



LinkedIn

Project Colorado

The vision for LinkedIn's work in Colorado is to create economic opportunity for every member of the region's workforce. In order to realize this vision, we're initiating a boots-on-the-ground effort along with a new product development initiative. The ground effort utilizes LinkedIn's resources and products, Skillful partnership, and community and policy leaders throughout the state to determine how this may be scaled long-term.

Why Colorado?

Our civic engagement team hosts pilot projects and partnerships all over the world to bring to life data insights and help others understand and address the future of the global workforce. LinkedIn chose Colorado based on its active and innovative workforce leadership and a prevalence of hard to fill jobs in IT, Advanced Manufacturing, and Healthcare. Our work is focused on these key industries as we expect demand to continue to grow in the foreseeable future, in many cases only short-term training is required for entry-level roles, and these industries provide workers with a liveable wage.

Skillful Partnership

LinkedIn has been a signature partner of Markle Foundation on their Skillful initiative for more than two years. The [Skillful initiative](#), a data-driven approach to connecting American workers and businesses in a rapidly evolving labor market. While advances in technology have helped the economy overall, some American workers are being displaced. Jobs in growing sectors increasingly require new skills earned through a post-secondary degree, certificate or credentialing program. Particularly vulnerable are the nearly seven out of 10 Americans who have transferable skills, but not a four-year college degree.



Microsoft

In response, Microsoft's corporate giving arm [Microsoft Philanthropies](#) is making a significant investment to expand Skillful. Skillful's coaches and online services enable job seekers to learn what skills are in demand, and access professional training at any stage of their career. At the same time, Skillful aligns employers and educators so that their training programs teach the skills required to succeed in today's digital economy.



Project Colorado

“*LinkedIn’s partnership in Colorado is one of the most exciting things going on anywhere in the country in terms of workforce training and what LinkedIn is imagining and trying to work on is a big vision that is going to make all the difference.*”

John Hickenlooper
Governor of Colorado
May 2017

Project Highlights

Our pilot projects provides a unique combination of online tools with offline events and training. Our city staff works closely with the governmental and community organizations that directly support middle-skilled workers. Since launch, the ground game staff has trained over 10,00 workers, career coaches, and navigators across Colorado State.

There are 7.3 million fewer jobs in the United States today for people with a high school degree or less than there were in 1989. At the same time, 6 million jobs in our country go unfilled due in large part to a shortage of skilled workers. Our work is critical to support those workers to discovering sustainable career paths.

What we are currently working on:

<p>Define the In-Demand Skills of CyberSecurity Jobs</p> <p>This fall we will be partnering with University of Colorado - Colorado Springs and the National CyberSecurity Center to map the most in-demand occupations in the cybersecurity industry and the skills needed for those roles. We'll share our results with cybersecurity training programs throughout Colorado and provide LinkedIn 101 trainings for UCCS graduates.</p>	<p>Apprenticeship Partnership with CareerWise</p> <p>Many low and middle skill workers can't afford a full-time training program. That's the opportunity presented by apprenticeship programs. This spring we ran a test with CareerWise Colorado. Specifically, we're hosting CareerWise apprenticeships as job postings on LinkedIn to allow students a "real life" hiring experience by applying for openings on the LinkedIn platform.</p>	<p>Connect Community College Graduates to Hiring Employers</p> <p>This spring, we created LinkedIn profiles for 80 recent community college in the Denver area graduating with a Certificate in Nursing Assistance (CNA) and directly matched them with hiring healthcare employers in the Denver area to better understand this talent pipeline.</p>
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