

The need for pathways to in-demand jobs

An inflection point

The U.S. is undergoing a major workforce transition. It's not the first time — access to public secondary school education helped millions of farmers join the workforce in the 1920s, and millions of women entered the job market for the first time between 1930 and 1970. The transitions we face today may be just as fundamental. A global pandemic that's left millions of Americans without a job and millions of businesses closed, coupled with persistent racial inequalities, has accelerated a growing need to train our workforce for emerging technologies and new occupations.

Workforce vulnerability & importance of skill development

There is a tremendous need to reskill our workforce for 21st-century jobs and occupations. According to a [recent study](#) by McKinsey Global Institute, due to automation, remote working, and other trends that have accelerated during the COVID-19 crisis, 17 million Americans may need to switch occupations over the next nine years to maintain their livelihoods. The study found that between pre- and post-COVID-19 scenarios, the estimated number of occupation transitions by 2030 has increased by 28% for the United States — higher than estimates for China, Germany, or India. In fact the U.S. ranks as the most vulnerable economy when it comes to job transitions. Of the 17 million Americans who may need to change jobs, 15 million may need to find work in different occupational categories, with STEM and healthcare sectors growing the most. The main opportunity for economic growth will be to provide these workers with accessible pathways to these in-demand jobs.

69%

of jobseekers say they need to improve their current skills in order to advance their careers.¹

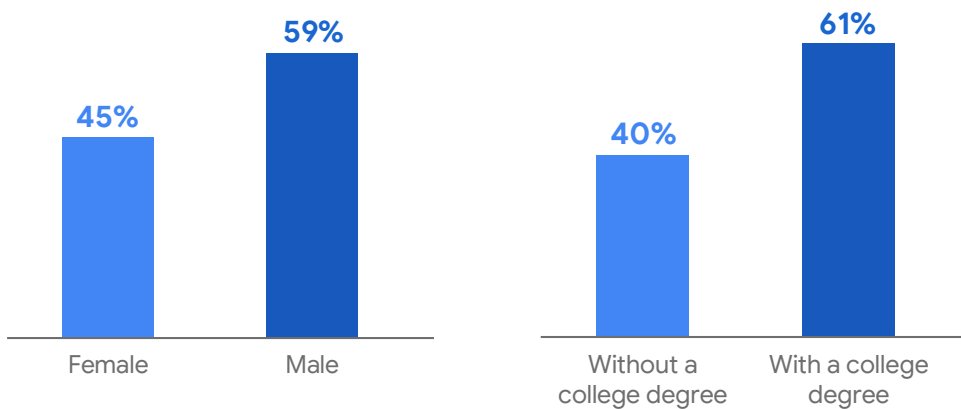
Recent research, commissioned by Google, also reflects this reality: 69% of jobseekers say they need to improve their current skills in order to advance their careers. This sentiment was consistent across all gender, race, education and occupation categories studied.

¹ SKIM Jobseekers Market Overview, February 2021.

Equities and economic growth

Sustainable economic growth depends on inclusion. Racial, gender, educational, and income inequities continue to undermine our ability to recover from the COVID-19 economic crisis and achieve sustainable economic growth. Our recent research shows similar trends, with only 45% of female jobseekers stating that they currently have the skills and knowledge they need to get a high-paying job, compared to 59% of male jobseekers. In addition, only 40% of jobseekers without a college degree say they currently have the skills and knowledge necessary to get a high-paying job, compared to 61% of jobseekers with a college degree.² Lastly, when looking at differences in income, almost twice as many low-income jobseekers say lack of access to a computer or internet connection might prevent them from participating in an online training program, compared to non-low-income jobseekers.

Percent of jobseekers who believe they currently have the skills and knowledge they need to get a high-paying job:



Jobseekers who say lack of access to a computer or internet connection might prevent them from participating in an online training program:



² SKIM Jobseekers Market Overview, February 2021.

Google's role

Google is committed to ensuring the opportunities created by technology are available to everyone. In 2017, we created Grow with Google, our initiative to create economic opportunity for all. Since launching Grow with Google, we've trained more than 6 million Americans on digital skills and, through Google's skilling programs and Google.org grantee programs, nearly 170,000 Americans have been placed into new jobs with an average salary increase of 57%. Of these Americans, 67% are from underrepresented groups, including 44% women.³

The role of digital training programs and certifications

The majority of jobseekers recognize that online skill-development programs offer unique benefits. More than two-thirds of jobseekers (73%) say they are interested in online training programs to help grow their skills, and most jobseekers (57%) would prefer to access online training programs rather than attend in-person classes. In addition, about 6-in-10 jobseekers (64%) indicate that their interest in online training programs has increased during COVID-19.

