



Accessing the Network of

Local Upskilling and Related Resources Available to Support Your Business

Meeting Current Talent Needs and Preparing a Workforce for the Future

Successful businesses with skilled workers are critical to the economic health of the nation. That is why the federal government invests in resources and programs to help you attract, hire, and train the workers your business needs to be competitive. These services are offered through a network of business-led, employer-supporting organizations ready to help you when needed.

The Public Workforce System



The public workforce system is a network of federal, state, and local organizations that supports economic expansion in communities and develops the talent of our nation's workforce. It includes job training and career services funded by the federal government, which are delivered at local agencies often called American Job Centers or one-stop career centers. The federal, state, and local governments have input into the programs and the services offered along with the support of employers, unions, educators and community groups.

What are Workforce Development Boards?

First let's look at who is available to help, then we'll look at how they can help. Workforce Development Boards (WDBs) are:

1. Business-led and tuned into their regional business community's skill needs
2. Focused on achieving improvement through customer-centered design to solve problems for businesses like yours
3. Committed to understanding what competencies businesses need, and to learn what credentials matter
4. Evaluated by their ability to help people:
 - Get hired
 - Earn higher wages and stay employed
 - Gain credentials
5. Run by people who live and work in their local community and understand the needs of the region
6. Equipped to assist businesses throughout the business cycle with their workforce needs
7. Able to impact a business's bottom line

Help for Your Business



WDBs are eager to learn about your talent needs, your business, and your plans for the future. While each WDB is largely designed to meet local needs, WDBs share similar characteristics from region to region and state to state:

What Do Workforce Development Boards Offer?

American Job Centers

Job seekers are served through American Job Centers (AJCs). AJCs are local service centers, sometimes established as independent storefronts, located in suburban office parks, or housed within government buildings. It's important to note that these centers often develop unique and differing brands throughout the country. They offer:

- Access to electronic job listings
- Career counseling and skill testing
- Screening for employer referrals
- Employer outreach and job matching
- Placement services
- Reimbursement for work-based learning services

Business Services at WDBs

Your business has access to a set of resources that can often find diverse candidates, such as youth, older workers, individuals with disabilities, and other untapped sources of workers. As a local employer, you can have considerable influence in shaping the strategic priorities and investment decisions of the workforce system by participating as a volunteer board member on your local WDB, or participating in various industry-sector partnerships set-up by your local WDB.

Resources

Find your local board online at:

- http://www.workforceinvestmentworks.com/workforce_board_finder.asp
- <https://www.careeronestop.org/LocalHelp/WorkforceDevelopment/find-workforce-development-boards.aspx>

Find your local AJC (generically referred to as Career One Stop Centers) at:

- www.careeronestop.org/site/american-job-center.aspx

Resource

Labor Market Information: https://www.nawb.org/lmi_data_trends.asp

Understanding Your Regional Labor Market

Your local WDB is funded to understand your local labor market, both the supply (workers) and demand (businesses) side, and to help businesses thrive and grow. WDBs have a deep understanding of labor market information and can develop reports using available local and national statistics. Services vary by state but may include:

- Labor supply studies for business recruitment
- Labor cost analysis for business site selection
- Skills-matching analysis for re-employment
- Economic impact analysis for job creation/return on investment

Developing Strategies for Improved Talent Development/Retention

You can work with your WDB to develop strategies to address your business's talent development and retention needs. WDBs can provide you with recruitment and screening assistance, training and education, skills assessments, and other human resource and business services to support your talent and retention initiatives.

Diversity

Research shows that a diverse set of employees improves a business's bottom line. And, in tight labor markets, non-traditional hires are an untapped labor market (i.e. re-entry, veterans, individuals with disabilities). WDBs have access to a wide range of potential employees and can provide the supports these potential workers may need to succeed in your workplace.

Industry-Sector Partnerships

In an Industry-Sector Partnership, employers engage in conversations about how to skill up their workforce, how to develop cooperative initiatives to get the talent in their region, and how to work together to ensure that the educational institutions in their region are training the right skills for your industry. It's a way for businesses like yours to collaborate to compete. WDBs work with employers and others in an industry to determine the needs of the local labor market and to engage the appropriate partners to find productive solutions.

Work-Based Learning & Apprenticeships

These programs combine paid on-the-job training with academic instruction. They develop skilled workers for employers and provide a career pathway other than traditional education. WDBs can assist your business in developing and implementing work-based learning experiences and apprenticeships to meet your workforce needs.

Reimbursable Work-Based Learning

WDBs can also assist businesses with their work-based learning needs by helping businesses set up three types of work-based learning programs, which in some cases, is reimbursable:

- On-the-job training
- Customized training
- Incumbent training

Additional Resources



- NAWB: <https://www.nawb.org/>
- Department of Labor: www.dol.gov
- Workforce GPS: www.workforcegps.org

About UpSkill America at the Aspen Institute and NAWB

UpSkill America at the Aspen Institute is an employer-led movement to expand opportunity for America's workers and allow our economy and communities to thrive. The movement promotes training and advancement practices to help workers progress in their careers and move into better-paying jobs. Led by a leadership team of employer organizations, UpSkill America's mission is to recognize employers that invest in their frontline workers; promote the adoption of policies and practices used by employers to educate, train and develop frontline workers; and highlight effective local and regional workforce development partnerships and how they educate, train and develop individuals for success in the workplace. Learn more at upskillamerica.org.

The **National Association of Workforce Boards** (NAWB) represents approximately 550 Workforce Development Boards and their 12,000+ business members that coordinate and leverage workforce strategies with education and economic development stakeholders within their local communities, to ensure that state and local workforce development and job training programs meet the needs of employers. Learn more at nawb.org.