

BUSINESS U FUNDS FREE ONLINE GED PREPARATION COURSE

DOL-ETA announcement of the Customer Centered Design Challenge inspires Business U's educational intervention strategy

Washington, D.C. — When the [Workforce Innovation and Opportunity Act \(WIOA\)](#) went into effect, state and local governments from the public workforce system transitioned from a 15 year old federal law to a new law that allows for more innovative workforce development approaches in serving youth, job seekers and business customers. To spark innovation in the field, the Department of Labor Employment and Training Administration (DOL-ETA) announced the [Customer Centered Design Challenge](#) to build the capacity of the workforce system and produce effective outcomes and increase customer satisfaction for both youth and job seekers, and to put business and industry at the center of sector strategies and career pathway work to close the skills gap.

Skills gap challenges remain an issue nationally. Almost four out of five jobs in the United States (78%) require some form of postsecondary education. According to the [Bureau of Labor Statistics](#), middle-skill jobs are projected to increase at a rate faster than other types of jobs. Yet, [each day 8,300 high school students drop out](#), and [more than 39 million adults](#) aged 16 and older lack a high school credential and are not enrolled in any educational program.

Business U, Inc. (BU) has funded a free educational intervention strategy to support the nation in opening the talent pool pipeline to assist those individuals who have dropped out of high school through its free, comprehensive online GED preparation course. BU's co-founder and CEO, Dr. Christine Bosworth shares why. "National statistics demonstrate the need to provide solutions for those who can't even get into the workforce pipeline because they've dropped out of school. In the spirit of WIOA to serve the dual customer, the Customer Centered Design Challenge inspired us to develop a strategy to provide free, universal access to those individuals who cannot qualify for a training/education program or who have been shut out of the labor market because they lack a high school diploma or its equivalent. By removing a barrier to access, it's a solid first step for many of these individuals to achieve their academic and career goals."

BU's GED preparation course is web-based and available in its eUniversity. It covers in detail all four subjects within the GED test, including an initial assessment to identify where test takers need to focus their efforts. It includes practice quizzes and a final test once they have completed their review of each subject. The exams in the course are timed to simulate real exam conditions, and there is also a self-timed final practice written essay component. An online scientific calculator is included as well as flashcards, and test taking tips to study more effectively.

"We have seen a surge in our workforce and education customers proactively focusing on strategic opportunities for youth to get them prepared for the world of work and the needs of business and industry such as apprenticeships, internships, and job shadows." said BU Co-founder, Celina Shands Gradijan. "The course is one of our ways of giving back to these organizations to support their important missions." More than one million people take the GED test every year. For access to BU's free online GED preparation course, contact GED@Business-U.net or go to www.Business-U.net/GED