



CALIFORNIA
JOBS FIRST

CALIFORNIA
BUSINESS AND ECONOMIC DEVELOPMENT

EDD

Jobs Industry & Sector Analysis Report

Connecting Native Workers
to Livable-Wage Jobs, Career Mobility,
and California's Future Economy



MISSION

NDN is committed to strengthening Tribal communities and urban Native families by expanding workforce access, promoting economic mobility, and cultivating culturally grounded career pathways.

VISION

A future where Native workers are visible, prepared, supported, and leading in the industries shaping Southern California's economy.



www.ndnz.org | info@NDNz.org

**SUPPORT
NATIVE
WORKFORCE
PATHWAYS**



**VIEW
REPORTS &
RESOURCES**



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NATIVE WORKERS ARE READY. THE PATHWAYS MUST BE BUILT.

The NDN Jobs Community Needs Assessment (CNA) Report established the community voice. The Industry and Sector Analysis translates that voice into action by identifying sectors with livable-wage potential, realistic entry points, training needs, support gaps, and partner commitments.

HIGH-GROWTH SECTORS

Native workers are interested in-and prepared for-careers in high-growth, in-demand sectors.



COMMUNITY VOICE
We listened. Community needs and aspirations came first.



SECTOR DATA
We analyzed industries and regional economic opportunities.



TRAINING PATHWAYS
We identify training, credentials, and employer-aligned programs.



GOOD JOBS
We connect workers to careers with stable wages, benefits, and advancement.



STABILITY
We build economic stability for workers, families, and communities.



LEADERSHIP
We cultivate Native leaders who strengthen our economy and communities for generations to come.



Healthcare



Renewable Energy



Technology



Skilled Trades



Tribal Government



Small Business

60%

Nearly 60% of respondents reported that their income did not fully meet basic needs.

IDENTIFIED IN THE COMMUNITY NEEDS ASSESSMENT



Transportation



Childcare



Housing Instability



Tuition & Education Costs



Work Schedules



Culturally Relevant Support

*The Sector Analysis identifies the industries, credentials, employers, training providers, and support systems needed to move Native workers **from survival to stability**.*

A LABOR MARKET ANALYSIS MUST INCLUDE THE HUMAN SIDE OF THE LABOR MARKET.

The CNA report already states that a strong labor market analysis requires more than job vacancy data; it must also understand the talent supply, barriers, and lived realities of Native workers. It identifies barriers such as “Time Poverty,” credential gaps, transportation, childcare, and the need for stackable, culturally grounded certifications.

TRADITIONAL SECTOR ANALYSIS USUALLY ASKS:



Where are jobs growing?



What wages are offered?



What credentials are required?



Which employers are hiring?

NDN'S NATIVE WORKFORCE SECTOR ANALYSIS ALSO ASKS:



Can Native workers access the pathway?



Is training affordable and realistic?



Are supports in place?



Is there cultural trust?



Does the job lead to benefits and advancement?



Can workers move from survival wages to family stability?

IT'S NOT ENOUGH TO KNOW WHERE THE JOBS ARE.

WE MUST UNDERSTAND WHETHER NATIVE WORKERS CAN REALISTICALLY REACH THEM.

WHAT MAKES A JOB A QUALITY JOB?

Livable wage, quality jobs, and comfortable living

SURVIVAL



Income covers some needs but requires tradeoffs, debt, gig work, public assistance, or family support.

STABILITY / LIVABLE WAGE



Income reliably covers housing, food, transportation, healthcare, childcare, and basic needs.

COMFORTABLE / THRIVING



Income supports savings, emergencies, family care, cultural participation, and future planning.



A job is not a quality job unless it leads to stability, benefits, and advancement.

NDN QUALITY JOB SCREEN

A priority sector should offer:

- Current or projected demand
- Entry-level or middle-skill access
- Wages that meet or lead to a livable wage
- Benefits such as healthcare, retirement, paid leave, and worker protections
- Upward mobility
- Flexible or predictable scheduling
- Connection to health, housing, transportation, or family stability
- Partner readiness
- Cultural safety
- Opportunity to address Native underrepresentation

AN INTERTRIBAL, URBAN, REGIONAL WORKFORCE.

