

CareerConneCT

What are we proposing?

A statewide training initiative that leverages existing partnerships between industry, educators, workforce development boards, and community partners to develop short-term workforce training programs. CareerConneCT will be managed by the Office of Workforce Strategy and will focus on developing programs in high-demand industries, such as healthcare, IT, manufacturing, clean energy, business and financial services, construction, and truck driving.

This proposal is directly tied to several initiatives of the Governor's Workforce Council's Strategic Plan, such as building new and innovative sector-based training programs, developing a robust and flexible career pathways system, and designing a comprehensive system for delivering workforce services to Connecticut residents.

How will the program be administered?

OWS will coordinate with the local workforce development boards, regional sector partnerships, industry partners, community colleges, and workforce training providers so that short-term workforce training programs are developed and scaled across the state. OWS will incorporate best practices for administering workforce training programs, market the programs to jobseekers across the state, and develop robust outcomes measure to assess the efficacy and return on investment of programs funded.

Who will be served?

CareerConneCT will serve two primary populations:

- **Entry-Level Workers:** Individuals with little to no experience looking to obtain employment in an entry-level role within a burgeoning industry.
- **Incumbent Workers:** Individuals looking to upskill and progress within their current industry vertical.

Emphasis will be placed on providing training to minority workers, opportunity youth (e.g., out of school and out of work), returning citizens, individuals with disabilities, and other historically marginalized populations. Connections will be facilitated between local WDBs and community-based organizations so that these populations are being effectively recruited across the different workforce training programs.

What are the program requirements?

Program Requirements

- Career-oriented training that provides immediate employment potential in entry-level or middle-skill jobs that provide a family-supporting wage
- Program duration can vary from one-month to six-month

- Preparation for jobs in industries that have attractive long-term career pathways, such as Healthcare, IT, Manufacturing and the trades
- Each program must meet certain performance and outcomes standards as set by the Office of Workforce Strategy, in partnership with the WDBs.
- Employer program engagement and commitment to support job outcomes (e.g. hiring commitments, interview commitments, engagement in curricular/program development)
- Robust supportive services, such as childcare, transportation, housing, or other basic essential needs, must be offered to every training participant

Other Desirable Program Attributes:

- Flexible program delivery that meets the needs of workers and the current learning environment (e.g., social distancing, access to remote learning technology, limitations based on the ready availability of affordable childcare, transportation, etc.)
- Professional skills training and coaching support for traditionally marginalized or long-term unemployed jobseekers

What will the funds be used for?

- Develop and expand manufacturing, IT, healthcare, clean energy, financial and business services, construction, and truck driving training programs across the state.
- Support and scale active and future incumbent worker training programs, such as those administered by the Manufacturing Innovation Fund.
- Develop a robust set of marketing and promotional materials that will be distributed and leveraged across the state so that stakeholders are aware of CareerConneCT and the opportunities it provides to residents.
- Develop a statewide portal for applying to and enrolling in workforce training programs that are funded through CareerConneCT.