

Mass Workforce Issuance

Workforce Issuance No. 10-54

Policy Information

To: Chief Elected Officials
Workforce Investment Board Chairs
Workforce Investment Board Directors
Title I Administrators
Career Center Directors
Title I Fiscal Officers
DCS Regional Managers

cc: WIA State Partners

From: Michael Taylor, Director
Department of Workforce Development

Date: May 24, 2010

Subject: **Career Video Solicitation for America's Job Seekers Challenge**

Purpose: To notify Local Workforce Investment Boards, One-Stop Career Center Operators and other local workforce investment partners of the solicitation of videos for fifteen (15) selected occupational groups to be used to increase workers' knowledge of these high-wage/high-demand opportunities.

Background: In conjunction with its "America's Job Seekers Challenge" initiative, the U.S. Department of Labor Employment and Training Administration (ETA) announced in the Federal Register of May 18, 2010 that it is sponsoring a contest for the production of short videos (1-3 minutes) to be used in promoting fifteen specific occupational opportunities to the public. The selected occupations are:

1. Biofuels Processing Technicians;
2. Boilermakers;
3. Carpenters;
4. Computer Support Specialists;
5. Energy Auditors;
6. HVAC/Refrigeration Mechanics and Installers;
7. Licensed Practical and Licensed Vocational Nurses;
8. Medical Assistants;
9. Medical and Clinical Lab Technicians;

10. Medical records and health Information Technicians
11. Pipefitters and Steamfitters;
12. Radiological Technologists/Technicians;
13. Solar Thermal Installers/Technicians;
14. Weatherization Installers/Technicians; and
15. Wind Turbine Service Technicians.

ETA invites both individuals and organizations to create and submit videos that focus on one of the 15 selected occupations' daily activities, necessary Knowledge, Skills and Abilities (KSAs) and career pathways.

Videos may be submitted through June 18, 2010. USDOL staff will screen all submissions to select the top three entries for each occupation. From July 12 through August 6, the public (including job seekers and staff of One-Stop Career Centers and their local partners) will be able to vote for their favorite videos from those selected on the USDOL website:

<http://www.dolvideochallenge.ideascale.com/>

Between August 9-19, the winning videos will be announced through postings on a variety of websites that include: DOL.gov; DOLETA.gov; White House Office of Science and Technology Policy blog; Workforce3One.org; (and other sites).

Winning videos will also be highlighted on:

<http://www.CareerOneStop.org>

Note: Creators of the top video for each occupational group will receive a cash prize in the amount of \$1,000.

Full formatting and submission requirements can be found at:

<http://www.dolvideochallenge.ideascale.com/>

To access the full text of the solicitation announcement please click on the following link:

<http://edocket.access.gpo.gov/2010/pdf/2010-11802.pdf>

Action: Please assure that all staff and job seekers are made aware of this initiative and of the time frame for viewing and recommending video submissions.

Inquiries: Please direct inquiries to: Michael Harding at 202-693-3015 (not a toll-free number) or Harding.Michael@dol.gov.