

Heartland Workforce Initiative



WHAT IS THE WORKFORCE INITIATIVE?

Building upon partnerships with the Arkansas and Louisiana Broadband offices, the Heartland Workforce Initiative connects job seekers with training and employment opportunities. A signature part of this initiative is Connecting the Heartland Jobs Board. The goal of the platform is to meet the demand for employment opportunities in order to connect every home to high-speed internet.



**NEEDS
8,000
JOBS**



**NEEDS
5,000
JOBS**



WHAT IS THE CONNECTING THE HEARTLAND JOBS BOARD?

The Connecting the Heartland Jobs Board will connect job seekers, employers and training providers within the broadband industry in Arkansas and Louisiana.

- Hosted by Connecting the Heartland, the Jobs Board will streamline the process of upskilling residents in the heartland and connect them to career opportunities.
- Job seekers can create a profile to access training programs available by providers, apply to jobs posted by employers and seek advice from career advisors.
- Employers in the broadband industry can post jobs and find talent with ease.

HOW CAN INDUSTRY PARTNERS HELP?

To expand access to high-speed internet in the heartland, it is essential we have the adequate workforce to meet the demand of new providers and new internet users.

Industry partners can support this initiative and get involved in various ways including, but not limited to:

- Ensuring record funding provided by the federal Infrastructure Investment and Jobs Act is fully utilized.
- Connecting with community colleges, K-12 and other skills based training opportunities.
- Providing training programs to upskill workers who have not been employed in this space.
- Creating job opportunities that will also help open up related career pathways.
- Posting jobs and spreading the word to industry peers about our growing tool to train and recruit talent.

WHAT IS HEARTLAND FORWARD?

[Heartland Forward](#) is a “think and do tank” dedicated to being a resource for states and local communities in the middle of the country. We do this by studying broad economic trends and building data-driven and community-tested partnerships, programs and policies to address the needs of the heartland, help change the narrative about the middle of the country and kick-start economic growth.

WHAT IS CONNECTING THE HEARTLAND?

The No. 1 economic issue of our time is having access to affordable high-speed internet. [Connecting the Heartland](#) is a multi-state multi-pronged initiative to boost internet availability, affordability and adoption rates for participation in online services that are key to economic opportunity. Our goal is to be a resource to states and communities by emphasizing affordability and adoption alongside expanding infrastructure. Our work is focused to date in six states – Arkansas, Louisiana, Illinois, Ohio, Oklahoma and Tennessee.