M A R K L E
ADVANCING AMERICA'S FUTURE

August 12, 2020

Dear Friends,

The COVID-19 pandemic has created an unprecedented health and economic crisis, impacting tens of millions of people and devastating families across our country. As we know, some are being hit particularly hard – people of color, women and low-wage hourly workers – as the outcome of long standing racial, ethnic, gender and class bias. Unemployment for workers with less formal education is 10 percent or higher while unemployment for those with a bachelor's degree is 6.7 percent. Against an uncertain future, we must immediately ensure that the unemployed have government financial support for food, housing, and other vital needs. But we must do more. To create an equal and just society, we must create opportunity for workers to get good jobs with good wages as the economy recovers.

That is why today, with our many partners, we are announcing the **Rework America Alliance**, an unprecedented national collaboration to enable workers to emerge from this crisis stronger. **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 a more effective system of worker training aligned to jobs that employers will need to fill.**

The Alliance is formed out of a deep commitment by a unique group of exceptional organizations like the Federal Reserve Bank of Atlanta; major companies including Google, IBM, Microsoft, McKinsey & Company, and Workday; labor organizations such as the North America's Building Trades Union; some of the nation's most important public interest groups, including the African American Mayor's Association, National Urban League, NAACP and UnidosUS; and educators like Arizona State University, Emily Griffith Technical College and learning platforms like edX. By working together and leveraging these partners' know-how, resources and reach, the Alliance can create the big structural solutions needed to generate greater worker power and deliver better employment opportunities.

Our national challenge is to address the broken systems and entrenched inequality that is causing our most vulnerable populations to bear the heaviest burdens in this crisis that is fundamentally remaking our economy. More than 30 million Americans are claiming jobless benefits and many will find that if their jobs do come back, they will require new skills due to a digital economy that has been accelerated in recent months. The Alliance is focused on enabling unemployed and low wage workers to move to better jobs in the digital economy. It seeks to provide greater recognition of the talents of the workforce, and to pursue the growth of good jobs with good wages.

The Alliance will provide a wholesale backbone for all types of organizations serving workers. We will identify the good jobs that will be most in-demand in the digital economy for workers who have or can build relevant skills without a bachelor's degree – and develop a collaboration with others to support the creation of more good jobs. We will show how the talents of workers have prepared them for those jobs even if they do not have the degree or experience traditionally required, and the rapid, affordable and effective training workers can take if they need additional skills. We will work with the Federal Reserve Bank of Atlanta, civil rights organizations and key experts to identify training programs that lead to economic value for participants. We will work with organizations that give jobless and underemployed Americans the coaching and training they need to get hired into good jobs. We will connect this work to efforts to improve job quality and move employers to recognize the talents of and hire into good jobs more people of color, women, and members of other vulnerable and marginalized communities.

This fall we will release our initial products and services. The first phase of the Alliance's work will be to broadly distribute information on good jobs employers are looking to fill as the economy rebounds. We will also provide practical tools that help workers demonstrate how jobs they have held make them strong candidates for good jobs in other sectors and connect their skills and expertise to new opportunities. The Alliance will be providing enriched resources to coaches so they can better support workers to identify effective training that will build on the experience a worker already has and is aligned to what they need for a specific job. These products and services will be available to all and will be embedded in national organizations serving workers locally, and state and community-based organizations with local reach.

We do not know how long this health crisis and the profound economic impact will last. But we do know that tens of millions of workers need the Alliance to partner with them to achieve a better future. Please join us in this cause.

Thank you,
Zoë Baird
CEO & President

For more information about the Rework America Alliance and the participating organizations, please see our fact sheet and website: markle.org/alliance.

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

African American Mayors' Association, Federal Reserve Bank of Atlanta,
Goodwill Industries International, Google, IBM, McKinsey & Company, Microsoft, NAACP,
National Partnership for Women & Families, National Urban League,
Opportunity@Work, UnidosUS, Walmart, Workday

Brighthive, Emsi, PAIRIN, Wipfli LLC

Arizona State University, Colorado Community College System, edX, Emily Griffith Technical College,
Futuro Health, H-CAP (Healthcare Career Advancement Program), Ivy Tech Community College,
NABTU (North America's Building Trades Union), Per Scholas