57%

of jobseekers prefer to access online training programs vs. attending in-person classes.

Jobseekers consistently report that a certification program can be helpful not only for developing skills, but also for differentiating themselves from other job candidates. Nearly 8-in-10 jobseekers (77%) agree that career certificates are a good way to show employers that they're qualified for a job. And 70% of jobseekers say online career certificates can give them a competitive edge when applying for jobs or differentiate themselves in the job market.

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of jobseekers agree that career certificates are a good way to show employers they're qualified for a job.

Jobseekers' responses indicate that the identity of the program provider is important in differentiating themselves from other candidates. Most jobseekers (68%) are likely to enroll in an online certificate program from a company with a well-known brand name. As expected, the majority of jobseekers (74%) say that they are likely to enroll in an online certificate program from an accredited university or community college, and a significant share of jobseekers (62%) say they are also likely to enroll in an online certificate program from a tech company.⁴

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of jobseekers say they are likely to enroll in an online certificate program from a tech company.⁴

³ Google Internal Data.

⁴ SKIM Jobseekers Market Overview, February 2021.

In 2018, to create a pathway to jobs in high-paying, high-growth fields, we launched the Google IT Support Professional Certificate. This certificate has helped open doors to jobs in IT support for non-traditional talent: 53% of U.S. graduates identify as female, Black, Latinx, or veteran, and 82% of U.S. graduates report a positive career impact within six months of completing the program.⁵ In 2021, we built on that success and launched three new Google Career Certificates in project management, user experience (UX) design, and data analytics. Across these fields, there are currently 1.3 million open jobs in the U.S. with an average salary of \$69,000.⁶ The [U.S. Bureau of Labor Statistics](#) projects that occupations within these fields will continue to grow through 2029.

The Google Career Certificates are available globally in English through the Coursera platform, and more languages will be available soon. To ensure these certificates reach those most in need, Google is funding 100,000 need-based scholarships through Grow with Google partners and Google.org grantees like Merit America, Per Scholas, NPower, Goodwill, Futuro Health, and Generation USA. We have also provided over \$40 million in Google.org grants to fund wrap-around support and scholarships for learners.

Community colleges and Career and Technical Education (CTE) high schools play a critical role in workforce development and skill-based learning and help build strong pipelines of talent to support employers across the country. To ensure students have access to training and can build the skills employers need, the Google Career Certificates are currently being offered at 100+ community colleges and CTE high schools. They will be offered at 200+ by the end of 2021, with further plans to scale through 2022.

Upon completing the program, learners can share their resumes and apply for jobs directly with employers who are considering talent who complete the Google Career Certificates. Our growing employer consortium includes more than 130 national employers, including Accenture, Bayer, Deloitte, Target, T-Mobile, Sirius XM + Pandora, and, of course, Google.

Learn more at grow.google/certificates.

⁵ Coursera Learner Outcome Survey, all time.

⁶ Burning Glass: Labor Insight (Feb. 1, 2020—Jan. 31, 2021).

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of U.S. graduates report a positive career impact within six months of completing the program.

\$40M

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200+

community colleges and CTE high schools will offer the Google Career Certificates by the end of 2021.

130+

national employers in our hiring consortium



Rey Justo
Zennify | Sacramento, CA

Before the COVID-19 pandemic, Rey had one of the highest-paying jobs he'd ever had as the lead installer for a fireplace installation company. But when the pandemic hit the U.S., Rey became unemployed for the first time in his life, and he was forced to move his wife and family into his grandparents' home. Rey had always had a passion for technology, but between balancing a full-time job and his family life, he'd never had the time to pursue related college courses. Enrolling in the Google IT Support Certificate with Google.org grantee Merit America gave Rey the confidence boost he needed. After finishing the program, he landed a dream job as an apprentice at Zennify, a computer software company in Sacramento.



Yvonne Johnson Webb
Aurora | Vallejo, CA

Yvonne, from Vallejo, CA, has never been one to shy away from a challenge. She's been through 23 surgeries and a permanent tracheostomy that interrupted her college education, home-schooled two sons with learning disabilities, and put five children through college. But after her kids all graduated, she faced another challenge: what to do next. She had always valued the importance of technology, so that seemed like a good place to start. On a recommendation from one of her sons, Yvonne enrolled in the Google IT Support Certificate program, and quickly completed it. With the certificate in hand and a newfound confidence, she landed a product engineering job with a driverless car company. The company was especially impressed with her skills in debugging, networking, and monitoring operating systems through remote virtualization tests — all skills she learned through the certificate program.