



# LED Workforce Development Resource Guide

Developed by Louisiana Board of Regents, Louisiana Community and Technical College System, Louisiana Department of Education (DOE), Louisiana Economic Development, and Louisiana Workforce Commission

Louisiana is anticipating an economic expansion that will be accompanied by significant demand for skilled workers. In order to best position Louisiana to capitalize on these opportunities, regional economic development strategies are needed, and Regional Economic Development Organizations (REDOs) and other local and regional economic development entities will play a leadership role in their development.

Louisiana Board of Regents, Louisiana Community and Technical College System, Louisiana Department of Education, Louisiana Economic Development, and Louisiana Workforce Commission have collaborated in authoring this Resource Guide to provide REDOs and others with a menu of resources available to address specific workforce needs. The LED Workforce Development Resource guide also provides information on how REDOs and other local and regional economic development entities can best interface with key workforce development stakeholders, including:

- LED FastStart
- PreK-12 Education and Jump Start
- Louisiana Workforce Commission and WIOA Programs
- Higher Education and Training Providers
- Louisiana Job Connection
- Workforce Grant Programs

## RESOURCES AND SOLUTIONS FOR YOUR WORKFORCE CHALLENGES

REDOs and other local and regional economic development entities face a number of immediate workforce challenges that can be addressed by resources outlined in this guide, for example:

Immediate Challenge	Resources and Solutions
Fill regional workforce shortages in key entry-level occupations	PreK-12 Education and Jump Start (p.5) Higher Education and Training Providers (p.13) Workforce Development Boards and One-Stop Centers (p. 10) Louisiana Job Connection (p. 13)
Improve skills of adults currently employed by companies in my region	Workforce Development Boards and One-Stop Centers (p. 10) Higher Education and Training Providers (p.13)
Help employers recruit candidates for open positions in my region	Louisiana Job Connection (p. 15) Louisiana Workforce Commission's HiRE website (p. 8)
Help my region's colleges and training providers recruit students and teachers to programs important to economic development	Higher Education and Training Providers (p. xx)
Ensure that PreK-12 education is building a pipeline aligned with workforce needs of the future	PreK-12 Education and Jump Start (p. 5)
Identify funding sources for regional workforce priorities	Workforce Grant Programs (p. 16)
Match education providers and employers interested in internships and apprenticeships	Louisiana Job Connection (p. 15) Louisiana Workforce Commission's Registered Apprentice Program (p. 10)

REDOs and other local and regional economic development entities that would like additional support for strategic planning and building workforce analytics capabilities can also get started here.

Planning Need	Resources and Solutions
Develop a strategic plan for regional workforce development	LED FastStart (p. 4)
Identify key occupations for economic driver companies	LED FastStart (p. 4)
Tabulate workforce analytics for business recruitment and strategic planning	LED FastStart (p. 4)

## **INTRODUCTION: THE ROLE OF THE ECONOMIC DEVELOPER IN REGIONAL WORKFORCE DEVELOPMENT**

Workforce development is a key consideration for companies considering expanding or locating in Louisiana. For this reason, REDOs and other local and regional economic development entities should count themselves among the most active participants in ongoing efforts to strengthen the existing workforce and to build a strong workforce pipeline. This resource guide is designed to help regions in Louisiana to think strategically about their roles in regional workforce development efforts.

REDOs and other local and regional economic development entities offer a unique and valuable perspective that is integral to regional workforce development planning. Few organizations have a firm grasp of what workforce skills local companies need to thrive in Louisiana. This perspective is increasingly valued in modern workforce development, which is centered on a **demand-driven approach to building a skilled workforce**. This approach acknowledges both the importance of educating individuals for active participation in civil society, including finding fulfilling work, *and* the practical challenge of preparing individuals for existing and emerging jobs in the state of Louisiana and beyond.

Demand-driven workforce development has several distinguishing features. In demand-driven workforce development, strategizing begins with a deep exploration of needs and assets. Employers and educators come together to form a clear understanding of the skills that are required in the workforce. Educators respond to this information by aligning strong curricula and educational experiences to the skills demands communicated by employers. Employers actively participate in the educational system through a system of continuous engagement, support, and feedback.

