



# ETA Demand-Driven Electronic Tools for SCSEP



*July 2005*

- Review the Demand-driven vision
- Overview of Workforce<sup>3</sup> One web space
- Overview of Career Voyages web site
- Overview of CareerOneStop Tools

## Goals:

- Prepare workers to take advantage of new and increasing job opportunities in high-growth, high-demand and economically critical industries.
- Economic Development

## Foundation:

- Strategic Partnerships: public workforce system, business and industry, education and training providers.

# The Vision: Create a Demand-Driven System

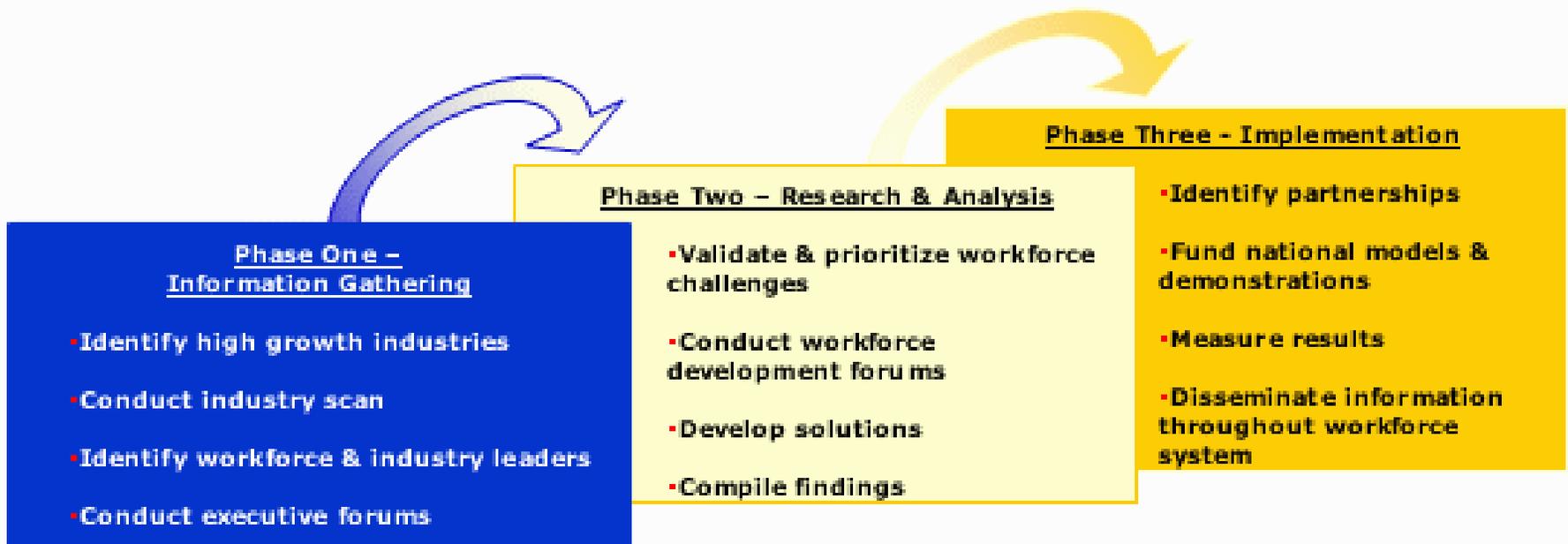
- **Knowing where the jobs are** – both new jobs and current jobs that may be changing
- **Knowing the skills and competencies** necessary to do those jobs
- **Understanding the labor market context**
- **Strategic investment** of \$15 billion public workforce system resources
- **Working collaboratively with business and training providers** to develop workforce solutions

- **Industry** defines the workforce challenges and identifies skill sets and competency models
- **Educational institutions and training providers** assist in developing competency models and curricula against industry competency models
- **Public workforce system** accesses human capital and places trained workers in jobs

# How is this approach different from the past?

- Begins with **analysis of the economy** and the labor market and not with individual participants or target populations
- Views the public workforce system as a **solutions tool to address labor and skill shortages** through outreaching to untapped labor pools and training for growth occupations.
- Looks to business, industry, and economic development entities as **partners in workforce development**, not just customers
- Expects **Public Workforce Investment System to become catalysts** in the community to address the workforce needs of local employers.