The NDN Jobs workforce reflects an intertribal and urban reality— deeply rooted in Southern California's communities and connected across Tribal lands and rural areas.



TRIBAL LANDS
Our workforce includes communities on Tribal lands across the region.



RURAL COMMUNITIES
We are connected to rural and remote communities throughout Southern California.

LOS ANGELES COUNTY

Home to the largest concentration of our workforce.

ORANGE COUNTY

A vibrant and diverse community with deep Tribal connections.

INLAND EMPIRE

A rapidly growing region with vast opportunities and unique challenges.

LOS ANGELES
COUNTY

INLAND EMPIRE

(Riverside &
San Bernardino
Counties)

ORANGE
COUNTY



74+ TRIBAL NATIONS REPRESENTED

Our strength comes from a rich and diverse intertribal community.



AGES 25-54 CORE WORKFORCE

Our core workforce is ages 25-54, with youth and elders also represented.



EDUCATION PROFILE

Our workforce brings a range of education and training experiences.

- High School Diploma
- Some College
- Vocational/Trade School
- Associate Degree
- Bachelor's Degree
- Graduated-Level Experience



ECONOMIC REALITY

Many workers are employed but face real economic challenges.

- Employed but underemployed
- Working multiple jobs
- Lacking stability



PATHWAY NEED

To build futures, our workforce needs the right supports.

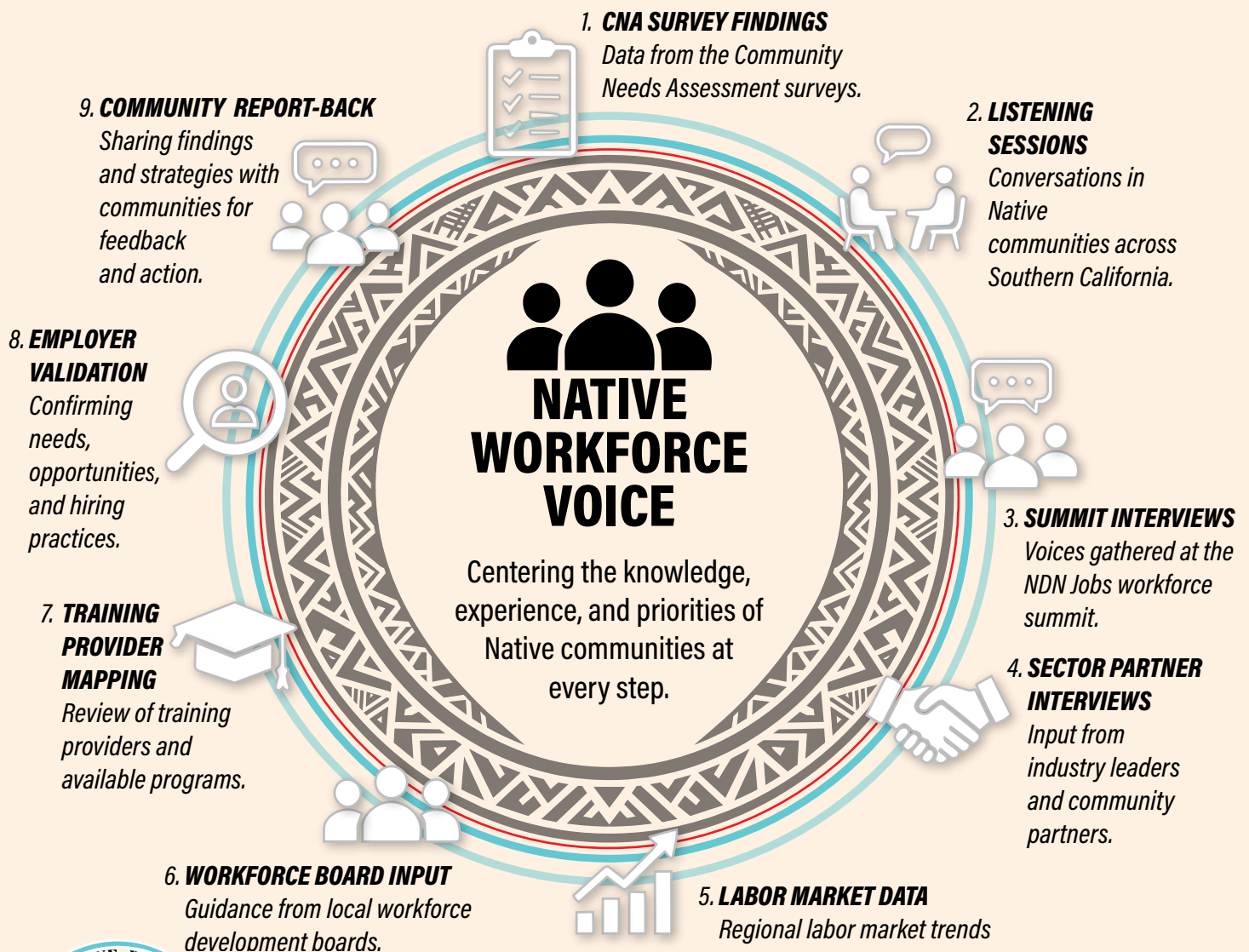
- Paid Training
- Flexible Schedules
- Transportation
- Childcare
- Culturally Support