The fruit of a demand-driven approach to regional workforce development is skills alignment, which fuels a cycle of positive reinforcement where strong workers attract sustainable economic activity and reinvestment in the community. College campuses benefit from more attractive educational offerings and additional revenue. Workers receive outstanding preparation that readies them for jobs immediately after graduation. Employers and workers benefit from a clear system of educational pipelines and career pathways that allow them to plan for a future in Louisiana.

For regional economic development organizations, taking a more active role in regional workforce develop can begin with four steps:

### **1. Analyze your region's economy and workforce to prioritize workforce investments.**

- LED FastStart can provide your regional economic development organization with the tools it needs to develop an ongoing approach to collecting and analyzing regional economic and workforce information and some guidance on how to focus your workforce development strategy (p. xx)
- Louisiana Workforce Commission's data resources, including the Louisiana Occupational Forecast, Louisiana Star Jobs, and regional Labor Market Information offer rich resources to help you develop a preliminary understanding your economy and workforce needs and guide your strategic outreach (p. xx)

### **2. Build an asset map and identify gaps in services.**

- Building a strong skills development system begins with knowing where existing assets are. The LED Workforce Development Resource Guide provides an overview of some of your most important regional workforce development assets and how best to engage them, including:
  - PreK-12 Education and Jump Start (p. 5)

- Workforce Development Boards and One-Stop Centers (p.10)
- Higher Education and Training Providers (p. 13)
- LED FastStart draws from a breadth of experience engaging employers with immediate workforce needs and can help you to design an approach to engaging local employers to identify particular strengths and challenges that are particular to your region (p. 4)

**3. Create a detailed workforce project plan with owners and deliverables.**

- After analyzing your region's specific workforce challenges, acquiring a strategic focus that is specific to your region's companies and industry goals, and forming a better understanding of your region's workforce development needs and assets, you will be ready to develop a more detailed workforce project plan.
- To be successful, bring your regional workforce development resources to the table and explore potential funding sources for your selected initiatives (p. 16)

**4. Track progress, communicate successes, and adapt the plan.**

- Continuous improvement requires you to monitor the progress of strategic initiatives and to troubleshoot and adapt in real time. Master your workforce analytics with the support of LED FastStart (p. 5) and celebrate successes with your network of regional workforce development partners.

REDOs and other local and regional economic development entities can be catalysts for new, sustainable approaches to regional workforce development. To support your efforts, this inter-agency working group is pleased to offer the LED Workforce Development Resource Guide.

# LED FASTSTART

## What is LED FastStart®?

[LED FastStart](#) is a state workforce program offered as an incentive to eligible companies that locate or expand in Louisiana. LED FastStart provides customized employee recruitment, screening, training development, and training delivery at no cost to qualifying projects and companies. The LED FastStart team has experience working with corporate headquarters and business operations in a variety of industries, including manufacturing, digital media, and business services. LED FastStart engages with the state workforce infrastructure and state workforce policies through its Workforce Initiatives team.

## What does LED FastStart's Workforce Initiatives team do?

LED FastStart's Workforce Initiatives team directs workforce analytics and participates in statewide workforce collaborations, workforce strategic planning, and workforce policy research on behalf of LED Faststart and LED. LED FastStart Workforce Initiatives team members work with REDOs and other local and regional economic development entities to answer regional workforce questions and to develop and implement workforce development strategies.

## How is LED FastStart's Workforce Initiatives team structured?

LED FastStart's Workforce Initiatives team is a departmental unit of Louisiana Economic Development.

## What resources or services are available from LED FastStart's Workforce Initiatives team?

- Workforce strategic planning support services
- Workforce analytics support
- C4 Workforce Certification Programs, which prepare workers quickly for entry-level manufacturing work. C4 Workforce Certification Programs are being rolled out statewide through high school Jump Start programs and at participating community and technical college campuses.

## How can REDOs and other local and regional economic development entities work with LED FastStart to improve regional workforce development?

LED FastStart can assist REDOs and other local and regional economic development entities in developing comprehensive regional workforce development strategies, which contain the following elements:

- Analysis of economic drivers
- Analysis of workforce development assets
- Workforce gap analysis
- A regional workforce development plan

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## PREK-12 EDUCATION AND JUMP START

In general, the PreK-12 education system should prepare students for successful employment in high-wage, high-demand fields. This includes preparing students to complete college and for direct employment when students decide to end schooling through building robust foundational skills in language, mathematics, and applied technologies and helping to provide accurate information on career opportunities and requirements in their region. REDOs and other local and regional economic development entities can provide invaluable assistance to preK-12 educators by initiating and fostering connections between school systems and industry leaders. In addition, the Jump Start initiative provides an excellent forum to build these relationships and to directly affect programs focused on immediate or rapid employment after graduation.

