The Alliance aims to help millions of workers, regardless of formal education, move into good jobs in the digital economy, by accelerating the development of an effective system of worker training aligned to jobs that employers will need to fill.

The Need for Action
As COVID-19 has battered our economy and our lives, millions of people have been displaced from their jobs or seen a significant decline in their earnings. The crisis is accelerating trends in the transformation of work through automation and technology already underway, further fueling the displacement of workers and widening the economic divide in the digital economy. We have to address the devastating impact this is having on those most profoundly affected by this crisis - in particular people of color, women, those working low-wage jobs and those without a bachelor’s degree.

As economic activity returns, not all businesses will reopen and not all jobs will come back - while many of those that do return and the new jobs that will be created will require new skills. Workers will need to find new work and adapt their capabilities to good in-demand jobs. Effective learning, including online, must be made available for every adult or this crisis will dramatically exacerbate inequality and leave many without a financially secure future. We need a new system of worker training for the digital economy that is rapid, affordable, and effective and connected to good jobs. At this moment of great economic upheaval, it is also important that businesses and communities take actions to benefit workers by improving job quality, worker voice, and inclusive hiring.
Rework America Alliance Capabilities

The important solutions being developed by non-profit organizations, educators and businesses will not reach enough people if pursued independently. A collaborative backbone of capabilities and insights from all these organizations is essential to meet the scale of the need. To create this backbone, Markle is bringing together a group of key partners to form the Rework America Alliance. This Alliance will provide products and services to a wide range of organizations — including those that train and provide career support and guidance to workers; employers seeking to expand their talent pipelines and governments aiming to enhance their workforce strategies. The Alliance will provide market-demand insights validated by employers and labor; information on training that prepares people for good jobs that are in demand; as well as tools to enable employers to hire a more diverse workforce and support career coaches to be more effective in helping workers connect to training and good jobs. This will enable the many digital platforms and direct service organizations to scale up the critical support they provide to workers and jobseekers.

Importantly, the Alliance has already brought together a unique group of exceptional organizations — and we look forward to expanding this group as we move forward.

The Alliance is formed out of a deep commitment by the following organizations, including:

Working with the Federal Reserve Bank of Atlanta, civil rights organizations, and key experts, we will identify training programs that are effective at preparing people for good in-demand jobs and include a mix of local and national options, beginning with programs from initial participating organizations.

And supported by the work of the Rework America Business Network Members and Skillful
The Rework America Alliance Backbone to Support Organizations Serving Workers Will:

- **Generate insights** from employers, labor, educators/trainers and labor market data providers on shifting job market needs. It will identify proven trajectories from low-wage jobs to gateway and destination roles without requiring extensive education.
- Use these insights to **share information on training programs that effectively prepare people** for these good in-demand jobs, particularly rapid, affordable training programs from which employers hire.
- **Reveal the jobs with greatest potential to provide opportunity** based on an individual’s previous experience.
- Have an **initial focus on effective online training solutions** and expand over time.
- **Provide tools to those who support workers with hiring and skill-building**, including coaches in non-profit organizations and state/local government, so workers can successfully pursue these training programs and connect to good jobs in the reshaped economy.
- **Engage businesses** so that employers are committed to hiring and advancing workers who pursue the training approaches supported by the Alliance and enable the creation of more good jobs.

**Initial Products and Services:**

- Within this overall frame, the Alliance initially will focus on a specific set of products and services that can be deployed rapidly this fall in a national/multi-state way and can be scaled quickly, for example:
  - Insights into the top job opportunities relevant to displaced workers validated by input from employers, labor and community organizations, and effective training connected to hiring for these positions.
  - Criteria for and examples of effective, job-connected training for a broader set of good jobs, along with navigation tiers of effectiveness based on key data, including wages, completion, employment, employer validation and hiring feedback.
- We will roll out Alliance capabilities in an agile way – grounding our efforts in the perspective of the workers and communities that the Alliance will serve, incorporating partner input on how to best respond to these needs and embedding learnings from our initial efforts as we expand capabilities to scale our impact.
- We will work with all of our partners to co-develop the initial and ongoing capabilities of the Alliance.

**National Reach and Local Delivery**

- The Alliance will deploy its capabilities through the networks of its participating organizations. It will actively engage Markle’s networks of business leaders, educators, labor, and policymakers: the Rework America networks, the Rework America Business Network and Skillful State Network of 30 governors and the Mayor of the District of Columbia committed to accelerating workforce innovation.
- The Alliance's relationships within states and with national/local non-profits will enable us to establish partnerships that embed our work at a local level in the workforce systems, career websites, and other platforms and organizations that reach workers and jobseekers.
- Supporting those operating in local communities as well as nationally, the Alliance will bring together partners focused on serving workers directly, and those working with employers, to co-develop training programs, change how they hire and advance people, and improve job quality.
- Working with the Federal Reserve Bank of Atlanta, civil rights organizations and key experts, we will identify select training programs that are effective at preparing people for good, in-demand jobs – including a mix of local and national options.

The Rework America Alliance aims to achieve impact at the scale and speed this crisis requires to help workers transition to good in-demand jobs in the digital economy.