*Our communities are ready. With the right pathways and support, Native workers can move from **survival to stability, career advancement, and leadership.***



METHODOLOGY: COMMUNITY VOICE + SECTOR INTELLIGENCE DRIVEN BY COMMUNITY. TESTED AGAINST SECTOR OPPORTUNITY.

The Sector Analysis builds from the CNA and adds industry validation. It identifies where Native workers have interest, where the regional economy has demand, and where partners can help create practical entry points.



By combining community voice with sector intelligence, this analysis ensures that workforce strategies are culturally rooted, data-informed, and aligned with real opportunities in today's economy.

PRIORITY SECTORS: WHERE COMMUNITY INTEREST MEETS REGIONAL DEMAND.

The CNA visual report identified six vital sectors: Building Trades/Home Construction, Healthcare, Information Technology, Aerospace, Wildfire/Wildland Management, and Green Economy. The survey instrument also asked about additional career interests, including education, public administration, small business, transportation/logistics, media/creative industries, water resources, and environmental protection.



ADDITIONAL HIGH-ALIGNMENT

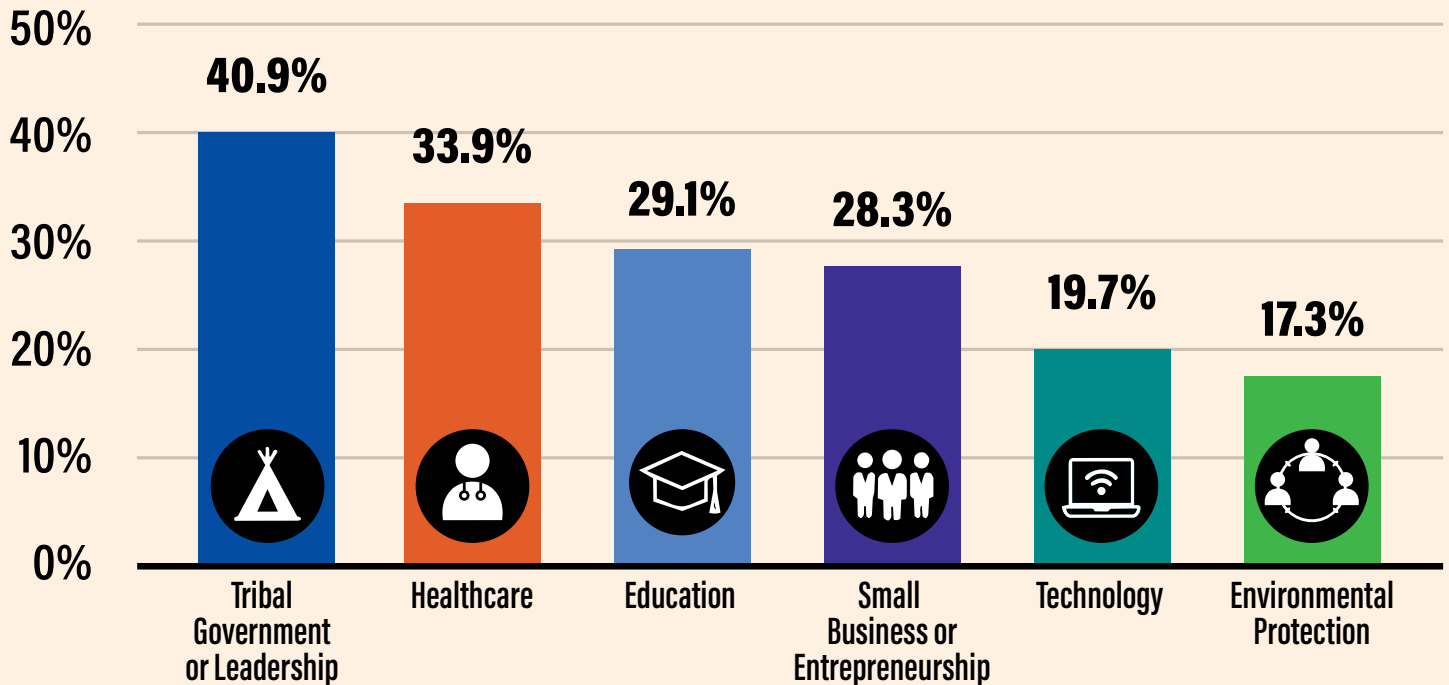


These sectors represent where community interest, regional opportunity, and cultural values align—creating pathways to meaningful careers, strong communities, and lasting prosperity.



SURVEY-INFORMED SECTOR INTEREST DATA

BUILDING STRONGER FUTURES: SURVEY FINDINGS ON KEY SECTOR INTEREST



INSIGHT: Direct survey feedback from over 500 participants helps us target our efforts where Native communities see the greatest future need.

PRIORITIZING COMMUNITY GROWTH ADDITIONAL SECTOR INTERESTS & FUTURE PROJECTIONS



FUTURE OPPORTUNITY