### What is Jump Start?

- Jump Start is Louisiana's innovative career and technical education (CTE) program. Jump Start prepares students to lead productive adult lives, capable of continuing their education after high school while earning certifications in high-wage career sectors.
- Jump Start requires students to attain industry-promulgated, industry-valued credentials in order to graduate with a Career Diploma, and Jump Start is an elective path for students pursuing a university-preparatory diploma.
- Regional teams – partnerships among K-12 and post-secondary educators, industry leaders and experts in workforce development and economic development – lead the local implementation of Jump Start, creating graduation pathways and collaborating to provide workplace experiences for students and teachers.

### What does Jump Start do?

- *Funding:* Provides school districts and charter schools with sustained, dedicated funding to:
  - Develop new high school CTE facilities
  - Offer professional development that enables teachers to earn the industry credentials they'll help their students to attain; and
  - Provide tuition and transportation funds so students can take CTE courses from local technical colleges and private training organizations.
- *Accountability:* Gives Jump Start schools the same accountability points towards their A-F school grade for helping students attain high-demand industry certifications (like an AWS Level 1 Welding Certification) as schools receive for helping students to achieve top academic honors (like a 5 on the Advanced Placement test).
- *Student Career Preparation:* Creates – through Jump Start grant regional teams – new Career Readiness course suites, including:
  - 8<sup>th</sup> grade Career Exploration / Life Skills course
  - Early high school High School Success / Personal Interests course
  - Late high school Career Readiness / Job Attainment and Success course

- *Teacher Professional Development*: Requires teachers to hold the credentials they are helping their students to attain. Each year, the Super Summer Institute offers teachers ultra-low-cost opportunities to attain these credentials. The DOE is also working with various industry groups and regional teams to initiate on-demand online CTE professional development.

### **How is Jump Start structured?**

School districts, industry leaders, postsecondary educators and economic development / workforce development experts have formed ten Jump Start regional teams across Louisiana. With assistance and support from the DOE, LWC, and LED, these regional teams:

- Develop and adopt Jump Start graduation pathways corresponding to regional entry-level job opportunities,
- Collaborate to maximize high-quality CTE course offerings for students; and
- Collaborate to maximize workplace experiences for students and teachers.

Regional teams determine their own leaders, their own meeting schedules, and their own working structures. Each regional team focuses on their unique, locally-relevant CTE needs and opportunities.

### **What resources or services are available through JumpStart?**

The [All Things Jump Start website](#) provides a full range of resources and support services for schools, regional teams, and industry partners. This website has five sections to guide users to the information/resources they need:

- 1) Learn About Jump Start, which includes information about the annual Jump Start Convention
- 2) Most Frequently Used Jump Start Materials, including graduation pathways and industry credential fact sheets
- 3) Student Opportunities, which contains a description of the online Nepris system that connects Louisiana students with experts in all industry sectors across Louisiana and the United States;
- 4) Policy and Program Implementation, a resource where educators can download relevant state policy and graduation requirements; and
- 5) Community and Family Engagement, which provides information on how businesses, community groups, and families can get involved with Jump Start.

### **How can REDOs and other local and regional economic development entities and DOE work together to improve regional workforce development?**

REDOs and other local and regional economic development entities have played an active, effective role in advising Jump Start regional teams on where high-demand skills are vital to each region's economy. REDOs and other local and regional economic development entities are encouraged to continue to interact proactively with Jump Start regional teams and local K-12 educators, feeling empowered to provide leadership and guidance when identifying regional economic trends that should shape local CTE course offerings. REDOs and other local and regional economic development entities that feel as if their regional team is diverging from an appropriate industry sector focus are *encouraged* to contact [JumpStart@la.gov](mailto:JumpStart@la.gov) to express their concerns.

### **Point of Contact**

For more information about Jump Start or to indicate a concern or seek greater engagement, please email [JumpStart@la.gov](mailto:JumpStart@la.gov). This is the most reliable way to get a quick response from the appropriate Louisiana Department of Education resource.

