

Sector Strategies:

Targeted Approaches to Critical Industries

SOLUTION

NAWB has developed a customizable one-day course on how to design, establish, grow, and maintain a Sector Initiative. Content can be delivered through:

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

CONTENT

Participants will have the opportunity to learn through a mix of theory, case studies, interactive exercises, and team group work. The course uses the following outline:

- What is a Sector Strategy
 - a) Introduction
 - b) Beyond Just Training
- Research and Evaluation
 - a) The Importance of Data
 - b) Making the Case for a Sector Initiative
 - c) Evaluating Sector Effectiveness
- Building Career Ladders
- Serving Dual Customers
 - d) Different Workers, Different Needs
 - e) Serving Industry
- Managing for Success
- Strategies for Sustainability

OUR FACULTY

Experts in workforce development and sectoral strategies, certified by NAWB and the course developers, deliver the "Sector Strategies: Targeted Approaches to Critical Industries" course.

BENEFITS

As a result of this course participants will have the tools to:

- Determine whether and how a sector strategy fits into the community workforce goals,
- Create and grow an effective sector initiative,
- Develop a long-term plan for sustainability, and
- Establish practical, measurable, and meaningful evaluation criteria.

TARGET AUDIENCE

- Local and state workforce board members and staff
- Sector initiative managers and One-Stop business services staff
- Economic development organizations
- Key community partners with a stake or role in sector strategies
- Local elected officials
- Federal, state, and local workforce agencies
- State and Local Business groups

PARTNERS

To develop and deliver this suite of courses and solutions, NAWB has partnered with the National Network of Sector Partners.

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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Sector Strategies

An increasing number of workforce boards are using sector strategies to:

- Strengthen their outreach to the business community,
- Develop a framework within which business services are developed and delivered, and
- Build stronger links with regional economic development efforts.

Workforce boards inevitably have questions about sector strategies regardless of the board's experience and accomplishments with such initiatives. What, exactly, is a sector strategy, and what value does it provide? How does it complement my Board's core mission? How do we staff, fund, and sustain an initiative once it gets off the ground? The experiences of workforce boards who have successfully used sector strategies provide lessons that can be used by other boards considering a sector approach.

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

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