

<b>TRAINING AND EMPLOYMENT NOTICE</b>	<b>NO.</b> 42-09
	<b>DATE</b> May 7, 2010

**TO:** STATE WORKFORCE AGENCIES  
STATE WORKFORCE ADMINISTRATORS  
STATE WORKFORCE LIAISONS  
STATE AND LOCAL WORKFORCE BOARD CHAIRS AND DIRECTORS  
STATE LABOR COMMISSIONERS  
COMPREHENSIVE AND AFFILIATE ONE-STOP CAREER CENTER  
DIRECTORS

**FROM:** JANE OATES /s/  
Assistant Secretary

**SUBJECT:** Career Videos for America’s Job Seekers Challenge

**1. Purpose.** The Department of Labor (DOL) invites the workforce development system to participate in the Career Videos for America’s Job Seekers Challenge (hereafter called the Challenge). This effort is a collaboration among the White House, the Department of Labor’s Employment and Training Administration (ETA), IdeaScale.com, online video makers, workforce development professionals, and job seekers.

In today’s tight employment market, the publicly funded workforce investment system has a major responsibility to maximize unemployed workers’ opportunities for rapid reemployment by quickly connecting them to possible career paths. The ability to make a career change can be improved by increasing a workers’ knowledge of in-demand occupations.

To this end, ETA is hosting an online challenge which invites members of the public to produce short (1 to 3 minute) videos focusing on the daily activities, necessary Knowledge, Skills, and Abilities (KSAs), and career pathways of one of 15 high-demand occupations. Video makers are free to choose which occupation to film from the list of selected occupations, but may only submit one video to the Challenge, and only one occupation may be covered in the video. DOL staff screen all video submissions, and narrow the field of videos for each occupational category using predetermined criteria. Then the public (including job seekers, One Stop Career Center staff, and our partners in the workforce development system) will cast their vote for the top video in each occupational category by visiting [www.DOLVideoChallenge.IdeaScale.com](http://www.DOLVideoChallenge.IdeaScale.com). These top videos will then be made accessible to the workforce system and posted on DOL web sites. Submitters of the top video in each occupational category will receive a \$1,000 prize.

**2. References.** Wagner-Peyser Act 29 U.S.C. § 49b(a) and (c)(2)

**3. Background.** The Challenge seeks the public’s assistance in creating occupational “day-in-the-life” videos and in identifying the top occupational videos in each of the 15 occupational categories. The Challenge’s specific approach is to first invite the public to film and submit their “day-in-the-life” videos at [www.DOLVideoChallenge.IdeaScale.com](http://www.DOLVideoChallenge.IdeaScale.com). Video makers are free to choose which occupation to film from the list of selected occupations. Only one video may be submitted per person, and only one occupation may be covered in the video. After DOL staff screen and reduce the field of video submissions based on predetermined criteria, the public (including job seekers, One Stop Career Center staff, and our partners in the workforce development system) will vote to identify the top video in each occupational category. These top videos will then be made accessible to the workforce system and posted on DOL web sites such as [www.CareerOneStop.org](http://www.CareerOneStop.org), [www.Workforce3One.org](http://www.Workforce3One.org), and [www.DOLETA.gov](http://www.DOLETA.gov), and the top video maker in each occupational category will receive a \$1,000 prize.

Selection as a top video in the Challenge does not constitute an official endorsement by DOL or ETA. The Challenge will award prizes for top videos, but this is not an opportunity to apply for government funding.

As a result of the Challenge, the workforce development system will quickly boost its understanding of these occupations and help inform customers interested in pursuing training in these areas.

The Challenge will consist of four phases. Phase 1 will run from May 10 to June 18, 2010. In this phase, the general public, associations, and/or employers can submit their occupational video for one of the 15 occupational categories to <http://www.dolvideochallenge.ideascale.com>. The submitted occupational videos should cover one of the following occupations:

1. Biofuels Processing Technicians;
2. Boilermakers;
3. Carpenters;
4. Computer Support Specialists;
5. Energy Auditors;
6. Heating, Air Conditioning, and Refrigeration Mechanics and Installers/ Testing Adjusting and Balancing (TAB) Technicians;
7. Licensed Practical and Licensed Vocational Nurse;
8. Medical Assistants;
9. Medical and Clinical Lab Technicians including Cytotechnologists;
10. Medical Records and Health Information Technicians including Medical Billers and Coders;
11. Pipe fitters and Steamfitters;
12. Radiological Technologists and Technicians;
13. Solar Thermal Installers and Technicians;
14. Weatherization Installers and Technicians; and
15. Wind Turbine Service Technicians.

Phase 2 will run from June 21 to July 9, 2010. During this phase, the DOL/ETA will screen, review, and identify the top three career videos in each occupational category and post these selected videos online for public review.

Phase 3 will run from July 12 to August 6. During this phase, the public will vote for the top career video in each occupational category. They will also have the opportunity to comment on videos.

Phase 4 will begin during the period of August 9 to August 19, 2010. In this final phase, DOL and ETA will communicate the top career video in each occupational category to the workforce development community and job seekers by:

1. Posting an announcement of the top ranking videos on key websites including:
  - DOL.gov;
  - Careeronestop.org
  - DOLETA.gov;
  - Workforce3One.org; and
  - Other sites.
2. Highlighting the videos and occupations on ETA's [www.CareerOneStop.org](http://www.CareerOneStop.org) portal, which already houses a variety of occupational videos for the workforce system; and
3. Utilizing other communication outlets such as national associations and intergovernmental organizations, like the National Association of State Workforce Agencies, the National Association of Workforce Boards, and the National Governor's Association,

**4. Workforce System Participation.** Workforce system participation is critical to the success of the Challenge. Many states and local workforce areas have businesses that employ many of the targeted occupations. ETA encourages the workforce system to ask these employers to inform their employees of the Challenge and to encourage their employees to participate. During the voting phase, robust participation by the workforce system will benefit both the system and jobseekers. A key purpose of the Challenge is to get the best occupational video that can expose job seekers to the Knowledge, Skills, and Abilities (KSAs) of these in-demand occupations. By voting and posting comments on videos, workforce development professionals and job seekers will help identify the videos that can best serve state labor exchange and job board managers and One-Stop Career Center managers as highly effective tools for career information. One-Stop Career Centers are a key access point to jobseekers, and therefore an excellent means to maximize their participation in the Challenge. At the conclusion of the Challenge, One Stop Career Centers can help jobseekers discover and use these occupational videos to enhance their careers.

**5. Orientation Webinar.** ETA will host a Webinar on Tuesday May 11, 2010 at 2:00 PM Eastern Standard Time to explain the Challenge, present how to create and upload an occupational video, discuss how to engage employers to ask them to produce occupational videos, and finally discuss how to rate occupational videos. The Webinar will be archived on Workforce3One for those who are not able to join the live Webinar event, but are interested in possibly filming an occupational video.

**6. Action Requested.** ETA encourages workforce development professionals to participate in the Challenge by encouraging relevant employers and workers to participate by creating and uploading videos. ETA also requests that the workforce development system help in reviewing and voting on submissions, encouraging jobseekers to review videos, and by

making appropriate videos available through One-Stop Career Centers, state job banks, and other Internet-based resources at the conclusion of the Challenge.

7. **Inquires.** Questions should be directed to the appropriate ETA Regional Office.