



Empowering a Responsive WIC Workforce

Pilot Site Details

Transform Your WIC Workplace

Partner with the WIC TAPC Center as a Pilot Site

The **WIC Technical Assistance and Peer Coaching Center (WIC TAPC)** invites State and Local WIC agencies to join a national movement to strengthen the WIC workforce. As a Pilot Site, your agency will be at the forefront of implementing *Support and Growth of the WIC Workforce*, a curriculum designed by WIC professionals, for WIC professionals.

Why Become a Pilot Site?

In today's environment, staff retention and morale are more critical than ever. By participating in this USDA NIFA-funded initiative, your agency will:

- **Access Premium Training:** Receive early access to an agency-centered curriculum built specifically for WIC workforce wellness.
- **Receive Dedicated Mentorship:** Be paired with a **WIC Coach**—an experienced peer who provides tailored technical assistance and leadership coaching.
- **Drive National Change:** Your real-world feedback will refine the tools that will eventually support WIC agencies across the entire country.
- **Achieve Local Goals:** Work with your Coach to develop and execute action plans that address your agency's specific staff training and retention needs.

This work is supported by the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) National Workforce – Implementation Projects: Development of Training Model and Potential Pilot, project award no. 2024-39594-43816, from the U.S. Department of Agriculture's National Institute of Food and Agriculture.

The Partnership: What to Expect

We have designed the Pilot Site experience to be collaborative and adaptable to your agency's unique culture and context.

1. Professional Mentorship (Years 2–3)

Starting in **Spring 2027**, your agency will begin working with your assigned WIC Coach. This includes:

- **Monthly Virtual Check-ins:** 60–90 minute sessions to support your rollout of the *Support and Growth* curriculum.
- **On-Site Collaboration:** Two in-person site visits from your Coach to help navigate local challenges and celebrate successes.

2. National Collaboration (Years 1–3)

- **Annual Pilot Site Assembly:** Join a 1–2 day national convening starting in **Late Summer 2027**. This is an opportunity to network with other Pilot Sites, Coaches, and the WIC TAPC Center team.
- **Data-Driven Success:** Share feedback and data with the WIC TAPC Center to help us measure the impact of the model and make necessary improvements.

Investment and Support

We value your time and your staff's dedication. To ensure this partnership is successful:

- **Fully Funded Travel:** The WIC TAPC Center covers **all expenses** for in-person meetings, site visits, and assemblies.
- **Flexible Implementation:** We work with your leadership to ensure the curriculum rollout honors your local context and doesn't disrupt essential services.

Ready to Lead the Way?

We are seeking a diverse cohort of State and Local agencies that are passionate about workforce health. If you are interested in becoming a Pilot Site but want to discuss how this fits into your current operations, let's talk.

For more information, scan here
or email us at WIC-TAPC@umn.edu

