



Work Source
MAINE

STATE WORKFORCE DEVELOPMENT BOARD MARCH 21, 2025



MAINE INDUSTRY PARTNERSHIP PROGRAM



Sector Partnership Training Series

Promised annual training series is launched

Series of webinars on a wide variety of topics – free and open to anyone
Recordings will be made available on WorkSource Maine

2-day in-person design thinking training on identifying and planning highly-
impactful collaborative projects – September 10-11 at the Roux Institute

[State Workforce Board: Sector Partnerships Training Series](#)



New Sector Partnerships

Construction Workforce Partnership

Convener is the Harold Alfond Center at Maine Community College System

Initial meeting held in March had 39 companies in attendance

Led by Liz Love in partnership with industry leaders

Creative Economy

Convener is Cultural Alliance of Maine

Led by Mollie Cashwell (ED)

[Cultural Alliance of Maine](#)

Outdoor Industry

Convener is Maine Outdoor Brands

Led by Jenny Kordrick (ED) and Brian Threlkeld (Membership Dev)

[Home - Maine Outdoor Brands](#)

Maine's Industry Partnership Program: Preliminary Impact Snapshot

Presented to the State Workforce Board
March 21, 2025

Sarah Goan, Amy Geren, Aaron Rose
Catherine Cutler Institute, USM



A proud partner of the AmericanJobCenter network
Work Source
MAINE



Background

Purpose

- Provide an early look at the successes, challenges, and emerging trends within the IPP
- Highlight each site's unique position and response

Methods

- Quarterly report review
 - Narrative and quantitative
- Survey of key personnel at each IPP site (November 2024)

Industry Partnership Program Sites

- ◆ **Maine Development Foundation (MDF), Forestry Products Sector**
- ◆ **Children's Oral Health Network (COHN), Oral Healthcare Sector**
- ◆ **The Roux Institute of Northeastern University (ROUX), Healthcare Sector**
- ◆ **Maine Business Education Partnership (MBEP), Retail Sector**
- ◆ **Maine Tourism Association (MTA), Hospitality & Tourism Sector**
- ◆ **Maine Labor Resource Center (MLRC), Healthcare & Social Services Sector**

Impact: Numbers Highlight

7,402 workers directly affected by IPP strategies

1,212 new individuals hired

959 unemployed/underemployed individuals hired

74 new career pathways

467 incumbent workers received skills-specific training

2,442 individuals trained

Emerging Themes

1. **Creates Employment Opportunities for Maine Workers**
2. **Exposes Workers to Critical Industries in Maine**
3. **Impacts Communities and the Maine Economy**
4. **Provides Cross-Industry Learning and Support**
5. **Requires Continued Investment to Yield Results**

“..[T]he training programs and heightened awareness within the workforce have played a crucial role in unlocking people’s full potential. This has not only empowered individuals but has also significantly enhanced their overall capabilities.”

“Just starting to break through in an industry that has a workforce crisis and has historically not been a focus.”

Maine Development Foundation (MDF), Forestry Products Sector

- ◆ **703** individuals trained
- ◆ **137** employees received a new credential or certification

- Built on previous partnerships to identify jobs in need from the start
- Utilized multiple partners to train wide variety of needs in the industry

Children's Oral Health Network (COHN), Oral Healthcare Sector

- ♦ **2** new career pathway and **1** career exploration website developed
- ♦ **72** individuals trained
- ♦ **49** employees received new credential or certification

- Navigated regulatory hurdles to create meaningful career pathways
- Immediate impact: hygienists with new abilities to serve rural communities

The Roux Institute of Northeastern University (ROUX), Healthcare Sector

- ◆ 2 new career pathways developed
- ◆ 52 individuals trained
- ◆ 54 new individuals hired

- Built an advanced medical credential from the ground up
- Intended to attract candidates from both within and beyond the state
- Needs more time to expand and measure impact

Maine Business Education Partnership (MBEP), Retail Sector

- ◆ **394** individuals trained
- ◆ **183** employees received a new credential or certification
- ◆ **220** incumbent workers received skills-specific training

- **Effective partnership with larger national agency to provide credentials and certifications**
- **Directly supported skills-specific retail training**

Maine Tourism Association (MTA), Hospitality & Tourism Sector

- ◆ **34** employees received a new credential or certification
- ◆ **37** new individuals hired from WIOA priority communities
- ◆ **105** individuals trained

- Embraced a modern marketing strategy to change perceptions
- Supported new training and certifications

Maine Labor Resource Center (MLRC), Healthcare & Social Services Sector

- ◆ **1,317** individuals trained
- ◆ **1,040** new individuals hired
- ◆ **386** employees received new credential or certification

- **Trained and hired many individuals**
- **Engaged and coordinated numerous employers and partners**
- **Immediate impact: filling high demand jobs in the community**

Implications

- With **continued investment and support**, IPP sites have the potential to expand their reach, deepen their impact, and drive long-term workforce growth and resilience.
- Policies to build **sustainable workforce pipelines** in critical industries should focus on:
 - regulatory flexibility
 - structured career pathways
 - workforce integration
 - industry perception shifts
 - early career engagement
 - employer-community partnerships

Coming Up...

In-depth exploration of each pilot site:

- ◆ **Interviews** with key partners
 - ◆ **Focus groups** with participants
 - ◆ **Surveys** with employers
- + ***Continued analysis*** of quarterly reporting



WORK SOURCE MAINE CREATIVE FEEDBACK



Work Source Maine



WHY PEOPLE MOVE TO MAINE



Why People Move to Maine

Key findings from a recent survey of migrants

State Workforce Development Board
Presentation March 21, 2025

MAINE.
ECONOMIC & COMMUNITY
DEVELOPMENT



Workforce Attraction and Recruitment

The Maine 2020-2029
Economic Development
Strategy: THE 2024 RESET

Attract
75,000
people to Maine's talent pool

both by increasing participation among Maine's existing population, and attracting new people from out of state — thus turning a potential labor force shrinkage into a gain.