# LOUISIANA WORKFORCE COMMISSION AND WIOA PROGRAMS

## Louisiana Workforce Commission (LWC)

### What is the LWC, and what does it do?

Since 2008, the State of Louisiana has restructured its workforce development system drastically, including the establishment of the Louisiana Workforce Commission (LWC) charged with creating a cost-efficient, demand-driven workforce development system. LWC accomplishes this by *first* understanding employer needs, then by aligning and developing services that prepare job seekers to meet those needs, and connecting trained, qualified Louisianans to high-wage, high-demand employment opportunities.

The LWC's efforts to improve workforce development are among an array of its initiatives designed to help make Louisiana the best state to get a job or grow a business. The LWC operates one of the most efficient unemployment insurance systems in the country, with the second-lowest tax rate among the states and one of the strongest trust funds, ensuring a low-cost stream to pay benefits. It also regulates one of the few workers' compensation systems with decreasing medical costs and premiums at the same time that health care for injured workers is improving.

All of the LWC's initiatives directly or indirectly support its core focus of improving the availability of a trained workforce for Louisiana employers. To meet this end, the LWC works closely with business and industry, other state agencies, and education and training institutions.

### What resources or services are available through LWC?

- Extensive *Labor Market Information* is available at [http://www.laworks.net/LaborMarketInfo/LMI\\_MainMenu.asp](http://www.laworks.net/LaborMarketInfo/LMI_MainMenu.asp). The tools available on this site help regions identify gaps in workforce supply and demand, and to target coordinated efforts among workforce partners, including economic development entities.
- [The Star Jobs Rating System](#) provides a ranking of the highest-demand, highest-wage jobs in Louisiana, based on forecasted employment growth, currently available jobs, and compensation levels, among other factors. The system allows job seekers to explore occupations based on their interests and to better understand the nature of work, identify education and training requirements, connect with education and training providers, and apply for jobs online. Star Jobs ratings are developed and dynamically updated in collaboration with leading Louisiana academic, economic development, workforce development, and industry experts.

Since the inception and implementation of the Star Jobs Rating System, this system has been used by educators across Louisiana:

- The *Louisiana Community and Technical College System* uses the Star Jobs Rating System to guide decisions about program eliminations, modifications, and additions; to direct its federal Carl D. Perkins Vocational and Technical Education funds to endeavors that will increase the supply of graduates with the skills to fill high-wage jobs; and to direct the Workforce Training Rapid Response Grant Program, a \$10 million per year initiative, geared to meeting urgent market needs in high-star rated jobs.
- The *Louisiana Board of Regents* incorporates the Star Jobs Ratings as part of their cost formula, upon which the funding formula distribution is based.
- The *Department of Education* indicates the Star Jobs Ratings related to all Jump Start industry credentials, enabling school counselors to guide students to careers that promise both interesting work and well-compensated career opportunities aligned with their interests and capabilities. The new generation of *Jump Start Career Awareness* courses prompts

middle and high school students to research their career interests using (among other resources) the Star Jobs Rating System.

- The *Jump Start Career Pathways Review Panel* determines if proposed pathways lead to a high-star job, and makes recommendations for recognition by the Louisiana Board of Elementary and Secondary Education.
- The *Workforce and Innovation for a Stronger Economy (WISE) Program* crosswalks 4- and 5-Star Jobs to degree programs, and identifies supply and demand gaps to determine a funding distribution.
- The *Industry-Based Certifications (IBC) Council*, which reviews applications for the inclusion of IBCs on the state, IBC-Focus List, uses the Star Jobs to determine if certifications lead to high wage, high demand jobs that will meet the needs of the state and provide a living wage for those who seek such certifications.
- [HiRE](#), once fully implemented, will be the nation's most advanced and comprehensive web-based system of self-assisted services, integrating job seeker recruitment, unemployment benefits, and unemployment tax services. Once job seekers file for weekly unemployment benefits, they're immediately given several open job opportunities that match their experience, location, and monetary needs.
- [My Life. My Way](#). calculates a customized cost of living in Louisiana for job-seekers based on region, housing, transportation, and lifestyle. Taking taxes into account, this service estimates how much money a person needs to live their life the way they want. Once income requirements are determined, the site goes directly to the Louisiana Star Jobs service, which identifies and ranks occupations based on current and future job opportunities, income, education, and experience.