Lower survey interest does not mean lower potential. Some sectors may need greater exposure, clearer entry points & stronger employer engagement.

BUILDING FOUNDATIONS:

Sustainable interest in Construction (11.8%) and Water Conservation (11.0%) highlights infrastructure needs.



Together, we can build pathways to good jobs,
strong communities, and thriving futures.



WHICH SECTORS ARE MOST READY FOR NATIVE WORKFORCE PATHWAYS?

READING KEY

● HIGH

● MEDIUM

● DEVELOPING

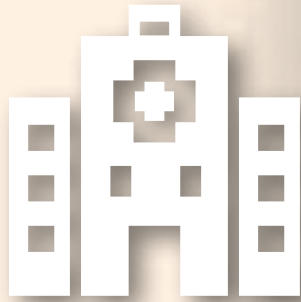
○ INFORMAL/EMERGING

SECTOR	COMMUNITY INTEREST	WAGE POTENTIAL	ENTRY PATHWAY CLARITY	PARTNER READINESS	PRIORITY ACTION
 Healthcare	●●●●●	●●●●●	●●●●●	●●●●●	Map CHW, peer support, MA, dental, behavioral health roles
 Clean Energy	●●●●●	●●●●●	●●●●●	●●●●●	Identify paid internships, certifications, & employer partners
 Building Trades	●●●●●	●●●●●	●●●●●	●●●●●	Connect to pre-apprenticeship and union pathways
 Technology / AI / Data	●●●●●	●●●●●	●●●●●	●●●●●	Define realistic entry credentials & digital access supports
 Wildfire / Climate	●●●●●	●●●●●	●●●●●	●●●●●	Map seasonal-to-career pathways and safety credentials
 Aerospace / Manufacturing	●●●●●	●●●●●	●●●●●	●●●●●	Identify entry-level technician roles
 Small Business	●●●●●	●●●●●	●●●●●	●●●●●	Build procurement, capital, & coaching supports
 Education	●●●●●	●●●●●	●●●●●	●●●●●	Map aide-to-teacher, counselor, navigator pathways
 Media / Creative	●●●●●	●●●●●	○●○●○●	○●○●○●	Map production, digital media, & cultural storytelling roles



By combining community voice with sector intelligence, this analysis ensures that workforce strategies are culturally rooted, data-informed, and aligned with real opportunities in today's economy.

WHAT A PATHWAY SHOULD SHOW



SECTOR: HEALTHCARE



WHY IT MATTERS:

Strong community need, stable employment, culturally relevant care gaps.



