

September 2025



National Workforce Development Month 2025 Visibility Toolkit

Dear Workforce Development Leaders,

Every September, we celebrate **National Workforce Development Month** (NWDM), a time to recognize the transformative power of workforce development in connecting people to opportunity, helping businesses grow, and strengthening our communities.

The National Association of Workforce Boards (NAWB) is proud to stand with you in shining a spotlight on the critical role workforce development boards play in driving local economic success. Whether you serve in a rural community, a bustling metro area, or anywhere in between, your work changes lives every single day.

When local boards speak with a unified voice during NWDM, our message is amplified—not only within our communities, but also on a national stage. Together, we can raise awareness, build stronger partnerships, and demonstrate why workforce development matters now more than ever.

Thank you for the work you do every day and for joining us in making this NWDM a powerful celebration of progress, partnership, and potential.

With gratitude and excitement,

Brad Turner-Little
President & CEO

How to Use This Toolkit

Use the information provided to share your board's impact, connect with your community, and participate in the national conversation.

Pick the themes, templates, and posts that match your local priorities, customize them with your data, photos, and links, and post across social media, newsletters, and your website. Track engagement using likes, shares, tags, and hashtags to measure your impact.

This NWDM Visibility Toolkit was created with one goal in mind: to make it easy for your board to share your impact, tell your story, and engage partners in celebrating your work.

What is a Workforce Board? One-Pager

Share as-is or adapt to explain who you are, what you do, and why *your* work matters.

What is a Workforce Board?

Connecting People. Building Skills. Powering Local Economies.

Every community has a local or regional workforce development board (WDB) that serves as the bridge between employers, jobseekers, educators, and training providers. These boards ensure **that public workforce dollars are strategically invested to help businesses find skilled workers and help people access pathways to family-sustaining employment.**

What Does a Workforce Board Do?

Align business and talent needs: Workforce boards bring together employers, educators, and community organizations to understand local hiring needs and create solutions that work.

Manage workforce services: Workforce boards oversee the operation of American Job Centers and related programs that offer career guidance, job search assistance, and skills training.

Invest in training: Workforce boards direct funding toward high-demand skills development, apprenticeships, and upskilling opportunities for jobseekers and current workers.

Support the local economy: By connecting businesses with skilled talent, workforce boards help strengthen communities and drive economic growth.

Why it Matters

For jobseekers: Access to free or low-cost training, job placement support, and career planning tools.

For employers: A single point of contact to recruit, train, and retain a skilled workforce.

For communities: Stronger partnerships, reduced unemployment, and pathways to good jobs for all residents.

By the Numbers

- 550+ Workforce development boards nationwide
- 2,300+ American Job Centers serving millions annually
- Millions of dollars invested every year in workforce programs that meet local needs
- More than 70% of individuals receiving career and training services become employed

Workforce boards make connections that matter. Workforce boards help people get good jobs. Workforce boards help businesses thrive. And workforce boards help communities grow stronger together.

Sample Op-Ed

Investing in Local Talent: How [NAME of Workforce Board] Builds Stronger Communities

By [NAME, TITLE], [WDB] Workforce Development Board

Every year, the [NAME OF WDB] connects hundreds of residents to jobs, skills training, and career opportunities. These investments don't just change lives, they strengthen our local economy, helping businesses grow and our community thrive.

Our board serves as a bridge between employers, jobseekers, educators, and training providers. We ensure that public workforce dollars are invested strategically so that local businesses can find skilled workers, and residents can access the training and support they need to access pathways to family-sustaining employment.

Last year alone, our board achieved remarkable results:

- We helped [X] jobseekers secure employment in high-demand fields.
- We partnered with [X] local employers to create customized training programs, apprenticeships, and upskilling opportunities.
- Through our [X] initiative, [X] residents gained [skills], preparing them for careers in [region's] growing [industry].

These numbers tell a story—but so do the people behind them. [Share a success story. Example: Take Maria, a single mother who completed our manufacturing training program. Within three months, she secured a full-time position with benefits at a local company. Today, she not only supports her family but also mentors others in the program, inspiring the next generation of skilled workers.]

