



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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FORD NGL AND BUSINESS U ANNOUNCE PARTNERSHIP TO STRENGTHEN WORKFORCE PIPELINE AND STUDENT CAREER PATHWAYS

Los Angeles, Calif.—While engaging business and industry in workforce and education initiatives is a key component to thriving communities, it is difficult to sustain. According to Business U's national study on business engagement, up to 72 percent of workforce and education professionals surveyed indicated that businesses were not giving them the buy-in to move their mandates forward. "When we probed survey participants further about why it was difficult to get employers' buy-in to their important missions, the top three reasons stated by workforce and education professionals included: 1) employer time commitment; 2) coordination among partners; and 3) measuring business engagement," said Business U CEO/Co-founder, Christine Bosworth, Ed.D.

That is why Ford Next Generation Learning (Ford NGL) and Business U are announcing a collaborative partnership aimed at creating more workforce opportunities for students nationwide. Ford NGL empowers communities to innovate in building sustainable public/private partnerships that increase student achievement, improve workforce and economic development outcomes, and ultimately achieve community prosperity. Business U is the only institutionally accredited organization in the nation that brings professional development and CRM (customer relationship management) technology to communities that help engage the private sector in partnering and co-investing in workforce and education initiatives. The two powerhouses are joining forces to develop professional development opportunities for Ford NGL communities to earn a designation as a Certified Community Engagement Professional™.

"The work of our communities requires a high degree of innovation and collaboration, and we aim to deliver the most cutting edge professional development, technical assistance, and coaching options possible through, newly launched, Ford NGL U," said Ford NGL Executive Director, Cheryl Carrier. She continued, "The partnership with Business U is one of the ways Ford NGL is elevating training opportunities. We want something that is both needs and results driven for every one of our communities regardless of their current level of business engagement. Business U is an essential component of this effort."

Made possible by the partnership with Business U, Ford NGL U is launching a new *Powerful Partnership Series*. It includes co-designed learning opportunities. Webinars, toolkits, and an online certification course will be delivered in a cohort setting to earn a designation that aligns to the Ford NGL Framework. Working directly with Business U and using a train-the-trainer model, Ford NGL coaches will support their communities through a structured and highly effective process. This process builds the knowledge, skills, and abilities of community stakeholders, so partnerships can be both successful and sustainable. The Ford NGL U *Powerful Partnership Series* begins September 2018.

"We are thrilled to be joining forces with Ford NGL as we partner to advance their critical mission to mobilize educators and employers," said Business U Co-founder and CEO, Dr. Christine Bosworth. "The co-developed curriculum is founded on servant and transformational leadership components that will support a collaborative community-driven approach to sustain the long-term engagement of stakeholders across public/private organizations that prepare students to compete successfully in the twenty-first century economy."

About Business U

Business U, Inc. is an institutionally accredited national organization that creates capacity and sustainability for workforce, education, and economic development organizations through strategies, technology, and professional development that result in attracting businesses as a partner (in sector strategies and work-based learning), as a customer (with government-funded services), and as a funder (to invest and leverage). 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

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About Ford Next Generation Learning (Ford NGL)

Ford Next Generation Learning (Ford NGL) applies a collaborative, community driven approach to transform the high school experience. Created and managed by Ford Motor Company Fund, Ford NGL promotes and supports a career academy model that uses Community-connected Learning (Ford NGL CCL) experiences to engage students with the real-world problems and challenges faced by local employer partners. Ford NGL member communities form a network dedicated to preparing students for college, career, lifelong learning, and leadership. Communities share best practices and experiences and support each other in a united effort to continuously improve, increase student achievement, foster workforce and economic development, and make a positive impact on community prosperity. To learn more about Ford NGL, becoming a Ford NGL Community, or the new Powerful Partnership Series, please visit www.fordngl.com or Info@FordNGL.com

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