



NATIONAL SKILLS COALITION
Every worker. Every industry. A strong economy.



THE SKILLS SUMMIT

FEBRUARY 10 -11, 2014
WASHINGTON, DC
#NSCSummit2014

NSC Impact Investors

Cheryl Feldman

District 1199C Training & Upgrading Fund

Grace Jenkins

National Able Network, Inc.

Anne Kilzer

Minnesota Workforce Council Association

Loh-Sze Leung

SkillWorks: Partners for a Productive Workforce

Steve Ovel

Kirkwood Community College

Alice Pritchard

Connecticut Women's Education and Legal Fund; Workforce Solutions Collaborative of Metro Hartford

Bill Rayl

Jackson Area Manufacturers Association

Hermelinda Sapien

Center for Employment Training

Abby Snay

Jewish Vocational Service



The President's Jobs-Driven Long-Term Unemployment Initiative

Speaker:

Byron Auguste

Deputy Director, National Economic Council,
Executive Office of the President





Policymaker Persuasion: *Preparing for the Hill*



2014 Summit Talking Points

In Your Hill Meetings:

Start with the Problem

- The skills gap
- Lots of attention, but need to take action

Offer the Solution

- Investments in skills
- Program examples

Make the Ask

- Reauthorize WIA
- Restore ABE funding
- Include a skills strategy in immigration reform
- Find a permanent alternative to the sequester

2014 Summit Talking Points

February 2014

The Problem

Unemployment remains above 6.5 percent, but employers in key industries continue to report difficulties finding workers with the skills they need for current job openings. The skills gap in our state and nationally is at the middle-skill level.* Members of Congress have heard this message and are paying more attention to the need for a skilled workforce, but we have yet to see this attention translated into action.

The Solution

Federally-funded workforce development programs that engage employers, lead to industry-recognized credentials, and directly link training with jobs are part of the solution to the skills gap and full economic recovery. *[Share examples of effective programs in your community.]*

The Asks

1. Bring WIA reauthorization to the Senate floor for debate, and support key amendments such as the SECTORS Act. Ensure that any conference agreement does not result in a loss of funding or access to services for job seekers or employers.

- More than 425 organizations signed a letter urging the Senate to bring the HELP Committee passed bill to the Senate floor.* Once on the floor, there must be an opportunity for debate and amendments, including the SECTORS Act.*
- If and when a Senate passed bill is conferenced with the House passed SKILLS Act it must not result in a loss of funding or access to services. (The SKILLS Act cuts funding and consolidates 35 programs into a single block grant)

2. Begin to address our nation's basic skills gap by aligning adult basic education and occupational training programs to better support integrated or contextualized learning models, and linking federal investments in adult basic education to employment outcomes. As a start, restore federal funding for ABE to pre-sequester levels in 2015.

- A recent report by the OECD found that 36 million adults in the U.S. have low-basic skills and that the U.S. ranks poorly compared to other countries.*
- Under the 2014 appropriations bill, most job training programs were restored above post-sequester levels.* However, funding for ABE was left at the post-sequester level—leaving the program massively underfunded at just over \$500M.



NATIONAL SKILLS COALITION
Every worker. Every industry. A strong economy.

NATIONAL SKILLS COALITION
Every worker. Every industry. A strong economy.

The “Asks”

WIA Reauthorization

- Bring to the Senate floor for debate, and support key amendments such as the SECTORS Act
- Ensure that any conference agreement does not result in a loss of funding or access to services for job seekers or employers

Adult Basic Education

- Align ABE and occupational training programs to better support integrated or contextualized learning models
 - Link federal investments in adult basic education to employment outcomes
- Restore federal funding for ABE to pre-sequester levels in 2015



The “Asks”

Immigration Reform

- Ensure that immigration legislation realizes its potential to foster economic growth by including a skills strategy

Funding

- Thank you for partially restoring funding for workforce development programs by limiting the sequester cuts in 2014
- Current solution is temporary as the cuts go back into effect next year
- Congress must build on the bipartisan progress it has made so far, and find a permanent alternative to the sequester



