

Workforce Investment Council

Craft Steering Subcommittee Goals

April, 2014

High Schools

- Support implementation of Jumpstart
- Develop a marketing strategy for career and technical education in high schools
- Enhance career counseling and career coaching

Training

- Develop a single repository of all training opportunities with continually updated start dates and contact information
- Chart and regularly adjust the timeline for worker demand
- Evaluate additional funding sources and potential revisions to allow greater access to Pell Grants
- Work in conjunction with Recruitment Subcommittee to recruit students and instructors
- Create a plan to account for the anticipated steep surge in demand for workers which includes:
 - Communicating to students that jobs are coming, but may not materialize for a few months (*requires ownership by plant owners and contractors*)
 - Securing commitments from employers to hire students prior to ramp ups
 - Providing training class schedules which produce trained workers just-in-time for projects

Recruitment

- Execute marketing strategy in collaboration with Build Your Future
- Collaborate with private groups focused on marketing career and technical education
- Establish procedures for recruiting individuals to specific training or job placement opportunities
- Communicate with industry the specific needs for qualified instructors

Retention

- Identify best practices for retaining employees
- Communicate best practices to companies