

## APEC Concept Note

**Please submit through APEC Secretariat Program Director. Concept Notes of more than 3 pages (including title page) or incomplete submissions will not be considered.**

<b>Project Title:</b>	Digital Workforce Development: Leveraging digital and distance-learning technologies to build a 21st Century employment through improved career and technical education.
<b>Fund Source (Select one):</b> <input type="checkbox"/> General Project Account <input type="checkbox"/> TILF Special Account <input checked="" type="checkbox"/> APEC Support Fund <b>For ASF:</b> As per Guidebook Ch. 3, list <b>ASF Sub-fund</b> if appropriate for this project:	
<b>APEC forum:</b>	HRDWG EDNET
<b>Proposing APEC economy:</b>	United States of America
<b>Co-sponsoring economies:</b>	People's Republic of China, Republic of Korea, New Zealand, Chinese Taipei, Viet Nam, Australia, Singapore, Peru, Indonesia, Malaysia, Phillipines, Chile
<b>Expected start date:</b>	1 November 2017
<b>Expected completion date:</b>	31 December 2018
<b>Project summary:</b>  <b>Describe the project in under 150 words. Your summary should include the project topic, planned activities, timing and location:</b>  <i>(Summary must be no longer than the box provided. Cover sheet must fit on one page)</i>	<p>Building on the recently endorsed APEC framework for Human Resources Development in the Digital Age, the United States proposes a Digital Workforce Development project that provides resources to help economies leverage digital and distance-learning technologies to build a 21st Century workforce through improved career and technical education (CTE).</p> <p>The project's first goal is to showcase CTE models utilizing public-private partnerships and competency-based education and training linked directly to employment through a series of webinars showcasing different economies' models that will culminate into a large workshop, hosted in Washington D.C.</p> <p>The second goal is to develop promising practices and design principles in digital CTE through research and exchange of successful models from APEC economies. A workshop consisting of delegates, experts, and private-sector partners will convene and help produce a paper which will be shared to all member economies and seek formal publication outlets.</p>
<b>Total cost of proposal: (APEC funding + self-funding): \$75,946 USD</b>	<b>Total amount being sought from APEC (USD): \$57,291</b> <b>By category:</b> Travel: \$46,891      Labor costs: Hosting: \$5500    Publication & distribution: \$5000    Other: <i>(See Guidebook on APEC Projects, Ch. 9 to ensure all proposed costs are allowable.)</i>

**Project Overseer Information and Declaration:**

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As Project Overseer and on behalf of the above said Organization, I declare that this submission was prepared in accordance with the **Guidebook on APEC Projects** and any ensuing project will comply with said Guidebook. Failure to do so may result in the BMC denying or revoking funding and/or project approval. I understand that any funds approved are granted on the basis of the information in the document's budget table, in the case of any inconsistencies within the document.

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Name of Project Overseer / Date

## Project Synopsis

1. **Relevance – Benefits to region:** What problem does the project seek to address? What is the relevance of the project? Does it have sustained benefits to more than one economy?

Today's workers across the Asia-Pacific region are finding that jobs are increasingly requiring new and innovative sets of digital skills and competencies. Unfortunately, effective training in and delivery mechanisms for such skills are in short supply creating barriers to both gainful employment and an efficient workforce<sup>1</sup>. The project activities, openly accessible products, and constructive collaboration will benefit project participants, HRDWG and EDNET delegates, and stakeholders in all member economies.

### **Relevance – Rank:**

This project falls under Rank 1: Projects that demonstrate a direct link to promoting regional economic integration via free and open trade and investment, including projects related to:

- Human development, implementation of the Strategic Plan on Capacity Building to Promote the Trade and Investment Agenda, cooperation on education, skills development, science and technology and capacity building, alignment of education and training to the regional labor market and youth employment.

2. **Objectives:** Describe the 2-3 key objectives of the project.

The proposed deliverables would be 1) a series of webinars and a workshop that brings together representatives from academia, officials from government and industry to showcase digital CTE models and 2) a guide to promising practices and design principles from participating economies based on synthesizing insights from research, models and experiences from participating economies.

In order to achieve the first goal, participating economies would develop working models of digital CTE to present and showcase through a series of webinars culminating in the workshop. These models would both contribute to developing the guide and also demonstrate the viability of it. A specific focus on public-private partnerships will be emphasized to ensure that the types of education offered are career relevant and directly linked to labor market demand. These models would be readily adaptable and scalable for participating economies. To achieve the second goal, of developing a guide of promising practices and design principles in digital CTE, we propose convening a workshop of delegates, experts, and private-sector partners to help produce a paper of promising practices, analysis and recommendations which will be shared to all member economies. This guide would then be presented at an APEC Meeting, published, and disseminated through all available channels.

