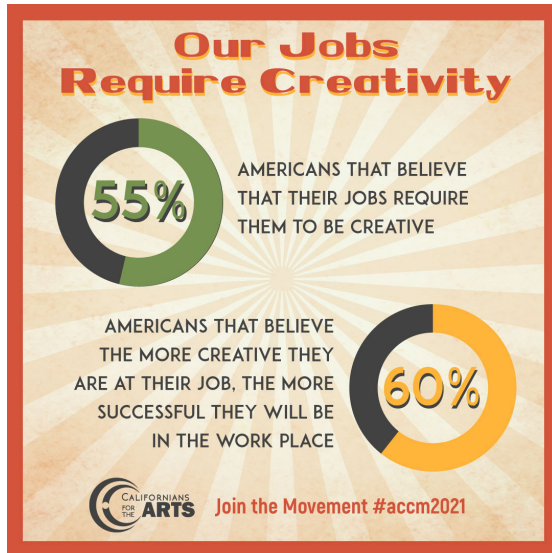


SB 628: CA Creative Workforce Act

Lead Sponsors:



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What is SB 628?

The CA Creative Workforce Act is a bill authored by Senator Ben Allen (D-26), co-authored by Senators Josh Newman (D-29) and Susan Rubio (D-22) and Assemblymember Laura Friedman (D-43) and sponsored by California Arts Advocates and Arts for LA to establish creative arts workforce development program across the state of California.

Why SB 628?

Arts & culture has always been essential to our state's economy and the wellbeing of its residents. This bill represents a long-overdue in investment in the workforce that sustains this work and is an indispensable part of California's future.

What problem does it solve?

Creates Jobs

COVID has had a devastating impact on the creative industries and revealed the vulnerability of this workforce. SB 628 will help build a pipeline of new creative talent and support new jobs for the recently unemployed.

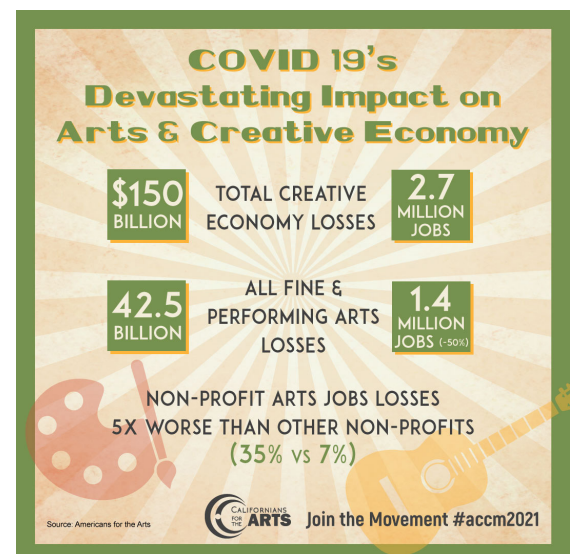
Values Creative Labor

To recognize creative workers across California as essential workers and contributors for overcoming California's greatest challenges through the rebuilding of California's cultural landscape into a more equitable and just framework with living wage work opportunities and training.

Promotes Diversity

To create equitable opportunities for career exploration and participation in creative work for individuals and communities who may have faced barriers as a result of low levels of public and private investment, limited exposure to arts programming, or other social or economic barriers. The training and development prescribed by SB 628 would serve people who are at the beginning of their careers in the creative arts, including Veterans, and returning citizens, a great companion to the successful CA Arts in Corrections program.

According to 2019 LinkedIn behavioral data, **creativity is the most in-demand soft skill in short supply**. A McKinsey study predicts that as automation transforms the skills companies need, demand for creativity will rise sharply by 2030.