## The High Growth Job Training Process



<http://www.doleta.gov/BRG/JobTrainInitiative/>

**Workforce<sup>3</sup>One is a Web space designed to aid the public workforce system in transforming into a demand-driven system.**

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This Web space is a product of the partnership between ETA, the National Association of Workforce Boards, and the Center for Employment Security Education and Research (CESER), which is the 501c3 affiliate of the National Association of State Workforce Agencies.

- **Build Awareness**
  - **Resources** to enhance awareness and service delivery
- **Build capacity**
  - **Products and tools** that promote the establishment of a demand-driven public workforce system
- **Share information**
  - **Information-sharing platform** for practitioners in the public workforce system and other key stakeholders
  - **Collaborative communities** in which communities with similar interests can connect and share knowledge
  - **Self-paced and real-time learning** events designed to teach build skills and assist in **implementing demand-driven strategies**

- **Opportunity to highlight projects you are working on or that you become aware of**
- **Flexible formats**
- **Opportunity to connect to and learn from regions, states and local areas**



You're not logged in | Welcome to Workforce<sup>3</sup> One



*"Emily Stover DeRocco introduces Workforce<sup>3</sup> One"*

[Watch Video](#) [Read Full Story](#)

Assistant Secretary of Labor Emily Stover DeRocco announces Workforce<sup>3</sup> One, the latest step in the journey to advance the demand-driven Workforce Investment System.

[Watch Video](#) | [Read Full Story](#)

E-mail   
 Password

collaborative effort between the US Department of Labor/Employment and ETA), the Center for Employment Security Education and Research (CESER), which the National Association of State Workforce Agencies (NASWA), and the National Boards (NAWB). This collaboration represents the merging of national, state, and system committed to embracing and installing a demand-driven culture in the system. Workforce<sup>3</sup> also represents another step toward the strategic effort to advantage of increasing job opportunities in high economically and sectors of the American economy. The ed Web... tive knowledge network designed to create and h comp... nds directly to business needs and prepares workers



*"Emily Stover DeRocco introduces Workforce<sup>3</sup> One"*

[Watch Video](#) [Read Full Story](#)

Stover DeRocco announces in the journey to advance the ment System.

E-mail   
 Password

**Join the Community!**

The Workforce<sup>3</sup> One Integrated WebSpace is organized by community, as described below. To join a community, indicate your preference during the registration process. You may change your community preference if needed.

**Economic Development**

Economic development is a critical link in a demand-driven workforce development system. Through better partnerships with educators and workforce development professionals, economic development professionals can help attract high growth/high-demand and economically vital industries and occupations, and improve the quality of the community while developing national and local economies. Join us in our journey to build the 21<sup>st</sup> century U.S. workforce! **Join Now.**

**Educators**

Members of the educational system are committed to helping employers prepare qualified workers for careers in emerging high growth/high-demand and economically vital industries. Partnering with the Workforce Investment System (WIS) is an integral part of this process, linking educators to valuable resources and tools that help meet the needs of employers, and build a local workforce that is in high demand. **Join Now.**

**Employers & Associations**

The Workforce Investment System (WIS) is a key vehicle for employers to access human capital. By partnering with WIS, employers can access no/low cost services to obtain, train, and retain high-skilled workers, understand labor market trends, and meet the demands of growing businesses. **Join Now.**

**Workforce Investment System**

Access to timely tools and information is critical for supporting operations, building effective partnerships, and outreach efforts by the Workforce Investment System (WIS). Tap into a multitude of resources that assist in the integration of demand-driven principles, provide partnership and skills building tools, and help position services favorably with high growth industry employers. **Join Now.**

**Join the Community!**

WebSpace is organized by community, as described below. To join a community, indicate your preference during the registration process. You may change your community preference if needed.

