

Funding a County-wide Workforce Development Strategy

Stronger Counties. Stronger America.



Today's Presenter



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Agenda



- Introductions
- The workforce development ecosystem
- Landscape of 2016-17 workforce development funders and programs
- Integrating multiple funded initiatives into a single county-wide strategy
- Resources and additional services

Workforce Development Ecosystem

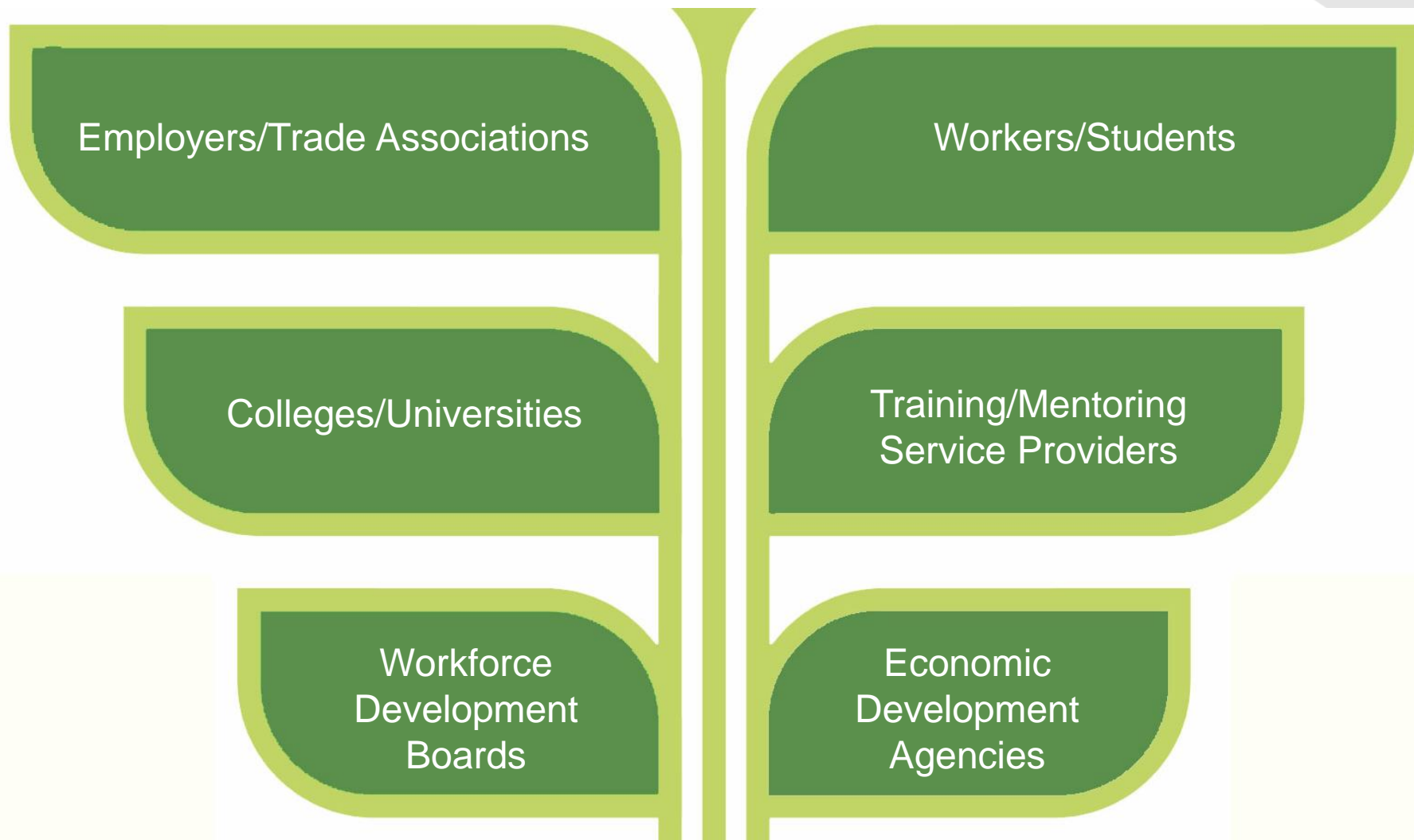
Who is involved?

How do their roles overlap?

