
President's High Growth Job Training Initiative

Workforce Innovation Networks (WINs)



Grant amount: \$5,121,777

Grantee: Jobs for the Future (JFF), the U.S. Chamber of Commerce's Center for Workforce Preparation (CWP) and the National Association of Manufacturer's Center for Workforce Success (CWS).

Location of Grant Activities: Nationwide

Challenge

The WINs initiative recognizes that the publicly funded education and training system cannot be effective in preparing and upgrading today's workforce unless it is responsive to employer needs for knowledge and skill development. Similarly, individuals—particularly those with low education and skill levels—will not succeed in the labor market unless they gain the skills necessary to perform in today's more complex work environment. To bridge the gap in workforce development in the new economy requires a new strategy for aligning supply and demand that fosters the creation of a demand-led, market-driven public workforce system with a dual customer focus.

WINs has two broad goals: to build the capacity of employer organizations to broker and support employer involvement in local workforce development systems; and to design collaborations between employers and public sector organizations around innovative strategies that promote the retention and advancement of low-skilled employees while meeting employer needs for skilled workers.

Addressing the Challenge

The WINs partners are focusing on demonstration of three primary strategies:

- (1) JFF is working with three employer intermediary organizations to develop skill supply chain, or "community career ladder," initiatives in various sectors, including healthcare, IT, manufacturing, hospitality/service, construction, financial, and legal;
- (2) CWP is working with three local affiliates to help improve governance of public workforce systems; and
- (3) CWS is working with three local affiliates to support and improve businesses' human resource practices regarding entry-level employees, through its Retention and Advancement Demonstration (RAD).

Additionally, WINs will also initiate three demonstration projects of partnerships between state-level employer-led workforce intermediaries and decision makers from key state legislative and administrative agencies within the public workforce system.

