

**TRAINING AND EMPLOYMENT
NOTICE**

NO. 17-07

DATE November 16, 2007

TO: ALL STATE WORKFORCE LIAISONS
ALL STATE WORKFORCE AGENCIES
ALL ONE-STOP CAREER CENTER SYSTEM LEADS

FROM: EMILY STOVER DeROCCO 
Assistant Secretary
Employment and Training Administration

SUBJECT: National Parent Teacher Association (PTA) Goes to Work Campaign

1. **Purpose.** To inform local One-Stop Career Centers about the Employment and Training Administration's (ETA) partnership with the National PTA to implement the PTA Goes to Work Campaign.
2. **Background.** The U.S. Department of Labor, Employment and Training Administration's (ETA) New Youth Vision (2004) addresses critical issues surrounding the large number of youth leaving high school without a diploma and other issues including youth who are not prepared for post-secondary education and training or employment. This has a significant impact on the economic development of communities, states, and regional economies. In order for our Nation to remain competitive in a global economy, this country's young people, as well as their parents and guardians, will need to be well informed about their employment opportunities, and what education, skills, and training will be required for individuals to be successful in the 21st century workforce.

In September 2005, ETA awarded the National PTA a "Jobs for the 21st Century" grant. ETA also partnered with the organization to provide PTA members, school personnel, and families with information that will better enable high school age youth to explore tools and utilize available resources to assist with career planning, and to help them make the right academic decisions that will affect successful transitions from school to work. The PTA, founded in 1897 in Washington, D.C., has grown to be one of this country's largest volunteer child advocacy associations. Since its inception, the mission remains to provide parents and families with support, information, and resources to help their children be healthy and successful students.

3. **PTA Goes to Work and the PTA Career Planning Toolkit.** Through its partnership, ETA and the National PTA have launched the PTA Goes to Work Campaign, and produced both an Internet site and a PTA Career Planning Toolkit. The PTA Goes to Work Web site (www.pta.org/goestowork) is a gateway for parents and school officials to explore vast career opportunities and allows students to

navigate their own academic preparation. The site offers links and resources that provide information on the growing industries and career opportunities in the 21st century workforce.

The PTA Career Planning Toolkit features high-growth industries and outlines the skills needed to attain jobs in the 21st century economy. The toolkit also provides three guides targeting the full array of PTA's audiences (PTA leaders, parents, and students). Additional items are included by DOL to promote career planning and college exploration.

The toolkit will be mailed in the fall of 2007 to over 26,000 local and state PTAs and shared with parents and school officials. A hard copy and a CD ROM of the toolkit will be provided so that items can be duplicated and distributed in both the classrooms and homes. The toolkit is also available on the Career Voyages Web site (www.careervoyages.gov); Workforce3One (www.workforce3one.org); and ETA's Web site (www.doleta.gov) to promote a broader use.

4. **Next Steps.** This partnership seeks to encourage members of the state and local workforce system and National PTA units to continue collaborative efforts and dialogue around youth career exploration. State and local PTAs can contact local area One-Stop Career Centers to request information or to establish partnerships around producing career related events and activities in area schools throughout the year. These events and activities may include internship fairs, job shadowing opportunities, community and civic service events, career and college exploration days, and on-site workforce activities. ETA encourages the workforce system to take advantage of this opportunity to strengthen the career awareness among the schools in their communities and regions.
5. **Action Required.** States are requested to share this Training and Employment Notice with their local One-Stop Career Centers.
6. **Inquiries.** Questions should be directed to Gregg Wertz, Director, Division of Youth Services, (202) 693-3030.
7. **Attachment.** National Parent Teacher Association Partnership One-Pager

A Workforce Challenge

The U.S. Department of Labor, Employment & Training Administration's (ETA) New Youth Vision (2004) addresses critical issues surrounding the large number of youth leaving high school without a diploma, and other issues including youth who are not prepared for post-secondary education and training or employment. This has a significant impact on the economic development of communities, states, and regional economies. Recognizing that the workforce investment system plays a vital role developing the talent of the "youth supply pipeline," partnerships with institutions and non-profit organizations have become a critical component of ETA's efforts to serve this country's young people and prepare them as the next generation of the 21st century workforce.

A Strategic Solution

In September 2005, ETA awarded the National Parent Teacher Association (PTA), one of this country's largest volunteer child advocacy associations, a *Jobs for the 21st Century* grant. Recognizing that parents and guardians are among the most important keys to a young person's success in education and in employment, the agency and the PTA partnered to provide school personnel, students, and families with information that will better enable high school age youth to utilize available resources to assist with career planning and to help them make the right academic decisions that will affect successful transitions from school to work.

An Effective Partnership

Through its partnership, ETA and the PTA have launched the *PTA Goes to Work Campaign* and produced both an internet site and a *PTA Career Planning Toolkit*. In today's economy, parents and guardians need to be as well informed about their child's opportunities in the 21st century workforce as school guidance counselors and teachers. The *PTA Goes to Work* Web site (www.pta.org/goestowork) is a gateway for parents and school officials to explore vast career opportunities and allows students to navigate their own academic preparation. The *PTA Career Planning Toolkit* showcases high-growth industries and the skills needed to attain jobs. The toolkit provides three guides targeting the full array of PTA's audiences and includes additional items by ETA to promote career planning and college exploration.

In addition, this partnership seeks to:

- Provide access to accurate and user friendly career information that will create awareness of new and emerging careers, workforce trends, and career opportunities for youth entering the 21st century workforce.
- Encourage members of the state and local workforce system, educational institutions, and the National PTA to continue collaborative efforts and dialogue around youth career exploration and strengthening career awareness.
- Connect the local workforce system, businesses, and educators in developing education and training programs that effectively address young people's need for higher levels of education and skill development.

For more information on the Employment and Training Administration's partnership with the National Parent Teacher Association, visit www.doleta.gov/youth_services or call the Division of Youth Services, (202) 693-3030.

