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State of Wisconsin
Department of Workforce Development
Jim Doyle, Governor
Roberta Gassman, Secretary
Ron Danowski, Division Administrator

Date: May 17, 2010
To: Workforce Development Boards Executive Directors and Chairs
From: Ron Danowski 
Administrator
Subject: Wisconsin Career 101 Initiative, Request for Proposals

Governor Doyle's strategic plan to strengthen Wisconsin's economy, *Grow Wisconsin – The Next Steps* provides a strong commitment to the education of our youth. The Governor's vision is focused on providing our youth with the 21st Century Workforce skills they will need to be successful in the workplace of tomorrow. His priorities include 1) building partnerships between businesses and schools so that our youth are trained for the high tech job market; 2) raising standards in our schools and preparing our schools and our future workforce for the jobs of tomorrow.

To advance Governor Doyle's vision of preparing youth for the workforce of tomorrow, DWD is making available Workforce Investment Act (WIA) discretionary funding for the establishment of pilots for career information and career pathway outreach. Working with local school districts, district administrators and school boards, Workforce Development Boards (WDBs) will plan and develop pilot projects to increase the awareness and interest in demand occupation employment opportunities available in the region and the pathways to achieving employment. Pilots such as Career 101 or other mechanisms will help connect schools with workforce boards, linking them to employers with demand occupations and job openings. Through this funding initiative, \$140,000 is being made available to the 11 Workforce Development Areas (WDA) via a competitive application process from which a maximum of five (5) grantees will be selected.

Applications for funding must be submitted by June 25, 2010. Applications will be reviewed and recommended for funding by July 30, 2010, with grant effective dates of August 1, 2010, through December 31, 2011.

To learn more regarding this grant opportunity, funding proposal application and/or process, contact:

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