

Incumbent Worker Training

Program Info & Process

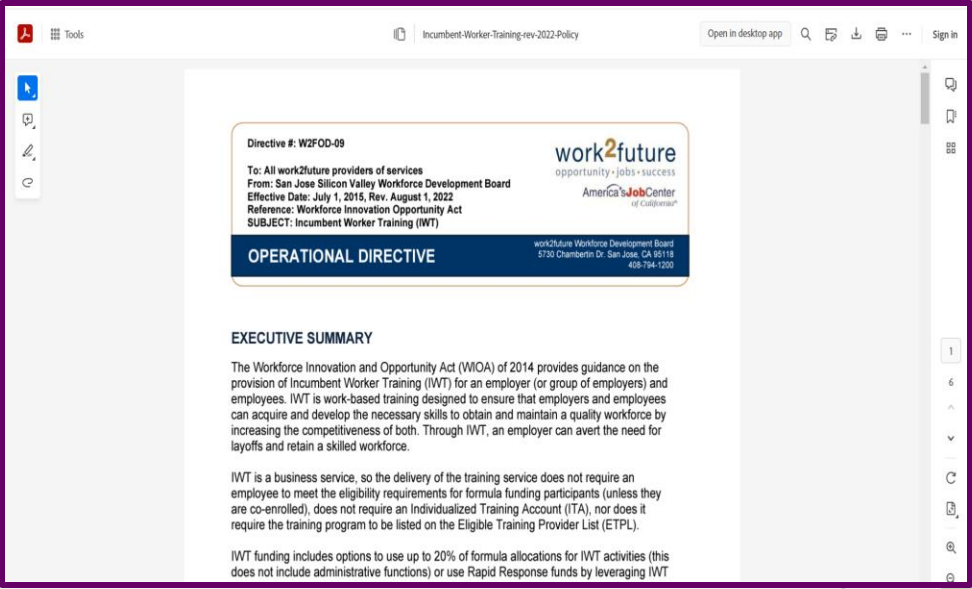
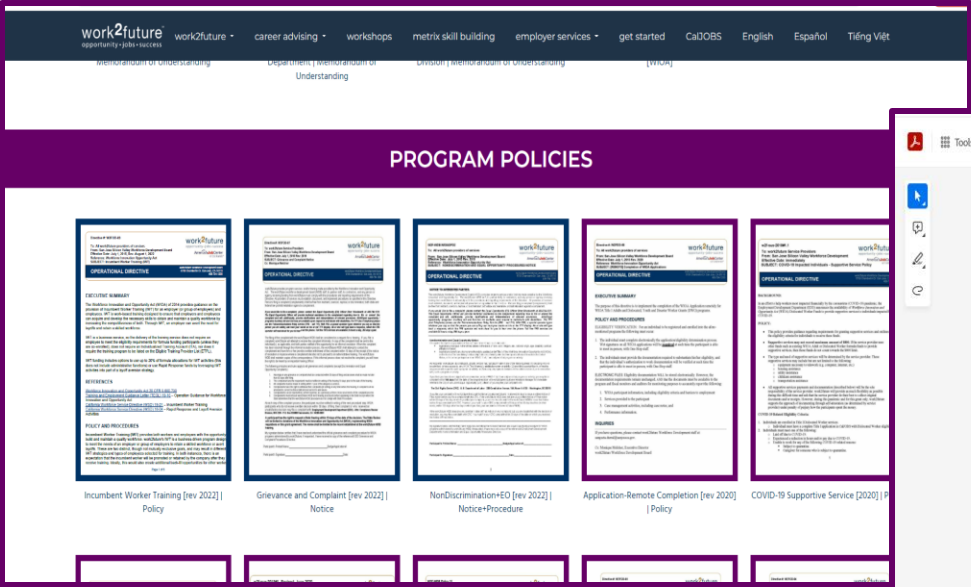
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Program Status

- ▶ All legal reviews are complete
- ▶ Information available online:
 - ▶ IWT Local Policy <https://www.work2future.org/policy/>
 - ▶ IWT Landing Page <https://www.work2future.org/incumbent-worker-training/>

