

## Uplifting Employability for Upward Mobility

### Acknowledgement to Team

Pauline, Brenda, Chris, Queenie

### Importance of Upward Mobility

A society with upward mobility is perceived to be open and fair. There is socio-economic harmony where individuals are free to succeed.

### Solutions to Intergenerational Poverty

To eradicate poverty in all forms of (1) the poor working in precarious employment condition; (2) the poor relying substantially on their incomes hence few opportunities to benefit from social-economic transfer; and (3) having economic growth not benefiting the eradication of poor, there are 3 solutions, namely, (1) reducing the deficiency of decent jobs; (2) uplifting the workforce employability in face of rising employment requirement and more competition from higher educated labor competing for lower-pay job; (3) reducing the widening of education gap.

### Importance for youth to obtain decent first job

When youths fail to gain a proper foothold in the job market from the start, they are less able to make choices that improve their own job prospects and those of their future dependents, thus perpetuating the cycle of insufficient education, low productivity, and poverty from one generation to the next.

### Hong Kong Poverty and HKCNP

One-fifth of people living below the poverty line. The HKCNP attempts to address fundamental features of chronic poverty concerning the targeted youths.

### Objective of This Study

- 1) For the next 10 years, where are the jobs given the unstable skills demanded by the employers, who are to scale up technology investment upon upturning of the economies, as a result of waves of globalization and technology?
- 2) How to future-proof the youths from unemployment by uplifting their employability amid the uncertain future of the job markets by a) riding on dynamics of the job markets; b) developing on future-proof skills while addressing the gaps between the youths' perception and reality of the job market?
- 3) How to articulate the HKCNP's 3-pillar, in particular the CDF and YUM to the extent that they become directly relevant to the uplifting of employability of the youth matching with the Good Worker<sup>1</sup> requirement of the employers?

### Summary (1) Key Drivers of Job Markets

The nine demographic and socio-economic drivers of change were (1) Changing work environments and flexible working

arrangement; (2) rate of the middle class in emerging markets; (3) climate change, natural resource constraints and the transition to a greener economy; (4) raising geopolitical volatility; (5) new consumer concerns about ethical and privacy issues; (6) longevity and ageing society; (7) young demographics in emerging markets; (8) women's rising aspirations and economic power; (9) rapid urbanization. The other nine drivers of change having significant impact on job changes are technology related. They were categorized as (1) mobile internet and cloud technology; (2) advances in computing power and Big Data; (3) new energy supplies and technologies; (4) the internet of things; (5) crowdsourcing, the sharing economy and peer-to-peer platforms; (6) advanced robotics and autonomous transport; (7) artificial intelligence and machine learning; (8) advanced manufacturing and 3D printing; (9) advanced materials, biotechnology and genomics.

### Summary (2) Mega Trends in Job Markets

The four mega trends are (1) Technology changes the content of decent job where the work quality demand is high and income distribution between newly created jobs and jobs going to widen; (2) Less workers for more consumptions by retiring baby boomers and others means that technology catch-up is a must to increase productivity, much true also to China; (3) Job Changes will be frequent for youths today hence they need to have versatile or futureproof job skills; and (4) More employment in the sharing economy

### Summary (3) Growing Importance of Social Skills in Job Market

Not even the global agencies know what the future job market beyond 2020 look like. However, there are hints about what will be coming to the job markets. The coming technology change is customer-centric. Jobs that requires Math<sup>2</sup>-intensive but less social skills shrink, even for STEM occupations in developed economies. Employment and wage growth was particularly strong for jobs requiring high level of both math and social skills, also for jobs requiring not so high level of math skill but higher level of social skills.

Other professional occupations (ACS, 2013) in demand are teachers, managers, nurse, health technicians, health therapists, accounting and finance, economics and survey researchers, social workers, counselors, physicians, college instructors, lawyers and judges, business support, physicians' assistants, legal assistants and paralegals, pharmacist, dental hygienists, dentists, social scientists and urban planners.

### Summary (4) Job Gains and Losses in Hong Kong

Hong Kong manpower requirement from 2012 to 2022 will have a net increase of 319,000 (Census, Report on Manpower Requirement, 2015). The increase in labor with diploma, sub-degree, first degree and postgraduate degree is 449,000 while the gross increase in labor at upper

<sup>1</sup> (Gardner, 2009)

<sup>2</sup> Maths skills is constructed by Synthesis Mind (Gardner, 2009)

secondary level will be 38,000. One could project a highly competitive job market during the global economy recovery.

Firstly about the 4 pillar industries of (1) Financial Services, (2) Trading and Logistics, (3) Professional Services and other producer services, and (4) Tourism, which provided significant contributions to the GDP. As of 2012, around 50% of the total manpower requirement were attributed to these industries.

