

STATE CAMPAIGNS HIGHLIGHT VALUE OF WORKFORCE FUNDING
States leverage national workforce campaign to educate policy makers

Washington, D.C. – The National Association of Workforce Boards (NAWB) is partnering with state workforce associations (SWAs) and state workforce investment boards (SWIBs) across the country to develop unique, state-specific educational campaigns that showcase the successes of the workforce investment system. This system is funded through the Workforce Investment Act (WIA) which authorizes nearly 550+ local business-led workforce investments boards (WIBs) that cover all fifty states, Puerto Rico and the U.S. Territories to oversee and coordinate services through a network of 3,000 One-Stop Career Centers. In early 2011, the NAWB launched a national outreach campaign called *Workforce Investment Works* (WIW); SWAs and SWIBs now have the opportunity to leverage these national efforts to showcase and promote individual state workforce innovations and success stories.

The WIW campaign centers around a storytelling website with sophisticated back-end functionality to upload customer testimonials, success stories and workforce innovations, along with capacity-building storytelling toolkits that serve to 1) help America understand the value proposition of workforce-funded programs and services; 2) generate support of workforce funding through social media; and 3) build the capacity of workforce stakeholders to utilize consistent messages with their local elected officials and the news media to bring awareness around the repercussions of cutting workforce funding.

The WIW campaign was selected for a 2011 Davey Award in the integrated campaign category. With more than 4,000 entries from across the U.S. and around the world, the Davey Awards are judged annually by the International Academy of the Visual Arts (IAVA) and honor the finest creative work from the best small firms, agencies and companies worldwide.

NAWB President/CEO, Ron Painter said, “The momentum of the WIW campaign has been building and has really taken off since the Davey Awards were announced. Leveraging the technology and functionality of the WIW website is the best way to support the entire workforce system and partners of the system, and demonstrate how local investments impact the national economic landscape.”

One of the first states to see the value in partnering with the WIW campaign is California. A website template modeling the WIW campaign has been developed for the California Workforce Association (CWA), a non-profit

membership organization that develops public policy strategies and builds local capacity to address critical workforce issues in California. To maintain an association with the national campaign, California's state campaign is called Workforce Investment Works, with a unique tagline—*Working for California*.

CWA Executive Director Barbara Halsey said, "This tailored approach to leveraging an existing award-winning national campaign is a perfect outreach solution for state workforce associations and state workforce boards across the country. It allows us to leverage the existing technology and professional look-and-feel from the national campaign, but showcase our unique workforce investment board brands that comprise the California workforce system."

Oregon is another early adopter. Chair Kim Parker, Oregon Workforce Partnership, said, "The Workforce Investment Works – Working for Oregon campaign solves so many of our problems, in terms of having an award winning website that can support local areas in depositing their successes and innovations centrally."

The Minnesota Workforce Council Association is another campaign partner. Director Anne Olson said, "This is such a simple solution to the challenging task of maintaining a relevant, up-to-date, statewide collection of examples highlighting our members' great work and customer testimonials."

Project partner Celina Shands Gradijan, president and chief executive officer, Full Capacity Marketing, Inc., said, "We've developed the site technology so that as SWAs and SWIBs are building the success stories and innovations on their unique state websites, the content automatically flows to the national WIW site, so that there is no duplication in entering data. This allows the NAWB to continually build the national database of successes and innovations, which in turn, builds a stronger business case collectively for workforce funding."

To view the national campaign, go to www.WorkforceInvestmentWorks.com; the Oregon, California and Minnesota campaigns can be viewed at www.WorkforceInvestmentWorks.com/Oregon; www.WorkforceInvestmentWorks.com/California; www.WorkforceInvestmentWorks.com/Minnesota.

State Workforce Associations and State Workforce Investment Boards can contact Ron Painter at painterr@nawb.org, or Celina Shands Gradijan at celina@FullCapacityMarketing.com for details on how to participate. For more information about NAWB and/or its upcoming annual workforce forum, go to www.NAWB.org.