SUPPORTS NEEDED:

Tuition assistance, transportation, childcare, flexible schedule, mentorship.



ENTRY-LEVEL ROLES:

Community health worker, medical assistant, peer support specialist, dental assistant, patient navigator.



ADVANCEMENT:

Care coordinator, LVN/RN pathway, behavioral health counselor, public health program manager.



TRAINING NEEDED:

Certificate, CPR/First Aid, behavioral health basics, medical terminology, cultural humility, digital records.



PARTNER ASK:

Provide paid training slots, internships, clinical exposure, and hiring commitments.

PRIORITY SECTOR PROFILES

Building strong pathways. Strengthening our communities.



1 HEALTHCARE & BEHAVIORAL HEALTH

Healthcare is both a career sector and a community need. It offers stable employment, advancement, and opportunities for culturally relevant care.

CAREER PATHWAY LADDER



LEADERSHIP & ADVANCED ROLES

Program Manager, Director, Public Health Administrator



PROFESSIONAL ROLES

RN, LCSW, Behavioral Health Counselor, Public Health Specialist



MID-LEVEL ROLES

Care Coordinator, LVN, Case Manager



ENTRY-LEVEL ROLES

Community Health Worker, Medical Assistant, Peer Support Specialist, Dental Assistant, Patient Navigator



COMMUNITY PIPELINE

Youth Programs, Paid Internships, Volunteer Experience

COMMUNITY HEALTH

Strong communities need accessible, culturally relevant care and prevention.

WELLNESS & HEALING

Behavioral and physical wellness strengthen families and future generations.

CULTURALLY RELEVANT CARE

Native-led approaches improve trust, outcomes, and long-term health in our communities.



KEY OPPORTUNITIES

- High demand and stable job growth
- Multiple entry points with advancement
- Opportunities to serve Native communities
- Pathways in clinical, behavioral health, public health, and community wellness

2 CLEAN ENERGY & GREEN ECONOMY

Clean energy, sustainability, and climate resilience align with both regional investment and Native stewardship values.

PATHWAYS & OPPORTUNITIES



SOLAR ENERGY

Installation, maintenance, and system design for residential and commercial solar projects.



WIND ENERGY

Technicians, field service, and operations support for wind energy systems.



EV CHARGING INFRASTRUCTURE

Install, maintain, and support the growth of electric vehicle infrastructure.



WEATHERIZATION & ENERGY EFFICIENCY

Improve homes and buildings through efficiency upgrades, insulation, and smart energy solutions.



SUSTAINABILITY & ENVIRONMENTAL CARE

Careers in conservation, recycling, water conservation, and environmental planning.

VALUES IN ACTION

Protect our land and water for future generations.

Create good jobs that strengthen our communities.

Invest in a cleaner, healthier, and more resilient future.



KEY OPPORTUNITIES

- Growing investment and job demand
- Many entry points and skill levels
- Aligns with Native values and stewardship
- Pathways in installation, operations, planning, and innovation

PRIORITY SECTOR PROFILES

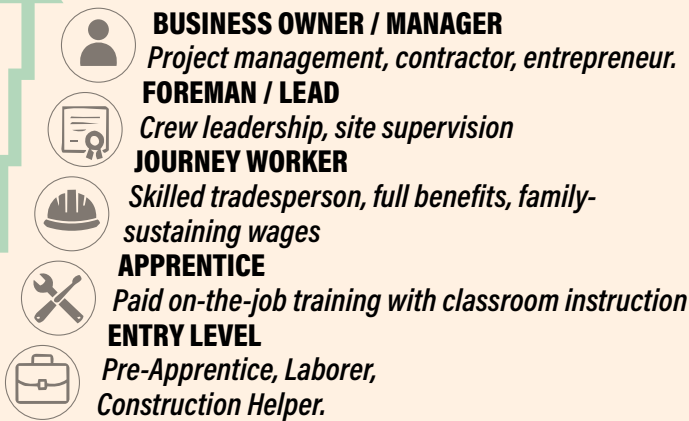
Building strong pathways. Strengthening our communities.



