National Skills Coalition (NSC) has a long track record of offering support, at varying levels of intensity, to partners who are working to advance state skills policies. As our capacity allows, we provide technical assistance in the areas of coalition organizing, policy development and analysis, advocacy, and strategic communications. To be considered for technical assistance, state network partners must be committed to advancing a policy or set of policies in the following areas:

- **Skills Equity**: policies that increase the number and diversity of individuals on learning pathways towards skilled careers.
- **Industry Engagement**: policies that ensure local businesses, including small- and medium-sized companies, are partners in a region’s workforce training strategies.
- **Public Accountability**: policies that ensure everyone has actionable data that can assess and improve the effectiveness of our education and workforce programs.
- **Job-Driven Investment**: policies that re-align a state’s investment priorities with the career aspirations of its people and the workforce needs of its economy.

**Available Assistance**

The needs of state network partners and coalitions vary depending on existing capacity, expertise, and resources. Accordingly, NSC can provide a range of technical assistance in the areas described below tailored to your needs. The level of support that NSC can provide depends on state partners’ needs and our level of capacity at any given time. For our technical assistance to be effective, we require a partner organization in the state to commit to “owning” the work on-the-ground with capacity to serve as a lead for day-to-day coalition, policy, and/or advocacy activities.

**Organizing.** NSC can provide assistance in the following areas to help state partners build a skills coalition:

- Stakeholder mapping, identification, and engagement
- Planning and facilitation of a coalition “kick-off” meeting
- Peer learning with coalitions from other states
- Strategic planning of coalition-required activities on a timeline: from policy development and vetting to policy advancement and advocacy
Policy Development and Analysis. NSC can provide the following types of assistance to help state network partners develop or analyze new policy proposals:

- Expert presentations and facilitated discussions with stakeholders on state policy trends and examples to raise visibility and/or interest in skills policies
- Relevant recommendations for a policy agenda or platform, centered around one or more of the four primary skills policy areas supported by NSC
- Peer learning with colleagues from other states who have developed a promising policy model
- Review of final policy agenda or platform and associated asks
- Input and analysis of legislative proposals
- Expert testimony to policymakers on one of the four primary policy categories supported by NSC

Advocacy. NSC can provide state partners with the following types of assistance on advocacy strategies to promote policies in one of our four policy areas:

- Policymaker-facing message development
- Guidance in matching key messengers with policymakers
- Development of a visibility strategy (e.g., a day at the capitol, site visits, etc.)
- Recommendations on tools and tactics, including assistance with fact sheets or leave-behind information
- Peer learning with colleagues from other states to share lessons on advocacy strategies and/or tactics

Strategic Communications. NSC can provide state partners with the following types of strategic communications support on issues in one of our four policy areas:

- Assistance in developing a press release or joint press release with NSC
- Assistance using middle-skill fact sheets or other NSC collateral in message development and press work
- Assistance with op-eds or letters to the editor
- Joint blog posts and e-blasts on policy wins with NSC to reach our subscription list of 20,000-plus members
- Media support for advocacy days, meetings, or events related to skills policies
- Amplification of your NSC-related policy work on social media

If you are interested in technical assistance from NSC, please contact Rachel Hirsch, State Network Manager, at 202-223-8991 x122 or at rachell@nationalskillscoalition.org