

National Association of Workforce Boards (NAWB)



Focus Group Feedback

- Combine the Employer & WIB Templates
- Useful - “Once you see the site, you are hooked.”
- Need more links to LMI sites and employment data
- Planned training and marketing efforts are on target
- Etc...

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Connecting Workforce Investment Boards

- Focus groups to glean insight
- Outreach Strategies
 - Email blasts
 - Letter to Executive Directors and Chairs
 - Newsletter Article
 - Forum training
 - Webinars