How do they deliver services?



A Typical Ecosystem



Other Potential Participants

- Distance learning providers
- Human services organizations
- Community development organizations

Goal



Prepare

- Unemployed
- Underemployed
- Youth

...with employable skills leading to

- Certification
- Degree
- Increased earning power
- Employment

...in an industry with a demonstrated demand for these skills

Landscape of Funders & Programs

Who provides funding?

What are the programs?

Who is eligible?



Top Workforce Development Funders



Top Workforce Development Funders



- First in the World Grants
- GEAR-UP Partnership and State Grants

Top Workforce Development Funders



Top Workforce Development Funders



- Advanced Nursing Education
- Nurse Education, Practice, Quality, and Retention (NEPQR) Program

Top Workforce Development Funders



Top Workforce Development Funders



- Second Chance Act Technology-Based Career Training Program for Incarcerated Adults and Juveniles

Top Workforce Development Funders



Top Workforce Development Funders



- State Energy Programs

Top Workforce Development Funders



Top Workforce Development Funders



- Workforce Innovation Fund
- H-1B TechHire Grants
- Trade Adjustment Assistance Community College and Career Training (TAACCCCT) Grants
- Youth CareerConnect
- YouthBuild

Top Workforce Development Funders



Top Workforce Development Funders



- Innovative Technology Experiences for Students and Teachers
- Advanced Technological Education

Top Workforce Development Funders



Integrating Funded Initiatives

.....

Have other counties done this?
What collaborators should we engage?
How can we organize the coordination?



Coordinating

- **Inventory** existing workforce development programs
- **Identify** (or create) a lead agency well-suited to coordinating existing initiatives and supporting future development
- **Convene** leaders of various initiatives to begin coordination
- **Agree** on what will be coordinated:
 - Recruitment
 - Program development
 - Grants development
 - Technology infrastructure
 - Industry needs identification/feedback
 - Outcome tracking
- **Set** regular meetings to revisit your progress

Objectives

- Consistency across programs
- Improved coordination of services to individual employers and trainees/students
- Efficiency through shared services and infrastructure (to the extent sharing can be achieved)
- Expanded grant funding to the region
- Increased community participation in advancing workforce development goals

Become a Lightning Rod for Workforce Development



Resources and Services

What resources can we leverage for our proposals?

How can we integrate outside information?

Are there services available to help us?