### **How can REDOs and other local and regional economic development entities work with LWC to improve regional workforce development?**

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## **Workforce Investment Council**

### **What is the Workforce Investment Council and what does it do?**

The Louisiana Workforce Investment Council serves to develop a strategic plan to coordinate and integrate a workforce development delivery system to assure efficiency and cooperation between public and private entities by advising the governor on the needs of Louisiana's employers and its workforce.

### **What resources or services are available through the WIC?**

- ***Occupational Forecasting Conference*** - The WIC directs the activities of the Occupational Forecasting Conference, responsible for overseeing statewide and regional job growth projections. The projections underpin the planning and budgeting of state and local resources. Job projections are based directly on communication with employers providing a deep and comprehensive understanding of workforce needs. The WIC has been instrumental in this effort, through employer-led committees, full engagement of members of the governor's cabinet, and representation of public, private, union and non-union organizations. These partnerships have supported our state's first comprehensive and credible forecasts of workforce demand and true buy-in from the breadth of education and training systems in Louisiana to help meet that demand. Those forecasts have also shined a light on employee retention rates in some high-demand fields, leading to discussions about ways to keep experienced employees for longer in order to improve productivity and safety while also reducing the need and costs associated with training high numbers of new recruits.
- ***Industry-Based Credential Council*** - The WIC oversees the Industry-Based Credential (IBC) Council, responsible for evaluating the alignment of credentials with state workforce demand, based on the Star Jobs Rating System, for inclusion on the IBC State-Focus List. This list indicates to training programs, students, and other stakeholders which occupations are important for the state and which credentials are recognized by Louisiana businesses.

### **How can REDOs and other local and regional economic development entities work with the WIC to improve regional workforce development?**

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## Workforce Development Boards and One-Stop Centers

### What are Workforce Development Boards and One-Stop Centers, and what do they do?

Workforce Development Boards (WDBs) are regional entities created to implement the Workforce Investment Act of 1998, which “provides workforce investment activities, through statewide and local workforce investment systems, that increase the employment, retention, and earnings of participants, and increase occupational skill attainment by participants, and, as a result, improve the quality of the workforce, reduce welfare dependency, and enhance productivity and competitiveness of the Nation.”

The main purpose of WDBs is to direct federal, state, and local funding to workforce development projects. WDBs also oversee the One-Stop Career Centers, where job seekers can get employment information, find out about career development training opportunities, and connect to various programs in the area.

In 2014, President Obama signed the Workforce Innovation and Opportunity Act (WIOA) into law. The implementation of WIOA in the state of Louisiana has several implications for the future roles and responsibilities of WDBs.

### What resources or services are available through One-Stop Centers?

- **Training opportunities**

- The *Incumbent Worker Training Program (IWTP)* creates training partnerships among the LWC, business and industry, and training providers. The IWTP is designed to benefit business and industry by assisting in the skill development of existing employees, thereby increasing employee productivity and company growth. The program is funded by a portion of Unemployment Insurance tax contributions dedicated solely for customized training.
- The *IWTP Small Business Employee Training Program (SBET)* is designed to benefit business and industry by assisting in the skill development of existing employees through individual, standardized (off-the-shelf) training. Employers are reimbursed for tuition and required textbooks and manuals after the training has been completed and proper documentation has been submitted to the LWC.
- *Registered Apprenticeship* is a voluntary industry-driven training program. An apprentice-eligible occupation is learned through a structured program of supervised on-the-job training; is clearly identified and commonly accepted throughout the industry; requires a minimum of 2,000 hours of work experience to learn; requires related supplemental instruction; and involves the development of manual, mechanical, and technical skills broad enough to be applicable in like occupations in the industry.
- **Veterans' Services** provides employment assistance and training opportunities to Veterans and other eligible individuals, mainly job assistance, job and training referral, and job placement.
- **Rapid Response** is an early intervention service that helps workers affected by major layoffs and plant closings qualify for new jobs. The goal of the program is to transition workers into re-employment as quickly as possible.
- **Trade Adjustment Assistance (TAA) and North American Free Trade Agreement Transitional Adjustment Assistance (NAFTA-TAA)** provides services to workers who lose their jobs or whose hours of work and wages are reduced because of international competition. TAA services, which are offered at no cost, may include training awards, job search and relocation allowances, income support, and health coverage tax credits.