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- **Communities**
  - ❖ **Workforce Investment System**
  - ❖ **Employers**
  - ❖ **Educators**
  - ❖ **Economic Development**
- **Customizable Homepage**
- **Learning Products**
- **Assessment Tool**
- **Research & Information**

## Partnership Building/Community Leadership

### 1. Does your WIB have active representation from the following sectors: High growth industry employers; K-12 education; community colleges; and economic development?

INDICATOR



1. Do each of the following groups participate effectively and consistently in terms of partnering around workforce investment issues and activities: One Stop Center operator; Direct One Stop partners (co-located organizations outside WIA and ES); Apprenticeship Programs; Community college system; Economic development organizations; Welfare/Social Services agency(ies); Employer and/or industry associations; Unions?



Action Statement

In order for the WIB to work as a demand driven policymaking organization, it is necessary to have consistent and effective participation of all workforce investment system stakeholders.



Resources

- Brevard Workforce Development Board's Strategic Direction - <http://www.workforce3one.org/members/getfile.cfm?id=82>
- NAVB Publications - <http://www.nawb.org/pdf/pub-10-2000.pdf> - Developing a Community Vision
- PA-Lancaster County Other After Cluster - <http://www.workforce3one.org/members/getfile.cfm?id=224>
- PA-Lancaster County Other Industry Cluster Index - <http://www.workforce3one.org/members/getfile.cfm?id=225>
- PA-Lancaster County Industry Cluster Profiles - <http://www.workforce3one.org/members/getfile.cfm?id=226>
- Understanding Economic Development - <http://documents.workingforamerica.org/Understanding-01.html>
- Workforce Innovation Networks - "Building Employer Participation Index" - <http://www.workforce3one.org/members/getfile.cfm?id=144>

INDICATOR



2. Does the WIB/One Stop translate workforce information and economic data into everyday language, and pro-actively share information on projected job growth with high school counselors, community college placement offices, economic development officials, and others?