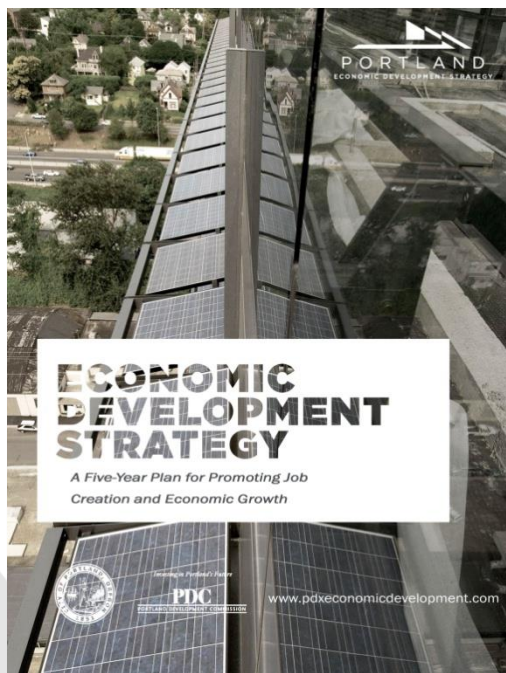


Data-driven Project Development

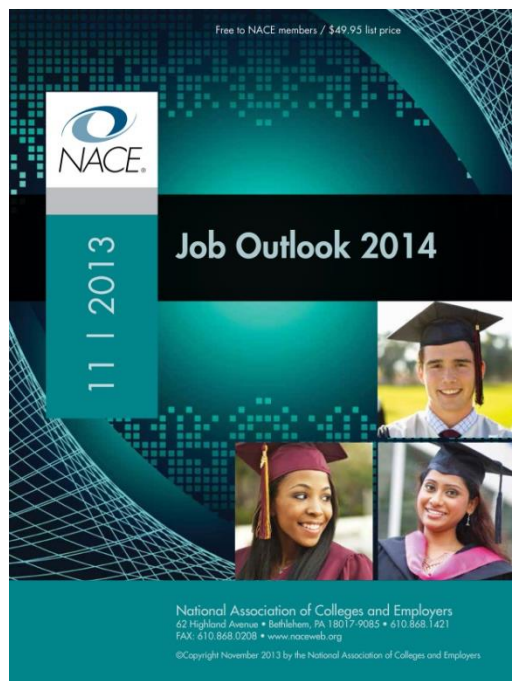


- First, define **all the data** you want to track
- Assign **responsibility** for tracking
- Create a **data-focused** governance structure
- **Catalog** data sources
- Contemplate **systems** needed to aggregate and analyze data
- Review the effectiveness of the system **regularly**
- **Update** as needed

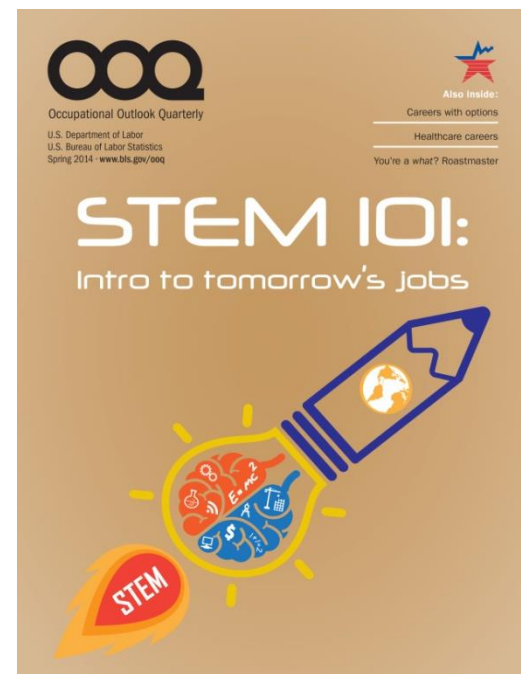
Sources of Data



Regional Economic Development Plans



College and Employer Surveys



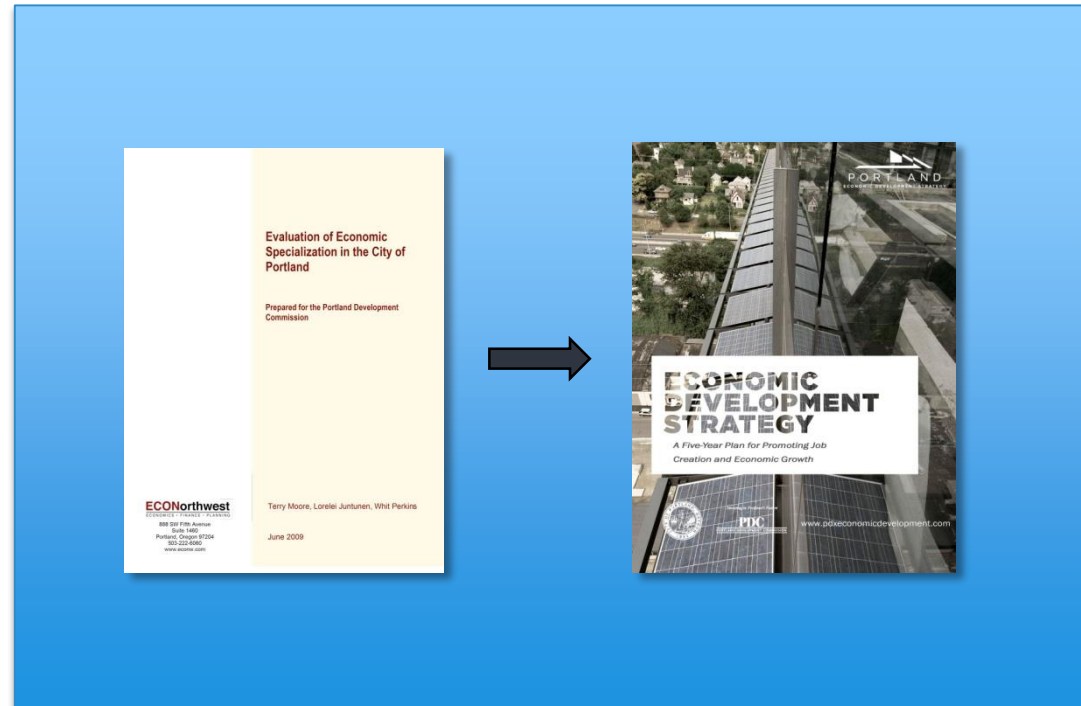
Government Data Sources

Regional Economic Development Plans



Look for:

