Incumbent Worker Training

Program Info & Process
IWT | Updates

Program Status

- All legal reviews are complete
- Information available online:
  - IWT Local Policy [https://www.work2future.org/policy/](https://www.work2future.org/policy/)
IWT | Updates

Websites Viewed:
IWT | Updates

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strategically train your employees to boost competitiveness and meet future challenges
IWT | Updates

Outreach

- Current - engagement with known interested businesses
- Planned - larger email campaign

Audience #1: 75-100 previous participants in w2f OJT and WEX programs

Audience #2: 450-500 prospective small/medium local businesses in key industries
  - Within w2f service area, less than 100 employees
  - Construction, manufacturing, healthcare, information technology & professional services
Outreach Goals

- Estimated conversion rates
  - 3-7% response rate – resulting in conversations & engagement
  - 40-50% application rate after engagement

- Measurement & adjustments as we go along
  - Identifying common roadblocks or process issues
  - Possible A/B messaging to test effectiveness
Program Success

- Measuring community impact
  - WIOA reporting for employees: calculate employment in the 2nd and 4th quarters after exit, median earnings in the 2nd quarter after exit, measurable skill gains, and credential attainment
  - Self-reported business data for employers: participant promotions, additional hiring, layoffs averted, and any measurable improvements