

Dept. of Workforce Development: Adopts NASWA pilot program to help job seekers

Posted on Tuesday, May 24, 2022

>> **WisPolitics is now on the State Affairs network. Get custom keyword notifications, bill tracking and all WisPolitics content. [Get the app or access via desktop.](#)**

MADISON – Department of Workforce Development Secretary-designee Amy Pechacek today announced greater opportunities for job seekers to learn high-demand skills, earn certificates at no cost, and find better jobs, all possible in partnership with the National Association of State Workforce Agencies (NASWA).

Wisconsin is now among a growing number of states participating in a pilot NASWA launched last fall with Google. As a pilot participant, Wisconsin has 500 scholarships for job seekers to learn skills in one of six high demand areas and earn a Grow with Google Career certificate, all at no cost. The six areas are:

- Data Analytics
- IT Support
- Project Management
- User Experience (UX) Design
- Digital Marketing & Ecommerce
- IT Automation w/Python

“We are excited to join in this pilot, expand opportunities and put workers on pathways to jobs with more rewarding careers,” Pechacek said. “All industries need workers with these credentials. Any of these certificates can open the door to jobs in great demand and connect job seekers with top employers that are now hiring. These are jobs starting at an average annual salary of \$63,600 for entry-level positions across certificate fields.”

Pechacek said the “Grow with Google” program helps ensure that the opportunities

created by technology are available to everyone. The goal is to help people get the right skills for the jobs they want so they may advance their careers. The training is designed for individuals who want to enter the technology field but lack the skills and experience.

The program, offered in collaboration with the Wisconsin Workforce Development Boards, is open to employed and unemployed Wisconsin residents. To participate, individuals will first need to have or create an account by establishing a log on in the upper right-hand corner of the [Job Center of Wisconsin \(JCW\) site](#). They also will need to email the department at GrowWithWisconsin@dwd.wisconsin.gov. Individuals can learn at their own pace with up to six months to complete their training.

Learn more about [Job Seeker Services and Training Opportunities](#).