Secondly about the fastest growth economic sectors in terms of manpower requirements will be (5) Financial Services (+57,600), (6) Professional and Business Services (+58,200), (7) Information and Communications (+15,700) and (8) Constructions (+44,800). Thirdly about the sizable industries<sup>3</sup> in terms of manpower requirement will continue to be (9) Import, Export, Wholesale and Retail Trades (+45,000) plus (10) Social and Personal Services (+50,100).

Fourthly, the industries which have great potential for driving the development of the local economy will be (11) information technology and information services (+12,600); (12) innovation and technology industries (+6,100); (13) testing and certification services (+2,400); (14) Cultural and Creative Industries (+30,100); (15) Environmental Industries (+33,400). Fifthly, the Economic Development Commission has highlighted important industries for the future development selected (16) Transportation (+6,900) (17) Convention and Exhibition industries and tourism (+65,500); (18) Manufacturing Industries, Innovative technology, cultural and creative industries (+26,900); and (19) Professional Services (+24,600).

### Summary (5) Hong Kong Job Market Projection

Hong Kong is practically in full employment with the latest release of unemployment figures (Census, March, 2017). However, the youth unemployment is almost 2 times the overall unemployment rate, consistent with the historic records. Similar phenomenon happens in the region that the youths do not possess the job skills required by the employers.

### Summary (6) Uplifted Youth Employability in uncertainties

There are two dimensions to uplift the targeted youths' employability, namely, uplifting capability but more critical is the uplifting of the will to demonstrate employability behaviors in the job competition.

### Summary (7) Future-proof Employability

Job skills demanded in the job markets are unstable in view of new jobs created and evolving job contents change with upscaling of technology investment during economic recovery. Notorious educator advocates the FIVE MINDS (Gardner, 2009), namely, Discipline Mind, Synthesis Mind, Creating Mind, Respecting Mind and Ethical Mind, as future proof skills. Across the globe and in Hong Kong the same, Discipline Mind,

Synthesis Mind and respecting Mind is at present in demand by employers of decent jobs; but Creating Mind is arising in the demand scale.

The exploratory employability survey with 342 valid responses revealed that more surveyed youths (F1 to F5 & YUM) believe that they possess Discipline Mind and Synthesis Mind (around 40%) than Creating Mind (around 30%). Our exploratory survey also revealed that on average 16% of the parents believe that their children possess the Discipline Mind and the Synthesis Mind and on average 20% believe that their children possess the Respecting Mind. It was also noted in the study that employers in Hong Kong and elsewhere have not put enough emphasis on Creating Mind which Creating Mind has been ascertained as one of the top 10 skills demanded for jobs in the future.

### Summary (8) Future-proof Proactive Career Behaviors

Employability is human capital investment which is most adequately achieved with school education. However, proactive employability behaviors predicting career adaptability increase further chance of landing on decent jobs.

Given the increased precariousness and uncertainty regarding future employment (Brian J. Taber, 2015), career counselors (career mentors) working with youths on school-to-work transition should capitalize on interventions that clarify *future work self and increase adaptability* to make the youths ready to manage their career. The three fundamental interventions (Peila-Shuster, 2015) are (1) Personal Social Development; (2) Educational Achievement and Lifelong Learning; and (3) Career Management.

Within the (1) personal social development domain, the HKCNP's promotion of, among kindergarteners and primary school pupils, understanding of self through arts is a double-edged program. On one hand, it cherishes the mother nature of creativity which will become an essential daily mind for work in the future. On the other hand, the expression through arts facilitates small kids' exploration and understanding of self.

The CDF mentorship program gives positive interactive and constructive interactions for the older kids to explore, identify, and build upon their unique and emerging talents, personalities, interests, abilities, skills, strengths and values, cultivating interpersonal skills with respect for diversity and to integrating growth.

Regarding the (2) Educational and lifelong learning, the industry mentors volunteered for the YUM program engage the youths with a successful icon. The youths are enabled to articulate the relationship between good study skills and good learning habits to their future career work self. This enhances attitudes and behaviors that support educational achievement and lifelong learning.

<sup>3</sup> Total employees = 1,160,000

Regarding the (3) Career management, a couple of interviews had been conducted with the previous HKCNP program participants to confirm that, together with the support from parents and commercial entities, the CDF and YUM program create the necessary interventions, to instill a future work self among the young participants, which results in proactive career behaviors facilitating the youths to land on decent first job which increases the propensity for upward mobility.

### Recommendation (1) Focus on future-proof job skills

Youths entering job markets should accept the constant change of job landscape as a given result of socio-economical and technology evolution. Equipping the FIVE MINDS will future-proof youths for employment. Youths should learn to work with technology rather than avoiding it.

Synthesis Mind nurtures linguistic skills which is a common foundation for expressing an idea, discussing progresses and others. Linguistic capability is formed at the early decade of a person. Creating Mind is only in place when there is Discipline Mind and Synthesis Mind. Creating Mind is in need when routine works are taken over by machines driven by Artificial Intelligence. For those youths wanting to become the top competitive workforce, creating mind is one of the most in demand skills.

