

Championing the Workforce: Effectively Advocating for Workforce Boards



NAWB's Policy Priorities



- Identify and define the issue, related challenges, and desired solutions
- Prioritize relationship-building w/ key offices to maximize impact
- Elevate WDBs in national consciousness and amplify voice through **partnerships** and **coalition** building:
 - Coalition to Invest in America's Workforce (CIAW)
 - Committee for Education Funding (CEF)
 - Perkins V National Evaluation Panel
 - Engaging with USDOL ETA's evaluation agenda I
 - Intergovernmental Organizations (IGAs)
 - Working with USDA to better align SNAP E&T efforts with WDBs
 - Talent Pipeline Management & Related Workforce Initiatives of USCF

- “Fully Fund” WIOA at least \$6bn for core Title I programs in FY22
- Enact President Biden’s American Jobs Plan proposal of \$100 billion over ten years for Workforce Development Activities*
- Prioritize existing programs, with proven track records of success over the creation of new programs

\$ in Thousands	FY 2020 (Enacted)	FY 2021 (Enacted)	President's FY22 Request	House FY22 (Proposed)
Adult	\$ 854,474	\$ 862,649	\$ 899,987	\$ 923,174
Dislocated Worker	\$ 1,051,713	\$ 1,061,553	\$ 1,536,137	\$ 1,183,554
Youth	\$ 912,906	\$ 921,130	\$ 963,837	\$ 988,604
DW National Reserve	\$ 270,780	\$ 280,859	\$ 380,859	\$ 1,311,776
Apprenticeship Programs	\$ 174,957	\$ 185,000	\$ 285,000	\$ 285,000

- **Fund programs with a proven track-record of success**
- **Ensure diversity, equity, and inclusion are at the center of any discussion on workforce development**
- **Promote greater and more reliable access to shorter-term training opportunities**
- **Address the underlying causes and related impacts of long-term unemployment**
- **Renew and adequately resource WIOA to respond to challenges of today and tomorrow**



1. Improving the Performance Accountability System
2. Promoting Local Strategic Action
3. Ensuring Flexibility for Stronger Impact
4. Promoting Data-driven Decisionmaking
5. Aligning Systems and Coordinating Programs
6. Promoting Lifelong Learning



2022 Political Context



Party Composition of the 117th Congress

Senate

- 50 Democrats
- 50 Republicans

House

- 218 Democrats
- 211
Republicans
- 4 vacancies

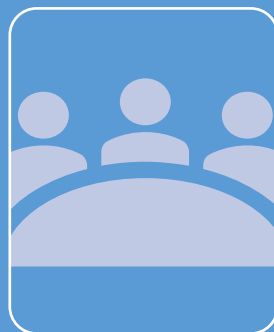


Congressional Leadership



Senate

- Majority Leader: Chuck Schumer (D-NY)
- Minority Leader: Mitch McConnell (R-KY)



House

- Speaker: Nancy Pelosi (D-CA)
- Minority Leader: Kevin McCarthy (R-CA)

Key Senate



Appropriations

- Patty Murray (D-WA)
- Roy Blunt (R-MO)



Workforce Policy

- Patty Murray (D-WA)
- Richard Burr (R-NC)

Key House Decisionmakers



Appropriations

- Rosa DeLauro (D-CT)
- Tom Cole (R-OK)

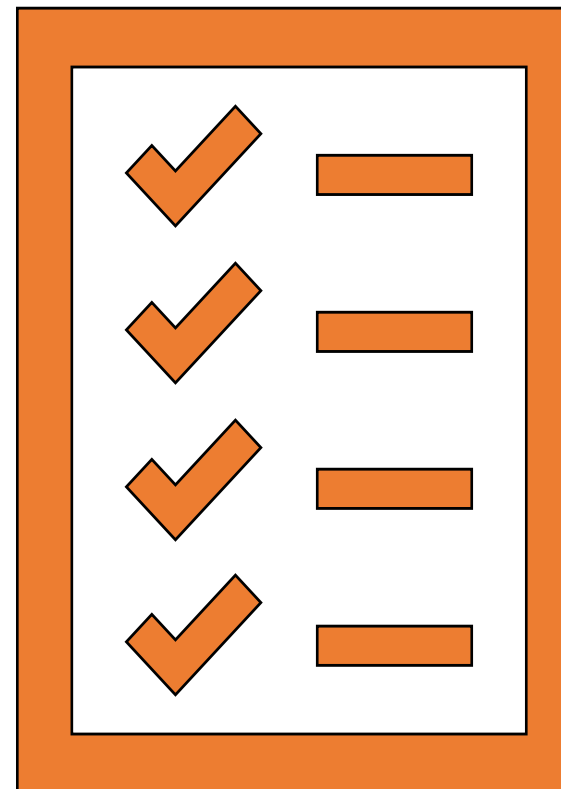


Workforce Policy

- Bobby Scott (D-VA)
- Virginia Foxx (R-NC)

What's on the Agenda?