- ***Migrant and Seasonal Farmworker Services (MSFW)***: Under the Migrant and Seasonal Farmworker Protection Act (MSPA), the Office of Workforce Development provides services to migrant and seasonal farmworkers that are “quantitatively proportionate and qualitatively equivalent” to all jobseekers. This means that MSFWs receive all workforce development services, benefits and protections on an equitable and non-discriminatory basis. MSPA also provides for Monitor Advocates, who are responsible for ensuring that services provided are in accordance with federal regulations.
- ***Incentive opportunities***
  - The *Work Opportunity Tax Credit (WOTC)* is a federal tax credit available to employers for hiring individuals from certain target groups who have consistently faced significant barriers to employment. WOTC joins other workforce programs that incentivize workplace diversity and facilitate access to good jobs for American workers.
  - The *Fidelity Bonding Program* can provide an employer with a bonded insurance guarantee for hiring hard-to-place job seekers as new employees. It only takes a few minutes to certify an applicant and LWC staff can issue bonds on-site.
  - The *LWC Foreign Labor Certification Unit* provides value-added services to employers looking to hire a non U.S. citizen. LWC professionals can provide solutions for your company that will allow you to secure foreign labor employees for job openings while still ensuring that U.S. citizens have an opportunity to compete for the positions. The Unit works directly with the National Processing Centers and focuses primarily on screening ETA application forms and conducting housing inspections.
- ***Re-Employment Services Program*** provides comprehensive and integrated job-related services for unemployment insurance claimants through the LWC’s Business and Career Solutions Centers. Services include group orientation, one-on-one sessions with a re-employment specialist, assessment of employment needs, development of an Individual Employment Plan (IEP), job search assistance, job and supportive service referrals and skills upgrades through workshops and training.
- ***Community Services Block Grant (CSBG) / Community Action Agencies***: The LWC works closely with 44 community action agencies through the Community Services Block Grant (CSBG) program. These agencies provide supportive services to help low-income individuals become or remain self-sufficient. Each agency offers a range of services which can include assistance with transportation, housing, income management, energy costs, nutrition, health care, emergency food and shelter, employment and training.
- ***Louisiana Rehabilitation Services (LRS)*** assists people with disabilities to obtain or maintain employment and/or achieve independence in their communities by providing rehabilitation services and working cooperatively with business and other community resources. Programs available include Vocational Rehabilitation (VR), the Randolph-Sheppard Program, Independent Living Program Part B and the Independent Living Older Blind Program. LRS offices are located in the New Orleans, Baton Rouge, Houma-Thibodaux, Lafayette, Lake Charles, Alexandria, Shreveport and Monroe regions.
- ***Disability Employment Initiative (DEI)*** has a goal to improve education, training and employment opportunities and outcomes of youth and adults with disabilities who are unemployed, underemployed and/or receiving Social Security disability benefits.

**How can REDOs and other local and regional economic development entities work with WDBs and One-Stop Centers to improve regional workforce development?**

- *Collaborate with WDBs and One-Stop Centers to communicate economic development plans, especially target industry sectors, including aspirational industry sectors. Ensure that they understand the work REDOs and other local and regional economic development entities are doing and their roles.*
- *Help cultivate strong and representative WIB leadership. REDOs and other local and regional economic development entities should play an active role in ensuring that chief elected officials are appointing WDB members who represent Louisiana's economic driver industries (e.g., those industries that attract new wealth and income into the state economy, and/or employ significant populations within the region).*

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# HIGHER EDUCATION AND TRAINING PROVIDERS

## What organizations provide higher education and training in Louisiana?

Louisiana is home to [125 public and private postsecondary institutions](#) offering higher education and training for Louisiana students. Additionally, many employers and industry associations offer strong examples of successful private training models for workers.

The Louisiana Constitution authorizes the Board of Regents to plan, coordinate, and have budgetary responsibility for Louisiana's public higher education community. Regents coordinates the efforts of the state's 34 public colleges, universities, and professional schools.

