

BUSINESS ENGAGEMENT BLUEPRINT & WIOA REGIONAL STRATEGY EVENT



MAXIMIZING BUSINESS ENGAGEMENT

The Workforce Innovation and Opportunity Act points to multiple ways that the workforce system will need to think regionally and focus on business engagement. This outlook requires workforce boards to strengthen leadership and revisit critical organizational components to develop and motivate an effective, regionally-collaborative, market-responsive business engagement plan across multiple organizations and stakeholders. In partnership with Business U, this one-day strategy event brings NAWB's leadership to your region to work collaboratively with leaders across multiple organizations which have a stake in workforce development. The end result is a Strategic Business Engagement Blueprint to identify strengths and gaps in supporting the region in engaging business as a partner (in sector strategies, work-based learning, career pathways), as a customer (with business services), and as a funder (to invest and leverage). Stakeholders are registered in advance and complete a Market Responsive Readiness Assessment that provides a baseline collective score of the readiness of regional organizations to engage business and industry. Results are reviewed at the regional event and a final report is included post event.

Who Should Attend

- Workforce Development Board Executive Directors
- Workforce Development Board Members on Business-Focused Committees
- American Job Centers: Executive Directors
- Community-Based Organizations: Executive Directors
- Community College Workforce & Economic Development Leadership
- Local School Districts: Superintendents and Leadership
- Economic Development Executive Leadership: City Managers & Economic Development Staff
- Chambers of Commerce Executives
- Elected Officials: City & County Government

Agenda Topics

8:00 am – 8:30 am

Check-In & Continental Breakfast

8:30 am – 9:30 am

NAWB Leadership Keynote: Regional Collaboration & WIOA

9:30 am – 10:00 am

Framework: The Blueprint for Business Engagement
Market Responsive Readiness Assessment Scores

10:00 am – 10:15 am

Break

10:15 am – 12:15 pm

Blueprint Element #1: Visionary Leadership Components
Blueprint Element #2: Creating Regional Vertical Networks

12:15 pm – 1:00 pm

Lunch Provided

1:00 pm – 3:00 pm

Blueprint Element #3: Business Engagement Data Sets
Blueprint Element #4: Building a Regional Structure

3:00 pm – 3:15 pm

Break

3:15 pm – 4:30 pm

Blueprint Element #5: Regional Communications & Outreach
Blueprint Element #6: Sustainability & Funding

4:30 pm – 4:45 pm

Next Steps, Close and Evaluations

For pricing and to schedule this event in your region, please contact Business U at info@business-u.net or Dr. Christine Bosworth at 310-800-3353. For more information, go to www.business-u.net/bizblueprint