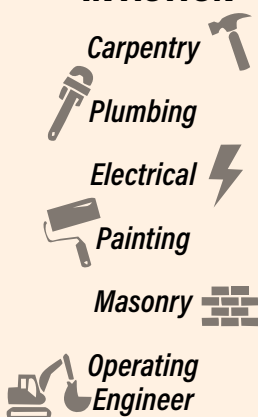
3 BUILDING TRADES & HOUSING CONSTRUCTION

The trades offer earn-while-you-learn models, benefits, union pathways, and clear wage progression when workers can access apprenticeship systems.

CAREER PROGRESSION PATHWAY



TRADES IN ACTION



SUPPORTS FOR SUCCESS

TRAINING ACCESS
Apprenticeships, pre-apprenticeship programs, and certifications.

WRAPAROUND SUPPORTS
Transportation, childcare, tools, and supplies.

MENTORSHIP & GUIDANCE
Mentors and role models help build confidence and skills.

UNION & CAREER CONNECTIONS
Strong partnerships open doors to stable, long-term careers.

KEY OPPORTUNITIES

- High demand for skilled trades across the region
- Earn-while-you-learn with no student debt
- Clear wage growth and advancement
- Building strong communities through quality housing and infrastructure

4 TECHNOLOGY, AI, DATA, & CYBERSECURITY

Technology is not one single pathway. It includes digital literacy, IT support, data entry, cybersecurity, AI tools, coding, systems support, and tech-enabled roles across every sector.

PATHWAYS & OPPORTUNITIES

DIGITAL LITERACY & FOUNDATIONS	<i>Basic computer skills, productivity tools, online safety.</i>	
IT SUPPORT & HELP DESK	<i>Technical support, troubleshooting, user assistance, and systems maintenance.</i>	
DATA ENTRY & DATA ANALYSIS	<i>Data entry, records management, data quality, and basic analysis.</i>	
CYBERSECURITY & NETWORKS	<i>Network support, security monitoring, risk awareness, and protection.</i>	
AI TOOLS & AUTOMATION & DIGITAL INNOVATION	<i>AI tools, automation, process improvement, and innovation.</i>	
DEVELOPMENT & CODING	<i>Web development, application development, scripting, and programming.</i>	
SYSTEMS & PROJECTS & LEADERSHIP	<i>Systems administration, project coordination, and tech leadership.</i>	



KEY OPPORTUNITIES

- Rapidly growing demand across all industries
- Multiple entry points for different skill levels
- Remote and hybrid work opportunities
- Innovation and technology can solve community challenges
- Pathways to high-wage, future-focused careers

PRIORITY SECTOR PROFILES

Building strong pathways. Strengthening our communities.



5 WILDFIRE, FORESTRY, WATER, & CLIMATE RESILIENCE

Climate-related careers connect land stewardship, environmental protection, public safety, and regional resilience.

PATHWAYS & OPPORTUNITIES



FORESTRY & LAND STEWARDSHIP

Forest technicians, invasive species crews, habitat restoration, and monitoring.



WILDFIRE RESPONSE & PREVENTION

Firefighters, fuels reduction specialists, fire prevention education, and mitigation.



WATER RESOURCES & MANAGEMENT

Water quality technicians, watershed management, and conservation planning.



CONSERVATION & ENVIRONMENTAL PROTECTION

Wildlife habitat protection, conservation corps, and environmental monitoring.



CLIMATE RESILIENCE & DAPTATION

Climate planning, risk assessment, resilience strategies, and outreach.

SECTORS IN ACTION

Protect and restore our lands and waters.

Reduce wildfire risk and build safer communities.

Ensure clean, reliable water for people and ecosystems.

Create green jobs that strengthen our future.

Advance Tribal sovereignty and community leadership.



KEY OPPORTUNITIES

- Growing investment in climate and resilience initiatives
- Many entry points for training and field experience
- Meaningful careers that protect land, water, and people
- Pathways that honor Native knowledge and stewardship
- High demand for skilled workers in environmental fields

6 AEROSPACE & ADVANCED MANUFACTURING

Southern California's aerospace and manufacturing base can offer high-wage careers if entry-level technician pathways, certifications, and employer access are clearly

CAREER PROGRESSION PATHWAY



LEADERSHIP & ADVANCED ROLES

Engineering, Quality Manager, Operations Manager, Program Manager



SKILLED TECHNICIAN

CNC Programmer, Aircraft Mechanic, Calibration Technician, Quality Inspector



PRODUCTION & SPECIALIZED ROLES

Machinist, Welder, Composite Technician, Avionics Technician.



