



Palm Card

The purpose of the palm card is to be a “cheat sheet” for staff, leadership, and board members. This content should fit on ½ page, and logos and contact information should be added to the design.

What is workforce development?

Workforce development can be defined as “efforts that provide opportunities to prepare people for education and available careers, and connect businesses to skilled workers.”

Who is the workforce development board and who do they serve?

Workforce development boards build relationships and trust, bring partners together, and coordinate resources that meet the needs of the economy of today and the future.

How do the workforce development boards do their work?

Workforce development boards provide leadership and direction to close the gap between what skills employers want and the skills workers have. For example, Workforce Development Boards:

- Help businesses identify and obtain talented individuals that they need to sustain or grow their workforce.
- Provide information and data about available jobs that are in demand and the corresponding wages to education stakeholders to ensure the training and services that are provided to students are relevant to businesses.
- Provide resources such as career information and guidance, access to training and additional education, and job search assistance to help individuals reach their career goals.
- Partner with education, industry, and economic development to increase awareness about available careers in the region and how to begin down its specified career path - for students still in school, individuals just starting out in a career, and those wanting to make a career change.

Why do the Workforce Development Boards matter?

When businesses thrive and residents have access to employment, it leads to more private investment and an overall better quality of life across the region.

Why is workforce development important?

Individuals and communities prosper when residents have access to gainful employment and businesses have access to a skilled workforce; that’s at the heart of making the people who live or work in our region thrive.