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

US Census Bureau