

NAWB Announces Partnership with Business U to Prepare for New Legislation ***National Webinar: C-level private sector businesses focus on WIOA and business engagement***

Washington, DC – The National Association of Workforce Boards (NAWB) and Business U announced the start of its official partnership to support workforce investment system stakeholders in the successful execution of the Workforce Innovations and Opportunity Act (WIOA). NAWB recently released a publication on the new legislation and what workforce development boards and stakeholders can expect. While the Department of Labor is still writing the regulations for the WIOA, there are key components that workforce boards will need to consider in their planning processes.

NAWB President and CEO, Ron Painter said, “WIOA has a clear focus in multiple areas including integrating sector strategies across workforce, education and economic development organizations; regional markets; and business engagement metrics. Our partnership with Business U will provide the field with solid solutions to focus on a highly strategic approach to business engagement that aligns with WIOA.”

Business U is the Continuing Education and Training Division of Full Capacity Marketing (FCM), a national consulting firm that specializes in workforce, education, and economic development. FCM President/CEO, Celina Shands Gradijan commented, “Business U and its capacity-building learning events, strategic business engagement plans, and technology tools are dedicated to helping workforce, economic development and education organizations engage businesses with their important missions, and work collaboratively to attract, retain and grow businesses regionally, a key focus of WIOA. It’s also what business customers of the workforce system want and need.”

Walter Larkins is the president of CDR Benefits & Insurance Services LLC, headquarter in Long Beach, CA, and a commissioner on the Los Angeles County Workforce Investment Board concurs with Gradijan, “As a business owner that has used the American Job Centers to fulfill my workforce needs, successful business outreach and engagement programs must strive to build collaborative regional business services teams that coordinate and standardize employer engagement. The programs and solutions that Business U provides are an example of the approach necessary to maximize successful business engagement outcomes.”

NAWB Vice President & COO, Josh Copus, and co-author of the WIOA report said, “Our recent report highlights key areas that are important in business engagement including regional approaches, sector strategies, work-based learning models, and measuring business engagement.”

To validate participant learning and accomplishments in business engagement, Business U is seeking third party evaluation of its training programs through accreditation from the International Association for Continuing Education and Training (IACET). Business U’s Co-founder and Chief Strategy Officer, Christine Bosworth, Ed.D specified that, “The American National Standard Institute (ANSI) recognizes the IACET Standard as the American National Standard for Continuing Education and Training; the ANSI/IACET 1-2013 Standard requires a systems approach to continuing education and that each of its ten standard categories be controlled within Business U’s management structure as an integral part of operating an accredited continuing education and training program.”

Dr. Bosworth chairs Business U’s Advisory Board comprised of executive level private sector businesses and doctoral level professionals, researchers and subject matter experts in education, workforce, and economic development to drive the accreditation process and to develop rigorous curriculum with performance outcomes that are measurable and sustainable. Ron Painter serves as a Business U Board member along with **Phil Blair**, president/chief executive officer, Manpower San Diego and author of Job Won!; **Cheryl Carrier**, executive director, Ford Next Generation Learning; **Dr. Alma Salazar**, vice president of Education and Workforce Development for the Los Angeles Area Chamber of Commerce; **Dr. Ken Poole**, chief executive officer of the Center for Regional Economic Competitiveness (CREC) and executive director, Council for Community and Economic Research (C2ER); and **Gurbax Sahota**, president/chief executive officer of both the California Association for Local Economic Development and the California Academy for Economic Development.

NAWB and Business U launch its partnership with a national webinar about the framework for a high performing business engagement team, and C-level private sector businesses that share what they need from the workforce investment system. Stay tuned for more details in early January 2015. For more information on NAWB and Business U’s offerings, go to www.nawb.org/businessu