

## **BUSINESS U CEO TO SERVE ON HOST COMMITTEE FOR NATIONAL RAPID RESPONSE AND BUSINESS ENGAGEMENT SUMMIT**

Los Angeles, Calif — Business U's CEO/Co-founder, Dr. Christine Bosworth will serve on the Host Committee for the first-ever [National Rapid Response and Business Engagement Summit](#). Organized by the Massachusetts Office of Labor and Workforce Development, the Summit convenes multiple public sector stakeholders to find collaborative strategies in serving the nation's businesses.

Rapid Response is a pro-active, business-focused, and flexible strategy designed to respond to layoffs and plant closings by quickly coordinating services and providing immediate aid to companies and their affected workers. Rapid Response teams work with employers and any employee representative(s) to quickly maximize public and private resources to minimize disruptions associated with job loss.

However, as Business Engagement and Rapid Response Coordinator of the California Workforce Development Board, Danny Patterson recently said, "A Rapid Response is a failed business engagement, meaning that we should know about a potential layoff before it ever occurs. The focus of our efforts here in California, as well as what we see taking place in other states, is that our workforce system is making great strides to move from a reactive to a proactive approach to help avert layoffs and build solid relationships with business and industry."

The three-day Summit starting August 30, 2017 in Boston is themed *One Team, One Goal: Connecting Businesses to State and Federal Resources* and targets hundreds of Rapid Response and Trade Coordinators, along with workforce development professionals, union leaders, education and economic development organizations.

"The focus of the Summit aligns perfectly with Business U's mission," said Dr. Bosworth. "Proactive business engagement cannot happen by working in silos. The goal is to align resources, coordinate service delivery and collaborate in a cultural of sharing from an operational perspective across labor markets and not artificial boundaries, so we can effectively serve businesses during all business cycles. If we can achieve this as a system, we become a workforce development partner with breadth and depth by building a talent pipeline that not only meets, but anticipates the needs of employers resulting in expanded opportunities for our job seekers."

To learn more about the Summit, click [here](#)

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](http://www.Business-U.net)



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