- Documented needs
- Momentum/strengths
- Identified industries
- Rationale and analysis
- Citations/references



College and Employer Surveys



Look for convergence with regional:

- Hiring forecasts
- In-demand skills
- Degrees sought
- Recruiting plans



Government Data Sources



UNITED STATES DEPARTMENT OF LABOR

BUREAU OF LABOR STATISTICS

Office of Publications & Special Studies

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The Editor's Desk

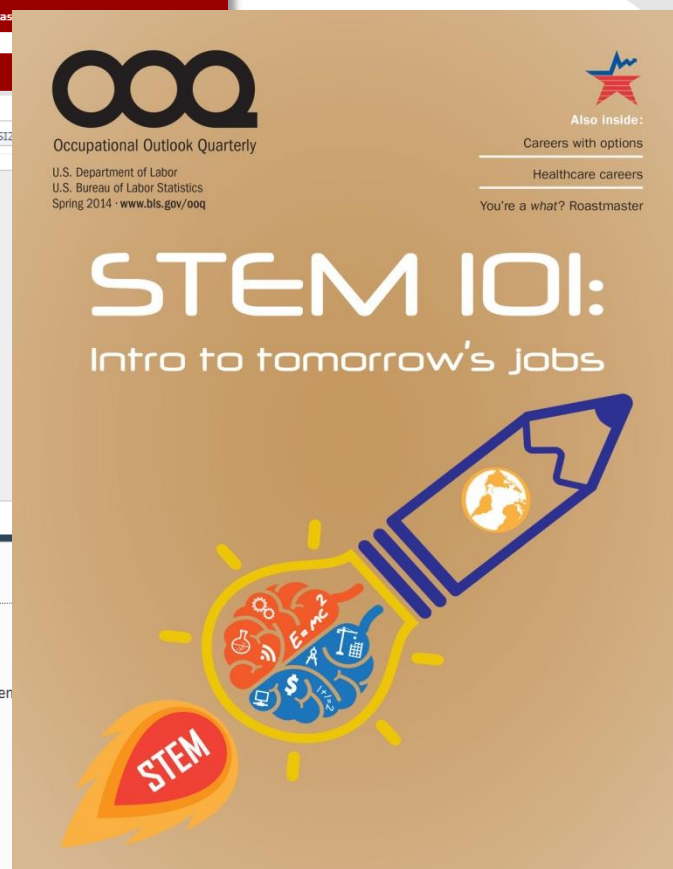
Earnings of foreign born were 79.9 percent of native born in 2013

May 28, 2014

In 2013, the median usual weekly earnings of foreign-born, full-time wage and salary workers were 79.9 percent of native-born counterparts—compared with 78.4 percent in 2012. [Full Text »](#)

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- [State unemployment](#)
- [Manufacturing employment, by state](#)



- Bureau of Labor Statistics (www.bls.gov)
- State Departments of Labor

Using What You've Collected



You have the data

Now, how do you make it meaningful to a funder
(and relevant to you)?



Using What You've Collected



Use Data to:

- Substantiate the **need** for the project
- Guide **project implementation**
- Evaluate the internal and external **outcomes**
- Define **follow-on projects**



Tips for Maximizing Funding



1. Define your target industries, then look for funders.
2. Consider the collaborators you can engage and what opportunities those allow for you to pursue.
3. Learn as much as possible about each program to which you intend to apply.
4. Frame up your first draft well in advance of the deadline.
5. Involve collaborators in the early stages of developing your proposal.

For More Information



- Bureau of Labor Statistics (www.bls.gov)
- Employment and Training Administration (www.doleta.gov)
- Federal Electronic Grants Clearinghouse (www.grants.gov)
- Grants Office (www.grantsoffice.com)
- National Association of Manufacturers (www.nam.org)





THANK YOU!

The National Association of Counties

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