

Mass Workforce Issuance

Workforce Issuance No. 11-51

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: George Moriarty, Director
Department of Career Services

Date: August 19, 2011

Subject: **On-the-Job Training (OJT): New Tools and Outreach Materials**

Purpose: To notify Local Workforce Investment Boards, One-Stop Career Center Operators and other local workforce investment partners of available resources for outreach to assist with the OJT/NEG Project.

Background: ETA awarded NEGs to over 40 states to further efforts to engage employers in hiring dislocated workers. Workforce3one provides an OJT Toolkit that contains a suite of outreach materials for use at the local level to work with employers and job seekers. In response to requests for assistance in addressing challenges in implementing OJT, ETA has compiled the best examples to help the workforce system promote OJT services.

- Customizable talking points and powerpoints to aid discussion of OJT with employers
- Brochures
- Flyers
- Employer FAQs
- Sample OJT web presence
- Letter to employers
- A resource guide to help develop and implement an outreach plan

These resources can be accessed at:

https://ojttoolkit.workforce3one.org/page/outreach_materials.

ETA also has developed new OJT tutorials. The six training modules address the basic components of an effective OJT. Topics were developed around the most frequently cited implementation challenges of OJT NEG grantees:

- Connecting OJT Candidates and Employers
- Career Counseling Staff and Business Services Representatives: Working together
- Identifying and Connecting OJT Candidates
- Developing the Training Plan
- Marketing OJT to Employers
- Promoting OJT to Employers

Action: Please assure that information regarding these new OJT materials is made available to all appropriate individuals.

Inquiries: Please direct all inquiries to Leslie Mark at lmark@detma.org