

**Connecting the
Local to the
National**

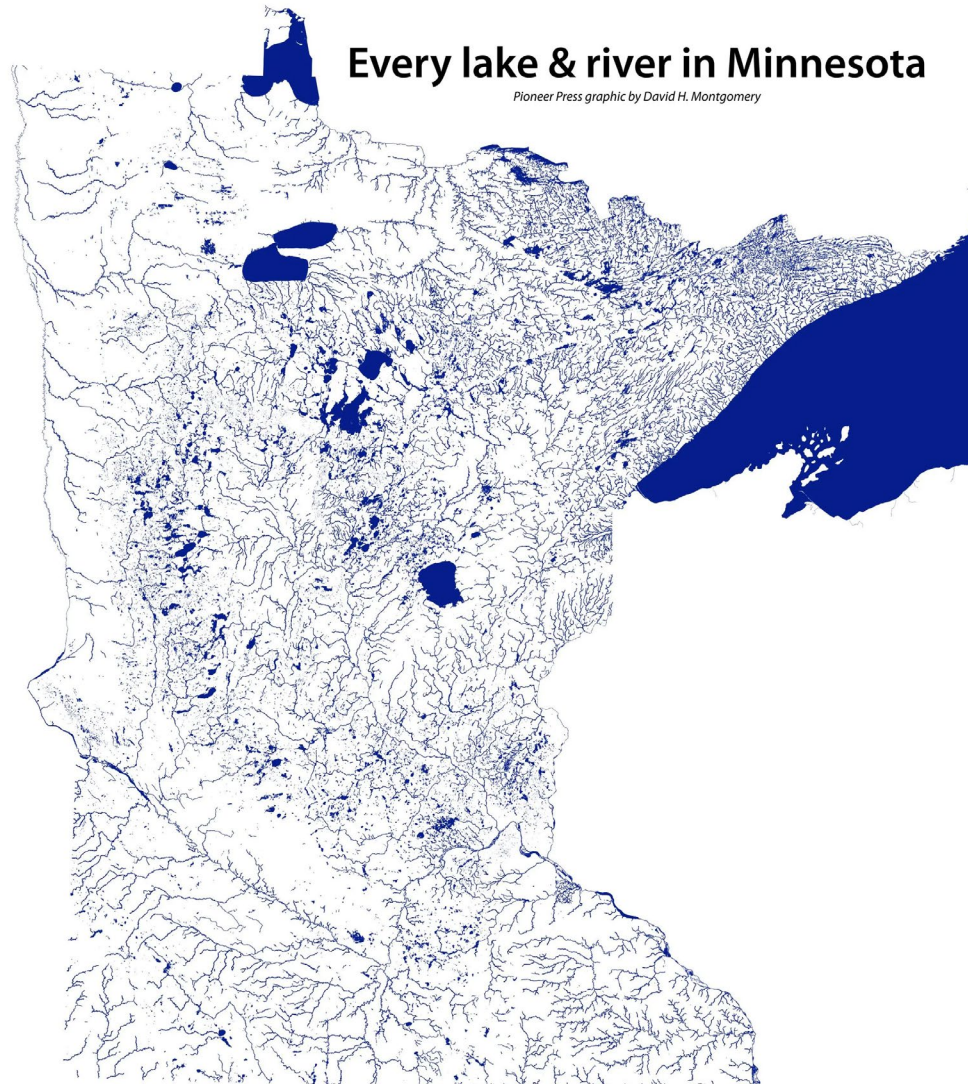
August 15, 2024



***MINNESOTA ASSOCIATION
OF WORKFORCE BOARDS***



Getting to know Minnesota!



**69,200 miles
of rivers and
streams**

Getting to know Minnesota!

White-tailed deer
3x > college
students



Getting to know Minnesota!