March 8, 2024

The Maine Migration Project (MMP) is a research program generating essential data and information intended to help support private and public sector efforts focused on recruiting and attracting out-of-state workers and job candidates.

1. Talent Attraction Strategies in the US
2. Database of Talent Attraction Strategies in the US
3. Characterizing Migration in Maine with US Census Data
4. Workforce Attraction and Recruitment: Experiences of Maine Employers
5. Why People Move to Maine: A Study of Recent Migrants
6. Workforce Attraction and Recruitment in Maine: What Policymakers, Employers, and Supporting Organizations Need to Know



The Flow

- 01** Project Overview
- 02** Household Demographics
- 03** Employment and Work
- 04** Maine Connections
- 05** The Maine Attraction
- 06** Barriers
- 07** Implications for Recruitment and Attraction
- 08** Questions

WHY PEOPLE MOVE TO MAINE

A STUDY OF RECENT MIGRANTS

MAINE.
ECONOMIC & COMMUNITY
DEVELOPMENT

PREPARED FOR
Maine Department of Economic
and Community Development &
Maine Department of Labor

PREPARED BY
Wallace Economic Advisers, LLC

JANUARY 2025

Project Overview

- Electronic survey of driver's license registrants 2019 - 2023
 - Reciprocity from another state between ("BMV data")
- Sample of 2,500 responses collected spring of 2024
 - Age 18 and older, though responses skewed older
- Some considerations for representation of population
- Differences by tourism region and life-cycle age cohorts

Migrant defined as person that moved to and established residency in Maine from another U.S. state or international origin.

Brief Summary of Household Demographics





Where did migrants come from? Where do they reside?

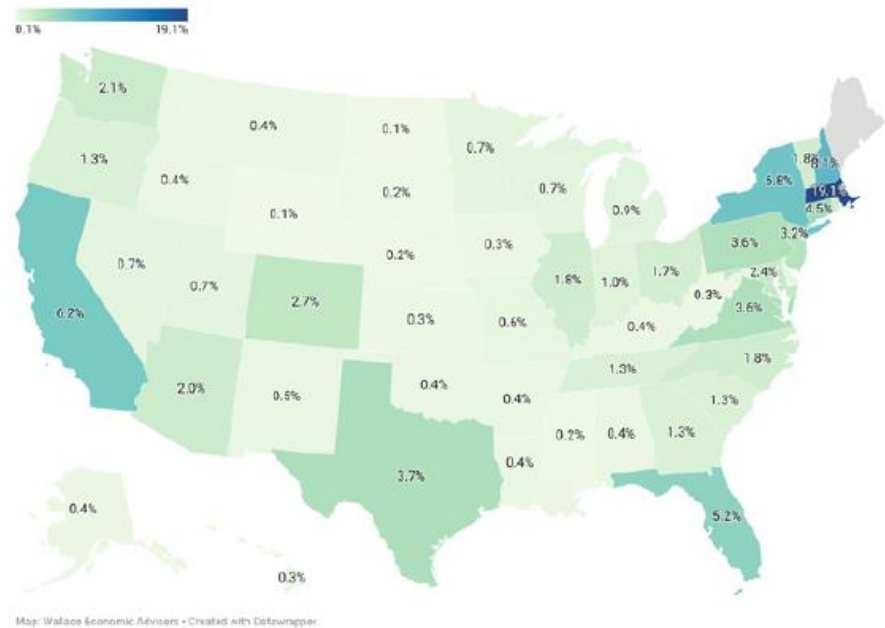


Figure 6: Where Survey Respondents Moved From

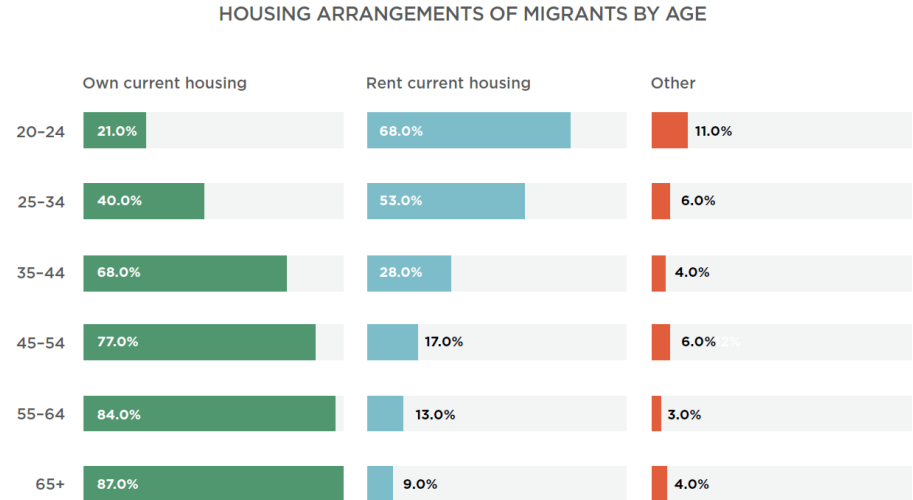
	Migrant Population Share	Survey Sample Share	Population (2023)
Aroostook County	4%	4%	5%
Downeast & Acadia	5%	9%	6%
Greater Portland & Casco Bay	28%	23%	22%
Kennebec & Moose River Valleys	9%	5%	13%
Maine Lakes & Mountains	10%	14%	15%
Mid-coast	12%	16%	11%
The Maine Beaches	21%	19%	16%
The Maine Highlands	10%	11%	12%

Figure 4: Regional Distribution of Migrant License Registrations and Survey Respondents²⁰



Core socio-economics largely consistent with Census

- Migrants were largely white (92%)
- Three-quarters with Bachelor's degree or higher
- More than 50% had household incomes of \$100,000 or more
 - state median approximately \$75,000
- More likely to own their homes (75%), consistent with statewide rates
- 2 of 3 moved with partner/spouse; 1/4 moved alone
- 16% reported moving with school-aged children to the state
 - Likely under-estimates to a degree





