



**FOR IMMEDIATE RELEASE**

June 26, 2019

Contact: Celina Shands, M.S. (760) 274-6370

## **THE NATION'S FIRST ACCREDITED ON-DEMAND BUSINESS ENGAGEMENT PROGRAM LAUNCHED**

Los Angeles, Calif — To expand reach to workforce and education professionals who want to maximize their business engagement efforts with the option to earn the Certified Business Engagement Professional™ (CBEP) certification, Business U announced its new accredited On-demand program offered in its state-of-the-art eUniversity. The program is self-directed and can be accessed anytime, anywhere.

Engaging business and industry is a critical strategy that workforce and education organizations implement to expand job placements and work-based learning opportunities for job seekers and students. Coupled with national research and Business U's own studies and field work, it's estimated that these organizations generally reach between 1% and 5% of businesses within their respective markets; which is why Business U's curricula has a focus on increasing market penetration with learning outcomes that are third-party validated and developed by private sector executives.

Business U Co-founder/CEO, Christine Bosworth explains the nuances of Business U's professional development programs such as the foundational principles highlighted in the On-demand program, "Business services are what you deliver such as programs and trainings as well as funding opportunities and other business solutions to provide your community with a competitive advantage, it's not business engagement. It's becoming evident that the market is starting to shift their understanding that business services is what practitioners deliver and not what they do to maximize their engagement efforts, all of which takes a set of transactional and long-term relationship building strategies to leverage partnerships and resources. Understanding this nuance underpins Business U's training philosophy in the workforce and education market when we design our accredited programs and learning outcomes."

Business U was awarded institutional accreditation status from the International Association for Continuing Education and Training (IACET). IACET rigorously measures and monitors all aspects of an organization across nine nationally recognized categories including fiscal responsibility and control; learning environment and support systems; assessment of learning outcomes; program evaluation; planning and instructional personnel; continuing education and training; organizational management; content and instructional methods; and learning event planning.

Business U Co-founder, Celina Shands acknowledged that the workforce and education market values the results garnered by choosing a third-party validated professional development program, "With more than 5,000 participants who have attended a Business U learning event, our graduates track their outcomes with many reporting an increase in employer market penetration by as much as five-times their respective baselines. This is why we ensure that our learning outcomes with all of our programs are applicable to helping practitioners maximize their business engagement efforts."

To learn more about the new On-demand program including the cost and how to register, please contact [Shayne@business-u.net](mailto:Shayne@business-u.net).

**###**

*As the only institutionally accredited national organization that focuses exclusively on business engagement, Business U transforms the outdated approaches public-sector organizations use to engage with industry. Through professional development, technical assistance and CRM technology, we shift the cultural and operational mindset of these organizations to engage business and industry in expanding opportunities for job seekers and students. Business U earned its accreditation from the International Association for Continuing Education and Training (IACET) and was awarded IACET's 2017 Innovation of the Year Award for Learner Engagement, including receiving the 2019 National Association of Workforce Development Professional of the Year Award for advancing the skills and competences of the workforce professional, and two 2019 Stevie American Business Awards for its co-founding team and CRM technology, B2B Engage®. For more information, visit [www.Business-U.net](http://www.Business-U.net).*