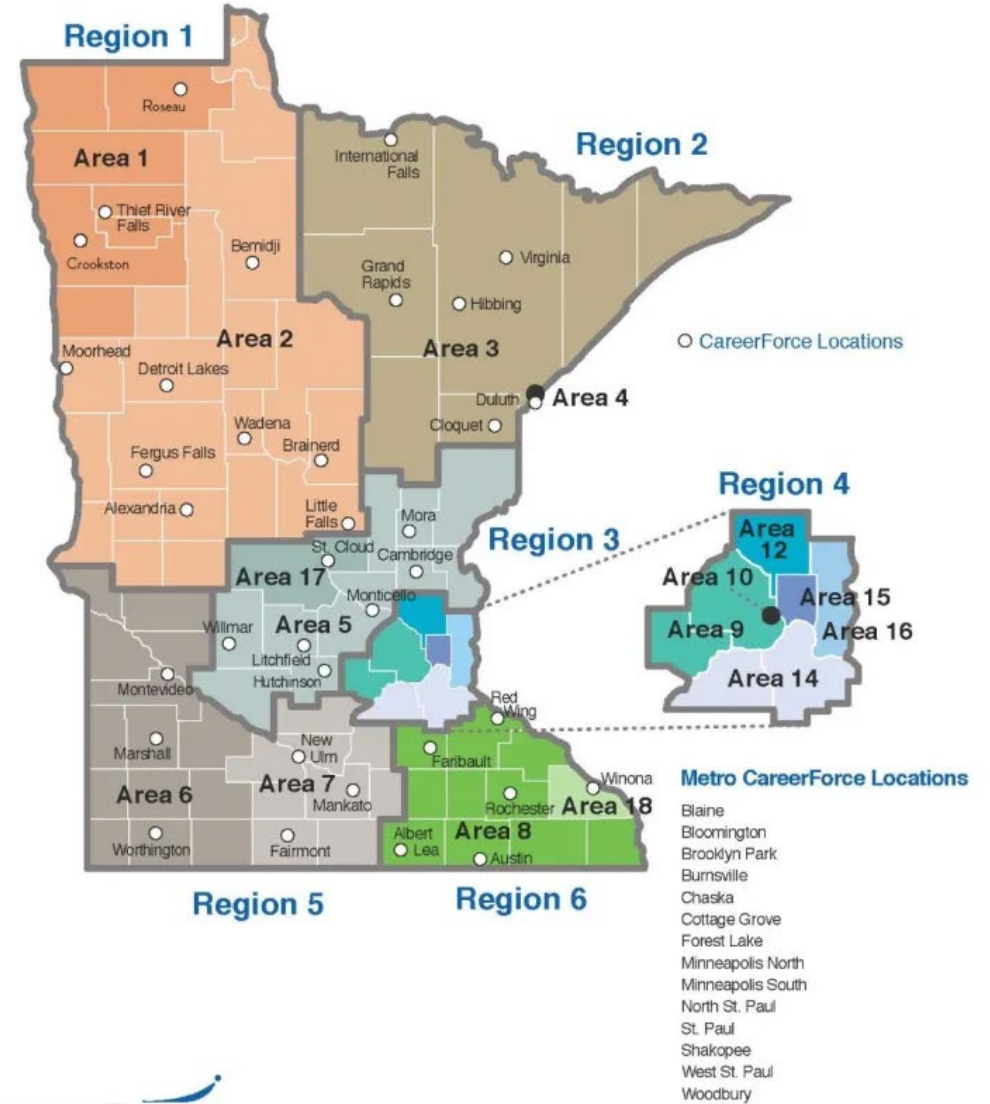


| Produces more turkeys each year than California has people

Getting to know Minnesota - CareerForce!



Regional Workforce Development Areas Local Workforce Development Areas



2023-2024 Objectives



Key Strategies

Proactive outreach

Prioritize those
who need us most

Customers

Meet them where
they are

Build strong self-
service tools

SFY 2023

Job Seekers Served

29,361

Greater Minnesota

31,458

Twin Cities Metro



NAWB

CareerForce – What you do MATTERS!



My “Why Statement”

“

The compelling higher purpose that inspires us and acts as the source of all we do – Simon Sinek



I deeply believe in the **dignity of work** and its **power to transform lives and communities**

What is your “Why Statement”

“

The compelling higher purpose that inspires us and acts as the source of all we do – Simon Sinek



Group Exercise

- Take 60 seconds and reflect on why you do this work
- Turn to your neighbor and take turns sharing your “why statement” (Introduce yourself if you don’t know your neighbor!)
- Find another (close!) pair and share your “why statements” with the larger group

NAWB – who we are

“

NAWB serves, supports, and represents ~590 State and Local Workforce Development Boards (WDBs) and their 12,000+ business members

NAWB's Vision is accelerating the impact of workforce boards to **advance prosperity** for individuals, businesses, and communities.

NAWB's Mission effectively advocate and continuously **advance America's workforce system** by ensuring workforce boards have the expertise and capacity to meet the needs of business, job seekers, and communities.

NAWB'S Historical Priorities

NAWB **legacy**
continues to be
core to our **identity**

1

Advocate on behalf of local
and state workforce boards

2

Create venues for workforce
leaders to convene

NAWB'S Transformational Focus

NAWB will more effectively **support YOU** through **three foundational commitments ...**

1

Understand & advance what moves the needle

2

Skate to where the puck is going

3

Enlist people in our shared aspiration of economic vitality

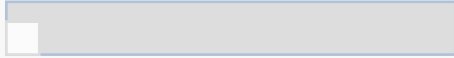
Supporting YOU!!

Public Policy



- Public Policy Power Ups (NEW!)
- Federal policy updates
- Site Visit Guide (NEW!)

Communications



- NAWBNews (weekly)
- NAWB Workforce Digest (monthly)
- NAWBLog (on-demand)
- RFP & Job postings

Connection



- Forum
- Regional Liaisons
- Peer networking
- Affinity Groups
- Quarterly Member Calls (coming soon!)

Knowledge



- Technical Assistance
- Toolkits
- Member-focused webinars
- NAWB Connect (being revised)

Professional Development



- Executive Bootcamp
- PD Advisory Group

Member Services Survey Coming Soon!!!

We want to hear from you --- How can we better support, serve and represent you?

