

2017 IACET INNOVATION OF THE YEAR AWARD FOR LEARNER ENGAGEMENT GOES TO BUSINESS U, INC.

Los Angeles, Calif — The International Association for Continuing Education and Training (IACET) awarded Business U, Inc. as the recipient of the *2017 Innovation of the Year Award for Learner Engagement*. IACET, the originator of the Continuing Education Unit (CEU), is a third-party accrediting organization that uses the ANSI/IACET Standard, in-depth research on the learning process and a nationwide network of experts to help continuing education and training providers develop a framework for continuous improvement and a superior learning experience.

Business U earned its IACET institutionally accredited status in 2015 and specializes in helping public sector organizations engage employers with workforce and education initiatives. Business U's strategies develop high performing employer engagement teams within a single organization, or among multiple regional organizations, through its signature [Business Engagement Boot Camp®](#) supported by its learning management system ([eUniversity](#)) to sustain learning outcomes, and a vertical-specific CRM platform ([B2B Engage®](#)) that measures, monitors and manages employer engagement. The goal behind these various innovative mediums is to help expensed-based public sector organizations better understand business and industry, in order to engage them in initiatives like sector strategies, career pathways, apprenticeship and work-based learning opportunities that are important for America's economic engine.

Business U's Co-founder/CEO, Dr. Christine Bosworth said, "Because our workforce and education public-sector customers have varying skill levels when engaging the private sector, we developed a blend of onsite and online classroom instruction to support why a shift in thinking about using a transformational relationship approach is critical to success with employer engagement. And because we work nationally, we use our technology platforms to monitor and manage our learners' interactions so we can help refine their engagement toolkit and apply it to their unique industry sector. In each environment, practitioner confidence is developed and encouraged to expand their reach and engage C-level executives to partner with their workforce and education initiatives; all of which result in an increased customer base that opens opportunities for students and job seekers including those with barriers to employment."

The IACET Learner Engagement Award seeks out innovation for helping learners engage through a higher level of thinking in their work despite challenges and obstacles they face. Previous IACET winners include NASA's Academy of Program/Project and Engineering Leadership; Federal Highway Administration's National Highway Institute; Westinghouse; The Culinary Institute of America; and SAE International, a global association of more than 128,000 engineers and related technical experts in the aerospace, automotive and commercial-vehicle industries to name a few.

Business U's Co-founder, Celina Shands further added, "In 2016, results of 1,093 completed Business Engagement Boot Camp® self-assessment surveys from our participants revealed that approximately 73% of workforce and education practitioners were using a transactional approach in attempting to expand reach and build long-term partnerships with employers. As such, market penetration rates across the country average between a mere 1% to 3%. Because the public sector is comprised of expensed-based organizations, getting them to think and understand business in order to articulate a clear value proposition requires a blend of theory to shift thinking, coupled with hands-on, role playing and synchronistic coaching via technology platforms to shift behavior."

Boot Camp® graduates who also utilize B2B Engage® have improved market penetration in reaching the private sector by five times their baseline, demonstrating an increase in confidence reaching out to employers and understanding how to nurture relationships into long-term partnerships—Business U's overarching learning outcome in its learning events.

"With the high-quality, competitive submissions the Awards Committee received, selecting the 2017 recipient was a significant challenge for the committee," said IACET CEO, Joe McClary. "We congratulate and honor Business U, Inc. for its achievement and look forward to the awards ceremony in October 2017."

Business U is the only institutionally accredited organization in the nation that focuses on employer engagement within three vertical markets including workforce, education, and economic development. Through professional development, strategic engagement plans and CRM technology, Business U elevates organizations to effectively meet industry's workforce needs resulting in jobseeker and student success. Download the first national business engagement study, [Current Business Engagement Practices under WIOA](#); learn more at www.Business-U.net and @MaximizeB2B.