Migrants are investing time and money in communities



Figure 14: Community Engagement Activities of Migrants

Employment and Work





Virtually all migrants in the labor force are employed, just 2% reported “not employed and searching for work”

	Employment Status	Self	Partner or Spouse
➡	Working full-time	46.1%	44.2%
	Retired	35.4%	38.0%
➡	Working part-time	9.3%	9.2%
	Other	2.6%	2.2%
	Stay-at-home parent or caregiver	1.9%	2.4%
	Not formally employed - not searching	1.9%	1.8%
➡	Not formally employed - searching	1.8%	1.7%
	Student	1.0%	0.4%

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~ 55% (self) and 53%
(partner/spouse) currently
employed, including both full
and part-time

➡ = “Participating in” the labor force



Overall employment rates likely underestimated; differences across life cycle (age) cohorts

EMPLOYMENT STATUS BY AGE COHORT

Employment Status	20-24	25-34	35-44	45-54	55-64	65+
→ Working full-time	69%	82%	74%	68%	43%	11%
Retired	0%	0%	2%	7%	34%	77%
→ Working part-time	3%	6%	9%	10%	12%	9%
Other	0%	2%	3%	5%	3%	2%
Not formally employed, not searching	0%	1%	2%	4%	5%	2%
Stay-at-home parent or caregiver	3%	5%	7%	4%	1%	0%
Not formally employed, searching	3%	2%	3%	3%	2%	0%
Student	22%	3%	1%	0%	0%	0%



Overall employment rates likely underestimated;
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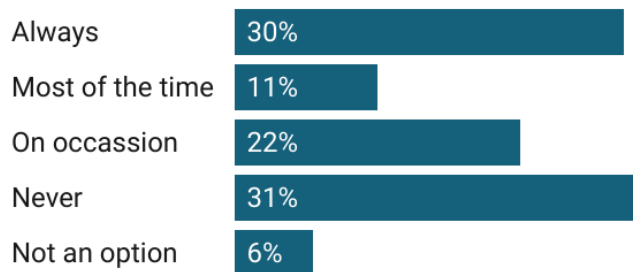
EMPLOYMENT STATUS BY AGE COHORT						
Employment Status	18-24	25-34	35-44	45-54	55-64	65+
→ Working full-time	43%	43%	43%	43%	43%	11%
Retired	0%	0%	0%	0%	34%	77%
→ Working part-time	12%	12%	12%	12%	12%	9%
Other	3%	3%	3%	3%	3%	2%
Not formally employed, not searching	0%	1%	2%	4%	5%	2%
Stay-at-home parent or caregiver	3%	5%	7%	4%	1%	0%
Not formally employed, searching	3%	2%	3%	3%	2%	0%
Student	22%	3%	1%	0%	0%	0%

43% work for an employer with no physical location in Maine



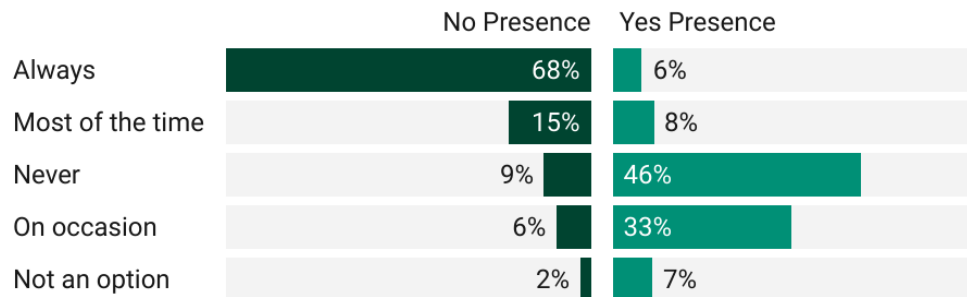
Over 40% of employed migrants primarily work remotely

Share of Employed Migrants by Remote Work Frequency



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... Employer Presence in Maine



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Remote work is a key factor enabling a substantial share of migrants to move to Maine while keeping their jobs

Share of Employed Migrants Working Remotely

It enabled me to keep my job while making the move

81%

It did not make a difference

14%

Enabled partner/spouse to move

4%

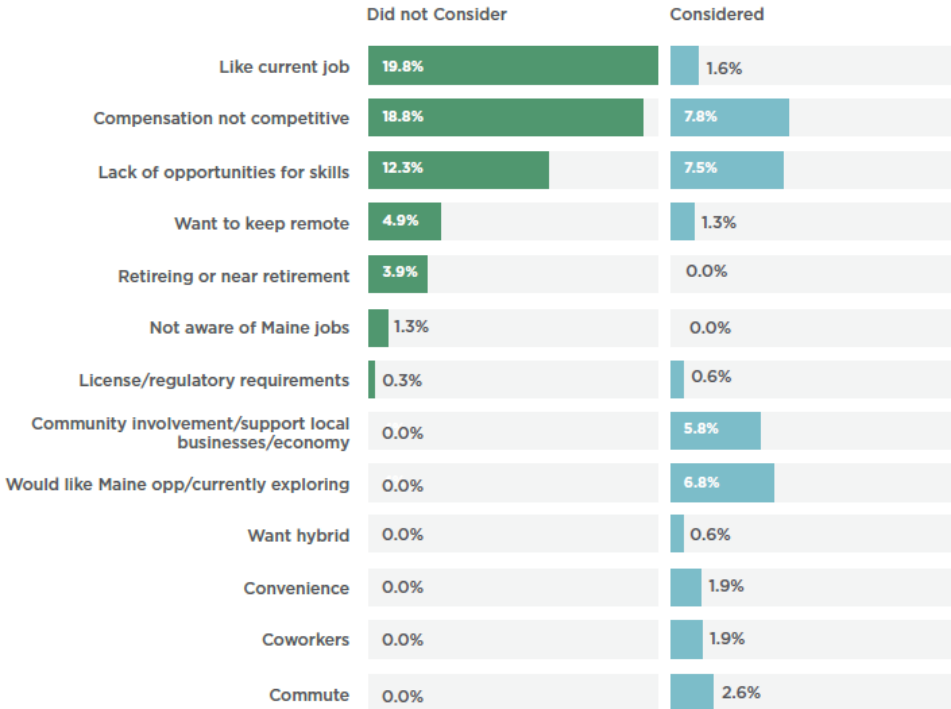
Other

4%

*How did the ability to work remotely factor into your decision to move to Maine?
Select all that apply.*