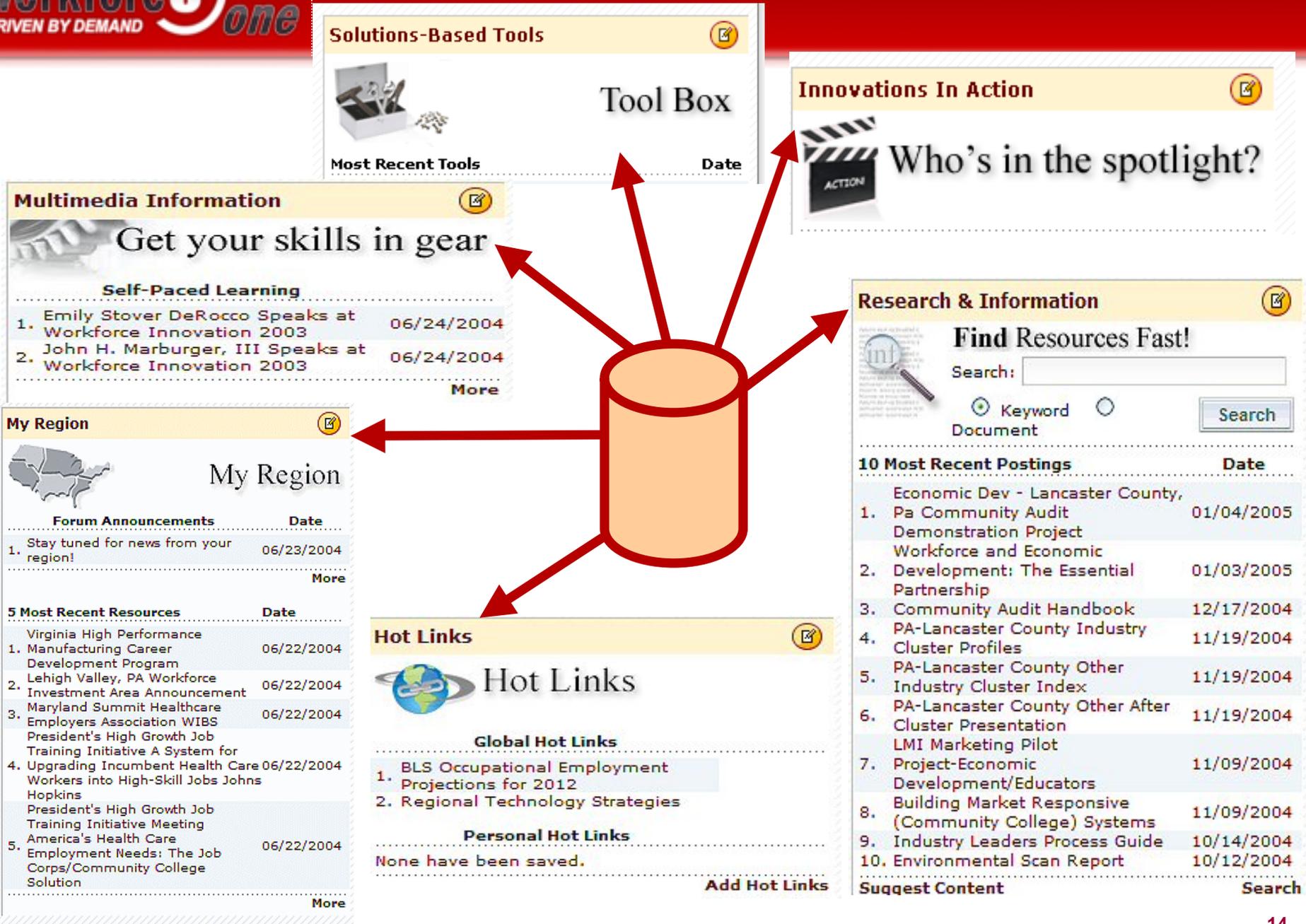
Action Statement

The One Stop is well-positioned to provide this information to its partners, and a well-defined, regular process for doing so should be in place.



Resources

- The Demand-Driven Workforce Investment System Webinar - **(Link Needed)**
- The Art of a Strategic Workforce Summit - <http://www.workforce3.net/members/getfile.cfm?id=92>
- PA-Lancaster County Other After Cluster - <http://www.workforce3one.org/members/getfile.cfm?id=224>
- PA-Lancaster County Other Industry Cluster Index - <http://www.workforce3one.org/members/getfile.cfm?id=225>
- PA-Lancaster County Industry Cluster Profiles - <http://www.workforce3one.org/members/getfile.cfm?id=226>
- WINs Pathways To A Livable Wage - <http://www.ladders4success.org/research/pathways.htm>



### Solutions-Based Tools

## Tool Box

Most Recent Tools Date

### Innovations In Action

## Who's in the spotlight?

**ACTION**

### Multimedia Information

## Get your skills in gear

#### Self-Paced Learning

1. Emily Stover DeRocco Speaks at Workforce Innovation 2003	06/24/2004
2. John H. Marburger, III Speaks at Workforce Innovation 2003	06/24/2004

[More](#)

### Research & Information

## Find Resources Fast!

Search:

Keyword
  Document

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#### 10 Most Recent Postings

	Date
1. Economic Dev - Lancaster County, Pa Community Audit Demonstration Project Workforce and Economic Development: The Essential Partnership	01/04/2005
2. Community Audit Handbook	12/17/2004
3. PA-Lancaster County Industry Cluster Profiles	11/19/2004
4. PA-Lancaster County Other Industry Cluster Index	11/19/2004
5. PA-Lancaster County Other After Cluster Presentation	11/19/2004
6. LMI Marketing Pilot	11/09/2004
7. Project-Economic Development/Educators	11/09/2004
8. Building Market Responsive (Community College) Systems	10/14/2004
9. Industry Leaders Process Guide	10/12/2004
10. Environmental Scan Report	

[Suggest Content](#) [Search](#)

### My Region

## My Region

#### Forum Announcements

	Date
1. Stay tuned for news from your region!	06/23/2004

[More](#)

