



# Broadband workforce strategy

Webinar | NOFA Community  
Recruiting Partners Grants Program

*April, 2024*



# Agenda



Overview of the workforce initiatives

NOFA Overview | Community Recruiting Partners

Next steps



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## Context | PR Broadband Program is working to address the need for talent in broadband-related fields



Over **\$1B in funding** will be arriving to Puerto Rico in the next few years for broadband infrastructure, adoption and digital equity



To achieve those goals, PR needs to deliver **additional miles of buried fiber**



PR will require an **additional ~2.5K of trained workforce** with focus on broadband technicians



## Our call to action

Partnering with you to **attract workforce and provide specialized training** where shortages exist (e.g. construction, broadband technicians, engineers, etc.)

# Workforce implications | PR will require a trained workforce, at scale, to deliver on broadband given concurrent construction & maintenance efforts



PR's broadband workforce needs to grow by 2.5K (~2.5x), with special focus on broadband technicians

Current vs Total WF need over next 5 years

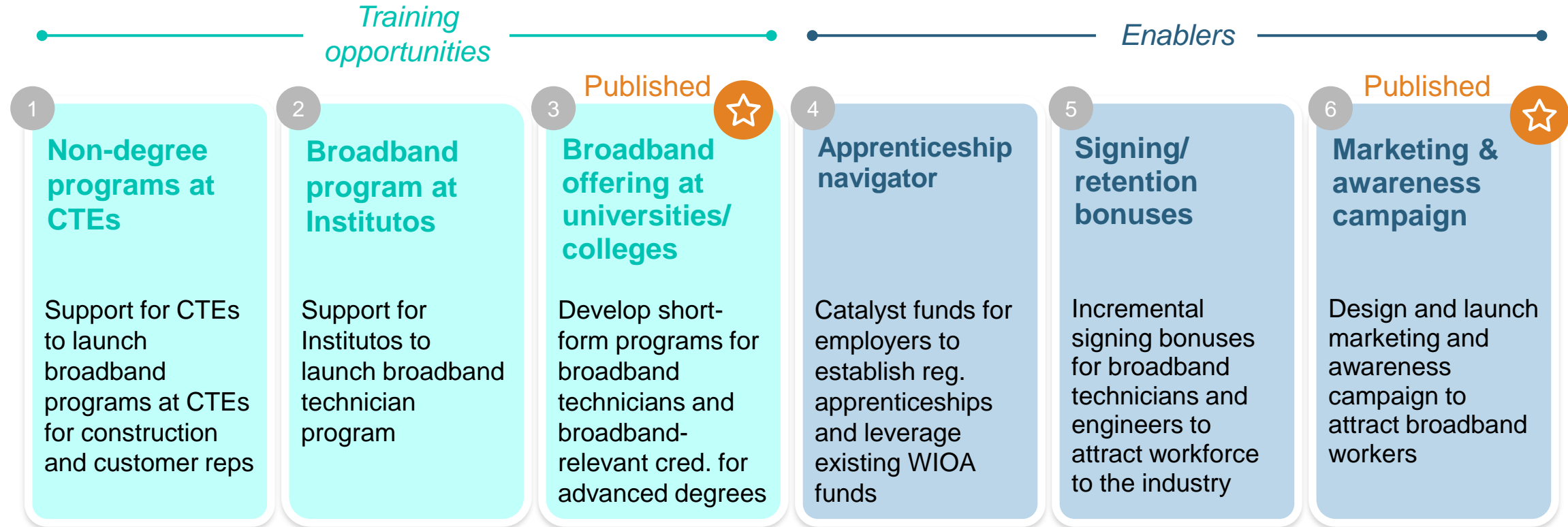


## Broadband roles to fill over next 5 years by category

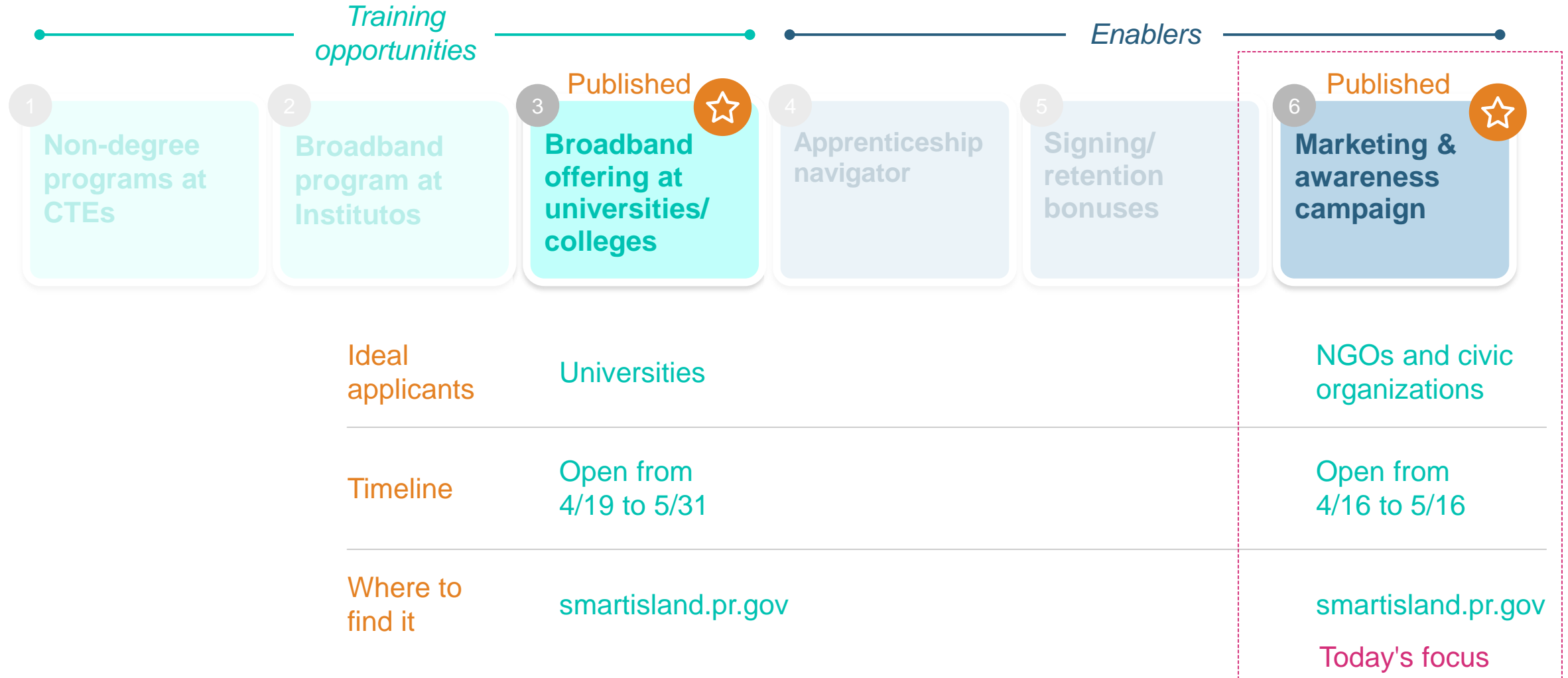
Roles	Gap range
Broadband Technicians	875-1,310
General Construction	515-770
Client Support	375-560 <i>Key focus</i>
General Engineers	120-180
General Skilled Support	100-155
Broadband-related Engineers	70-105

1. Broadband technicians includes: Installers, 5G Microcell technicians, Fiber splicer and Fixed wireless technician; 2. Current broadband workforce based on data from set of local employers; 3. Projections based on Bottom-Up model analysis and ISP data analysis  
 Source: Analysis based on Top-Down model analysis, Bottom-Up model analysis and data requests (Data used for analysis: GAO Report, BLS, Stakeholders interviews)

# 2024 portfolio | From the 5Y strategic plan, we've identified six priorities for launch in 2024



# PRBP launched two workforce development NOFAs, this session is about the Marketing one



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# Recruiting partners grant was designed to create awareness about broadband careers throughout communities in Puerto Rico