Materials for the “Asks”

For the Problem

- State-By-State Middle-Skills Fact Sheet
- NDD United *Faces of Austerity* Job Training Chapter
- Information you have brought on the impact of past funding cuts

For the Solution

- Information you have brought on your programs

For the Asks

- WIA Sign-on letter
- SECTORS Act Summary, letters of support
- OECD RSS Post
- NSC’s proposal for Comprehensive Immigration Reform
- FY 2014 Appropriations for Job Training and Education



Nuts and Bolts: What to Expect in Your Meeting

From the Illinois Delegation:

Ray Prendergast

Richard J. Daley College

Carrie Thomas

Chicago Jobs Council

Ted Stalnos

Calumet Area Industrial Commission



When You Go Home: Tools to keep the conversation going

Keep *skills* front and center by continuing this conversation after you go home with these four steps to success

1. You **MUST** send a “Thank You” e-mail
2. Follow up with the Member or staff
3. Connect with your Member via social media
4. Reach out to local and national news outlets



Please and Thank You are Still Magic Words

Debrief With Your Delegation

- What are the key takeaways?
- Did you promise to provide more information?
- Were you promised an action by your Member?
- Recap the meeting and decide who in your group is clicking send.

Send a “Thank you” e-mail to your Member or their staff **within 24 hours** of your meeting. **A letter could take weeks to reach their desk.*



How to
be a
**Social
Media**
ROCKSTAR



Now that you've met, get social!

Social media can be used by advocates as an accountability tool *but you have to join the conversation.*

- Twitter:

- Find Your MOC on Twitter.
- Go to twitter.com and type in his or her name in the search bar.
- Follow the hashtags:
 - #wkdev, #SkillsGap, #InvestInSkills

- Facebook:

- Find your MOCs on Facebook and  their page.



Trust me,
I'm a Social Media
Expert

But Will They Really Pay Attention?

According to the Congressional Research Service, as of January 24, 2012:

- 426 of 541 (78.7%) Members of Congress had an official Twitter account.
- 472 (87.2%) Members had an official Facebook.
- On average, they tweet more than once a day and post on Facebook every other day.
- Two-thirds of Capitol Hill senior staff say Facebook is an important tool (42% Twitter) for understanding constituents' views. - 2011
- Nearly three-quarters say Facebook is important (more than half Twitter) for communicating views to constituents. - 2011



Sources: Congressional Management Foundation (2011, 2013).



When and What to Post

Mention Your Member on Twitter

Before: *About to meet with @MyMOC to discuss #wkdev and the #skillsgap!*

After: *Just met w/ @MyMOC staff during #NSCSummit2014 to urge moving WIA fwd and strengthening #wkdev investments*

Write on Their Facebook Wall

Facebook posts can be longer, so use 2-3 sentences to say thanks and bullet your important talking points

Post Pictures and Tag Your Member (and NSC, too!)

People love pictures! Post them to Facebook, Twitter, Flickr, Instagram... anywhere you like! And be sure to send them to us at NSC

BLOG!!!

Write a blog post about your experience. If you don't have a blog, offer to be a guest blogger for another organization. (Don't forget the pictures!)



Traditional Media is Alive and Well

Submit **letters to the editor** and **op-eds** to local and national media outlets

- Always include your name, title, organization and contact info
- Keep the topic current and relevant; if writing to a local paper, keep it local
- Be sure to follow word limits so your message doesn't get edited
- **For Op-eds** - call the next day to make sure your piece landed on the right desk and to check its publication status



We're happy to help! Check out our tips and templates in your packets and online and let us know if you'd like some help getting your piece placed.





State Delegation Meetings



Implementing a Skills Agenda:

How DOL is Working to Build the Skills of America's Workers

Speaker:

Eric Seleznow

Acting Assistant Secretary, Employment and
Training Administration



Stay Connected



- Visit us our website.
- Sign up for our member email list.
- Follow us on:

