

Study Workforce Online Learning Platform

Toolkit for IGOs and Partners

About this Toolkit

The National Association of Workforce Boards (NAWB) and its partners, The National Association of Counties (NACo), National Association of State Workforce Agencies (NASWA), National Conference of State Legislatures (NCSL), National Governors Association (NGA), National League of Cities (NLC), and U.S. Conference of Mayors (USCM), are pleased to announce the availability of a new online learning platform, [StudyWorkforce](#), designed to support state and local elected officials, workforce board members, agency staff, and workforce development professionals seeking to build their knowledge and skills in the workforce development arena. Funding for the project was provided through a USDOL-ETA grant.

The first course available on the platform, "[The Case for Strong Workforce Boards and Board Staff](#)," is available **at no cost** to help build professional competencies around the Workforce Innovation and Opportunity Act (WIOA) and creates understanding about how WIOA can be leveraged in support of a workforce and economic development agenda that builds communities and benefits constituents.

NAWB has developed this toolkit to help you communicate with your networks about the availability of this no-cost resource. Please use the following tools to get the word out about StudyWorkforce and the online course that can help your organization's staff and network partners build their capacity around how the workforce development system functions under WIOA.

- 1) eNewsletter article – please include in your next eNews or monthly newsletter update
- 2) website content – if your website has a resources page, please include this brief text and link on the page.
- 3) Social media posts – we have included suggested posts and links for Twitter, Facebook, and LinkedIn. Please include these in your social media content calendar during the week of May 11.

eNewsletter Article

The Workforce Innovation and Opportunity Act (WIOA) requires that local workforce development boards engage with education, economic development, and community partners to carry out their missions of providing relevant job training to residents and increasing economic competitiveness in the regions they serve. The National Association of Workforce Boards (NAWB) and its partners, The National Association of Counties (NACo), National Association of State Workforce Agencies (NASWA), National Conference of State Legislatures (NCSL), National Governors Association (NGA), National League of Cities (NLC), and U.S. Conference of Mayors (USCM), are pleased to announce the availability of a new online learning platform, StudyWorkforce, designed to



support state and local elected officials, workforce board members, agency staff, and workforce development professionals seeking to build their knowledge and skills in the workforce development arena. Development for StudyWorkforce was funded through a grant from the U.S. Department of Labor Employment & Training Administration.

The first course available on the platform, “[The Case for Strong Workforce Boards and Board Staff](#),” is available at no cost to help build professional competencies around the Workforce Innovation and Opportunity Act (WIOA) and create understanding among chief local elected officials, economic development agencies, and newly elected workforce board members or staff about how WIOA can be leveraged in support of a workforce and economic development agenda that builds communities and benefits constituents.

Learn more and register for the no-cost online course here:
<https://studyworkforce.bluedrop.io>

[if space is available, include photo – attached]

Content and Link for IGO or Partner Website Resources Page

[StudyWorkforce: The Case for Strong Workforce Boards and Board Staff](#)

Learn how the Workforce Innovation and Opportunity Act (WIOA) can be leveraged to support workforce and economic development agenda through this no-cost web-based course built on the [Study Workforce](#) online learning platform. Designed for workforce board members, board staff, economic development agencies, and local elected officials, this course discusses the key features of WIOA, highlights the roles various entities play in implementing WIOA, and provides actionable steps to implement the strategies learned in the course. [if space if available, include photo – attached]

Social Media

Twitter Posts

New online course provides strategies for WIOA success to #econdev, local elected. Learn more and register: <http://nawb.org/nawb/studyworkforce/>

How can local elected officials engage #wkdev and use #WIOA to drive regional economy?
<http://nawb.org/nawb/studyworkforce/>

We partnered w/ @WorkforceInvest to launch #StudyWorkforce - online learning platform for #wkdev, #econdev, local elected officials: <https://studyworkforce.bluedrop.io>

LinkedIn Post

Online Learning Opportunity: We partnered with NAWB to launch StudyWorkforce – **“The Case for Strong Workforce Boards and Board Staff” discusses the key features of WIOA, highlights the roles various entities play in implementing WIOA, and provides actionable steps to implement strategies that leverage WIOA to advance workforce and economic development in your community.** Learn more and register: <http://nawb.org/nawb/studyworkforce/>
[add photo – attached]

Facebook Post

Online Learning Opportunity: StudyWorkforce

“The Case for Strong Workforce Boards and Board Staff” discusses the key features of WIOA, highlights the roles various entities play in implementing WIOA, and provides actionable steps to implement strategies that leverage WIOA to advance workforce and economic development in your community. Learn more and register: <https://studyworkforce.bluedrop.io>
[add photo – attached]

Image for download – can be added to eNews, website, or social posts.

http://nawb.org/nawb/images/study_workforce_banner_300px.png

