their Latino frontline workforce.
- Services provided to workers seem to align with what companies say workers need.
 - Skills to work with digital devices and use basic software were among top skill needs for frontline workers, and those are among the main topics that training programs address.
- Latino-owned companies appear to provide more on-the-job, interpersonal digital skills training to frontline workers than do other companies.

RESPONDENT DEMOGRAPHICS

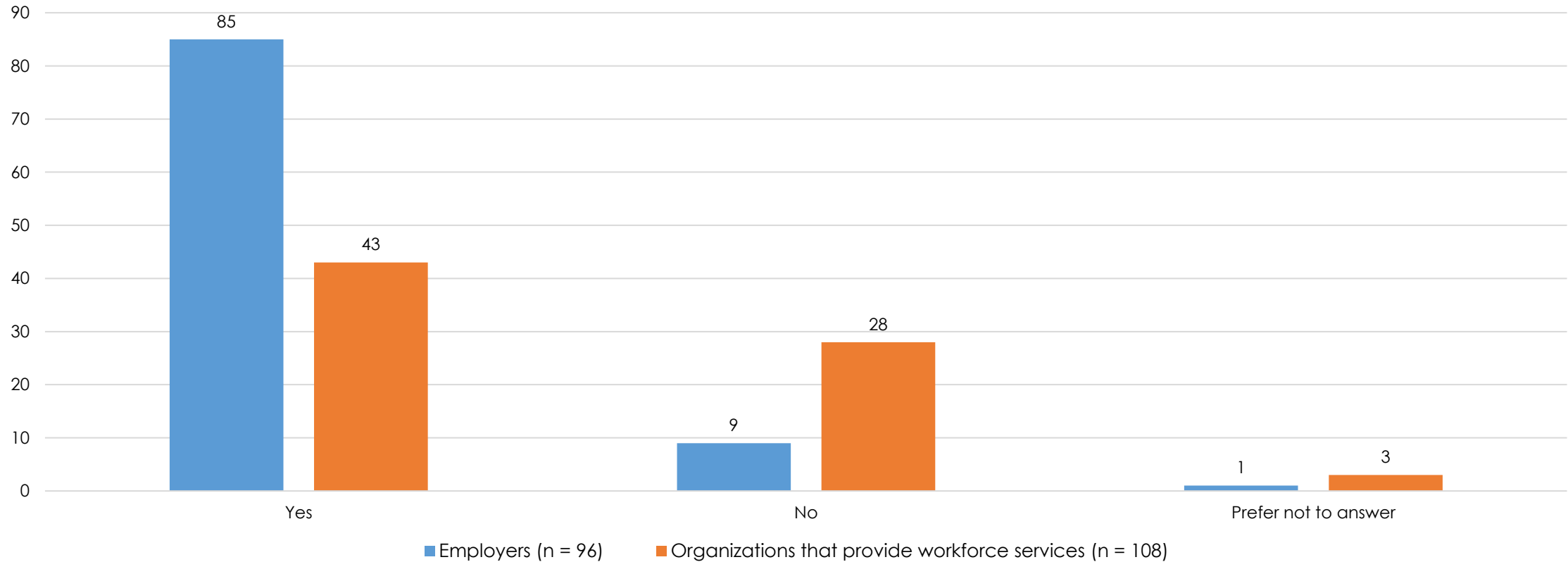
Respondent Race

What is your race? (please select at least 1)



