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Friday, December 17, 2010

CONTACT: John Dipko, Communications Director, 608-266-6753

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Secretary Gassman Announces \$109,000 for Career 101 Pilots to Help Schools Districts Prepare Students for Jobs of the Future

Governor Doyle's initiative funds projects serving 100 youth in four workforce regions

MADISON – Department of Workforce Development Secretary Roberta Gassman today announced \$109,000 in funding for Career 101 Pilots, Governor Doyle's workforce initiative to help school districts prepare a new generation of skilled workers for jobs in demand sectors.

"Students today have many rewarding career opportunities, and we want to alert them early to the possibilities," Secretary Gassman said. "Governor Doyle's investment in four pilot projects will do that and more by building partnerships with business and industry, as we build a 21st century workforce."

The Career 101 Pilots are part of the more than \$10 million worker training package Governor Doyle has funded over two years. The initiative is designed to build partnerships between schools and businesses to see that students are trained for the workforce of tomorrow."

The four pilots are:

- \$28,000 awarded to the Milwaukee Area Workforce Investment Board for its *Milwaukee Career 101* project, which will provide career information and career pathways for 20 students. Students will have an opportunity to enroll in the state's Youth Apprenticeship program.
- \$28,000 awarded to Northwest Wisconsin Concentrated Employment Program in Ashland, for its *Real Work World Careers 101* project, which will serve 30 students. They will visit employers, as well as the Wisconsin Indianhead Technical College and University of Wisconsin-Superior, and explore career opportunities in healthcare, computer programming, finance and engineering.
- \$28,000 awarded to West Central Wisconsin Workforce Development Board in Menomonie for its *Career Ventures* project, which will serve 30 students from at least three area districts. Students will explore careers in manufacturing, healthcare, customer service and logistics.
- \$25,000 awarded to the Southwest Wisconsin Workforce Development Board in Platteville for its Career 101 project, which will serve 20 students. Students will take part in career awareness activities and complete individual student portfolios to demonstrate their achievements.