

What Services does a Workforce Development Board Provide to Businesses?

By: Bruce Trimble, NCWWDB Employer Services Director



North Central Wisconsin Workforce Development Board (NCWWDB) provides services to help job seekers obtain good paying jobs but, are you aware of what services it provide to businesses?

We strive to be the preeminent source for labor data by providing this information in a number of formats. The tool we use most often is software from Economic Modeling Specialists, Inc. (EMSI). This powerful economic forecasting tool allows NCWWDB to provide businesses with a vast array of economic data in many different reports. This information helps provide businesses and economic developers with all facets of employment and economic trends, such as information on industries, occupations, demographics, economic impacts, employment skills, job compatibility, and educational attainment for any geographical area in our Workforce Development Area (WDA). Although this list is not all inclusive, it displays the capacity of this tool and the wealth of information it can provide to businesses.

On occasion the request for information requires more detail than what EMSI can produce. In these circumstances, we consult with an Office of Economic Advisors (OEA) Economist. This person has data from numerous sources throughout the geographic region. While EMSI provides a solid forecasting tool, the OEA Economist provides an even more detailed historical look and view of economic trends. The OEA Economist provides analysis that can be extremely helpful to a business looking to expand or relocate in North Central Wisconsin.

This information is not only beneficial to employers but also to our educational partners in supplying a trained workforce for employers. For example, if an employer asks for workforce data and our projections show a shortage of trained workers in a given field, we can work with the employer and educational partner to look at modifying a current curriculum or develop a specialized training to help fill their need in a timely manner. We are currently experiencing this with Welding and Machine Tool workers, as we have nearly reached the maximum available space and instructors offered at one of our educational partners. As a result, we are working to implement a specialized training in response to this need.

NCWWDB has always been a good source for labor data, but we are constantly increasing our access and use of additional sources. We want to ensure we have the best, most thorough data for employers and partners as we strive to improve the region's workforce.

For more information about NCWWDB's Employer Services, contact Bruce Trimble at 715-422-4706 or by email at: btrimble@ncwwdb.org.



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