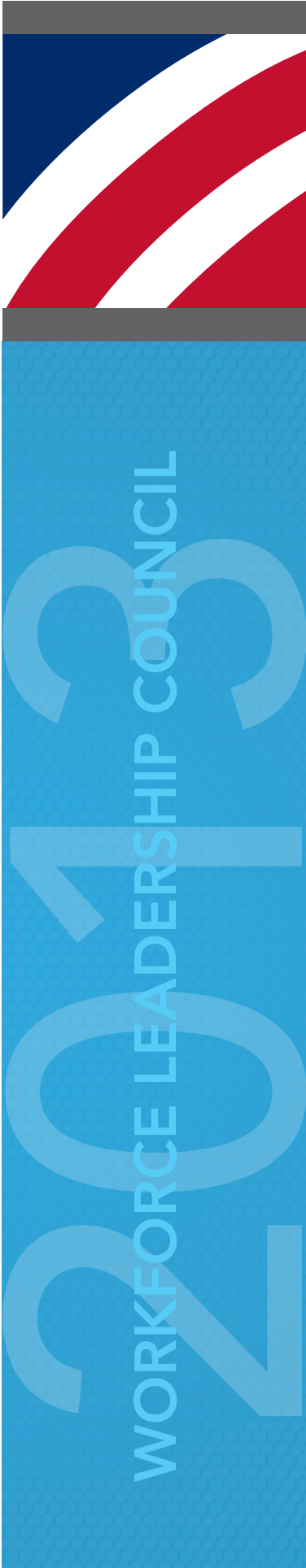


2013

WORKFORCE LEADERSHIP COUNCIL

Beyond WIA: 2013 Learning Exchange Opportunity





WHAT IS THE WORKFORCE LEADERSHIP COUNCIL?

Workforce Investment Boards (WIBs) add value to their regions through managing public dollars and leveraging the capacity of the board to meet the needs of employers and job seekers. The Workforce Leadership Council provides a year-long, experiential learning format in which WIBs gain insights and receive capacity-building technical assistance to be more strategic managers, to effectively analyze and utilize labor market information, to communicate and advocate critical workforce information and to strategically convene key partners. The first cohort completed its work in March 2012, and the NAWB is accepting applications for the second cohort

HOW IS THE COHORT STRUCTURED?

The Council kicks off at the NAWB Forum 2013 in a special member-only session, and runs through March 2014. Learning from the first cohort, NAWB will make several adjustments based on member feedback for the second cohort to reflect the complexity of organizational, staff and board diversity that exists across the country (e.g. city and county configurations, nonprofits, consortiums). Cohort 2 will consist of two distinct phases:

1. Assessment and Feedback: The leadership assessment is the foundation for continuous improvement and deepening capacity in the four leadership areas. Two assessments are provided including one for WIB members and one for WIB staff. NAWB's subject matter experts review the assessment results and provide detailed feedback in an online meeting and final report with recommendations.

2. Based on the results and discussion with each Workforce Investment Board (WIB), the second phase involves one-to-one technical assistance in the four leadership areas, which may include online meetings, webinars, additional assessments, and skill-building exercises, resources and tools to implement recommendations. For example:

Strategic Management: Strategic management skill sets are needed to build a solid operational structure for WIA funded programs, while at the same time expanding the capacity of staff and Board members to become labor market experts. The webinars and online learning for this leadership area are geared toward creating a solid WIA operational structure, exceeding WIA performance metrics, and honing strategic management skills.

Labor Market Analysis: WIBs are experts in labor market information, yet often experience a sense of "drowning in the data". This leadership area develops the capacity of organizations to make sense of data, identify key stakeholders, and become leaders in making informed decisions using labor market information. This section primarily targets staff, but is applicable for interested board members.

Communications/Outreach/Advocacy: What is a strategic communications plan? How do you identify your primary and secondary target audiences? What are the most effective communication messages? This leadership area improves the organizational capacity to position the WIB and its services through the right message and communication mediums that results in engagement of funders, partners and customers.

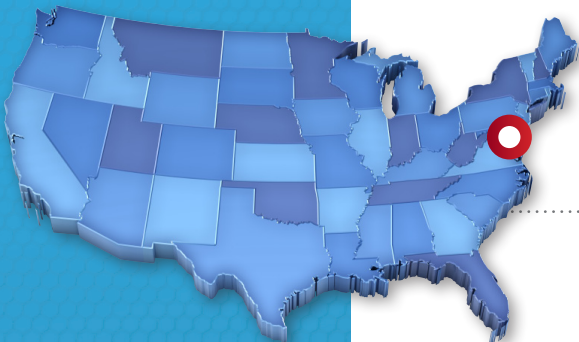
Strategic Convening: Leveraging the leadership capacity of the board to bring the right partners to the table, build effective coalitions, and move from “isolated” to “collective” impact, is a critical skill, especially during a time of budget cuts and policy scrutiny. This section provides fundamental tools for effectively identifying the right partners and advancing initiatives that make a lasting impact in the community.

COST: \$6500

HOW DO I APPLY?

For questions, or to obtain an application form, contact:

Tim Aldinger: 916-290-8631 or aldingert@nawb.org.



Visit our website:

WWW.NAWB.ORG/WLC