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#### 5 Most Recent Resources

	Date
1. Virginia High Performance Manufacturing Career Development Program	06/22/2004
2. Lehigh Valley, PA Workforce Investment Area Announcement	06/22/2004
3. Maryland Summit Healthcare Employers Association WIBS President's High Growth Job Training Initiative A System for	06/22/2004
4. Upgrading Incumbent Health Care Workers into High-Skill Jobs Johns Hopkins	06/22/2004
5. President's High Growth Job Training Initiative Meeting America's Health Care Employment Needs: The Job Corps/Community College Solution	06/22/2004

[More](#)

### Hot Links

## Hot Links

#### Global Hot Links

1. BLS Occupational Employment Projections for 2012
2. Regional Technology Strategies

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#### Personal Hot Links

None have been saved.

[Add Hot Links](#)



## Upcoming Webinar

**Title :** The Demand-Driven Vision  
**Date :** 07/08/2004  
**Time :** 12:00PM to 01:00PM  
**Length :** 60 Minutes  
**Speaker(s) :**  
**Sponsor(s) :**

**Description:** The Demand-Driven Workforce System is designed to define and describe the concept of a demand-driven vision. This session will discuss how this vision encourages economic development, high growth industries, community colleges, educators in order to build a skilled workforce and meet the needs of today's business look at the need for this new demand-driven approach by exploring some of change, and describe the challenge of keeping pace with a changing, global also review some characteristics of a demand-driven system and some emer to reflect the vision in practice.

[Sign Up!](#)

## “Live” Web Conferences

## Self-paced e-learning

LMI@Work - Microsoft Internet Explorer

Introduction to LMI@Work

### State-Specific Labor Market Information

Every state in the United States offers a large collection of labor market information. This activity will help you find the information that is available on your state's site. [Click here](#) for a printable guide sheet to help you find information on your state's site. After printing the guide sheet, click your **state** on the map below, and write down the URL of your state's labor market information. Using the guide sheet, explore your state's site to find more resources.

Click the **Forward** arrow to continue.

MENU GLOSSARY EXIT Page 11 of 103

## Demand-Driven, Quick Start Action Planner:

A simple, self-administered planner to help leaders examine their current System and plan for areas of opportunity to advance demand-driven promising practices.

Understanding The Local Economy

Category:

Previous

1 of 4

Next

2. Do you have scheduled periodic, formal communication with industry representatives to obtain up-to-date, primary source information on issues that pertain to workforce development, such as emerging, high growth and in-demand occupations, levels of skills required and opportunities for re-training of incumbent workers?

YES

NO

You answered YES, congratulations! Now, take a look at the following Demand-Driven Indicators and select only those that are presently in place with your System. Check each that applies, and then click "Submit" to proceed.

**INDICATORS:** If your workforce investment (or regional labor market) area has completed or is working on a Community Audit or other comprehensive Community Plan that drives training and other decisions, please respond to the following:

Does your Audit/Plan clearly identify emerging high growth industries in your local market?

Does your Audit/Plan identify the skills and competencies required to fill demand occupations in the identified emerging high growth industries?

Does your Audit/Plan identify the skill and education levels present in the current workforce?

Are the conclusions in your Audit/Plan systematically re-evaluated as economic data is updated?

SUBMIT

- ✓ Content is **useful** and **relevant** to site's **audience**
- ✓ Materials reflect ETA's **demand-driven** vision
- ✓ The submission can “**stand-alone**”
- ✓ Contains **author** and **date**
- ✓ Content is **non-commercial**

## *Highlight Your Achievements*

- **Add Content**
  - **Grantee products and success stories**
  - **Innovative national/state/local initiatives**
  - **Examples of strategic partnerships**
  - **Best demand-driven practices**
  
- **Spread the Word**

## OWI Capacity Building Workgroup:

- **Robin Fernkas:**
  - [Fernkas.Robin@dol.gov](mailto:Fernkas.Robin@dol.gov)
- **Rebecca Livingston:**
  - [Livingston.Rebecca2@dol.gov](mailto:Livingston.Rebecca2@dol.gov)
- **Kim Stein:**
  - [Stein.Kimberly@dol.gov](mailto:Stein.Kimberly@dol.gov)
- **Kevin Thompson:**
  - [Thompson.Kevin@dol.gov](mailto:Thompson.Kevin@dol.gov)



**[www.careervoyages.gov](http://www.careervoyages.gov)**

Career Voyages supplies current workforce data regarding career options available for a **young adult audience** (primarily 14-25 years of age).

