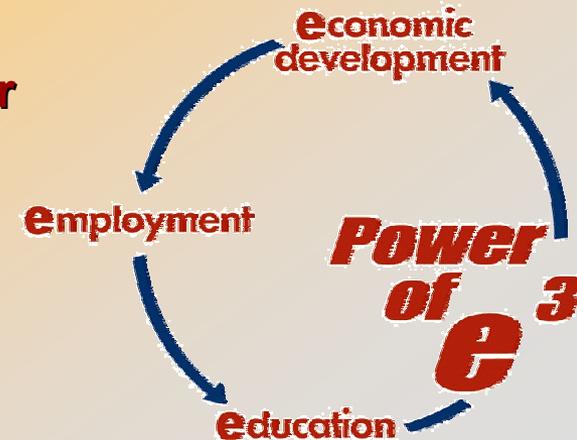




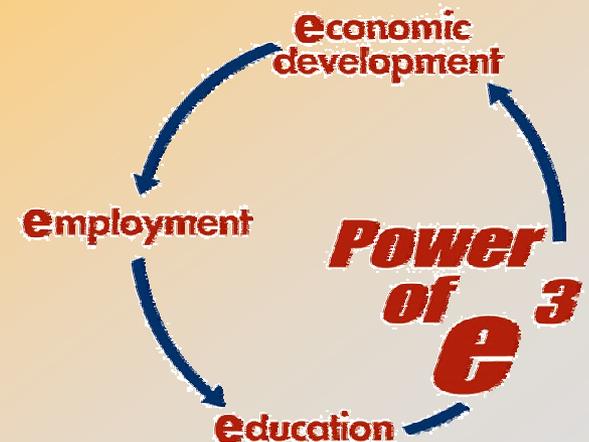
SETA Fall Conference Lexington, Kentucky September 19-22, 2004

**United States Department of Labor
Employment and Training Administration
Region 3- Atlanta
Presentation by Helen N. Parker
Regional Administrator**



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Building a Demand-Driven Public Workforce System



Key Qualities of a Demand-Driven Workforce System

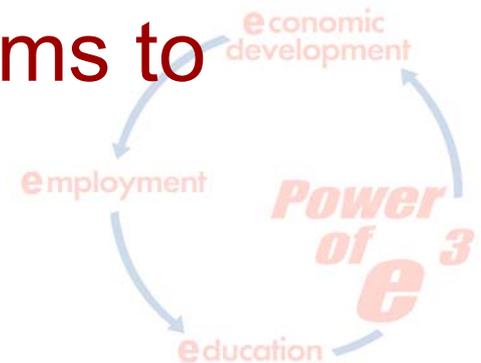
- Building a foundation of research and economic development planning
- Using the system as a “solutions-based” tool which can “reach out” to underutilized talent
- Integrate programs in such a way that reaches untapped labor pools
- Coordinating efforts with the educational community and training providers.



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Vision Statement

The workforce system is the catalyst that accesses human capital for employers; employers define the skill requirements for the jobs they create/make available; and community colleges, other training providers and apprenticeship programs teach the skills and tailor programs to meet employer demand.



Roles of Workforce System Leaders

- Must understand the demographics of the workforce.
- Must be knowledgeable about the current and future local labor market.
- Must participate in the communities' and the states' economic development strategy planning.
- Must deal directly with the businesses and industries that are creating jobs.
- Must partner directly with educational institutions, particularly community colleges.
- Must act as a catalyst in the community.



Roles of Workforce System Leaders

- This catalytic role is vital to the success of the One-Stop Career Center delivery system.
- It makes the system the facilitator between business and the community and available workers.
- It requires leaders to marshal all available resources in an efficient and effective way to solve workforce needs.
- This is why a fully integrated system is required.



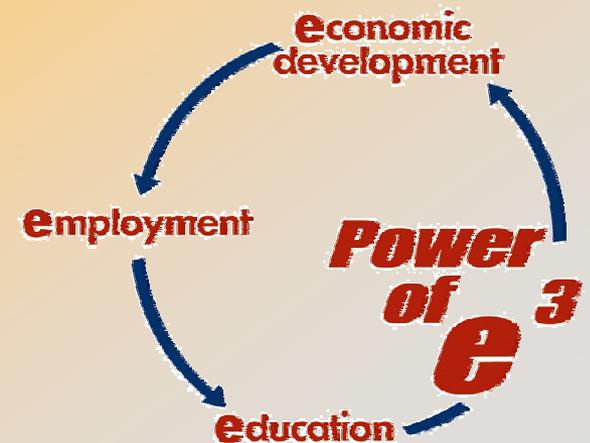
A Fully Integrated System Will Provide Industry with Human Capital Solutions by -

- Developing a pipeline of young workers.
- Building competency models for new and incumbent workers and re-skilling those workers.
- Expanding post-secondary training alternatives including apprenticeships and community colleges' workforce development programs.
- Accessing new labor pools.
- Transitioning workers from declining industries.