REASONS FOR CONSIDERING OR NOT CONSIDERING EMPLOYMENT WITH A MAINE-BASED EMPLOYER



43% of employed migrants do not work for a Maine employer

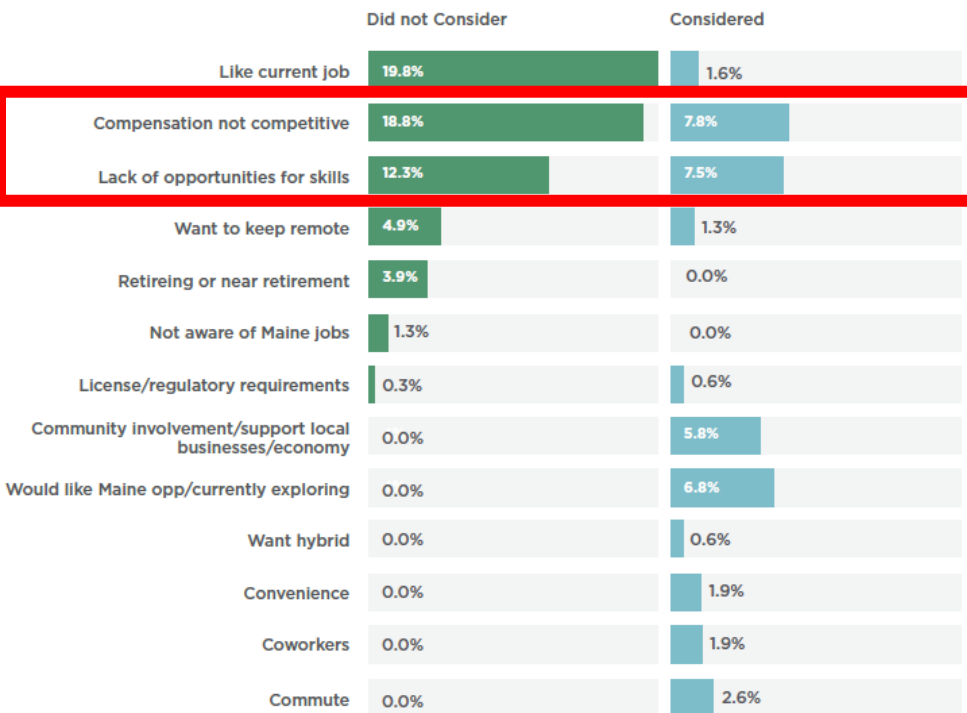
Have you considered employment opportunities with a local Maine-based business, organization, or government? Why, or why not?

“Being able to keep my job and work remote was one of the biggest factors for my move. From what I’ve seen, the job market in Maine and the salaries aren’t keeping up with what’s needed to survive here.”

Figure 26: Reasons for Considering or Not Considering Employment with a Maine-based Employer



REASONS FOR CONSIDERING OR NOT CONSIDERING EMPLOYMENT WITH A MAINE-BASED EMPLOYER



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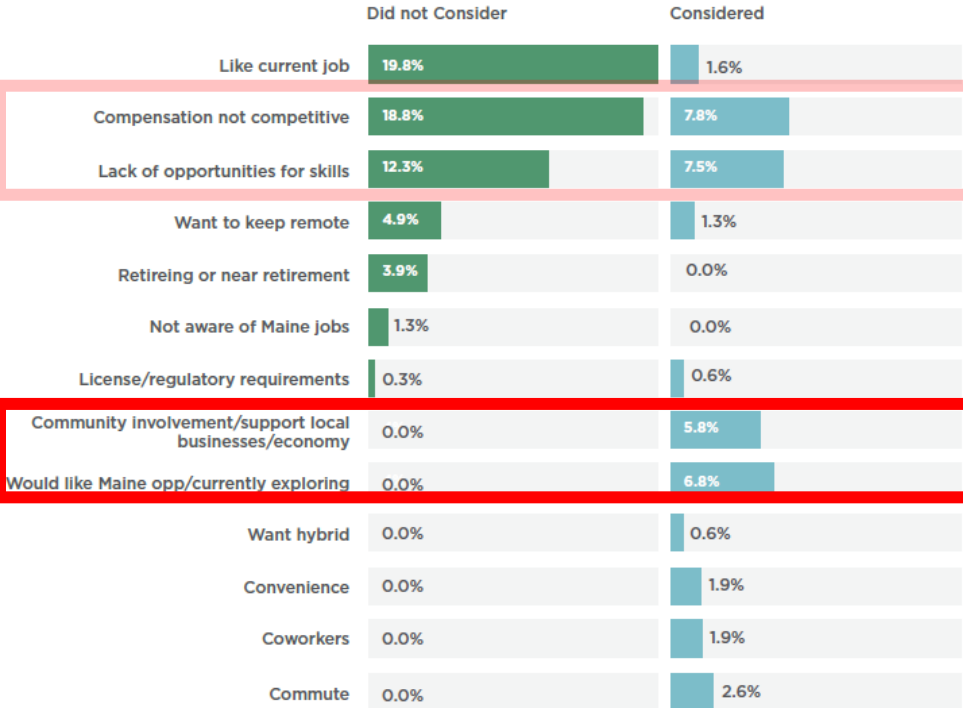
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Figure 26: Reasons for Considering or Not Considering Employment with a Maine-based Employer