The screenshot shows the Career Voyages website homepage. At the top, there is a navigation bar with the Career Voyages logo, the slogan "brighter future better pay good jobs", and the "Skills to Build America's Future" logo. A search bar and a "GO" button are present, along with the text "You are here: Welcome" and a "Printer friendly version" link. The main content area features a large image of a road stretching into the distance. Overlaid on this image are four callout boxes: "students" (Start here to begin planning your trip!), "career changers" (Start here to see just what a new future may hold!), "parents" (Start here to help them out on the road to success!), and "career advisors" (Start here to help them map out a plan!). A sidebar on the left lists various industries and other resources. At the bottom, there is a navigation bar with links for "Apprenticeship", "Community Colleges", "4-Year Colleges", and "Other Options".

**industries**

- advanced manufacturing
- automotive
- biotechnology
- construction
- energy
- financial services
- geospatial technology
- health care
- hospitality
- information technology
- retail
- transportation

**other stuff**

- hot careers
- hot videos
- faq
- links

Skills to Build America's Future

the ultimate road trip to career success  
*Start exploring career options and be in demand by knowing about high growth jobs with better wages and a brighter future.*

**students**  
Start here to begin planning your trip!

**career changers**  
Start here to see just what a new future may hold!

**parents**  
Start here to help them out on the road to success!

**career advisors**  
Start here to help them map out a plan!

Apprenticeship | Community Colleges | 4-Year Colleges | Other Options

Career Voyages is driven in part by the work done in the **High Growth Job Training Initiative** and seeks to acquire content already created or desired by high growth industry stakeholders.

High Growth industries are prominently displayed in the left hand menu bar.

The audience groups served by Career Voyages are front and center.

The screenshot shows the Career Voyages website. At the top, there is a navigation bar with the Career Voyages logo, the slogan "brighter future better pay good jobs", a "visit" button, the "Skills to Build America's Future" logo, and the website URL "www.careervoyages.gov". Below the navigation bar is a search bar and a "GO" button. The main content area is titled "the ultimate road trip to career success" and features a large image of a road stretching into the distance. Overlaid on this image are four callout boxes: "students" (Start here to begin planning your trip!), "parents" (Start here to help them out on the road to success!), "career changers" (Start here to see just what a new future may hold!), and "career advisors" (Start here to help them map out a plan!). The left sidebar contains a menu with "industries" (advanced manufacturing, automotive, biotechnology, construction, energy, financial services, geospatial technology, health care, hospitality, information technology, retail, transportation) and "other stuff" (hot careers, hot videos, faq, links). The footer contains navigation links for "Apprenticeship", "Community Colleges", "4-Year Colleges", and "Other Options".

Other resources, including special initiatives round out the left hand navigation bar.

**industries**

- advanced manufacturing
- automotive
- biotechnology
- construction
- energy
- financial services
- geospatial technology
- health care
- hospitality
- information technology
- retail
- transportation

**other stuff**

- hot careers
- hot videos
- faq
- links

Skills to Build America's Future

the ultimate road trip to career success

Start exploring career options and be in demand by knowing about high growth jobs with better wages and a brighter future.

**students**  
Start here to begin planning your trip!

**parents**  
Start here to help them out on the road to success!

**career changers**  
Start here to see just what a new future may hold!

**career advisors**  
Start here to help them map out a plan!

Apprenticeship | Community Colleges | 4-Year Colleges | Other Options

Finally, the **full range** educational pathways to a good career are presented at the bottom.