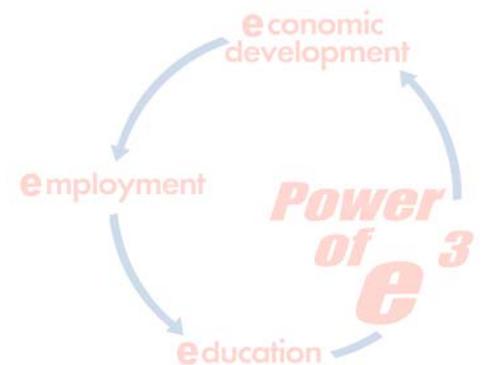
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High Growth Job Training Initiative



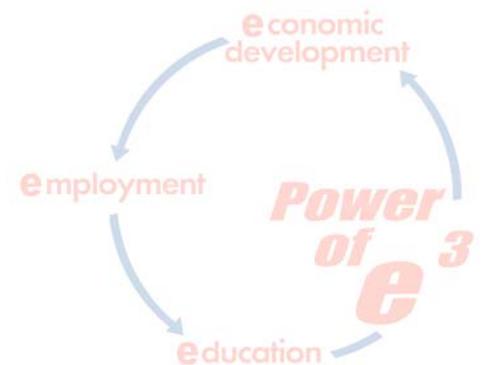
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The Initiative is specifically designed to build collaborations among employers, industry leaders, business associations, educators, trainers, the community and technical college system, and the public workforce system.



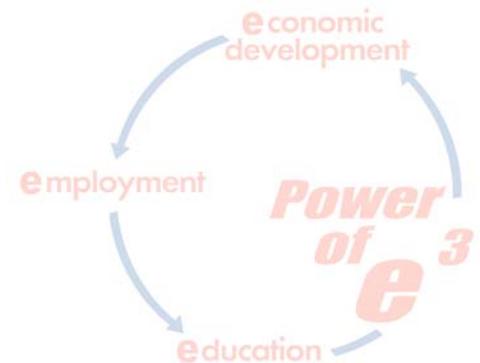
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The purpose of these partnerships is to support models that operationally demonstrate how a demand-driven workforce system can more efficiently serve the workforce needs of business while also effectively help workers find good jobs at good wages.



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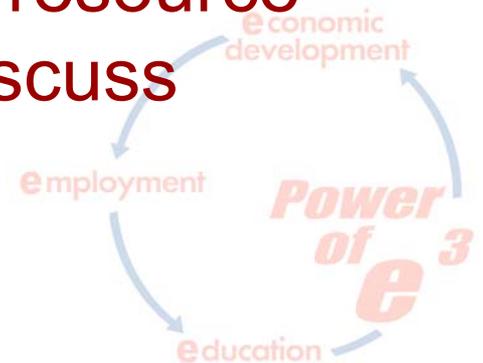
The Initiative focuses on a dozen key industries that are projected to add many new jobs or experience significant transformation in the skills required of workers in these jobs.



HGT is an information-intensive initiative

ETA's Steps

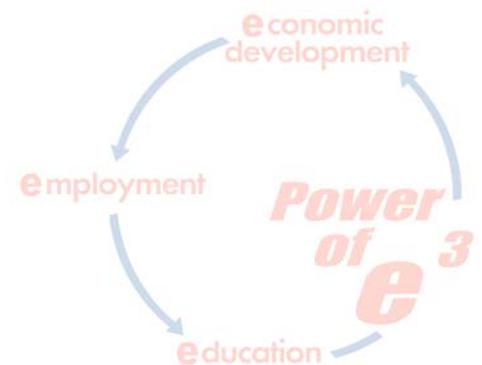
- ❖ Conduct extensive research about each industry to understand its organization and key players
- ❖ Conduct series of executive forums with leaders from industry, labor and associations
- ❖ Meet with the industry's human resource professionals and educators to discuss challenges and develop solutions



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Powerful Partnership

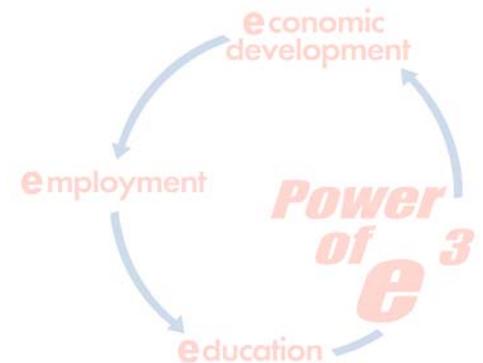
between employers, educators and the public workforce system helps to determine what specific solutions ETA funds.



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Common Features Across All Solutions

❖ Each includes partnerships that unite the workforce system, the business community, and the education system.