National Workforce Development Month is a time to recognize the transformative power of programs like ours across the country. We call on local leaders, businesses, and community partners to continue supporting workforce development programs that create opportunities for all. By investing in skills training, apprenticeships, and career pathways, we can ensure that [region] residents are prepared for the jobs of today and the careers of tomorrow.

Workforce development is about more than employment. It's about building stronger communities, fostering opportunity, and empowering people to reach their potential.

This September, we celebrate the difference our local workforce board makes every day in [region], and we invite our community to join us in this work.

Learn more at [your website] or www.nawb.org.

NWDM Weekly Themes & Campaign Guide

Each week in September, we'll focus on a different audience and theme to showcase the impact of workforce development nationwide. Use these ideas, prompts, and social media posts to align your outreach with NAWB's weekly themes to increase the impact of your message and connect your local work to the national conversation.

Week One: Impact

Audience: Local, state, and federal elected officials. Elected officials can influence funding and policy decisions that support workforce development.

Focus: Share workforce board successes, ROI, and community impact

Actions:

- Share your board's metrics and outcomes
- Highlight your local board's achievements by posting a blog on your website or LinkedIn (share with NAWB for posting on nawb.org)
- Tag elected officials who have visited, supported, or partnered with you and thank them for their efforts and support (add photos if you have them)

Sample Social Media Posts:

September is National Workforce Development Month! We're proud to work with leaders who understand the power of connecting talent to opportunity. Thank you, [@ElectedOfficial]!

#WorkforceMonth #NAWB #WorkforceMatters #WDBImpact
Last year, our board connected [X number] people to jobs and training—fueling our local economy. That's the impact of workforce development. #WorkforceMonth #WDBImpact #CommunityImpact

Thank you to [@ElectedOfficial] for supporting workforce initiatives in [Community]. Together, we're helping people build skills and careers. #WorkforceMonth #NAWB #WorkforceMatters

Every dollar invested in workforce development brings a strong return for our community. Learn more: [Website Link]
#WorkforceMonth #ROI #WDBImpact #NAWB #WorkforceMatters

Do you know about [Name of Board]? We help people get good jobs, help businesses grow, and help communities thrive.
#WorkforceMonth #NAWB #WorkforceMatters

Workforce boards = local solutions, national impact. See how we're making a difference: [Link to success story] #WorkforceMonth #WDBImpact #NAWB #WorkforceMatters

Week Two: Workforce Voices

Audience: Jobseekers, career changers, youth, veterans, reentry populations. These stories inspire others and increase program enrollment.

Focus: Human stories of transformation

Actions:

- Capture short video testimonials or quotes from jobseekers to post on social media and your website
- Post combined jobseeker and employer success stories
- Spotlight services that help people access training and employment
- Feature voices from youth, veterans, and returning citizens

Sample social media posts:

"I never thought I'd have a career I love—until now." Meet [First Name], a local success story made possible by our workforce programs. #WorkforceMonth #WorkforceVoices #NAWB #WorkforceMatters

This is [First Name], who went from job searching to a full-time role with [Employer Name] thanks to new skills training. #WorkforceMonth #NAWB #WorkforceMatters

From classrooms to careers—workforce development opens doors for youth, veterans, and career changers. #WorkforceMonth #NAWB #WorkforceMatters

We help people find more than just a job—we help them build a future. Learn how: [Website]. #WorkforceMonth #NAWB #WorkforceMatters

Success starts with opportunity. Hear how [First Name] found theirs: [Link to story]. #WorkforceMonth #NAWB #WorkforceMatters

Veterans bring skills, discipline, and leadership to the workforce—and we're here to connect them with employers who value their service. #WorkforceMonth #NAWB #WorkforceMatters

Career changes aren't easy—but with the right training and support, they're possible. We can help. #WorkforceMonth #NAWB #WorkforceMatters

Persons with a criminal record face many barriers to employment, but [name of WDB] can help identify opportunities. #WorkforceMonth #NAWB #WorkforceMatters

Week Three: Partners in Progress

Audience: Employers, training providers, economic development organizations (EDOs)

Focus: Workforce boards as key business partners

Actions:

- Feature employers who partner with your board
- Share partner testimonials about working with your board
- Tag business and training partners in your posts
- Highlight collaborative training programs

