



A New Framework

*WIOA Sets A High Bar Assessing
Opportunities and Barriers*



February 4, 2016

The Message Theme is a one- or two-word description.

Message Theme

Core Message

The Core Message is the one-sentence summary of the theme. It should be the single most-important sentence you want the audience to remember for this theme.

Message Pillars

Message Pillars focus on more direct and specific messages that support the core message. Each Message Pillar could be expanded to a separate fact sheet.

Proof Points

•Proof points are the 3 to 5 most important facts that support the message pillar.

guide

Message
Theme

Workforce Development Boards are the regional leaders of the nation's system that balances workforce supply and demand.

Core
Message

Message
Pillars

WDBs enable business leaders to share and apply best practices to real world recruiting and placement challenges.

WDBs develop and conduct programs to prepare the existing and future workforce for the regional economy.

WDBs direct the regional systems that help job seekers build careers and help employers create economic growth.

Proof Points

- Proof points on best practices.

- Proof points on programs

- Proof points on direction

analyze

Message Theme

Workforce Development Boards understand local markets and provide region-specific context for job seekers and employers.

Core Message

WDBs represent the breadth of each labor market and can evaluate the landscape, identify gaps and find resources and partners to bridge them.

WDBs leverage the expertise and experience of the business community to identify a path forward for job creation.

WDBs monitor and track regional employment issues and provide actionable insight to policymakers and employers.

Message Pillars

•Proof points on membership, ability to see landscape and identification of gaps.

•Proof points on business community expertise and the ways it helps WDBs provide insight.

•Proof points on ways intelligence gathering and sharing helps inform economic development regionally.

Proof Points

convene

Message
Theme

Workforce Development Boards bring job seekers, employers and learning providers together to match available talent with current and emerging positions.

Core
Message

WDBs are the hub of workforce intelligence for business, education and economic leaders in their regions.

WDBs unite business, economic and political leaders to shape the direction of workforce investment.

WDBs represent the business community broadly and can bring disparate communities together to evaluate and address common problems.

Message
Pillars

- Proof points on how WDBs gather, share and distill data, insight and information for the benefit of all of their stakeholders.

- Proof points on results, including anecdotes and other examples.

- Proof points on what WDBs do to bring groups together and what that looks like, including anecdotes and examples.

Proof Points

communicate

Workforce Development Boards give voice to the employment market and speak for the unique needs of job seekers *and* employers

WDBs advocate for policies, funding and other resources necessary to boost employment.

WDBs share insight on trends, forecast needs and build support for solutions.

WDBs highlight regional employment challenges and spotlight policies and practices to address them.

- Proof points on how they do this with anecdotes, examples.

- Proof points on what they do with anecdotes and examples.

- Proof points on how they speak to regional needs and what that means/impact with anecdotes/examples.
- Need to find an example of where a board comments on an economic development project because the workforce won't be there.

equity

Message Theme

Workforce development creates equal opportunity for all willing workers.

Core Message

Message Pillars

Training and education programs help people get jobs and keep jobs.

Skills training and education ensure the workforce is competitive.

in the labor pool, both among workers and employers, workforce development enables equal

Proof Points

- Proof points on impact with anecdotes and examples.

- Proof points on ways this happens with anecdotes and examples.

- Proof points on opportunity with anecdotes and examples.

access

Message Theme

Workforce development fosters economic mobility by increasing access to the job market for skilled workers.

Core Message

Message Pillars

Workforce development programs focus on connecting workers and the workforce.

Workforce development meets the talent development needs of the underemployed.

Workforce development reduces unemployment.

Proof Points

- Proof points on the ways WD enables access including anecdotes and examples.

- Proof points on the ways WD programs help the underemployed and fill in the gaps not met by on the job training.

- Proof points on impacts of workforce development on unemployment.

efficiency

Message
Theme

Workforce development addresses labor market challenges for job seekers and employers by preparing and connecting them.

Core
Message

Message
Pillars

Workforce development programs leverage business and community resources that might not otherwise be

Workforce development programs unite separate efforts that might otherwise be duplicative.

WDBs serve as an information and program clearinghouse providing a one-stop shop for information and

Proof Points

- Proof points on efficiencies from combining efforts and engaging disparate partners, etc.

- Proof points on efficiencies gained from one resource for multiple stakeholders with the same objective.

- Proof points on power of having all information in one place, etc.

effectiveness

Workforce development has a high return on investment: funding for these programs returns to communities nationwide in salaries, taxes, and new investment.

Workforce Development Boards provide a 1.5:1 to as much as a 3.5:1 return on investment in states nationwide.

NWDB members provided assistance to more than 13 million people in the year ending December 31, 2015 and placed approximately 7.8 million of those people

Strong partnerships among the public workforce system, education providers, and employers in key sectors improve earnings outcomes for workers.

•Proof points

•Proof points

•Proof points

Additional Comments...