### Recommendation (2) Focus on life-long learning

Before job losses outsize job gains when employers are ready to fully scale-up technology investment, the youths going to the job market in the next 10 years need two strategies:

1. Demonstrate proactive career behaviors, get selected by the employers offering decent jobs
2. Continue life-long learning, continue to nurture skills of Discipline Mind, Synthesis Mind, Creating Mind, Respecting Mind and Ethical Mind

### Recommendation (3) Focus on jobs rewarding social skills

Upon release of DSE results, DSE graduate demonstrating employability would be able to find jobs such as:

#### Entrant Jobs for DSE graduates not going to higher education

Decent Jobs with Development Prospect		Employing Industries
Low Math Skill High Social Skills	High Math Skill Low social skills	
<ul style="list-style-type: none"> <li>Teller</li> <li>Face Service</li> <li>Phone Service</li> <li>Online-Service</li> <li>Jr. Travel Consultant</li> <li>Reservation Clerk</li> </ul>	-	<b>Pillar</b> <ul style="list-style-type: none"> <li>✓ Financial Services</li> <li>✓ Tourism</li> </ul>
<ul style="list-style-type: none"> <li>Concierge</li> <li>Residential Club</li> </ul>	Site Supervision Apprentice	<b>Fast Growth</b> <ul style="list-style-type: none"> <li>✓ Real Estate</li> <li>✓ Health Service</li> <li>✓ Real Estate</li> </ul>
<ul style="list-style-type: none"> <li>Store assistant</li> </ul>	-	<b>Sizable</b> <ul style="list-style-type: none"> <li>✓ Retailers</li> <li>✓ Social &amp; personal service</li> </ul>

<ul style="list-style-type: none"> <li>Guest Experience</li> <li>Airport CS</li> </ul>	Apprentice Training Scheme	<b>Potential</b> <ul style="list-style-type: none"> <li>✓ Transportation</li> <li>✓ Cultural and Creative</li> </ul>
--	----------------------------------	---

For the 40% DSE graduates who meet the university entrance examination, they might consider disciplines opening to ample job opportunities in different industries. However, they should continuously improve their skill level and obtain prof. license.

#### Entrant Job for graduates of higher education

Jobs gaining popularity in the future		Employing Industry
Low Math Skills High Social Skill	Low Math Skills Low Social Skills	<b>Pillar</b> <ul style="list-style-type: none"> <li>✓ Fin.Services</li> </ul> <b>Sizable</b> <ul style="list-style-type: none"> <li>✓ Wholesale/Retail</li> </ul>
<ul style="list-style-type: none"> <li>Customer Service</li> <li>Marketing</li> <li>Biz Development</li> <li>Relationship Mgmt</li> <li>Human resources</li> </ul>	-	
High Math Skills High Social Skills	High Math Skills Low social skills	<b>Pillar</b> <ul style="list-style-type: none"> <li>✓ Fin. Services</li> </ul> <b>Fast Growth</b> <ul style="list-style-type: none"> <li>✓ Health Services</li> </ul> <b>Sizable</b> <ul style="list-style-type: none"> <li>✓ Retailers</li> <li>✓ Social &amp; Personal service</li> </ul> <b>Potential</b> <ul style="list-style-type: none"> <li>✓ Cultural &amp; Creative</li> </ul>
<ul style="list-style-type: none"> <li>Internet of things</li> <li>Big data Engineer</li> <li>A.I.</li> <li>Licensed Prof. Accountant, Analyst Lawyer, Paralegal Investment Advisor Doctor, Nutritionist, Nurse, Health therapist Social Worker</li> </ul>	<ul style="list-style-type: none"> <li>Coding</li> <li>System Dev</li> </ul>	<ul style="list-style-type: none"> <li>Sharing Economy</li> </ul>

### Recommendation (4) Articulation of the HKCNP 3-pillar

The HKCNP would connect the Kindergarten's art program, the CDF and the YUM as a 3-step children career development program. Also, a broader scale engagement program is recommended with employers from the above mentioned industry categories to provide experiential programs for the youths

#### Articulated Three Pillar Model for children career development

Step 1 Kindergarten	Step 2 Primary School	Step 3 Secondary School
For personal social dev. & Cherish Creativity	For study-work articulation & Solidify linguistic capability	For work-self clarity & proactive mgmt. & Gain exposure in Customer Centricity
<b>Art Competition</b>		
Kindergartner (Drawing), Primary (Writing); Youth (Performance)		
	<b>CDF</b> Big-brother big-sister role modelling	<b>YUM</b> (Form 3) Trip to workplace (Form 4) mentorship (Form 5) Intern (10 Days) (DSE) Work program

### Recommendation (5) 5-year Review cycle

It is recommended that the HKCNP continuously monitors the five year forecast of international agencies like World Economic Forum as well as the 10 year manpower forecast of HKSAR Labor Department. However, since the job market will be changing fast when global recovery picks up its pace, it is recommended that the HKCNP review its program effectiveness once every 5 years.