3. **Alignment – APEC:** Describe specific APEC priorities, goals, strategies, workplans and statements that the project supports, and explain how the project will contribute to them.

The Digital Workforce Development project will promote models for economic empowerment and training, with focuses including public-private partnerships and equitable access to resources. Project activities will further such APEC goals as championing free and open trade, promoting regional economic integration, encouraging economic and technical cooperation, and facilitating a favourable and sustainable business environment. Moreover, the project aligns with 2017 APEC host Viet Nam's priorities, especially "Promoting Sustainable, Innovative, and Inclusive Growth" and "Strengthening MSMEs' Competitiveness and Innovation in the Digital Age."

### **Alignment – Forum:** Briefly explain how the project is aligned with your forum's workplan.

This project directly links to the first and second priority areas and actions of the Framework for Human Resources Development in the Digital Age. It provides joint regional and APEC research activities into the digital workforce development space by developing joint understanding and promising practices. Furthermore, the project aligns with the second action area of developing skills, education and training models that are concrete and actionable and ready to be adopted by various participating economies. The project also aligns with all three priorities laid out in the 2016 APEC Education Ministerial Meeting joint statement as well as the APEC Education Strategy. Project activities and outcomes will further the objectives of the APEC Education Strategy by: "Enhancing and Aligning Competencies to the Needs of Individuals, Societies, and Industries," "Accelerating Innovation," and "Increasing Employability."

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<sup>1</sup> See recent research including: "Digital Labor Markets and Global Talent Flows," Horton, Kerr, Stanton (2017). Also see recent APEC Project DARE and Global Competencies at <http://www.apecglobalcompetencies.com/>

4. **Methodology:** How do you plan to implement the project?

- **Workplan:** Project timelines, dates of key activities and deliverable outputs.

Date	Proposed Activity or Deliverable
November 2017	<ul style="list-style-type: none"><li>• Project start date</li></ul>
December 2017 – February 2018	<ul style="list-style-type: none"><li>• Background research and white paper</li><li>• Outreach and invitations to join project team</li></ul>
March – July 2018	<ul style="list-style-type: none"><li>• Virtual webinar and working session series</li></ul>
August 2018	<ul style="list-style-type: none"><li>• Draft guide to promising practices and research</li></ul>
September 2018	<ul style="list-style-type: none"><li>• Workshop and workshop report</li></ul>
November 2018	<ul style="list-style-type: none"><li>• Potential Leader’s Meeting Endorsement</li></ul>
December 2018	<ul style="list-style-type: none"><li>• Final guide to promising practices and research</li></ul>

- **Beneficiaries:** The proposed selection criteria for participants, beneficiary profiles and how they will be engaged.

Participation in the project team will be voluntary and open to EDNET delegates, policymakers, researchers, private sector representatives, and other stakeholders with experience in using digital technologies to develop 21<sup>st</sup> century competencies and skills for employability as well as other innovative digital workforce development models. The project team will contribute research and information on economy-level and regional models of digital workforce development and will support the development of the draft guide to promising practices and research. Invitees to join the project team will seek a diverse balance of economies, participant type and gender.

- **Evaluation:** Potential indicators developed to measure progress, project outcomes and impacts/successes.

Project evaluation will be based upon indicators developed for the draft Action Plan of the APEC Education Strategy, developed in May 2017 in Ha Noi, Viet Nam. Such indicators include:

- Projects that potentially spur increasing the number of courses provided in different competency areas and the percentage of students enrolled in online courses.
- Adapting courses to local languages according to the needs of their learners.
- Projects that potentially spur policies that lead to improving access to education for underrepresented populations, including women and girls and students with disabilities.
- Increasing sharing of knowledge on policy and regulatory settings to support the development of online learning.
- Projects that potentially spur increased percentages of students who have access to technical and vocational and/or higher education as a result of projects supported by EDNET.

- **Linkages:** Information on other APEC and non-APEC stakeholders and how they will be engaged. How will this activity promote cross fora collaboration?

This project aligns closely with predominant topics of interest among the other subfora in the HRDWG, the Labour and Social Protection Network and Capacity Building Network, and the project team will solicit their involvement and contributions toward the guide to promising practices and research in digital workforce development. The project builds on the broad objectives of the Framework for Human Resources Development in the Digital Age as developed at the high-level policy dialogue in May 2017 in Ha Noi, Viet Nam, as well as such current projects as a CBN initiative to identify trends in digital analytics competencies and an EDNET study into global talent skills. The project team will review workforce development tools and models from arrange of private, nonprofit, and other public agencies, creating the potential for even wider involvement of stakeholders. Additionally, this project promotes cross fora collaboration through the discussion of a topic that is also being addressed in the Small and Medium Enterprises (SME) Working Group on the importance of the digital economy, including digital literacy, for SMEs.