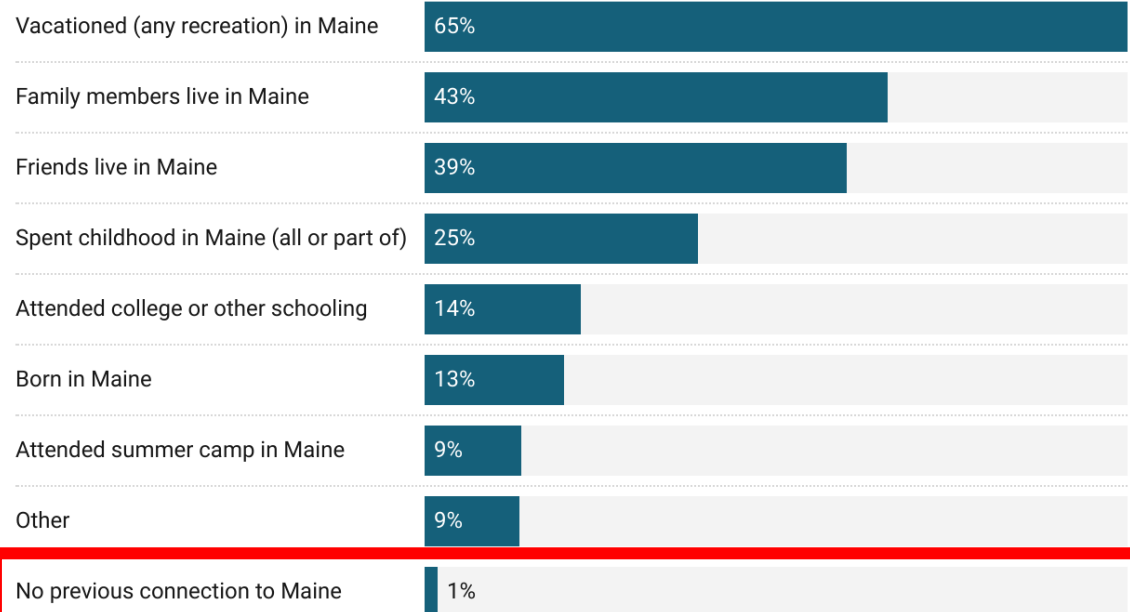
Maine Connections





Virtually every migrant household has some connection to, or previous experience with, Maine

Indicate previous experiences or connections to Maine before your move. (Self and Partner/Spouse) Select all that apply.



The Maine Attraction





How much did the following influence your choice to move to the specific region of Maine where you now live?

Factor	Relative Weighted Index ▼	5 - Extremely strong influence	4 - Somewhat strong influence	3 - Moderate influence	2 - Minimal influence	1 - No influence at all
Outdoor recreation amenities	3.28	25%	26%	21%	7%	21%
Social connections (closer to family, friends, network)	2.66	24%	13%	13%	7%	44%
Community safety	2.64	14%	19%	21%	9%	37%
A culture of equality, acceptance, or openness	2.37	11%	15%	18%	8%	47%
Cost of living	2.31	7%	13%	24%	15%	41%
Political climate I/we agree with	2.19	6%	14%	20%	11%	49%
Ability to work remotely (self or partner)	2.10	16%	8%	8%	6%	62%
Cultural and entertainment amenities	2.04	4%	11%	19%	16%	50%
Employment opportunity (self or partner)	1.99	15%	6%	7%	7%	65%
Family circumstance (e.g. care for extended family)	1.92	13%	7%	7%	5%	68%
Pandemic (COVID-19) motivated	1.68	6%	6%	8%	8%	71%
Quality of local K-12 schools	1.44	4%	4%	5%	6%	81%
Attend educational schooling or training	1.23	3%	1%	2%	3%	90%
Veteran community, support, or other resources	1.12	1%	1%	2%	1%	95%
Social media posts	1.11	0%	1%	2%	5%	93%



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Attend educational schooling or training	1.23	3%	1%	2%	3%	90%
Veteran community, support, or other resources	1.12	1%	1%	2%	1%	95%
Social media posts	1.11	0%	1%	2%	5%	93%



