

Workforce Development Boards: Your Local Champions in Identifying and Developing Workforce Talent

What are Workforce Development Boards?

Workforce Development Boards (WDBs) are established by federal funds, but many are responsible for pooling a diverse set of public and private funding to support industries like yours with your talent pipeline, hiring, and retention needs. WDBs are business-led organizations specifically organized and design to understand the unique and diverse needs of their local employer base. Workforce development leaders want to work in concert with your industry widely to ensure that regional training investments, education programs, and economic incentives are aligned with short and long-term goals of the businesses in their region.

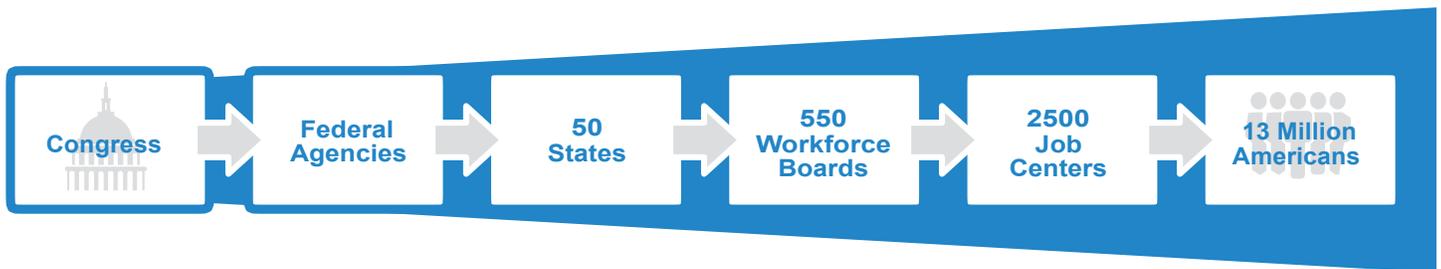
When a Michigan manufacturer announced bringing back jobs, who made sure workers had the skills?

When Oklahoma and HHS wanted to increase worker safety, who led the training?

When defense contractors needed to upgrade our nation's ships and submarines, who found employees with the skills to do it?

We did. That's the power of workforce boards.

America relies on us, the national network of **550** workforce boards.



Who is on my local workforce board?



Government
Officials



Local
Employers



Economic
Analysts

How do Workforce Development Boards Address Local Workforce Demands?

WDBs develop a business services team to cultivate engagement and relationships with industry and local businesses to understand workforce talent needs. To meet the local workforce demands, WDBs establish local service centers called American Job Centers (AJCs), sometimes called one-stops, to serve jobseekers and employers. AJCs are the frontline staff addressing workforce demands and offers a range of services.

AJC Services

- 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

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IMPACT. 1 in 12 American workers will touch our system, seeking a wide array of support to become and stay employed.

More than **1.2 million people** received personalized services and almost 50% with occupational credentials

72%

of job seekers we work with
will be employed within
6 months

What can WDBs do for the Landscaping Industry?

- Landscaping is a word-of-mouth industry. WDBs can help **tell success stories and communicate the benefits of a career in landscaping** to jobseekers, youth, and parents to help change the perception of the landscaping industry.
- Assist with **developing and promoting career pathways** to jobseekers and youth.
- Assist landscaping businesses **tap into a broader talent pool** by introducing landscaping industry to the diverse jobseekers served by WDBs—such as youth, retirees, veterans/former military, re-entry individuals, and individuals with disabilities.
- Work with Landscaping businesses to **develop, facilitate, and support reimbursable work-based training**, such as on-the-job training, customized training, incumbent training and apprenticeships.
- Assist landscaping businesses with establishing relationships with education institutions and training providers to **develop industry specific training** for current employees and jobseekers.
- Provide Labor Market Information for your local employers in the landscape industry.
- Create opportunities for industry representatives and business leaders to **participate in regional partnerships** with educators and other employers.

How can you get Involved?

Volunteer for a local WDB and influence workforce policy.

Employers can have considerable influence in shaping the strategic priorities and investment decision of state and local workforce systems by participating as a volunteer board member on local workforce boards or participating in various industry-sector partnerships set-up by local boards. Contact your local WDB to get involved!

Connect with your local WDB or AJC and utilize their services.

WDBs and AJC services are funded by a combination of public-private funding and are designed to help support and advance economic development in your community. WDBs are encouraged to cultivate and engage local employers and can be a great resource to identifying and securing talent.

To find a your local WDB or AJC visit: <https://www.careeronestop.org/LocalHelp/local-help.aspx>



NAWB is the advocate for the 550 workforce boards nationwide.

The National Association of Workforce Boards (NAWB) supports its members through a comprehensive program of advocacy, training and technical assistance, communication, and the promotion of strategic partnerships for the advancement of our nation's workforce.