



# National Association of Workforce Boards

## NAWB's "What is a Workforce Development Board" Video Toolkit

The "What is a Workforce Development Board?" video toolkit is designed to expand the reach of this informative video and increase overall public awareness of how WDBs serve their communities by being the link between local businesses, educational institutions and elected officials.

Did you know?

- 32 million people are at risk because of inadequate reading and math scores;
- 1 in 12 Americans "touch" the workforce system every year;
- 81% of jobseekers who receive intensive/full services are employed 6 months later;
- Over 500 Workforce Development Boards oversee a network of 2500 American Jobs Centers; and,
- Training and/or certification completion rates for adults working with Workforce Development Boards is close to 80 percent.

Below are suggested messages you and/or your organization may share through websites, social media platforms and newsletters.

### Sample newsletter blurb:

Our friends at the National Association of Workforce Boards (NAWB) have launched a new video, "What is a Workforce Development Board?" This informative video will educate the public about the critical role WDBs play in their communities, and why workforce development is important. Watch the video and share with your networks by clicking [here](#).

### Sample social media posts:

Facebook:

- Watch the @National Association of Workforce Boards new video "What is a Workforce Development Board?" #workforce #wkdev <https://youtu.be/juAXERBRoIM>
- Check out the new "What is a Workforce Development Board?" video from the @National Association of Workforce Boards and learn about the important role WDBs play in their communities. #workforce #wkdev <https://youtu.be/juAXERBRoIM>
- As a [board member/member/friend/supporter] of the @National Association of Workforce Boards, I am excited to share the "What is a Workforce Development Board?" video. #workforce #wkdev Watch here: <https://youtu.be/juAXERBRoIM>

Twitter

- Watch @WorkforceInvest's new video "What is a #Workforce Development Board?" #wkdev <https://youtu.be/juAXERBRoIM>

- Check out the new “What is a #Workforce Development Board?” video from @WorkforceInvest and learn about the important role WDBs play in their communities. #wkdev <https://youtu.be/juAXERBRoIM>
- As a [board member/member/friend/supporter] of @WorkforceInvest, I am excited to share the “What is a #Workforce Development Board?” video. #wkdev Watch here: <https://youtu.be/juAXERBRoIM>

LinkedIn:

- Watch the @National Association of Workforce Boards new video “What is a Workforce Development Board?” #workforce #wkdev <https://youtu.be/juAXERBRoIM>
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