Outdoor recreation amenities most significant asset and key economic driver

Outdoor Recreation Amenities

1 - No influence at all

21%

2 - Minimal influence

7%

3 - Moderate influence

21%

4 - Somewhat strong influence

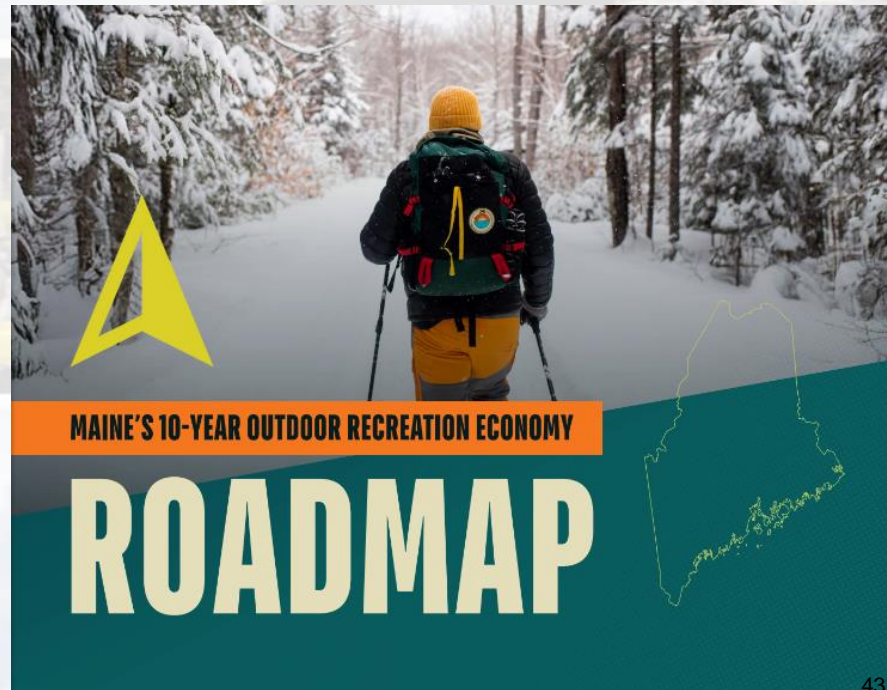
26%

5 - Extremely strong influence

25%

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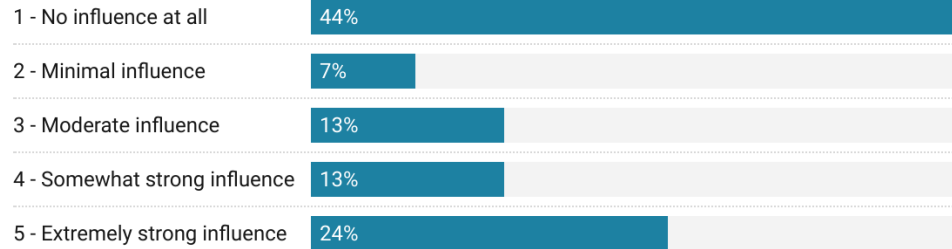
½ of all migrants reported Outdoor Rec was a strong influence; 25% extremely strong





People attract people = circles of influence

Social Connections



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“Family members and friends moved to Maine. We moved to be closer to family/friends and enjoy outdoor activities together more often.”



Other notable factors of influence

- Community and place factors also important; ‘complementary influences’
 - Safety – Maine ranks high nationally for safe communities
 - Culture of acceptance, equality, and openness
- Unique household circumstances extremely strong influence for smaller share
 - Extended family care (13%)
 - Job opportunity (15% of all migrant households) and ability to work remote (16%)
- Incentives (e.g. tax credits) greater sway with young professional groups
 - about 25% of employed 25-44 year olds

“Maine is a beautiful, safe state. Safety and well-being for my kids was key for me.”

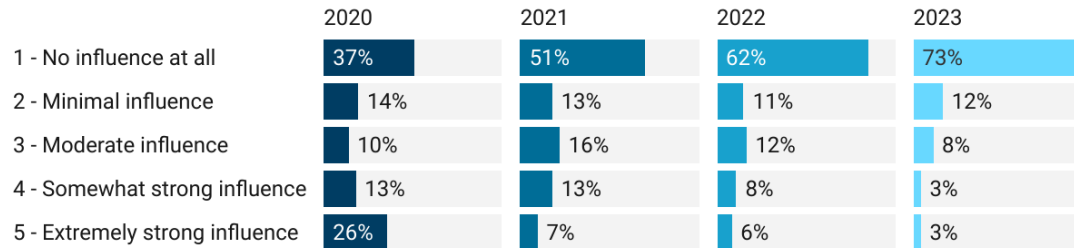
“Elder and sibling care occasioned the move, and remote work opportunities enabled it...”

“Partner’s job was the main consideration. Student loan repayment tax credit and outdoor recreation will keep us here.”



Pandemic influence was significant for 2020, less so after

Influence of Pandemic by Year of Move



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“Through the pandemic, I could work remotely from anywhere in the US. I chose Maine as I love the coast, forests, and the climate — yet I could still afford to move and live here compared to other states that fit my criteria.”



Climate migration is occurring

What level of influence do you think weather or climate-related issues (more intense droughts, extreme storms, wildfires, etc.) had on your decision to move to Maine from your previous location?

5 - Extremely strong influence

9%

4 - Somewhat strong influence

13%

3 - Moderate influence

19%

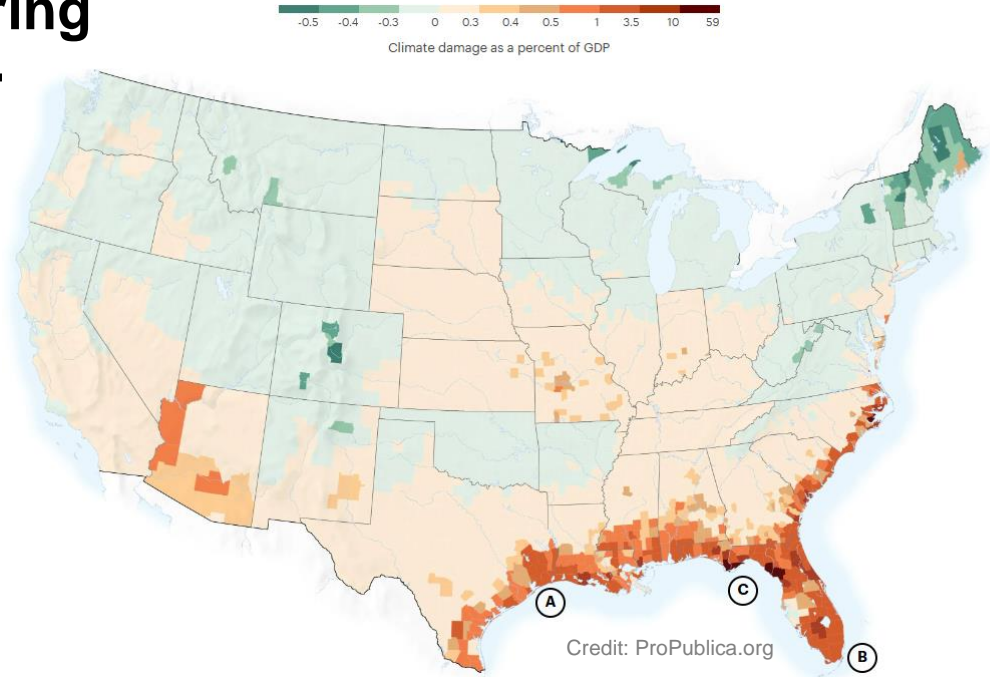
2 - Minimal influence

21%

1 - No influence at all

39%

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“Effects of climate change compelled me to move north.”

