

**FROM:** National Association of Workforce Boards

**TO:** Workforce Investment Boards

**Date:** February 16, 2004

**SUBJECT:** Opportunity to Participate in Model Sites - High Growth Job Training Initiative Expression of Interest

The Department of Labor's Employment and Training Administration (ETA), the National Association of Workforce Boards (NAWB) and the National Association of State Workforce Agencies (NASWA) are working together on an outreach and capacity-building strategy to support the transition to a demand-driven workforce system that 1) reflects where the current and future jobs are, 2) focuses on the skills and competencies that are necessary for filling the jobs, and 3) ensures that jobseekers subsequently obtain the essential skills.

Critical to the success of this initiative is learning from state and local workforce investment boards and state workforce agencies about the successful partnership initiatives that are currently in place. It is our goal to showcase these promising activities system-wide.

Any workforce investment board or state workforce agency that is interested in highlighting its existing demand-driven initiatives is encouraged to apply and respond to the attached "Expression of Interest" which is **due on March 15, 2004**.

Your contributions and experiences are vital to the success of this effort. If you have additional questions, please contact Patrick Cassidy at 202 775 0960 ext. 116.

## **HIGH GROWTH JOB TRAINING INITIATIVE: Expression of Interest**

### **Background**

The President's High Growth Job Training Initiative is being implemented by the Department of Labor's Employment and Training Administration (ETA) as an outreach and capacity-building strategy for providing national leadership for a demand-driven workforce system that 1) reflects where the current and future jobs are, 2) focuses on the skills and competencies that are necessary for filling the jobs, and 3) ensures that jobseekers subsequently obtain the essential skills. The cornerstone of this initiative is the establishment of partnerships that include business and industry, education and training providers, economic development agencies and the public workforce system; these partnerships will facilitate the development of viable solutions to workforce challenges facing high growth industries—that is, those industries that have high growth in new jobs, a high rate of change in workforce skill needs, a critical need for skilled workers, as well as new and emerging career opportunities. These partnerships also serve to maximize American workers' accessibility to the education and training that are necessary to obtain good jobs in high growth industries.

To foster the goals of this initiative, ETA, the National Association of State Workforce Agencies (NASWA), and the National Association of Workforce Boards (NAWB) have formed a collaborative partnership to transition the workforce investment system to a demand-driven system. Critical to the successful provision of national leadership is assistance from state and local workforce investment boards and state agencies that have workforce systems that currently exemplify demand-driven activities, particularly as they pertain to high growth industries.

### **Action Requested**

The ETA/NASWA/NAWB partnership is interested in hearing from those state workforce agencies and workforce investment boards that believe they have a functioning strategic approach for workforce investment that targets high growth high-demand industries and would like to showcase its activities and partnership processes. The goals and objectives for highlighting these "model sites" are outlined in Attachment A. Additionally, guidance for what elements would need to be in place in order to be considered for model site selection is outlined in Attachment B. It is anticipated that a modest amount of funding will be provided to those workforce agencies or workforce investment boards that are selected as model sites. Any state workforce agency or workforce investment board interested in highlighting its high growth, demand-driven activities and related partnership processes is encouraged to submit an Expression of Interest to the appropriate individuals listed on Attachment C.

## **Attachment A: Goals and Objectives for Model Sites**

- ❑ To highlight working examples of state and local workforce investment areas that are using a demand-driven approach by focusing on high growth high-demand/economically critical industries;
- ❑ To demonstrate a leadership model for the public workforce system in convening business/industry, the public workforce system, and education and training partners to develop demand-driven workforce solutions for high growth high-demand/economically critical industries;
- ❑ To document approaches and processes related to high growth strategies and to share learning and experiences with the public workforce system to facilitate replication;
- ❑ To demonstrate the value of leveraging public workforce system dollars with other state and local resources, business resources, foundation support, and other funding sources to develop and implement workforce solutions for high growth high-demand/economically critical industries.

## **Attachment B: Factors for Model Site Consideration**

Applicants that have established collaborative workforce systems and that can demonstrate the following factors will be considered:

- 1). Evidence of consistently meeting or exceeding WIA performance measures.
  - Provide a summary of standards and performance for WIA performance measures for program years 2002 and 2003;
- 2). Evidence of labor market research and analysis to identify high growth, high-demand/economically critical industries;
  - Cite labor market analysis that identifies high growth/high-demand industries in your area, critical shortages and related skills and competencies needed.
  - Include occupations in demand and related career ladders/lattices
  - Include any corroborating information from industry partners
- 3). Demonstrated collaboration with industry and other partners to identify industry trends and workforce issues and challenges now and into the future;
  - Describe the current partnership, how it is organized, how long it has been in existence, and the lead organization.
  - Provide a membership list of employers and other partners participating in the initiative.
- 4). Demonstration of existing partnerships between the public workforce system, business/industry/economic development, community colleges and other training providers, and others to address workforce issues of high growth, high-demand/economically critical industries to address workforce issues;
  - Describe current plans, program descriptions, or events, etc. that demonstrate the actions and initiatives that the partnership has undertaken.
  - Describe the commitment of resources by each of the partners.
  - Describe any regional relationships that exist or are planned as a result of this initiative.
  - Describe the relationship between state and local workforce entities for this initiative.
- 5). Commitment by key elected leadership officials in states or local areas (governor, state administrator, chief local elected official, state/local WIBs, etc.) to support the initiative overall and the model site status.
  - Describe the involvement of any elected officials that demonstrates their commitment to support this initiative in their area. Attach any relevant supporting documentation such as letters of support, press releases, legislation developed, etc.

## **Attachment C: Process and Contact Information**

Expressions of interest should include a narrative of no more than 10 pages (excluding attachments) and should include the Organization Name and Address, as well as the name, phone number and e-mail address of the lead contact person. Expressions of interest may be submitted electronically or may be mailed in hard copy (**three (3) copies of each hard copy Expression**) to the appropriate individuals below. **All materials must be received no later than 4:00pm E.S.T. on March 15, 2004.** Hard copies of attachments that cannot be transmitted electronically should be sent separately by mail (**three (3) copies of each hard copy attachment**) and must arrive by the due date; please make sure that these attachments contain the same origin and lead contact person information as the expression of interest to which they refer, and that they include the date on which the related expression was sent.

Please submit expressions of interest to:

### **State Workforce Agency Applicants**

Ingrid Evans, High Growth Initiative Liaison  
[ievans@naswa.org](mailto:ievans@naswa.org)  
National Assoc. of State Workforce Agencies  
444 N. Capitol Street, Suite 142  
Washington DC 20001  
Contact phone: (202) 434-8020

### **Workforce Investment Board Applicants**

Patrick Cassidy, Project Manager  
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National Assoc. of Workforce Boards  
1701 K Street NW suite 1000  
Washington DC 20006  
Contact phone: (202) 775-0960 ext. 116

Please contact the above named individuals if there are any questions.