Skills to Succeed

A New Campaign to Increase Outcomes and Resources

Marybeth Campbell, Executive Director of SkillWorks: Partners for a Productive Workforce, Boston's workforce funder collaborative
Kathie Mainzer, Workforce Solutions Group, statewide advocacy coalition of business, labor, community and workforce groups
First Step in a campaign:
Name the Problem we are trying to address.
Second Step:
Lay out the Solution.
Common performance measures are needed to evaluate programs. Wage matching is a key outcome measure for success.

New WIOA requirements for data sharing including wage matching.
SNAP E&T: an important new source of funding for training and education

States can use SNAP employment and training programs to help participants build skills. Massachusetts was recently awarded a technical assistance grant to improve its utilization of federal resources to support job training and education for SNAP recipients.

After a year-long collaboration working to help four states expand their SNAP E&T programs, the National Skills Coalition and Seattle Jobs Initiative have put together a brief with recommendations and best practices for states - from developing a vision for a skills-focused program, to partnering with existing workforce programs, to overcoming common challenges.

Community partners, the Workforce Solutions Group and SkillWorks are working closely with the Baker Administration to open up these resources in Massachusetts. Watch our newsletter for future details!
Resources to support job training and skills in the state budget

- Workforce Competitiveness Trust Fund
  - Funds sector training partnerships

- YouthWorks
  - Funds summer jobs for low income at risk youth

- School to Career Connecting Activities
  - Paid internships for high school students

- Skills Grants for Career and Vocational Technical Education (CVTE)
  - New Baker initiative to support and expand capacity for voc-tech

- Bridges to College Programs
  - Provide remedial classes to help adults enter community college

- Community College Performance Funding
  - Rewards colleges with improved completion rates and student outcomes
Workforce training gives people the skills they need to find good jobs, support their families, and contribute to the Massachusetts economy.

MassBudget's Jobs & Workforce Budget looks at the various ways we support workforce training through the Massachusetts state budget; this includes programs for Education, Workforce Development, Youth Development, and Workers with Disabilities. As the chart at right shows, overall funding has been falling over time—particularly for the core "Workforce Development" efforts.

Detailed information about specific programs can be found throughout the Jobs & Workforce Budget. Along with full descriptions of the various state-supported programs in Massachusetts, you'll find long-term funding histories, new funding proposals, as well as links to helpful resources.
http://signalsuccess.org/

Student Testimonials

“I have learned a lot about being more communicative knowing how to take criticism nicely, being more responsible, and knowing what to do in a tough situation.”

-MELISSA, MALDEN

“Practicing for the interview was important because I have never interviewed. I feel like I could nail an interview now.”

-ANELSA, LOWELL

“What I struggled with most was punctuality and timeliness. This program has helped me find ways to do better and motivated me to take care of myself.”

-MARIANNA, BOSTON

“I have learned a lot about taking on real responsibility... this is an experience I will never forget.”

-WALLY, MALDEN

“Many people think they already have set skills, but this has taught me to reinforce those things and present myself in a way that could better my chances.”

-CHRISTIAN, NORTHAMPTON
Job Training Alliance releases a report on the financial gains of job training.

(see handout)
The new Alliance for Vocational Technical Education (AVTE), a broad-based association of unlikely partners from across Massachusetts, was established to build on the successes achieved by vocational technical education during the past several years. It is a coalition of business groups, vocational high school administrators, and community groups formed to engage decision-makers in the Baker Administration and the Legislature to work with us in advancing vocational education in Massachusetts.

“Our main goal is to increase access to high-quality vocational education,” said Timothy P. Murray, President & CEO of the Worcester Regional Chamber of Commerce and one of three co-chairs of the group. The others are David J. Ferreira, Executive Director of the Massachusetts Association of Vocational Administrators, and Lewis Finfer, Executive Director of the Massachusetts Communities Action Network.

More than thirty members of the Coalition have been meeting regularly to map strategy and identify a series of steps to improve access to vocational education programs. The group represents a host of public, not-for-profit, and private sector partners.
- Invite legislators to your programs and build an ongoing relationship with them.
- Promote their visit or your trip to their office on social media.
- Thank them for visiting and for meeting with you.
- Most legislators WANT to be helpful and support good things happening in their districts.
- Helping people get jobs is a TOP Priority for most policy makers and legislators.
Promote graduations on social media and to local newspapers and ‘patch’ sites.
Give awards to employers and legislators that use best practices and support your priorities.
Follow policy makers and local reporters on twitter, Instagram and facebook to cultivate the relationships, promote your work and thank them.
ADVOCACY RESOURCES

- www.workforcesolutionsgrp.org
- www.massbudget.org
- www.skill-works.org
- www.malegislature.gov
- www.allianceforvoceducation.org
- www.commcorp.org
- www.signalsuccess.org
Discussion Questions

- How many people have met with their local legislators?
  - Benefits? Challenges?

- What are your local policy or systems change priorities?

- How do you engage employer champions?

- How can we broadcast this agenda to local news outlets and editorial boards?

- Role Play re Meeting with your legislator and asking for funding increase for state budget line items.

- Q and A