### University of Louisiana System

- Grambling State University
- Louisiana Tech University
- Mcneese State University
- Nicholls State University
- Northwestern State University
- Southeastern Louisiana University
- University of Louisiana at Lafayette
- University of Louisiana at Monroe
- University of New Orleans

### Louisiana Community & Technical College System

- Baton Rouge Community College
- Bossier Parish Community College
- Central Louisiana Technical Community College
- Delgado Community College
- Louisiana Delta Community College
- Northshore Technical Community College
- Northwest Louisiana Technical College
- Nunez Community College
- River Parishes Community College
- South Central Louisiana Technical College
- South Louisiana Community College
- L.E. Fletcher Technical Community College
- SOWELA Technical Community College

### Louisiana State University

- Louisiana State University
- LSU Paul M. Hebert Law
- LSU Agricultural Center
- LSU Pennington Biomedical Research Center
- LSU Shreveport
- LSU Alexandria
- LSU Eunice (2-year)
- LSU Health Sciences Center New Orleans
- LSU Health Sciences Center Shreveport
- LSU Health Care Services Division

### Southern University System

- Southern University, New Orleans
- Southern University, Baton Rouge

- Southern University Law Center
- Southern University, Shreveport (2-year)
- Southern University Agricultural Center

**Which offices provide workforce solutions, and what services do they offer?**

- [LCTCS Workforce Solutions](#) leads and facilitates successful workforce training opportunities at all Louisiana Community and Technical College Campuses, including college training offerings, emerging trainings, grant opportunities, and customized training.
- [Associated Builders and Contractors of Louisiana](#) – Offers training in ABCTC Carpentry, AWS Welding, NCCER Pipefitting, and NCCER Electrical that is privately funded by local industries on a cents per hour basis.
- *Public and private institutions in your area:* To obtain a list of public and private institutions in your area, program offerings, and campus information, visit [College Navigator](#). Each institution of public higher education in Louisiana has a Workforce and Economic Development Officer with membership on a statewide Council of Workforce and Economic Development Officers organized by the Louisiana Board of Regents.

**How can REDOs and other local and regional economic development entities work with higher education and training providers to develop workforce solutions?**

- *Communicate to higher education providers the programs and educational products that are of highest value and greatest need to your employers.*
- *Facilitate connections and negotiations between higher education providers and employers seeking educational services.*
- *Contact LCTCS Workforce Solutions at (225) 342-8415 to discuss the workforce and training needs of your employers. LCTCS is highly skilled at meeting with employers to identify and clarify workforce needs and in developing customized training programs to meet those needs.*
- *Contact the Workforce and Economic Development officers at your local colleges and universities to discuss the workforce and training needs of your employers. To obtain contact information for workforce and economic development officers at institutions in your area, please contact Dr. Lisa Vosper at the Louisiana Board of Regents.*

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## **LOUISIANA JOB CONNECTION**

### **What is Louisiana Job Connection?**

Louisiana Job Connection is a free, online job-matching website that connects Louisiana employers with qualified candidates.

As the demand for skilled professionals in Louisiana grows, Louisiana Job Connection gives recruiters quick access to a pool of talent, tailored to the company's needs.

Supported by an aggressive nationwide advertising campaign and social media outreach, Louisiana Job Connection features an advanced matching algorithm, easy-to-use online interface, and both passive and active job seekers at all levels.

### **How is Louisiana Job Connection's team structured?**

Louisiana Job Connection's team is a departmental unit of Louisiana Economic Development, and provides support to companies working with LED FastStart<sup>®</sup>.

### **What are the key benefits of Louisiana Job Connection?**

- **Free** and **exclusive** to Louisiana companies
- Matches job seeker qualifications to specific job requirements, ranking them before they even apply
- Tens of thousands of job seekers currently registered and hundreds more registering daily
- Hiring can be done 100% through the site using the free applicant tracking system or by integrating with the company's own hiring system
- Flexibility to bulk upload or scrape jobs from an existing site – eliminating the need to create postings twice
- Job descriptions can be replicated and customized quickly to respond to changing recruitment needs or opportunities
- Ability to create custom landing pages that highlight company-specific jobs and company culture to drive qualified applicants to jobs in system

### **How can REDOs and other local and regional economic development entities work with Louisiana Job Connection to improve regional workforce development?**

- Encourage employers to register and post jobs on LouisianaJobConnection.com
- Encourage jobs seekers to create a profile and add their résumé
- Share feedback on user experiences with the Louisiana Job Connection team

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## WORKFORCE GRANT PROGRAMS

### What workforce grant programs are available in Louisiana?

Regional economic development organizations and businesses can find funding for qualifying workforce development initiatives through a number of federal and state grant programs. A few of these programs are outlined below.

