



National Association of Workforce Boards

Where Business Helps America Work

News Media & Social Media Strategies: WIA Budget Communication Tools

NAWB has developed several communication tools for your Board's use during this time of intense budget negotiations and media focus on spending cuts.

Tool #1: Workforce Investment Works Campaign Website and Social Media **www.WorkforceInvestmentWorks.com**

Our campaign site is now live and has new features and social media tools to support our cause. If your state and/or local WIB have not submitted stories to this site, you need to do so ASAP, as we are proactively pushing policy makers and citizens to the live site this week through our news media and outreach efforts.

New Site Features:

In addition to submitting success stories in the back-end of the site, you may now simply cut and paste customer quotes and testimonials into the site, along with any Board innovation. Go to <http://www.workforceinvestmentworks.com/intranet/index.asp> to register and submit.

Virtual Petition - You may link from the WIW site to the petition or go to it directly at:

<http://www.thepetitionsite.com/5/keep-america-working/>

Please sign it and share it through any existing social media tools that you have with your customers, colleagues, and family/friends.

Facebook Cause Page - Join and share the link with your customers, colleagues, family/friends.

Go to: <http://bit.ly/eIHAqy>

Twitter - We'll be posting campaign updates on Twitter at <http://twitter.com/WorkforceInvest>

Tool #2: News Media Strategies

We recommend sending a proactive press release or op-ed to your local media. NAWB is in the process of pitching an op-ed to national media and is distributing a national press release about the Workforce Investment Works campaign website.

When crafting messages to the news media consider the following terminology and strategies:

- It's about jobs and the economy. (Workforce lingo may not resonate with the public).
- Employment assistance programs may connect better with the readers

- The focus is around business success and innovations in your area and the repercussions of cuts.

Specifically:

- Congress has proposed to zero-out all funding for services offered through the Workforce Investment Act (WIA).
- Include an explanation of the WIA and the system:
 - Currently, the WIA authorizes nearly 575 local business-led workforce investment boards (WIBs) that cover all fifty states, Puerto Rico, and the U.S. Territories to oversee and coordinate services through a network of 3,000 One-Stop Career Centers. Over 12,000 businesses across America volunteer their time and energy to lead, coordinate, and provide workforce strategies that leverage funding and resources within their local communities and unique markets.
 - Include the number of WIBs and One-Stops in your service area
- The consequences of this action would be to:
 - Close the doors of 3,000 One-Stop Career Centers in communities across this nation (XX in your local community serving XX people)
 - Eliminate funding for programs that train veterans for after they have returned from serving our country
 - No services for companies to recruit and screen potential employees, and train their incumbent workers
 - No employee layoff aversion assistance to keep jobs in the region
 - Elimination of youth work experiences diminishing business' options for building a pipeline of local workforce talent
 - No training or re-training for job seekers and laid off workers to gain access to high growth, high demand fields.
- The facts:
 - These services deliver *more* for taxpayers than they cost. State-conducted Return-on-Investment (ROI) studies show ROIs ranging from \$1.52 for every dollar spent in Texas to \$3.50 in Idaho.
 - The investment in employment growth is common sense. The more people work, the less they rely on taxpayer-funded social services.
 - Include your local facts/performance numbers/quotes from Board Chairs/executives
 - Include workforce successes and quotes from business customers, in particular, about how the system has helped them succeed
- America's economic potential is still unmatched. The only antidote for our debt is economic growth, powered by putting more Americans back to work. Investing in job growth is an investment in debt reduction.
- We are committed to accountability and responsibly protecting taxpayer dollars. We agree we can do more to improve efficiency, especially in these lean times. All we ask is for Congress to work *with* us to help put Americans back to work, rather than slashing America's core job assistance program.
- Byline in Press Releases - include this at the end of your release:

(Insert WIB name) is part of the Workforce Investment System funded through the Workforce Investment Act (WIA). For more successes of this system or to sign our virtual petition, Keep America Working, go to www.WorkforceInvestmentWorks.com

Tool #3: Advocacy & Outreach to Policy Makers:

Congress Letter of Support

If your business board members have not signed the WIB petition, please have them go to <http://www.nawb.org/portals/0/NationalLetter.pdf>