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BUSINESS U RELEASES PRELIMINARY FINDINGS OF NATIONAL BUSINESS ENGAGEMENT STUDY

Los Angeles, Calif — Business U, Inc. released the preliminary findings of its national study that showcases the methods that workforce development system stakeholders and system partners are using to meet the requirements and expectations for business engagement as articulated through the Workforce Innovation and Opportunity Act (WIOA). WIOA funds a system of some 550+ private-sector led workforce development boards (WDBs) that invest in employment and training solutions through a network of 2000+ American Job Centers for employers, job seekers and youth.

Business U Co-founder, Celina Shands said, “The preliminary findings coupled with data that Business U gathered and analyzed during its fieldwork across the country in 2016, identifies key business engagement trends to support workforce organizations in planning with a baseline for standards, so performance can be measured and areas that need improvement are pinpointed. It also helps organizations set strategic goals to maximize engagement efforts with regional workforce partners; this is a key focus of WIOA.”

In November 2016, Business U launched an online survey developed to capture quantitative data from WDBs and American Job Center supervisors and staff, community-based workforce organizations and regional workforce partners including economic development, education, chambers, and small business development centers. The sample size consisted of 407 respondents across 38 states. In February 2017, Business U performed a first-phase survey cutoff date to begin the process of analyzing the data to identify and examine key business engagement trends.

Business U Co-founder/CEO, Dr. Christine Bosworth stated, “Our research discovered that while there are definite practices with promise occurring throughout the nation such as a focus on sector strategies and self-reporting of transformational relationship building approaches, up to 72% of those surveyed indicated that businesses are not giving them the buy-in needed to move their workforce missions forward whether that includes engaging them as a customer of government-funded business services, as a partner in sector strategies, or as a funder. The preliminary data supports what we’ve experienced in the field—a cultural shift needs to occur to expand reach and fill operational vacuums for meaningful and effective engagement of employers nationally.”

Throughout 2017, Business U will continue to capture data via its fieldwork and online survey instrument and make those findings public. The instrument is also available free of charge to states that want to develop a baseline of their business engagement efforts for planning and professional development purposes. To request a copy of Business U’s Business Engagement Study, please click on [Preliminary Findings](#).

Business U is the only institutionally accredited organization in the nation that focuses on business engagement within three vertical markets including workforce, education, and economic development. Business U earned its institutional accreditation status with the [International Association for Continuing Education and Training \(IACET\)](#), and in doing so joined an elite group of educators dedicated to quality in continuing education and training to ensure our customers’ professional development initiatives align with the ANSI/IACET Standard to maximize business engagement. Through professional development, business engagement strategic plans and CRM technology, Business U elevates organizations to effectively meet industry’s workforce needs resulting in jobseeker and student success. More at www.Business-U.net



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