



NATIONAL MARKETING ALLIANCE FACT SHEET

GOAL

This collaborative approach is designed to create greater awareness of the Social Security Administration's Ticket to Work (TTW) Program in five major U.S. metropolitan areas, market new business and social enterprise opportunities, build service capacity, and meet employment demands through local strategic public and private partnerships.

PARTNERS

Led by the National Association of Workforce Boards (NAWB), the National Alliance also includes the U.S. Chamber of Commerce Center for Workforce Preparation (CWP), the National Association of Counties (NACo), the U.S. Conference of Mayors (USCM), and the Amherst H. Wilder Foundation/Wilder Center for Communities (WCC). Logistics support will be provided by DTI Associates Inc., and Lindberg Group LLC will provide public relations and communications support.

The MAXIMUS Ticket to Work Marketing team will provide regular strategic oversight, coordination, participation, and guidance during all phases of this effort including, but not limited to, initial planning, start-up, implementation, follow-up, and completion.

KEY INITIATIVES

In 2005, the National Alliance will launch a grassroots campaign targeting the cities of New York, Miami, Detroit, Dallas/Ft. Worth, and the Los Angeles/San Diego corridor. This comprehensive community engagement approach will increase the understanding of community leaders, educational institutions, and the private business sector about Ticket-holders as an untapped source of workers. The initiative will also concentrate on offering public/private partnership development resources and technical assistance to service providers and businesses interested in developing and sustaining effective local Employment Network (EN) alliances.

National Alliance Program Launch

The National Alliance will unveil its collaboration and project activities at NAWB's annual Forum on March 3-5, 2005 in Washington, DC. Additionally, the local, regional, and national meetings of CWP, USCM, and NACo will provide opportunities to similarly introduce the effort to their members.

Community Outreach Events

Grassroots campaigns will be launched at five large-scale community outreach events in each selected city and involve local stakeholders of the National Alliance's network consisting of



Chambers of Commerce, Workforce Investment Boards, chief Local Elected Officials, among others.

Community Partnership Development Trainings

An overview of the comprehensive public/private partnership development-training program will be given at each of the five community outreach events. More extensive two-day training sessions will be conducted in each city thereafter.

Sustainer Training Workshops

Five train-the-trainer workshops will teach “sustainer” entities in each community how to set up, lead, facilitate, and evaluate community partnerships and collaborative efforts, so that they can provide further training to others in their communities.

KEY OUTCOMES

This campaign will create a new community awareness about the potential resources ENs can provide in helping Ticket-holders transition to employment, and establish a leave-behind sustaining entity that will continue to actively develop and support strategic partnerships needed to build EN capacity. This should result in an increase in the number and effectiveness of ENs available to serve the employment development needs of Ticket-holders in the five targeted cities.

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NATIONAL ALLIANCE MODEL