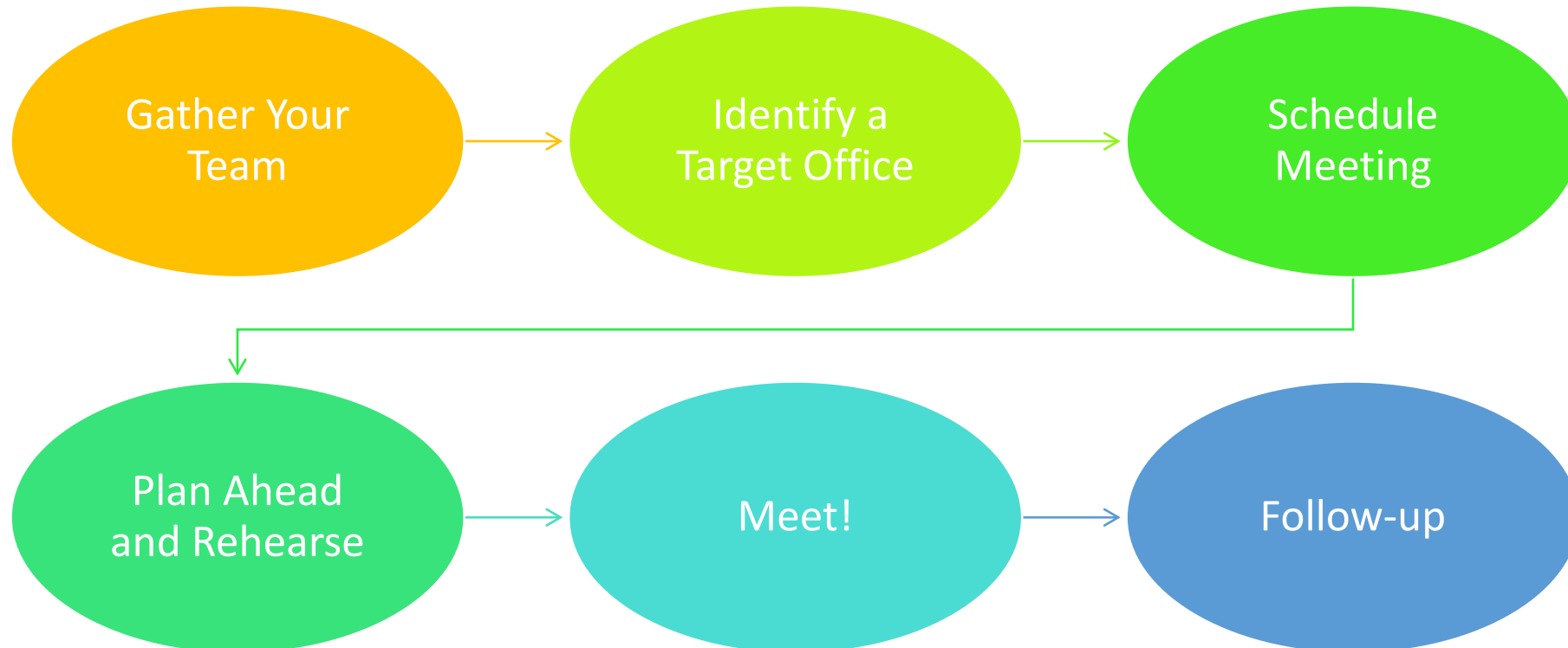
- Infrastructure investments
- U.S. Competitiveness
- FY22 Appropriations
- National Apprenticeship Act (NAA) Update
- Workforce Innovation and Opportunity Act (WIOA) Reauthorization
- Opening Doors for Youth Act of 2021



Tips for Successful Advocacy



Main Steps for a Successful Advocacy Meeting



Be prepared for:

- Short time to make your case
- Knowledge of issues may be limited
- Young staffers (they have influence!)
- Thanks, but no promises

MEETING TIPS

Tell Them:

MEETING

- About your workforce board and region
- Where you live
- Why you are contacting them
- What you want:
 - Reauthorize and fully fund WIOA
 - Establish Dislocation Reskilling Accounts
 - Expand access to supportive services, such as childcare, transportation, and digital access
 - Create a Federal Reemployment Fund
 - Establish a Workforce Trust Fund as part of any Investment in the Nation's Infrastructure

More Info on Workforce Development?

The logo for Workforce Central features the word "WORKFORCE" in a blue, sans-serif font with a globe icon replacing the letter "O". Below it, the word "CENTRAL" is written in a larger, bold, red, sans-serif font. The background is a light gray gradient.

**WORKFORCE
CENTRAL**

Interviews with public and private sector leaders in workforce development, education, business and economic development on key workforce issues and investment strategies to help America compete globally.

Check us out in iTunes or Google Play & talk to us on twitter @podcastwfc

Q&A