

# Becoming a Catalyst for Change

## The Role of a Workforce Board

### SOLUTION

NAWB has developed a full-day course to help local and state Workforce Boards develop the necessary vision, plans, and partnerships to become a Catalyst for Change. Content can be customized for:

- Full-day course
- Conference presentations
- Speeches at Board meetings or retreats
- Facilitated planning sessions
- Consulting services

### CONTENT

This content highlights a process for WIBs to build on the workforce system's resources, authority, and expertise to become a change agent focused on community economic well-being while implementing a demand-driven strategy. Participants identify specific actions that Workforce Boards can take to build credibility, demonstrate the value of the workforce system, and address customers' needs within the context of a community-wide economic growth agenda. The course is designed to support local and state planning efforts that encourage strategic initiatives and strategic use of resources. An expert faculty delivers a stimulating course that uses presentations, participant discussion, and practical exercises.

- **Module 1** explores the vision, challenges, and benefits of becoming a Catalyst for Change.
- **Module 2** examines a systematic process for becoming a Catalyst for Change. Among the steps discussed: engaging in a broad planning process, balancing local and regional goals, expanding service offerings, expanding partner relationships, and recognizing and building on successes.

### BENEFITS

The course will help participants:

- Articulate differences between WIA's traditional services and the broader community-wide agenda in which many LWIBs are engaged,
- List ways in which following a "demand-driven" agenda can enhance the workforce system's influence and impact in the community,
- Describe the elements of a structured process to build on the workforce system's resources, authority, and expertise to become a change agent focused on community economic well-being,
- List ways to engage new partners and stakeholders in this broader agenda, and
- Identify specific actions that will build credibility, demonstrate the value of the workforce system, and address customers' needs.

### OUR FACULTY

Experts in workforce development with significant experience in transforming boards and workforce systems, certified by NAWB and the course developers, deliver the "Becoming A Catalyst for Change: The Role of a Workforce Board" course.

### TARGET AUDIENCE

- Local and state workforce boards
- State administrators and liaisons
- Local elected officials
- Workforce associations
- Federal, state, and local workforce agencies
- Retreat and Strategic Planners
- One-Stop Contractors and Managers

### PARTNERS

To develop and deliver this course NAWB has partnered with The National Center on Education and the Economy.

### COSTS AND CONTACTS

Full day course (up to 60 pp) = \$6,500 plus travel  
Half day course (up to 60 pp) = \$3,000 plus travel

*(Note: Additional fees apply for audiences with over 60 pp)*

Costs for customized speeches, retreats, planning sessions, and consulting services are negotiable based on specific needs and requests.

For more information contact:

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# A Catalyst for Change

For the Workforce Investment System to be successful in meeting employer needs and creating opportunities for workers, local and state WIBs must position their organizations to focus on more than operating a single categorical federal program.

The Workforce Investment Act (WIA) provides significant opportunities for WIBs to build on the system's core expertise and contribute to a regional strategy for economic growth.

Many WIBs are engaged in developing plans to support such broad strategies now, and this course will help local and state boards succeed with this broader agenda.

NAWB represents the Workforce Investment Boards (WIBs) that are the strategic governance and overseers of the public workforce investment system established by the Workforce Investment Act of 1998.

The WIBs are business-led boards, appointed by their local elected officials and charged with developing the needed partnerships to deliver effective workforce development services in communities nationwide.

The WIBs also oversee the implementation and performance of the 2,000+ One-Stop Career Centers across the country.

For further information about NAWB Education & Training Activities contact:

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National Association of Workforce Boards

When Business Helps America Work

**National Association of Workforce Boards**

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