



**FOR IMMEDIATE RELEASE**  
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**BUSINESS U FUNDS NATIONAL WORKFORCE CASE MANAGER STUDY FOR WORKFORCE SYSTEM**  
*Focused on identifying challenges that may limit expanded employer reach & job seeker opportunities*

Los Angeles, CA — Through its 550+ workforce development boards, the workforce system makes substantial investments for job seekers, employers and youth through employment and training services that are delivered through approximately 2,600+ American Job Centers (AJCs) across the nation. Funded through the Department of Labor and driven by the Workforce Innovation and Opportunity Act (WIOA), the AJCs prepare job seekers for training and employment based on the demands of employers within their unique markets. AJCs' case managers and business services staff, along with a multitude of community partners must effectively collaborate to ensure the best possible outcomes for both job seekers and employers given WIOA's limited funding.

As a result of its current fieldwork with workforce organizations, Business U announced the funding of a national study that focuses on the myriad of challenges AJC case managers encounter that many times inhibits an expanded reach to employers so that they can provide job seekers with job placements and work-based learning opportunities.

CEO & Co-founder of Business U, Dr. Christine Bosworth explains further, "The intergration of staff and partners housed within any AJC requires a signficiant amount of coordination and cross-departmental communication to ensure that real-time labor market needs are being translated to case managers in order to prepare job seekers for success. However, it's become apparent in our national fieldwork that many workforce organizations are challenged delivering business services and implementing business engagement strategies when intergrading their case managers and business services team. Our customers have asked us to examine this type of operational structure, which prompted Business U to fund this national study."

The initial component of the study is an online survey to capture insights from workforce case managers, followed by qualitative interviews with both business services representatives and case managers to validate survey results and to gain a deeper understanding of the trends revealed. Results will be shared in the spring of 2019.

Business U Co-founder, Celina Shands said, "Given that Business U is an accredited national expert in business engagement, objective data drives everything we do in creating learning outcomes for our courses that drive high-performing teams. This study will shed light on the types of coordination challenges business services and case management teams face to build credibility and trust with employers while meeting job seeker performance outcomes. The findings from the study will also inform the workforce system with possible solutions."

This is the second national study that Business U has funded; the first one examined national engagement trends titled, [\*Current Business Engagement Practices under WIOA\*](#) in 2017. Results of Business U's national case management study will be shared in the spring of 2019.

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*As the only institutionally-accredited national organization that focuses exclusively on business engagement, Business U transforms the "outdated" approaches of how public-sector organizations 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 creating opportunities for job seekers and students. Business U earned its accreditation from the International Association for Continuing Education and Training (IACET) and was awarded the 2017 IACET Innovation of the Year Award for Learner Engagement. For more information, go to [www.Business-U.net](http://www.Business-U.net)*