 Career Voyages **brighter future  
better pay  
good jobs** *visit*  

search:   You are here: [Career Voyages](#) > [Construction](#)

- industries**
- advanced manufacturing
- automotive
- biotechnology
- construction
- energy
- financial services
- geospatial technology
- health care
- hospitality
- information technology
- retail
- transportation
- other stuff**
- hot careers
- hot videos
- faq
- links
-  Skills to Build America's Future

[students](#) [parents](#) [career changers](#) [career advisors](#)

## Construction

 [Printer friendly version](#)

**Why a construction career may be the right choice for you:**



The fascinations of your childhood can come to life.

You have the opportunity to design, create, and build a lasting legacy.

### What Do You Want to Do Next?

- Find community colleges that offer training/programs in construction:

**View Community Colleges in Your Area**

Powered by...  
AMERICA'S  
**SERVICELOCATOR** 

ZIP:  OR State:  

Each industry has a search function that allow you to locate programs in your area.



[www.careerinfonet.org](http://www.careerinfonet.org)

**Purpose:** A web-based resource for making informed career choices

## **What Career InfoNet can do for you:**

- **By Audience:** Jobseeker, Student, Workforce Development Professional, Business
- **By Career Development Process:** Assess your Options, Find Education and Training, Find a Job, Grow your own Business

## **3 Major Content Areas:**

- **Labor Market Information:** Occupation, Industry and State Information
- **Career Tools:** 12 Tools for Career and Business Decisions
- **Career Videos:** Career, Industry, Work Options and Ability Videos

## Labor Market Information: Occupation Information

- **Occupation Profile:** Users can customize occupation reports with relevant ACINet and external resources.
- **Fastest-Growing Occupations**
- **Occupations with Most Openings**
- **Occupations with Largest Employment**
- **Occupations with Declining Employment**
- **Highest-Paying Occupations**

## Labor Market Information: Industry & State Information

- **Industry Trends:** Choose an industry and create a customized report. Available details include wages and employment trends.
- **Industry Profile:** Find information about an industry sector or subsector including trends. Link to "Career Guide to Industries".
- **State Information:** Find state labor market information and resources, including links to education, cultural, and recreation resources.

## Career Tools

Interactive tools for career, education, and business decisions

**Certification Finder**

**Employer Locator**

**Scholarship Search**

**Licensed Occupations**

**Career Exploration**

**Resume Tutorial**

**Employability Checkup**

**Financial Aid Advisor**

**Job Description Writer**

**Career Resource Library**

**Reading Room**

**Skills Profiler**

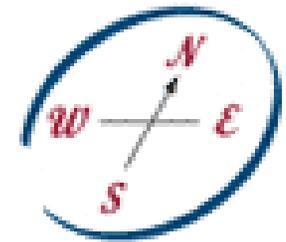
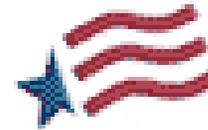
## Career Videos

ACINet includes a variety of different types of videos

- **Cluster and Career Videos:** Types of work people do in nearly 450 careers and videos for the 16 career clusters
- **Industry Videos:** Videos for specific industries like Health Service and Insurance
- **Work Option Videos:** Specific types of work like apprenticeship, on-the-job training and non-traditional
- **Ability Videos:** Videos about abilities used in certain types of work

Users can also download videos in QuickTime and Mpeg formats.

AMERICA'S  
**SERVICELocator**



**[www.servicelocator.org](http://www.servicelocator.org)**



AMERICA'S  
**SERVICELOCATOR**  

A Component of CareerOneStop

**CAREERONESTOP** | **CAREER INFO NET** | **JOB BANK** | **SERVICE LOCATOR**  | [Site Map](#) | [Help](#)

CareerOneStop --> Service Locator --> Find a Service PROVIDERS LOGIN

Employers and jobseekers can find the services they need at a convenient Career One-Stop Center. Just enter your zip code and select the desired service(s). Or just pick up the phone and dial 1-877-US-2JOBS for direct assistance!