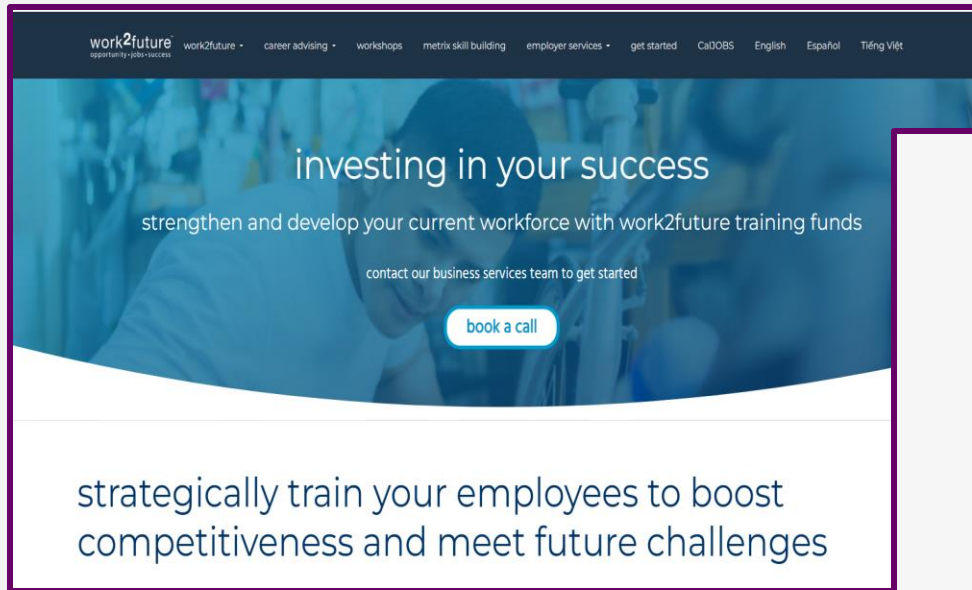
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Websites Viewed:

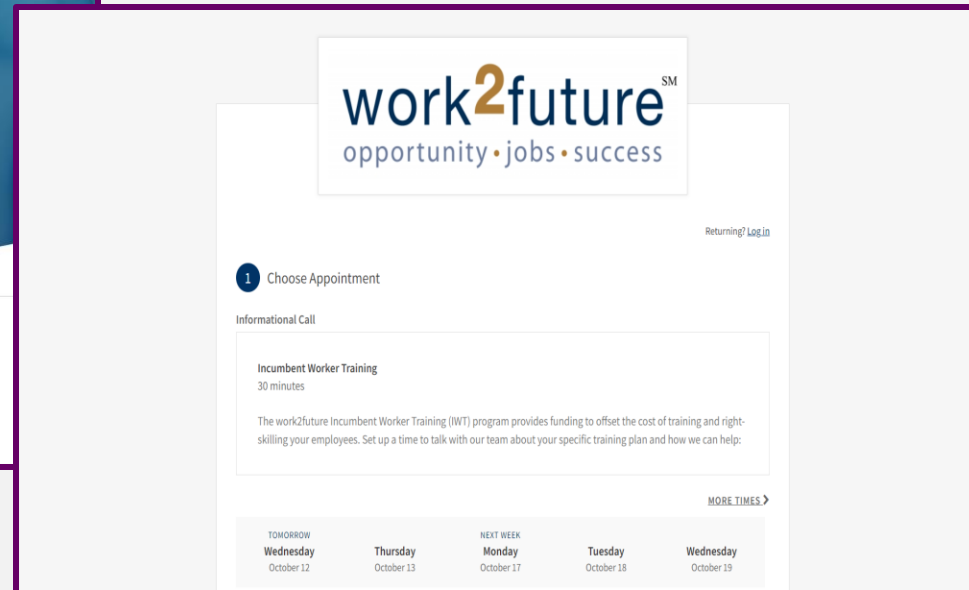


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Websites Viewed:



The screenshot shows the top navigation bar with the work2future logo and menu items: work2future, career advising, workshops, metrix skill building, employer services, get started, CaDOBS, English, Español, and Tiếng Việt. The main banner features a blue-tinted image of a person working, with the text "investing in your success" and "strengthen and develop your current workforce with work2future training funds". A "book a call" button is visible. Below the banner, the text reads "strategically train your employees to boost competitiveness and meet future challenges".



The screenshot shows the "Choose Appointment" page for an "Informational Call". The work2future logo is at the top. The page title is "1 Choose Appointment". The appointment is for "Incumbent Worker Training" (30 minutes). A description states: "The work2future Incumbent Worker Training (IWT) program provides funding to offset the cost of training and right-skilling your employees. Set up a time to talk with our team about your specific training plan and how we can help:". A "MORE TIMES" link is present. The calendar shows the following dates:

TOMORROW		NEXT WEEK		
Wednesday	Thursday	Monday	Tuesday	Wednesday
October 12	October 13	October 17	October 18	October 19

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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

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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

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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