ENTRY-LEVEL TECHNICIAN

Assembler, Maintenance Helper, Production Operator, Test Technician



EXPLORATION & TRAINING

Career exploration, short-term training, certifications, and foundational skills

INDUSTRY IN ACTION

Build and maintain the future of flight.

Innovate in advanced manufacturing and robotics.

Earn industry credentials and family-sustaining wages.

Strengthen local workforce and community prosperity.

Support national defense and critical infrastructure.



KEY OPPORTUNITIES

- Strong regional industry and long-term job demand
- Multiple entry points with training and certifications
- Clear pathways to high-wage, in-demand careers
- Partnerships that expand access for Native workers
- Innovation and technology driving future opportunities

PRIORITY SECTOR PROFILES

Building strong pathways. Strengthening our communities.

7 TRIBAL GOVT & PUBLIC SECTOR

Links sovereignty, stable employment, public service & policy—empowering Native workers to shape public systems.

CAREER PROGRESSION PATHWAY

LEADERSHIP & ADVANCED ROLES

Policy Analyst, Tribal Affairs Specialist, Program Director

PROFESSIONAL ROLES

Program Manager, Grants Manager, Case Manager

ENTRY-LEVEL ROLES

Program Assistant, Outreach Worker, Grant Assistant

COMMUNITY ROLES

Community Health Ambassador, Volunteer Navigator



SUPPORTS FOR SUCCESS

CIVIL SERVICE NAVIGATION

Exam prep, application support, and public system navigation.

MENTORSHIP & GUIDANCE

Tailored professional coaching and leadership development.

KEY OPPORTUNITIES

- Tribal sovereignty & community impact
- Stable public-sector career growth
- Multiple entry points in state & Tribal administration

8 EDUCATION & YOUTH PATHWAYS

A high-alignment career sector supporting culturally grounded workforce pathways.

PATHWAYS & OPPORTUNITIES

CLASSROOM & INSTRUCTION

Tutor, Classroom Aide, Para-educator, Licensed Educator

YOUTH DEVELOPMENT

Youth Mentor, Youth Program Coordinator, Student Services

CAREER NAVIGATION

Career Advisor, Workforce Educator, Tribal Liaison



VALUES IN ACTION

CULTURALLY GROUNDED

Grounding education in Native values and community success.

YOUTH LEADERSHIP

Building generational pipelines across all professional fields.

Invest in a cleaner, healthier, and more resilient future.

KEY OPPORTUNITIES

- Tribal sovereignty & community impact
- Stable public-sector career growth
- State & Tribal career opportunities



9 SMALL BUSINESS & ENTERPRISE

Builds economic independence through business ownership, self-employment & access to capital.

ENTERPRISE PATHWAYS

INDEPENDENT / VENDOR

Creative Vendor, Cultural Artisan, Digital Marketing Assistant

BUSINESS OPERATOR

Licensed Business Owner, Subcontractor, Studio/Agency Owner

COMMERCIAL MANAGEMENT

Operations Manager, Commercial Operator, Enterprise Lead



SUPPORTS FOR SUCCESS

TECHNICAL ASSISTANCE

Business planning, licensing, bookkeeping, and tax prep.

PROCUREMENT & CAPITAL

Direct connections to capital, grants, and public contracts.

KEY OPPORTUNITIES

- Economic sovereignty & community wealth
- Flexible self-employment & venture growth
- Local, state & Tribal procurement access

10 ENTERTAINMENT & MEDIA PRODS

Elevates Native representation & narrative sovereignty through SoCal's creative industries.

PATHWAYS & OPPORTUNITIES

PRODUCTION & SET OPS

Production Assistant, Set Operations Assistant, Story Producer

POST-PRODUCTION & DIGITAL

Post-Production Assistant, Assistant Editor, Digital Producer

CREATIVE STRATEGY

Social Media Specialist, Cultural Consultant, Creative Lead



ROOTED IN COMMUNITY.
BUILT FOR OPPORTUNITY.