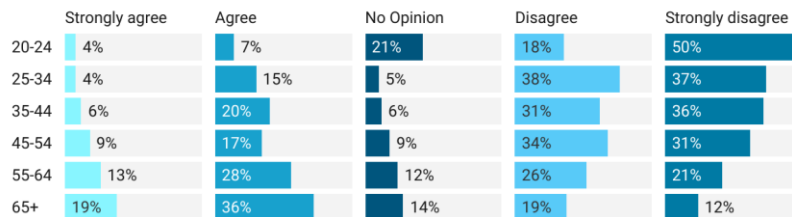
Barriers to moving to Maine





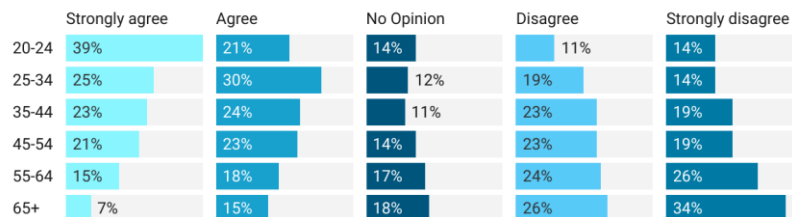
Housing expressed as a significant challenge; less of an issue for migrant retiree

Finding adequate or affordable housing was not a challenge.



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Finding housing almost prevented my/our relocation.



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Most expect to stay of long term;

INTENTIONS TO CONTINUE LIVING AND WORKING IN MAINE

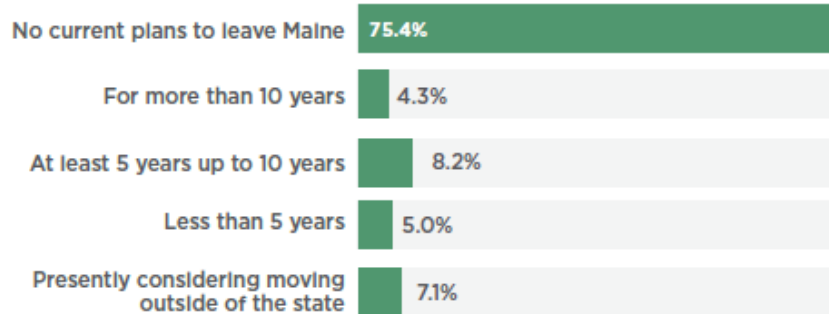


Figure 37: Intentions to Continue Living and Working in Maine



Most expect to stay of long term; but barriers exist

INTENTIONS TO CONTINUE LIVING AND WORKING IN MAINE

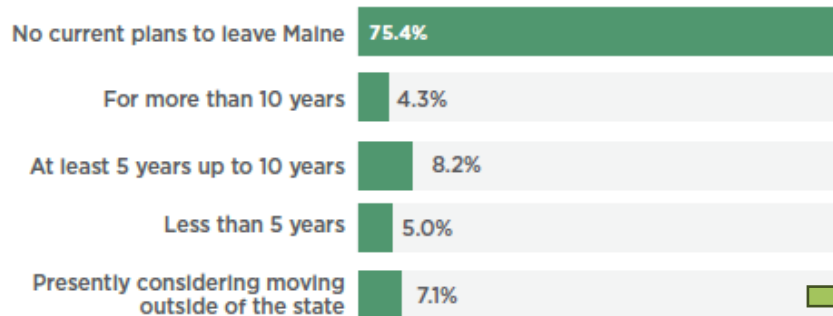


Figure 37: Intentions to Continue Living and Working in Maine

REASONS FOR CONSIDERING A MOVE OUT OF MAINE

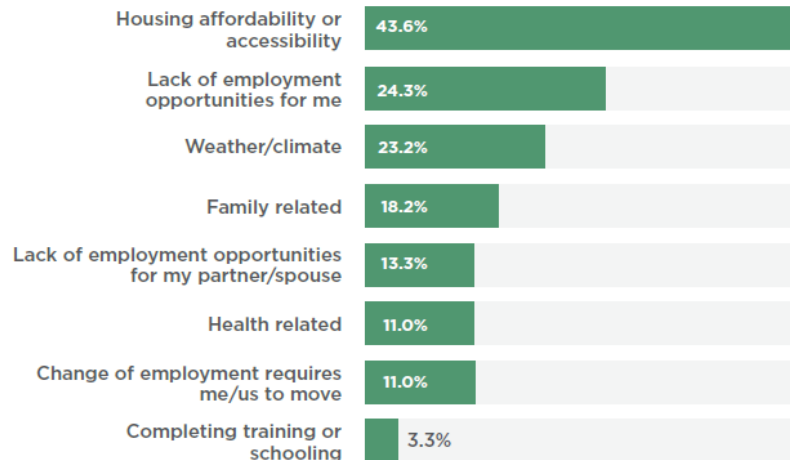


Figure 38: Reasons for Considering a Move Out of Maine

Implications for Policy and Recruitment





Implications for recruitment & attraction

From the Employer / Organizational Perspective

- A significant share of employers, primarily small, not recruiting out-of-state
 - Small firms lack resources (HR, financial),
 - industry/occupation specific,
 - Lack of will or knowledge of how

OVER 90%
of employers with greater than
500 EMPLOYEES
are actively recruiting
out-of-state candidates

ABOUT 60%
of small employers
(fewer than 20 employees)
500 EMPLOYEES
are not actively recruiting
out-of-state workers



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- Conversion / transitioning of remote to local employment may be more challenging
 - Address those barriers in wage and job mismatch (real or perceived)
 - Develop connect points for remote workers to local opportunities

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- Developing targeted recruitment resources for employers
- Engage with and piggyback on tourism marketing

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- Conversion / transitioning of remote to local employment may be more challenging
 - Address those barriers in wage and job mismatch (real or perceived)
 - Develop connect points for remote workers to local opportunities
- Developing targeted recruitment resources for employers
- Engage with and piggyback on tourism marketing
- Target people with required skills and past connections to Maine

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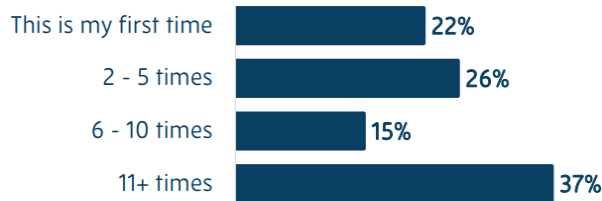