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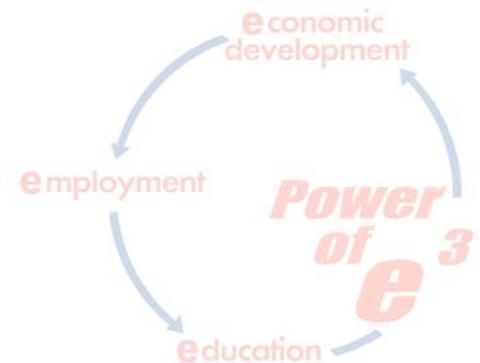
Each partnership focuses on a solution in one of the following seven areas:

- ❖ Pipeline
- ❖ Post-Secondary alternatives
- ❖ Competency Models
- ❖ Alternative Labor Pools
- ❖ Transitioning Workers
- ❖ Incumbent Workers
- ❖ Small Businesses



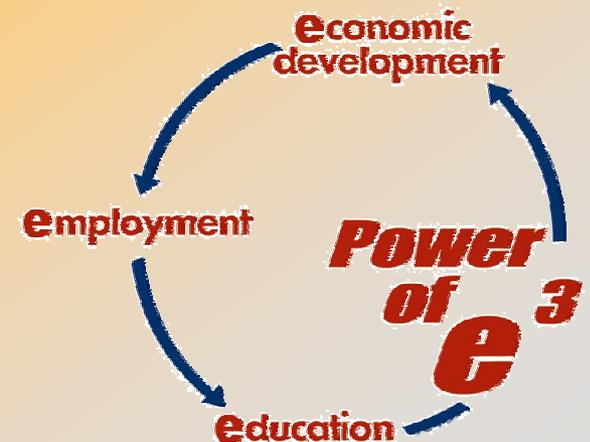
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Only by engaging in partnerships with education and employers can the workforce system provide the solutions in these areas and supply the skilled workers that employers demand and the good jobs with career opportunities that workers seek.



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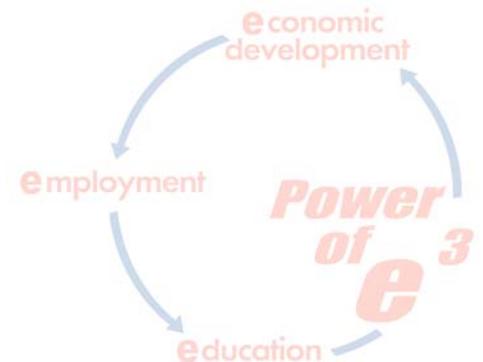
“Skills to Build America’s Future Initiative”



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Skills to Build America's Future

- Launched in April 2004
- Designed to build national awareness about the opportunities that a career in construction and design/construction management has to offer.



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Industry Summary

- Gross domestic product of over \$480 billion in 2003
- Employs over 6.9 million workers
- Future growth and prosperity of our country is dependent on the ability to build the buildings and homes where we work and live and the roads that get us there and back.



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The Challenge

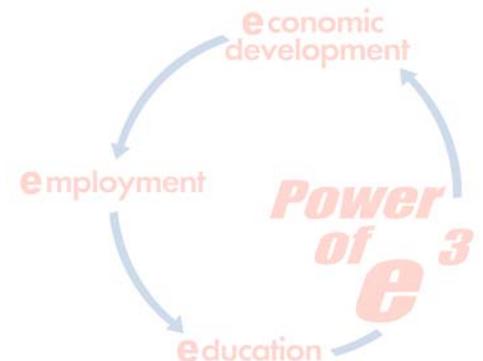
- To fill the increasing demand in the skilled trades, we must inform young people and their educators, guidance counselors and parents of the higher education opportunities, career options and earnings potential available in the skilled trades.



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Meeting the Challenge

- The Labor Department established a partnership among industry/labor, educators, and the workforce system – resulting in the “Skills to Build America’s Future Initiative”.



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Partners

- The three major sectors of the construction industry – commercial, residential and transportation – as well as unions representing the construction workers partnered with the United States Department of Labor's Employment and Training Administration



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Founding Partners

- *Executive Branch:* U.S. DOL/ETA, U.S. Department of Education, Office of Vocational and Adult Education
- *Industry:* Construction Industry Round Table, National Association of Home Builders
- *Labor:* Affiliated unions of the **National Heavy and Highway Alliance**, (including Laborers' International Union of America; International Union of Operating Engineers; United Brotherhood of Carpenters and Joiners of America; International Association of Bridge, Structural, Ornamental & Reinforcing Iron Workers; Operative Plasters' & Cement Masons' International Association; International Brotherhood of Teamsters; International Union of Bricklayers and Allied Craftworkers).



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For More Information

- Please Visit –



<http://www.careervoyages.gov>

