

The Challenge and Opportunity: *Pending WIA /Title I Reauthorization in Early 2010*



January 2010

Defining the Benefits of Illinois' WIA Network: Why It Works

Flexible: Ability to respond quickly to local need, opportunities

Autonomous: Local leadership provides credibility, ensures relevance of scope

Collaborative: Coordinated effort that leverages expertise of state, regional and local partners, including community colleges, government agencies, etc.

Accountable: Established infrastructure with robust program measurements

Results-Oriented: Demonstrated ability to produce effective outcomes

Making the Case: A Coordinated Campaign to Advance Illinois' Interests

Method: Empower key influencers in Illinois Congressional delegation and LWIBs to advocate for policies that are in the best interests of their constituents and preserve Illinois' WIA Network

- **Provide benchmark** to inform elected officials and their staffs on how to evaluate potential proposals/language
- **End result:** Reauthorization strengthens the system and legislates room for local innovation



Campaign Theme



Three Phases of Campaign Through 1Q 2010

- **Phase I** – Regional Forums & Personal Outreach to IL Congressional Delegation
- **Phase II** – Feedback and Additional Items In Toolkit
- **Phase III** – Web Site and Other Tools



Phase I: Personal Outreach to IL Congressional Delegation

By CEOs, LWIB chairpersons and staff/directors

- Emails and letters
- One-on-one meetings
- Phone calls
- Marketing materials and success stories
- Invitations to visit LWIA sites



Phase II: Outreach Beyond Congress using Toolkit

Target & engage additional local/regional stakeholders:

- Elected Officials: Congressional delegation and other key elected officials (e.g., mayors, county officials)
- Business Leaders: Local "marquee" business names
- Community Business Organizations (service providers)
- Union Officials



Phase II: Outreach Beyond Congress using Toolkit

Direct Outreach – Toolkit Materials Include:

- **Success story template and one local success story** example for use in outreach to members of the Illinois Congressional Delegation, potential third-party supporters and the media (distributed Dec. 09)
- Template resolution for use with their local/county government to show support for WIA Works (distributed Jan. 10)
- Template letter to engage potential third-party supporters (to be used with checklist)*
- Template talking points for outreach to potential third-party supporters*



*available on WIA Works website

Phase II: Outreach Beyond Congress using Toolkit

Media Relations – To be distributed Feb. 2010

Toolkit materials will include:

- Guidelines for submitting op-eds and letters-to-the-editor
- Template letter-to-the-editor
- Editorial board outreach guidelines
- A list of potential media ideas and topics
- Relevant media clips



Phase III: Additional Direct Outreach and Mobilization

Continued Illinois Congressional Delegation outreach

WIA Works Twitter: @WIAWorksIL

- Facilitate information sharing and networking with relevant organizations and individuals
- Allows for quick mobilization and response to timely opportunities and breaking news
- Share success stories, news articles and link to relevant items on WIA Works Web site



Phase III: Additional Direct Outreach and Mobilization

Web: www.illinoisworknet.com/WIAWorks

The screenshot shows the homepage of the WIA Works for Illinois website. At the top, there is a header with the Illinois WorkNet Center logo and the tagline "TRAINING • CONNECTING • DEVELOPING ILLINOIS' WORKFORCE". Below the header is a navigation bar with links for "Individuals Home" and "Business Home". The main content area is titled "WIA Works for Illinois" and includes a welcome message, a "3 easy steps" guide, and a "WIA News Clips" section with several news items.

WIA Works for Illinois

WIA Works is an initiative to inform our communities of the important and successful work that takes place every day across Illinois to help career dreams become a reality. Find out how you can participate.

Follow 3 easy steps to learn how [Workforce Investment Act \(WIA\)](#) has helped Illinois residents and business, and how **WIA Works** for you.

- Step 1** Read the [Welcome](#) and a [brief overview](#) to learn about the [WIA Works Campaign](#) as congress reauthorizes the federal workforce legislation.
- Step 2** Learn about [WIA resources that are available to you](#). Read [WIA employment and training success stories and newsclips](#) to see how WIA has helped people and businesses in Illinois.
- Step 3** Learn how you can help make sure WIA

WIA News Clips

- [Will a "Skills Recession" Prolong Unemployment Woes?](#)
- [Kligus to Receive Achievement Award](#)
- [Manito Woman Recognized for Determination](#)
- [Resident Overcomes Obstacles and Achieves Goals](#)
- [With Honors: Job Loss.](#)

Questions and Discussion