Markets are well defined – people that have current or previous experiences or connections with the state

Marketing assets and building off of tourism and social connections

- Prime working aged (<45) overnight tourists (~3 million per year)
- 22% of overnight visitors stayed with friends or family; 14% second home
- 39% of all visitors engaged in active outdoor rec
- Tourism gives people and opportunity to test out our product

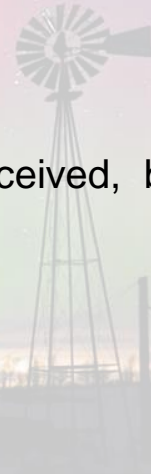
Over **7 in 10** visitors to Maine were employed, most full-time





What's not in the data – each story is a unique experience

- The decision to move to a new state is full of emotion, excitement, risk, and uncertainty.
 - It cannot be boiled down to a few datapoints
- The core drivers attracting people elicit strong emotions
- How can you reassure or reduce risks and uncertainty, real or perceived, by job candidates and their households?
- Focus on relationship building and connections





Moving forward

- Without alleviating housing market pressures and increases in demands of other services (child care, etc.), will continue to see crowding out effects by income groups
 - What is this impact?
- Mine tourism data and add question(s) to topline surveys
 - Have considered moving to Maine?
 - What would push you to move here?
- Better understanding the perception and reality of barriers – skills, occupational, etc.
- Motivations of specific groups



Questions

Thank you
for your time and attention!

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WALLACE

ECONOMIC ADVISERS



Work Source
MAINE

COASTAL COUNTIES WORKFORCE PRESENTATION



Program Year 2023

By the Numbers

6,227 – Number of Basic Career Services

1,305 – Number of Customers Enrolled
36% **increase** in Youth program enrollments from PY 2022 to PY 2023

94.92% – Customer Satisfaction rate

433 Occupational Training Services

42 Pre-Apprenticeship Services

66 ARPA Training Stipends

1,023 Supportive Services Provided

More Numbers

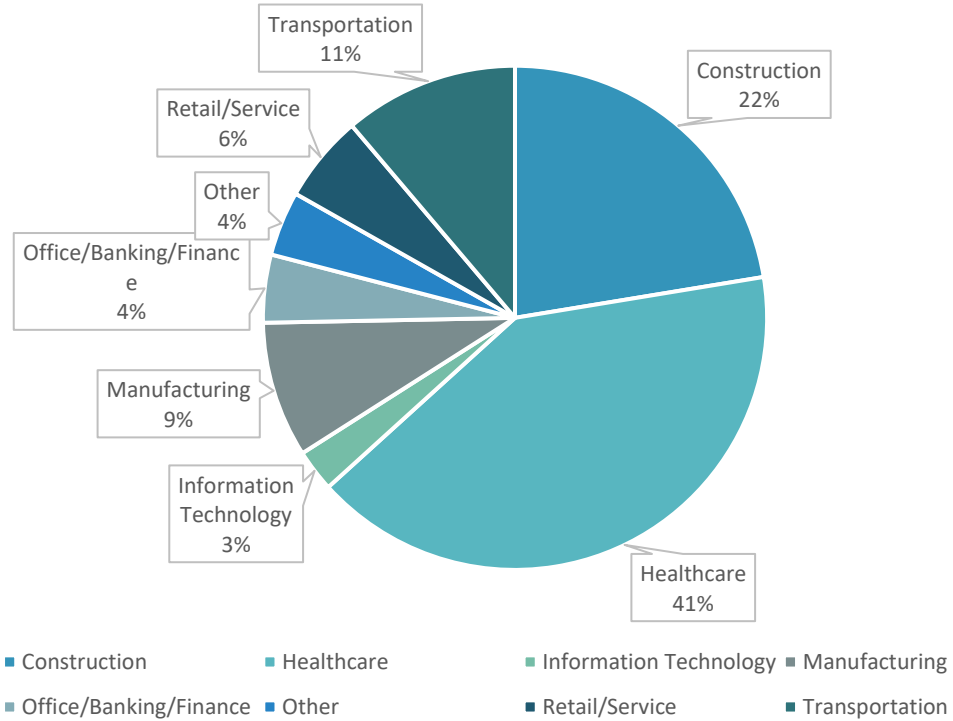
Successful Work-Based Learning Activities across all Coastal Counties Programs:

For program year 2023, the following occurred:

- 72 total Work Experience services
- 26 total On-the-Job Training services

Workforce Solutions saw thirty-three (33) client referrals for assistance by the Business Service Coordinators for targeted job development support. Also, the Business Services Team saw a 40% increase in Work Experience and On-the-Job training activities from the first half of PY2023 to the second half.

Coastal Counties Workforce Sector Training Program Year 2023





Victoria became a CNA
with support from
Workforce Solutions



Workforce Solutions helped Helen achieve her
goal of working in finance - YouTube



To reach that impact funds came from...

WIOA Adult and Dislocated Worker

WIOA Youth

Maine Rural Healthcare Partnership H-1B Grant

QUEST Dislocated Worker Grant

Maine Refugee Career Pathways Grant
(U.S. Department of Health and Human Services)

American Rescue Plan Act (ARPA) Grant

Building Pathways to Infrastructure (BIG)
Jobs H-1B Grant Program

WIOA ALLOCATIONS 2023 vs 2024

	2023-2024	2024-2025	Difference from PY23 to PY24	Percentage of PY2023 allocation	Overall Percentage (Up or Down)
Adult	\$ 805,460.00	\$ 651,783.00	\$ (153,677.00)	80.92%	-19.08%
Dislocated Worker	\$ 419,119.00	\$ 399,002.00	\$ (20,117.00)	95.20%	-4.80%
Youth	\$ 875,651.00	\$ 704,305.00	\$ (171,346.00)	80.43%	-19.57%
Total	\$ 2,100,230.00	\$ 1,755,090.00	\$ (345,140.00)	83.57%	-16.43%

Questions?

