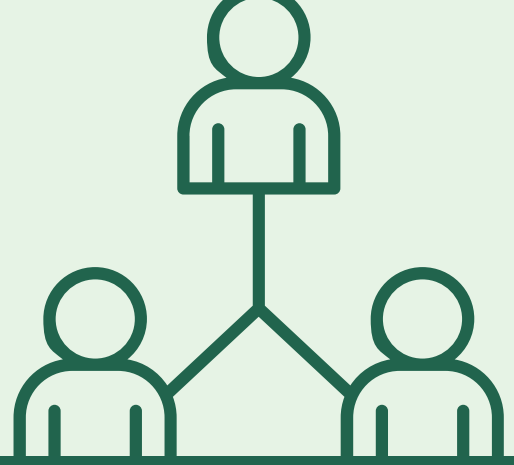




Community Partnerships

How to Pitch a Partnership with Your Economic Empowerment Program to: Local Workforce Development Boards



Purpose

This resource provides: (1) a list of the roles that local workforce board can play in supporting economic empowerment programs; (2) a sample “elevator pitch” you can use in outreach to help them understand how a partnership may be mutually beneficial, and (3) a list of common challenges inherent in partnerships with workforce boards and strategies to prepare for and mitigate those challenges.

How can workforce boards support the economic empowerment program?

Identifying roles that employers can play in a strategic partnership can help you determine whether you need this partnership and how to tailor your outreach to them.

Workforce boards can:

- Provide data about local labor and job markets to help inform training curriculum and employer partnerships.
- Support your organization, an eligible training provider and an employer, in developing a registered apprenticeship program.
- Connect to local workforce system resources under WIOA Title 1, Title II and Title III to increase access to high-quality job training and employment opportunities.
- Provide connections to employers who can offer skills training and employment opportunities.
- Provide discretionary funding to help enhance current training and employment services.

How to pitch a potential partnership to workforce development boards

This section provides sample language to use when seeking to build a relationship with a workforce board. This “elevator pitch” can be tailored and incorporated into initial email outreach or introductory meetings.

Who is this resource for?

This resource is for organization and/or program leaders administering economic empowerment programs, and program staff who provide direct services. It may be useful in both crisis intervention and long-term services.



Introductory Email/Outreach Template:

I'm reaching out on behalf of [Agency Name], a local nonprofit dedicated to supporting individuals and families affected by [type of victimization, e.g., domestic violence, human trafficking, etc.]. We are currently seeking a [Workforce Board Name] to support our [name of economic empowerment program] and provide [Insert role you are in need of].

Many of our program participants are eligible for WIOA workforce programs. A common challenge for WIOA programs is having access to supportive services and trauma informed care that meets the needs of workforce participants with high barriers. The wraparound support that we provide – including ongoing case management, mental health services, financial literacy, housing, childcare and transportation – helps participants meet their basic needs so that they can succeed in their employment goals. A partnership between our organizations can increase access to the wraparound supports participants need to improve WIOA program outcomes and build a reliable and skilled talent pipeline for employers.

For more information, please reply to this email or contact me directly at [phone number or email]. Your contribution, no matter how big or small, will make a significant difference in the lives of those we serve.

What are common challenges in engaging local workforce development boards and how can these be mitigated?

This table provides common challenges related to workforce boards and potential solutions to navigating those challenges.

Potential Challenge	Potential Solution
Hard to Reach: Workforce Boards often give priority to employers and in-demand industries. As a result, trying to reach a board member can be difficult.	Attend Monthly Workforce Board Meetings: Workforce Board Meetings are open to the public and occur monthly or quarterly depending on your region. Program staff are encouraged to attend local workforce board meetings to learn about training and employment opportunities and priorities in your community, network with other stakeholders and build relationship with members who can support your program.
Employer Focused: Workforce Boards often respond quicker to partnerships that are led by the needs of employers in your region. Victim Service Programs who seek support without an employer may struggle to leverage the workforce board to it's fullest potential.	Bring an Employment Partner to Meetings: Identify an employment partner and a training partner that you would like to build a career pathway around. Bring that partnership to a workforce development board member to identify ways they can support that program through funding opportunities for trainings, support with establishing paid apprenticeships and more.



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