Sample social media posts:

Workforce development isn't just about people—it's about partnerships. We work with employers to build the skilled teams they need. #WorkforceMonth #NAWB #WorkforceMatters

When employers succeed, communities thrive. We're proud to partner with local businesses like [Employer Name].
#WorkforceMonth #NAWB #WorkforceMatters

Training providers + workforce boards = a stronger talent pipeline.
#WorkforceMonth #NAWB #WorkforceMatters

From apprenticeships to customized training, we help employers find and grow the right talent. #WorkforceMonth #NAWB
#WorkforceMatters

Local employers are more than job creators—they're partners in shaping the future workforce. #WorkforceMonth #NAWB
#WorkforceMatters

Learn how partnerships with businesses like [Employer Name] are helping jobseekers launch rewarding careers: [Link]
#WorkforceMonth #NAWB #WorkforceMatters

Week Four: Future of Work

Audience: Funders, policymakers, innovation leaders, community partners

Focus: Workforce innovation, policy needs, and future trends

Actions:

- Showcase projects using skills-based hiring, AI, or other innovations
- Share policy needs and priorities for your community
- Highlight investments and funders who make your work possible

Sample social media posts:

The future of work is here and workforce boards are leading the way with innovation and skills-based hiring. #WorkforceMonth
#FutureOfWork #NAWB

AI, automation, and changing skill needs are reshaping the workplace. We're preparing people to succeed. #WorkforceMonth
#FutureOfWork #NAWB

Skills-based hiring opens doors for jobseekers and gives employers the talent they need. #WorkforceMonth #FutureOfWork #NAWB

This month, we're spotlighting the forward-thinking programs shaping tomorrow's workforce [link to website] #WorkforceMonth #FutureOfWork #NAWB

The jobs of the future will require adaptability, creativity, and lifelong learning. Workforce boards are ready. #WorkforceMonth #FutureOfWork #NAWB

Innovation starts with investment. Thank you to the partners who make workforce programs possible. [@ partners] #WorkforceMonth #FutureOfWork #NAWB

Thank you to our investors, funders, and policy champions for helping us build a stronger workforce. [@ names and orgs] #WorkforceMonth #FutureOfWork #NAWB

Final days: Wrap-up and Momentum

Sample social media post:

As National Workforce Development Month comes to a close, we thank everyone who makes workforce success possible—partners, policymakers, employers, and jobseekers. #WorkforceMonth #NAWB #StrongerTogether

NWDM Hashtag and Emoji Quick Reference

Primary campaign hashtags

(Use in every NWDM post to connect to the national conversation)

- #WorkforceMonth – Core national tag
- #NAWB– Highlights the role of the national association
- #WorkforceDevelopment – General awareness tag

Optional / Add-On Hashtags

#Jobs – Broad reach, career-focused

#Skills – Skills training and education

#CommunityImpact – Highlighting local success stories

#Employers – For employer partnership content

#CareerPathways – Training and advancement stories

#FutureOfWork – Trend and innovation posts

Emoji pairings

 Career / employment

 Learning / training

 Partnerships / collaboration

 Growth / opportunity

 Employers / business focus

 Success / achievement

 Announcements / events

Tag NAWB

Instagram: @workforceboards

X: @WorkforceInvest

LinkedIn: National Association of Workforce Boards

More Tips:

- Expand your shorter posts from X and Instagram with more information for LinkedIn
- Don't forget to **tag your partners**, customers, etc.
- **Add images**, logos, or graphics for more visual interest
- Use **no more than 1–2 emojis per post** for a professional tone
- Always **place hashtags at the end** of your post for cleaner reading
- Combine one primary and one or two optional **hashtags** for the best reach
- Mix in **infographics, before/after photos, or charts** to support your posts
- Include at least **one call to action** per post if possible.

We'd love to hear how you're celebrating National Workforce Development Month. Don't forget to tag us on social media. You can also share your board's stories, successes, and local impact with us—whether through short videos, photos, or highlights from your events.

Your examples help amplify the collective power of our network nationwide.

If you have questions or need support as you use this toolkit, please don't hesitate to reach out to us at communications@nawb.org.