



FOR IMMEDIATE RELEASE

October 25, 2017

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BUSINESS U AWARDED BUSINESS ENGAGEMENT CONTRACT TO SUPPORT LOS ANGELES COUNTY WORKFORCE DEVELOPMENT BOARD

Los Angeles, Calif —Business U has been awarded a contract to support the Los Angeles County Workforce Development Board (LACWDB) for business engagement strategies and professional development. The contract focuses on designing strategies to effectively coordinate and standardize regional efforts to engage employers, develop industry partnerships, and create expanded opportunities for job placements and work-based learning activities.

Co-founder/CEO of Business U, Dr. Christine Bosworth said, “The LACWDB is part of the national workforce development system that serves employers and job seekers. The legislation that drives this system has emphasized the importance of how workforce development boards across the country provide and leverage their services to meet and anticipate employer needs with a focus on the development of public-private industry partnerships to support economic growth.”

To that end, Business U will support the LACWDB with successful execution of these key deliverables:

- 1) advise staff on primary business engagement approaches, resources and industry partnerships in pursuit of attaining strategic business services objectives;
- 2) work with staff to improve on standardizing engagement processes for the business services Division;
- 3) provide training tools and learning resources to support business engagement operations and onboarding of new internal staff and contracted business services representatives;
- 4) develop and conduct train-the-trainer sessions for internal staff to learn how to train new or extended staff on transactional and transformational relationship building approaches and standardized operational protocols; and
- 5) deliver region-wide, the Business Engagement Boot Camp® professional development event to staff, contracted business services representatives, and partners.

Celina Shands, co-founder of Business U said, “The LACWDB has tremendous opportunity with business engagement to align the work among its contractors with coordinated strategies that result in an expanded reach and elimination of duplicative efforts, while building credibility with regional businesses.”

Business U has demonstrated clear outcomes in helping workforce and education organizations across the nation to increase their capacity to improve their reach and engagement with employers. Metrics from their fieldwork in 2016, demonstrate that public organizations trained in their Boot Camp® curriculum in combination with the implementation of Business U’s CRM tool reported an expanded reach of employers by five-times their baseline.

Dr. Bosworth added, “Business U works diligently with our customer-partners to ensure that our collective efforts are outcomes-driven and measurable. Certificates of Completion should mean something in the field which is why we stand behind our third-party validation in all of our services and technology solutions.”

Business U is the 2017 recipient of the [International Association for Continuing Education & Training \(IACET\) Award in Learner Engagement](#). Previous IACET winners include NASA’s Academy of Program/Project and Engineering Leadership, Federal Highway Administration’s National Highway Institute and Westinghouse to name a few.

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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