**Find a Service**

1. Enter Your Location :

Zip Code:  OR City:

State:

2. Find a Center :

Within:  10 miles

3. Select a Service :

**Find It By Topic**

- Employment Center
- Relocation Center
- Financial Aid Center
- Skills Center
- Business Center
- Training & Education
- Testing & Assessment
- Labor Market Info
- Career Tools
- Newsroom

**Career Resource Library**

Enter a Keyword

[Browse By Subject](#)

**State Gateway**

Select a State

**Find a Local One-Stop Career Center**

Enter a Zip Code

**Toll-Free Help Line**

Call our **Toll-Free** Help Line for help with employment and training questions.

**STATE PHONE DIRECTORY**

Alabama

Alaska

Arizona

**STATE WEB DIRECTORY**

National Websites

Alabama

Alaska

**NATIONAL LOCATORS**

Boys&Girls Clubs

ChambersOfCommerce

Community Colleges

- ASL contains info on:
- 15,707 local offices
- 2,000 comprehensive One-Stop Career Centers
- 1,200 community colleges
- 5,500 local literacy program offices

- ASL also includes links to state web pages and phone numbers as well as an array of services and options of interest to job seekers and employers.
- The same information is accessible via our Toll-Free Help Line in over 150 languages.  
1-877-US2-JOBS
- The number of providers listed in ASL increased by 10% in the last year.
- The number of visits and searches have each increased by 25% during the same period.

## Features

### ◆ Search for a Service

- **Workers:** Finding work, dealing with job loss, getting skills, education and aid, workshops, career planning
- **Youth:** Finding work, summer opportunities, aid availability, career planning, getting skills and training, workshops
- **Businesses:** Recruiting employees, workshops, business information resources (WOTC, UI, EEO, ADA, LMI)

### ◆ Find a One-Stop or other Career-Related Facility

- Get maps, driving directions and information about services offered

### ◆ Browse Web and Phone Directories

- Web links and phone numbers for state-specific information and offices, such as UI benefit information
- Selected state public assistance and advocacy offices
- Links to find local organizations and information



- 1916 Comprehensive One-Stop Centers
- 6849 Offices

A Component of CareerOneStop

**CAREERONESTOP**

**CAREER INFO NET**

**JOB BANK**

**SERVICE LOCATOR** 

[Site Map](#) | [Home](#)

[CareerOneStop](#) --> [Service Locator](#)

PROVIDERS ▶ LOGIN

Please call before you visit an office.

## Mayor's Office of Workforce Development - Denver

1391 North Speer Boulevard  
500  
Denver, CO 80204



**Phone** 720-865-5619

**Fax** 720-865-5683

**E-mail Address** [info@mowd.org](mailto:info@mowd.org)

**Hours of Operation** Mon - Fri 8:00 - 5:00

**TDD** 720-865-5636

**Web Site Address** <http://www.mowd.org>

**Brief Description of Services Provided at this Site (Narrative)** Directions: I-25 to S. Speer, Follow Speer

Search for:

Your  
Nearest  
One-Stop  
Office

Community  
Colleges

& More!

AMERICA'S  
**JOB BANK**   
SERIOUS NETWORKING  
[www.ajb.org](http://www.ajb.org)

## Job Seekers

- Use It Anonymously
- 5 Job Search Methods
- Establish an Account for Advanced Features
  - Job Scout
  - Save Resumes
  - Save Cover Letters
  - Manage Contacts
  - Save Web Links

## Businesses

- Post Unlimited Job Listings
- Search Resumes
- Resume Scout
- Manage the Account
  - Update Job Listings
  - View # Hits on Jobs
  - Update Resume Scout
  - Save Resumes

## New Features on AJB

### Navigation:

- Fewer Clicks
- More Choices

### Changes based on:

- Employer and Job Seeker Comments
- Third Party Usability Studies
- Input from the States and U.S. DOL



## Contact information:

**Harvey Ollis**

**[Ollis.harvey@dol.gov](mailto:Ollis.harvey@dol.gov)**

**202-693-3699**



# Thank You!

[www.workforce3one.org](http://www.workforce3one.org)