Funding a County-wide Workforce Development Strategy
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

- Employers/Trade Associations
- Workers/Students
- Colleges/Universities
- Training/Mentoring Service Providers
- Workforce Development Boards
- Economic Development Agencies
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

[Seals of various government departments and agencies]
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 (TAACCCT) 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

- 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

- 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)