

## **SOUTHEASTERN EMPLOYMENT & TRAINING ASSOCIATION PARTNERS WITH BUSINESS U TO DELIVER ACCREDITED BUSINESS ENGAGEMENT PROGRAM**

Los Angeles, Calif — The Southeastern Employment & Training Association (SETA) announced a partnership with Business U to facilitate at its fall conference the only accredited business engagement program in the nation. Business U's Certified Business Engagement Professional™ (CBEP) program is designed specifically for workforce development professionals who are business-facing and are tasked with employer outreach to expand opportunities for job seekers.

Business U Co-founder and CEO, Christine Bosworth expressed, "We are thrilled to partner with SETA on this innovative and exciting professional development initiative for its membership. And we can't stress it enough that the SETA-CBEP program is developed by private sector business executives with decades of experience to help workforce practitioners apply a strategic business engagement framework that focuses on relationship building approaches and operational support to elevate their business engagement practice."

Business U's CBEP program moves beyond anecdotally motivating a participant by providing a fact-based foundation to execute their new business engagement skills effectively. This educational philosophy serves to underpin Business U's instructional design, facilitation activities and the technical assistance and the coaching it provides, all of which has undergone third-party validation through a rigorous 18-month accreditation process with the International Association for Career Education & Training (IACET).

Executive Director, John Helton of Atlanta CareerRise and president of SETA shared his insights as to why Business U was selected to partner at the conference. "Business U is the only institutionally accredited national organization that focuses exclusively on business engagement, said Helton. "We at SETA are proud to collaborate with Business U to offer our members an opportunity to earn the CBEP certification. Members will learn the skills and have the tools they need to maximize their business engagement efforts and expand opportunities for our nation's job seekers."

Business U is the recipient of the 2019 National Association of Workforce Development Professional (NAWDP) award for expanding the skills and competences for the workforce profession. The company was also awarded the 2017 IACET Innovator of the Year Award in Learner Engagement joining the ranks of organizations such as NASA's Academy of Program/Project and Engineering Leadership, the Federal Highway Administration's National Highway Institute and Westinghouse further demonstrating Business U's commitment to advance the workforce profession and be recognized as our nation's business engagement experts.

"Our approach to training is outcomes-driven and founded on developing learning experiences that have a long-term impact well beyond the end of the learning event, stated Celina Shands, Business U's co-founder. Participants apply demonstrable skills to engage business and industry successfully as a partner in sector strategies, career pathways, work-based learning, and as a customer with government-funded services."

Business U's CBEP program will be offered onsite at the [SETA Fall Conference](#) in Savannah, Georgia on September 7, 2019 from 11:00 am–4:00 pm. The five-hour kick-off session will be followed by two facilitator-led, one-hour online-coaching sessions to finalize capstone assignments.

To learn more about the SETA-CBEP program including the cost and how to register, please contact [Shayne@business-u.net](mailto:Shayne@business-u.net). Space is limited!

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*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 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 and is the recipient of the 2019 National Association of Workforce Development Professional's 2019 award for advancing the workforce profession, including earning two 2019 Stevie American Business Awards demonstrating high achievement within its industry as the co-founding team of the year and for its customer relationship management (CRM) platform, B2B Engage®. For more information, go to [www.Business-U.net](http://www.Business-U.net).*