



Welcome to Workforce

Business Services – A Key Function of the Local Workforce Development Board

The Workforce Innovation and Opportunity Act (WIOA) and the North Carolina workforce system recognize businesses as prime customers and partners in workforce development. A key function of the local Workforce Development Board is to provide businesses within their region with a variety of services to promote their success and strengthen the area's economy.

Business Services is a strategic extension of the Workforce Boards. The goal is to build strategic collaborative partnerships with critical stakeholders, including economic development and education entities, for the purpose of designing and implementing appropriate business solutions.

The primary contact for planning and carrying out business engagement activities is the board's Business Services Representative (BSR). The BSRs are aligned with the NCWorks Integrated Services Delivery (ISD) model in a collaborative partnership with local career centers. They work together to engage businesses and to understand their comprehensive needs. BSRs are highly focused on developing sector strategies to meet business talent needs.

The primary business contact for the BSR is the business executive, owner, president, CEO, or COO. The BSRs core strategy is to listen to business needs and develop responsive, system-wide customized solutions, provide meaningful workforce intelligence so businesses can meet their talent needs, and act as champions of change to ensure service delivery responds to aggregate business demand. This inclusive strategy positively affects business competitiveness in the state.

