



Workforce Day of Action

Thursday, March 24, 2011

How to Prepare



Background:

- During the week of March 21, Members of both the House of Representatives and Senate are scheduled to be home for a District Work Period.
- To make sure that ALL Members of Congress and their staff are made aware of the importance of the nation's workforce development system, **Thursday, March 24 has been designated as a national "Workforce Day of Action."**
- We strongly urge **all** State and local workforce officials, workforce boards, community-based organizations (CBOs), community colleges, employers, labor-management partnerships, funding collaboratives, and other key stakeholders to reach out to your Congressional delegation while they are home. Invite them to your One-Stops, education and training sites, CBOs, or to another impressive site or function where they can meet with jobseekers and employers and learn about how the workforce system operates, and about its value.
- If a site visit is not possible, ask to meet with the Member in his/her district office, or at least meet with the staff – it is important to get to know the key staff!

Here's how you do it:

- Set up meetings **now** through the Senate and House district offices.
- Invite the Member(s) to visit an effective site—make sure customers (jobseekers and employers) will be present (the more the better)—or make an appointment to visit your Representative's and/or Senators' in-district office(s) on **March 24** (or another date during that week if the 24th does not work).
- Join with employers, system partners and stakeholders in unified support of adequate funding for workforce and related programs, stressing the positive impact that the system has on regional economic growth and job retention, expansion and creation.



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- Respectfully but firmly stress strong opposition to the cuts included in HR 1 for workforce and related programs; explain the negative impact such cuts would have on the workforce system and especially on services to those in need.
- Express support for positive reauthorization efforts that will address system concerns.
- Share information about your program successes and performance.
- Prepare key information, and compile it in a brief, user friendly format (one page preferable):
 - ▶ Number of participants served this past year in your local area;
 - ▶ Increase in participation rates over the last two years in the area;
 - ▶ Local performance information (placement rates, numbers of participants in training, credential attained, other innovative program information);
 - ▶ Information on Training Initiatives, Sector Initiatives, Partnerships (with community colleges, economic development, CBOs, funding collaboratives, etc.); and
 - ▶ System impact on the community, economic growth and jobs.
- Put the best face on your local workforce programs (but do not exaggerate):
 - ▶ Local press stories;
 - ▶ Business utilization of your sites;
 - ▶ Program participant stories—how your program makes a difference;
 - ▶ Explain how workforce programs are making a difference in your community; and
 - ▶ **How you are part of your region’s job creation and economic recovery effort.**

Follow up with the Member and his/her staff—become a trusted resource to their office.

Please report back on the success of your visit and the reaction of your Members.