## What we want to accomplish

- Increased awareness and comms of broadband training and job opportunities
- Increased number of job seekers interested in broadband careers
- Increased enrollment of students in broadband training programs
- Increased number of job seekers that join the broadband workforce
- Successful implementation of broadband infrastructure investments in Puerto Rico



## What we are expecting from you

- Create broadband employment opportunity awareness within communities (e.g., host events)
- Attract students to broadband-related training programs in PR (e.g., market ITPRs programs)
- Connect job seekers to employers and broadband workforce initiatives (e.g., apprenticeships)
- Support job seekers with the employment navigation process (e.g., point job seekers to platforms like Perfil and broadband job postings)



# Examples | Outreach partners potential deliverables (non-exhaustive)



## Digital products / offerings

1

**Website Development:** Create a dedicated website for broadband careers, including job listings, employee testimonials, and application instructions

2

**Social Media Campaign:** Utilize platforms like LinkedIn, Twitter, and Facebook to share content about career opportunities and industry insights

3

**Recruitment Video Production:** Develop videos showcasing the work, employee experiences, and the impact of broadband services, to be shared online and via social media

4

**Email Marketing Campaigns:** Send out regular newsletters and job alerts to subscribers interested in broadband careers, highlighting new opportunities and company benefits

5

**Q&A Forum:** Host regular online Q&A forums for potential candidates to address questions about the industry, specific job roles, and the application process, providing a platform for interaction and engagement



## Non-digital products / offerings

1

**Job Fairs:** Organize and participate in job fairs at local colleges, universities, and community centers to directly engage with potential candidates

2

**ISP/Employers Panel Discussions:** Host panel discussions with ISPs and employers in the broadband sector to talk about career opportunities, industry trends, and to answer questions from the audience

3

**Printed Brochures/Pamphlets Distribution:** Distribute informative brochures and pamphlets at career fairs, educational institutions, and community centers, providing insights into broadband career paths and job openings

4

**Local Partners Engagement:** Partner with local community centers, libraries, and educational institutions to offer talks and workshops about the career opportunities in broadband

5

**Community Job Boards:** Post physical job advertisements on local community boards in the institution and/or libraries, coffee shops, and community centers

# PRBP will review applications following this format



Proposal Package including a maximum of 10 slides in PowerPoint or 8 pages in Word

- Key facts about the Respondent's existing and relevant programming, 1-2 slides
- Interest and **anticipated project outcomes**, 1-2 slides
- Key stakeholders that would be engaged, 1 slide
- Challenges they anticipate and how they plan to overcome, 1 slide
- Proposed budget and resourcing, 1-2 slides



## Performance Goals and Measurement

- Number of unique interactions or touchpoints to share information with clients
- Number of individual and group career pathway conversations with clients
- Number of clients who pursue broadband as a career (e.g., number that join apprenticeship programs, number that join broadband-related educational programs)
- Penetration of underserved groups (e.g., percent of clients from low-income backgrounds)

# And will select 4-6 organizations to grant \$50-100k

## Evaluation criteria

- **Quality of Existing Programming (45/100 points):** Assesses whether the Respondent has a track record and meets the general qualifications of the activities
- **Infrastructure & Capacity (45/100 points):** Evaluates infrastructure and capacity for broadband workforce marketing outreach and/or career counseling
- **Innovation (10/100 points):** Evaluates innovative thinking with regards to outreach to diverse populations

## Details about the funding

- Total funding amount is \$450K that will be distributed across grantees
- Duration of the program (timeline to use funds) is 12 months, from May 27, 2024, to May 27, 2025
- No cost matching is required but applicants are encouraged to leverage other resources

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## Next steps

- Read the NOFA in detail between today and tomorrow
- Submit questions by Friday April 26<sup>th</sup> through [FAQ@smartisland.pr.gov](mailto:FAQ@smartisland.pr.gov)
- Review answers on May 1<sup>st</sup>
- Submit your application by May 16<sup>th</sup>

**MÁS INFORMACIÓN**



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