### What resources or services are available through these grant programs?

- *Investing in Manufacturing Communities Partnership (IMCP)* – In 2015, South Louisiana’s Chemical Manufacturing Corridor received a special designation through the U.S. Department of Commerce’s IMCP competition. The designation gives parishes in South Louisiana and IMCP partners a priority consideration for over \$1 billion in federal grants available to enhance economic development efforts supporting U.S. manufacturing. Funding new and successful existing workforce development programs is a major focus area of this designation. To identify IMCP partners in your area and to find out more about potential federal grant funding for your workforce initiatives, please contact Susie Schowen at LED FastStart.
- *WISE Fund* – Provides up to \$40 million per year to public postsecondary institutions to enhance degree and certificate production and research in high demand fields to meet the state’s future workforce and innovation needs. Business and industry partnerships are important components of WISE. Campuses receive funding based on the WISE Council distribution method and campus Implementation Plans also require a minimum 20 percent industry match. To learn more about the WISE Fund, please contact Dr. Lisa Vosper the Louisiana Board of Regents.
- *Workforce Training Rapid Response Fund* – Provides \$10 million in investment across two-year higher education institutions to supplement the cost of high-demand workforce training programs in order to fill urgent market needs as determined by economic and employment projections. Funds can be used to develop basic education skills, continuing education, job readiness training, technical or career education, worker or workplace education, articulated career path programs, continuing licensure, certification or accreditation, and other education programs that assist citizens in employment opportunity.
- *Carl D. Perkins Career and Technical Education Act*– Provides grants for career and technical education at secondary and postsecondary institutions. In Louisiana, Carl D. Perkins grants are being used to build Jump Start programs.
- *The Incumbent Worker Training Program* – Through partnerships between LWC, colleges, and businesses, the Incumbent Worker Training Program funds skills training for current Louisiana employees. The program is funded by a portion of Unemployment Insurance tax contributions dedicated solely for customized training.

### How can REDOs and other local and regional economic development entities work with these grant programs to develop workforce solutions?

- *Communicate your region’s key workforce challenges.* The IMCP Designation, WISE Fund, Workforce Training Rapid Response Fund, and Carl D. Perkins Funds share a common goal of funding skills education that is in high demand by employers and that is relevant to individuals hoping to build careers in Louisiana industries. After identifying their key workforce challenges and priorities (see Appendix), REDOs and other local and regional economic development entities can help higher education institutions to improve and focus their funding allocations by communicating the strengths and weaknesses of current degree offerings in supplying key, high-demand occupations.

- *Build an evidence base for a menu of credentials, skills training concepts, or educational modules that are valuable to employers that need to fill positions in your region.*
- *Inventory and leverage private workforce investments aligned with your strategic goals to optimize state and federal funding for your workforce initiatives.*

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# APPENDIX

## HOW TO IDENTIFY YOUR WORKFORCE CHALLENGES

### STEP 1: IDENTIFY YOUR ECONOMIC DRIVER INDUSTRIES AND COMPANIES

All industries are critical to a local economy, but some industries drive economies. These economic driver industries attract new money into an economy rather than redistributing money within an economy. For example, a chemical manufacturing company that sells a final product outside of Louisiana is injecting money into the Louisiana economy that was not previously there. On the other hand, sales from a retail operation that serves the local population circulates existing money, but does not infuse any new income or wealth into the economy. LED has identified the following statewide economic driver industries:

<b>Examples of Economic Driver Industries</b>	<b>Examples of Non-Economic Driver Industries</b>
Manufacturing	Healthcare
Transportation	Education
Finance	Retail
Software Development	Retail Trade
Information Technology	Legal Services
Agriculture	Food Services
Oil and Gas Extraction	Utilities

Economic driver industries are critical to the long-term prosperity of an economy. The growth and prosperity of all other industries is predicated on the access that economic driver industries have to a qualified workforce.

These above industries are a good starting point for identifying economic driver industries in a given region, but each region will have a different mix of economic driver industries. LED can help REDOs and other local and regional economic development entities identify economic driver industries and the companies that compose those industries.

### STEP 2: IDENTIFY KEY WORKFORCE CHALLENGES OF YOUR REGION'S DRIVER COMPANIES

Once you have identified your region's economic driver companies, LED FastStart can assist you in developing research approaches and tools to work with those companies to identify your region's key workforce challenges.

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