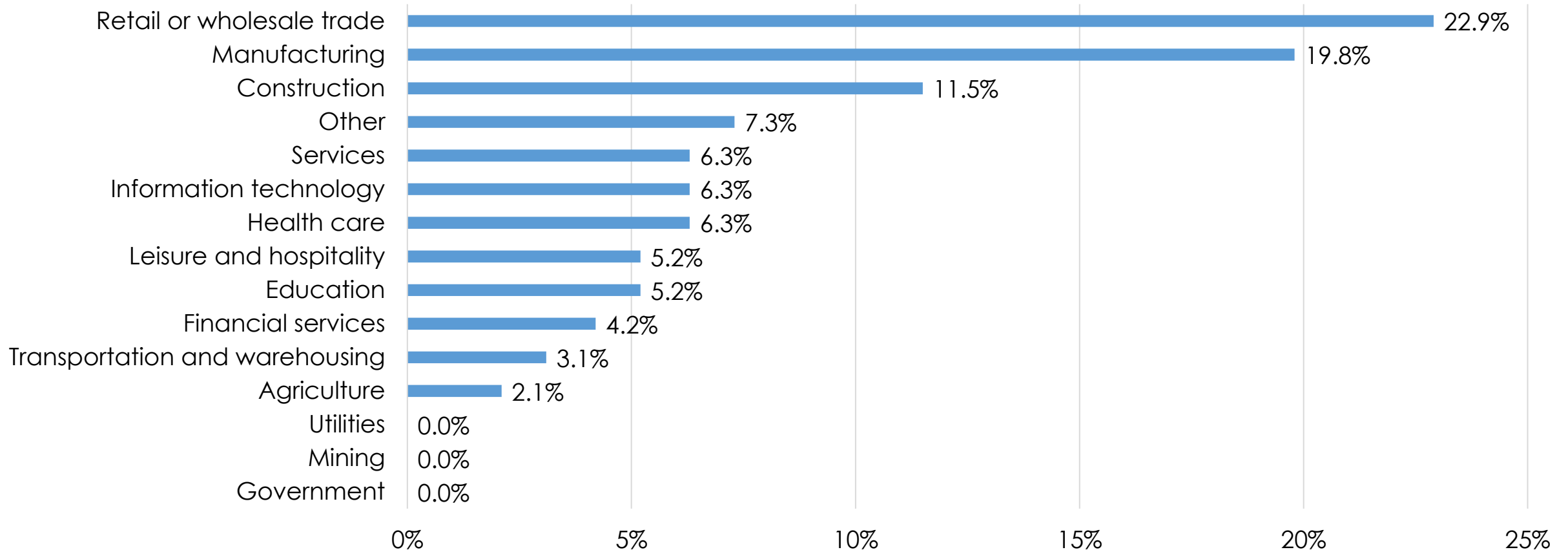
Latino or Spanish Origin

Latino or Spanish Origin



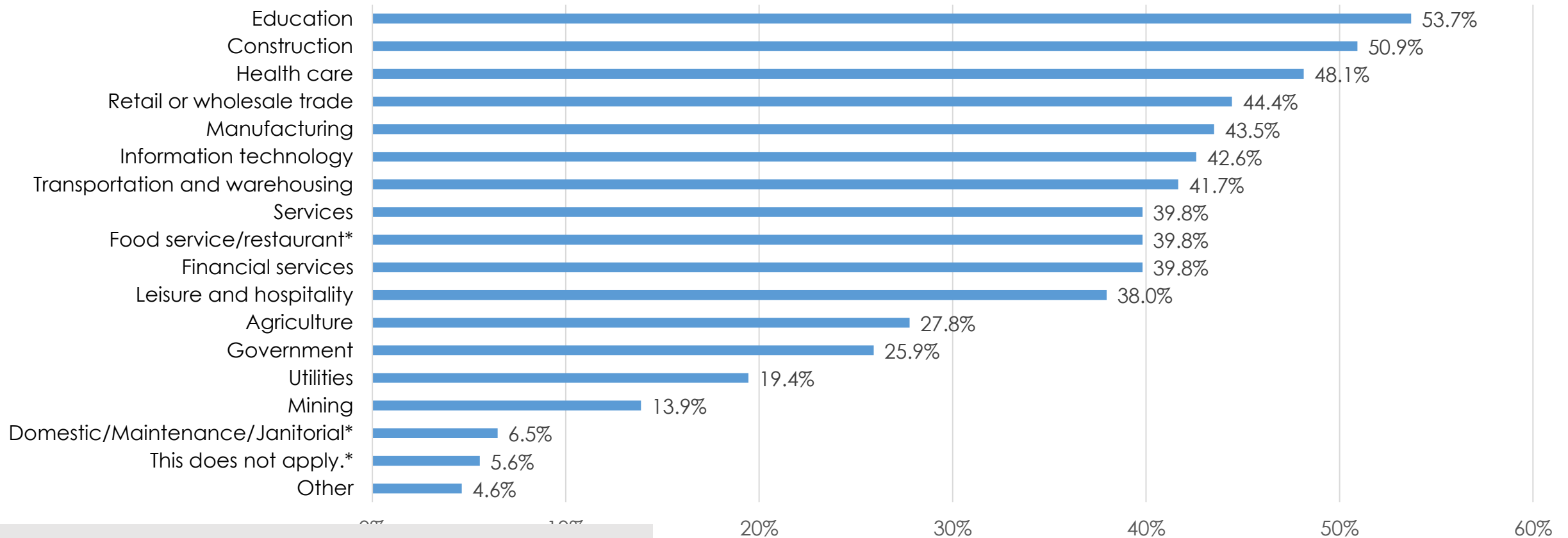
Company Industry/Sector

Which of the following best describes your company?
(n = 96)



WFO Industry/Sector

Do you provide worker or business services in any of the following sectors? (check all that apply)
(n = 108)



*category applies only to WFO respondents

The Aspen Institute Latinos and Society Program

The mission of [AILAS](#) is to empower and promote long-term economic growth and resilience in Latino communities throughout the United States. Founded in 2015, AILAS leverages its deep networks of leaders from the public, private, nonprofit, and philanthropic sectors to advance needed public and corporate policy that maximizes the economic potential of Latino communities. With a focus on equity and entrepreneurial ecosystem-building, AILAS sources solutions that are data driven, community informed, and culturally relevant.

UpSkill America

UpSkill America is an employer-led movement to expand opportunity for America's workers and allow our economy and communities to thrive. The movement promotes training and advancement practices to help workers progress in their careers and move into better-paying jobs. Led by a team of employer organizations, UpSkill America seeks to recognize employers that invest in their frontline workers; promote the adoption of policies and practices used by employers to educate, train, and develop frontline workers; and highlight effective local and regional workforce development partnerships and how they educate, train, and develop individuals for success in the workplace. UpSkill America is an initiative of the Economic Opportunities Program.