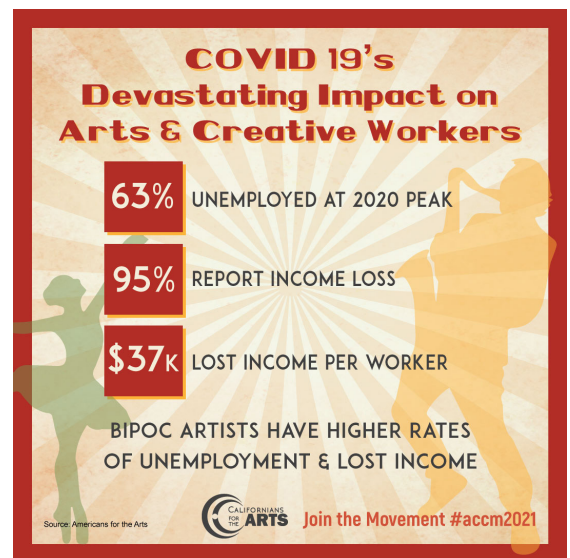


How will it work?

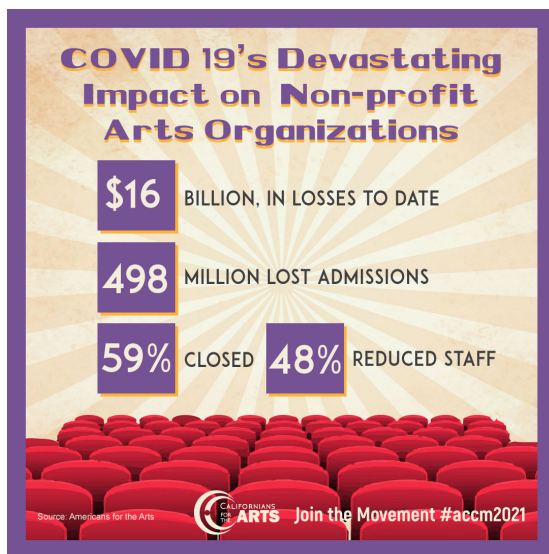
This bill requires the California Workforce Development Board and the California Arts Council to work collaboratively to design the program guidelines and criteria and vests the Council with the responsibility of overseeing and administering the grant program.

The program will promote employment for currently unemployed arts workers, establishing 12-24 month "earn and learn" job training opportunities for new creative workers throughout the state. The programs will be implemented locally or regionally by program grantees, including, but not limited to, local government entities, cultural arts agencies, community nonprofit organizations, and other organizations.

Employment funded by the project shall pay a living wage and shall be structured so as to promote transition to actual unsubsidized employment with post enrollment job placement in a living wage job serving as an important underlying objective of the program.



'Earn and Learn' programs combine applied learning in a workplace setting with paid wages. Workers or students **gain work experience and develop skills** directly relevant to the occupation or career for which they are preparing. These programs can also combine classroom instruction with paid on-the-job training.



Why now?

COVID has disproportionately impacted the creative industries workforce. At the end of 2020, 63% of arts workers in the United States were unemployed.

California represents 25% of the United States creative economy representing \$230.3 Billion (largest in the world) and 764,000 jobs - CA should be a leader in creative jobs creation.

According to a recent Covid-impact report by the Federal Emergency Management Agency, Argonne National Laboratory, and the National Endowment for the Arts released in January 2021, "nowhere has the effect been more direct, deep, and immediate than on the performing arts."

A recent survey of entry-level arts administrators in LA County found that no matter their education level, White respondents earned more than BIPOC respondents & that the average salary of Hispanic and Latinx respondents is below LA County's minimum wage.

California has a unique opportunity to invest in a workforce that will help bring social and emotional wellness, community cohesion, jobs and economic benefit to every community across the state. Establishing and investing in the California Creative Workforce Act will put California in a leadership position as a forward thinking, innovation partner to business as well as the emotional and mental health benefits arts and culture brings to our lives.

If we don't look to rebuild the creative industries, California could be facing a cultural depression

In a CFTA survey at the end of 2020 of close to 1000 arts workers, the broader impacts of the prolonged shutdown are making many arts workers:

