

Imagining the Fourth Industrial Revolution in Santa Clarita:

Phase 2 - A View on Other Communities

Carter Cote

Academy of the Canyons

Statement of Focus: As we approach the Fourth Industrial Revolution, Santa Clarita is in need of an economic adaptation to better equip the 38% of Santa Clarita's middle-wage jobs that contain predictable physical and cognitive tasks at risk of displacement by Artificial Intelligence. Moreover, the foundations of the retail models supporting these jobs are challenged, as businesses are expected to shift to an on-demand, experiential model.

Russell, M. (2019, March 27). San Francisco's tech workforce is still growing, outpacing other metro areas. Retrieved November 7, 2019, from www.sfchronicle.com/business/article/San-Francisco-s-tech-workforce-is-still-growing-13718815.php#photo-15563953.

In the San Francisco Chronicle article titled *San Francisco's tech workforce is still growing, outpacing other metro areas*, author Melia Russell discusses San Francisco's unprecedented workforce recovery from the Great Depression. In congruence to the job displacement that the Fourth Industrial Revolution would create, the unemployment rate experienced significant growth during the Great Recession of 2008. Specifically, Russell distinguishes the factors that allowed San Francisco to outpace its state counterparts in successfully recovering from the reduction of employment, which includes an increased economical emphasis in high-skilled service sectors, professional services, technical computer sciences, and IT (Russell, 2019). Russel explains that "California's tech workforce grew by more than 51,500 jobs in 2018, with well over half of them in the Bay Area" (Russell, 2019). The growth of jobs in the region has transformed San Francisco into one of the most attractive cities for tech firms, which comprise 60% of all leasing activity in the city as of 2018 (Russell, 2019). Private technological companies, including Salesforce, Uber, Adobe, Atlassian, and Eventbrite

were notable sources of these newfound jobs (Russell, 2019). Santa Clarita could also encourage the growth of STEM jobs through the expansion of jobs in their major technological corporations, which include Advanced Bionics, NEO Tech, and the Encompass Consultant Group. These corporations could also offer internships to high school students, which can garner academic interest in pursuing a career in STEM.

Chan, T. (2018, April 26). What Industry 4.0 means to Singapore and why its workers must upskill and lose their sense of entitlement. Retrieved November 7, 2019 from www.scmp.com/lifestyle/article/2143239/what-industry-40-means-singapore-and-why-its-workers-must-upskill-and-lose

In the South China Morning Post titled “What Industry 4.0 means to Singapore and why its workers must upskill and lose their sense of entitlement,” journalist and content strategist Jinwei Chan discusses the measures that Singapore has taken out of the recognized need for preparing its workers and employers for job displacement. Artificial intelligence has already been adopted by several corporations in Singapore, which has increased the pressure on employees to develop new skills. According to Chan, Singapore is encouraging workers to bolster their value as employees by introducing skill-building programs for the use of complex technology platforms and the variety of ways to work and interact with colleagues (Chan, 2019). One company in particular, Insurer Prudential Singapore, is retraining workers to maximize their time spent on meaningful customer initiatives as opposed to predictable manual tasks. The company is also seeking to broaden the skills of their employees and to improve the mobility across roles (Chan, 2019). Moreover, several government agencies, including SkillFuture Singapore and Spring Singapore, have provided training grants for developing a stable pipeline of future STEM talent and for garnering support for worker retraining. Santa Clarita could also

encourage the implementation of skill-building programs for its jobs vulnerable to automation, which include office administration, production, transportation, sales, construction, and food preparation. As a result, the potential displacement of 38% of Santa Clarita's jobs could be mitigated, and those at risk of losing their jobs are more equipped to attaining another profession.

Sinha, S. (2018, November 21). Skill India Mission Operation Project : Restructuring. Retrieved November 7, 2019, from documents.worldbank.org/curated/en/307221557292622032/India-Skill-India-Mission-Operation-Project-Restructuring

In the World Bank Report titled "Skill India Mission Operation Project : Restructuring," Shabnam Sinha, the Lead Education Specialist for the INDIA for the World Bank Group, discusses the implementation of the Skill India Mission Operations Project. The initiative was implemented to support the Government of India's efforts to "equip its young workforce and increase the market relevance of short-term skill development programs at the national and state level" (Sinh, 2018). Resultantly, the SIMOP increases access to quality and market-relevant workforce training, which will better equip India's employees for navigating the age of artificial intelligence and undertaking new avenues of employment. Santa Clarita can improve the candidacy of potential employers through educational reform by encouraging high schools to offer skill-building elective that allow students to develop a multifaceted skill-set that has several applications to a variety of fields. Such courses may include the instruction of coding languages, design programs that include Photoshop and Illustrator, and employment-related abilities that include resume building and interview skills.