KEY OPPORTUNITIES

- High-visibility SoCal industry
- Native narrative sovereignty
- Diverse digital, film & tech careers

SUPPORTS FOR SUCCESS

GUILD CONNECTIONS

Direct placement pipelines with studios, guilds, and filmmakers.

HANDS-ON TOOLS TRAINING

Portfolio development, software tools, & studio access.

THE PATHWAY BREAKS WHEN SUPPORT IS MISSING

The Sector Analysis builds from the CNA and adds industry validation. It identifies where Native workers have interest, where the regional economy has demand, and where partners can help create practical entry points.



COMMON BARRIERS AT EACH BREAK POINT

APPLICATION BARRIERS	TRAINING BARRIERS	COMPLETION BARRIERS	PLACEMENT BARRIERS	RETENTION BARRIERS	ADVANCEMENT BARRIERS
• Not sure where to start • Limited information • Confusing processes	• Tuition and fees • Limited time and flexibility • Limited digital access or skills • Need to keep working	• Childcare responsibilities • Transportation challenges • Work schedule conflicts • Family and care obligations	• Lack of networks • Discrimination and bias • "Experience trap" • Limited access to employers	• Housing instability • Health or mental health challenges • Transportation issues • Burnout and lack of support	• Credential ceiling • Lack of mentorship • Limited access to leadership opportunities • Systemic inequities

“Jobs require experience, but no one provides the experience so you can learn new skills.”



WHAT CAN HELP?



Clear information and guidance



Culturally relevant support



Wraparound services (childcare, transport, housing)



Mentorship and employer partnerships



Real opportunities and pathways to advance

THE HUB: TURNING SECTOR ANALYSIS INTO ACTION

The CNA report describes the Native Workforce Access Hub as the operational response to community needs, including curated resources, digital equity, resume/interview coaching, culturally safe mental health navigation, and strategic partnerships.

WHAT THE HUB PROVIDES



STRONG PARTNERS. STRONGER PATHWAYS.

The Hub works through trusted partners across systems and communities.

WDBs, AJCCs, EDD, GO-Biz, California Jobs First, Tribal communities, colleges, unions, employers, philanthropy, community-based organizations.



NO SINGLE PARTNER CAN BUILD THE PATHWAY ALONE

Building a strong Native workforce requires a united commitment.

Each partner has a vital role to play in creating real opportunities and lasting impact.

PARTNER ROLES & CALLS TO ACTION



1. STATE OF CALIFORNIA / GO-BIZ / EDD / CALIFORNIA JOBS FIRST

Support sector introductions, funding alignment, data validation, and Native workforce visibility.



2. WORKFORCE DEVELOPMENT BOARDS / AJCCS

Create Native-specific referral pathways, co-enrollment strategies, supportive services, and culturally relevant navigation.



3. TRIBAL COMMUNITIES AND NATIVE ORGANIZATIONS

Validate findings, identify local priorities, connect participants, support cultural grounding.



4. COLLEGES AND TRAINING PROVIDERS

Offer flexible, short-term, stackable, and culturally responsive training.



5. EMPLOYERS AND INDUSTRY PARTNERS

Identify entry-level roles, wages, benefits, advancement ladders, internships, apprenticeships, and hiring commitments.



6. UNIONS AND APPRENTICESHIP PROGRAMS

Clarify entry requirements, create pre-apprenticeship bridges, and support Native workers through apprenticeships to family-sustaining careers.



Together, we can build pathways to good jobs, strong communities, and thriving futures.



FROM ANALYSIS TO IMPLEMENTATION

The Quarterly Progress Report already identifies the next stage as initiating Deliverable 4.0, the Labor Market and Sector Analysis, and beginning workforce resource mapping to identify training assets within partner community colleges and trade schools.



Together, we build clear pathways to good jobs, stability, and leadership.



NATIVE WORKERS BELONG IN CALIFORNIA'S FUTURE ECONOMY

The Community Needs Assessment made the need visible. The Industry and Sector Analysis shows where action must happen next. Native workers are ready to enter, grow, and lead in high-demand sectors, but the pathway must be intentional, supported, and culturally grounded.



The next step is not more conversation alone. The next step is paid training, employer commitments, partner accountability, and pathways that move Native workers from survival to stability.