

America has reached a pivotal point in history: A skills gap exists and must be solved.

A strong U.S. economy depends on the ability of business and industry to hire knowledgeable, skilled and prepared workers, but despite high unemployment numbers, as many as 6 million jobs are going unfulfilled. These jobs remain unfulfilled because workers lack the skills needed to fill them – in fact, three-quarters of employers today cite a lack of experience, skills or knowledge as the primary reason for difficulty filling positions.

**There is a solution.** Through career and technical education (CTE), students – our future workforce – have access to learning environments that provide the academic, employability and technical skills required to create career-ready students.

**Learning environments like these are exactly what the Industry Workforce Needs Coalition (IWNC) aims to strengthen – and we need your help.**

Comprised of American business leaders who share the desire to strengthen CTE in the U.S., the IWNC raises awareness of CTE, its benefits for high school and post-secondary students and the effects it has on the economy. By improving the image of CTE, the IWNC aims to gain public and federal support for this much-needed system.

**Together, IWNC members strive to:**

- Develop an index to benchmark industry-education alignment
- Create a clearinghouse of successful industry-education collaboration instances
- Embark on a national CTE ad campaign
- Publish a “Call to Action” with specific federal and state policy recommendations
- Sponsor a Leadership Forum of business executives, education leaders and policymakers
- Provide toolkits to guide business engagement with education
- Establish a Speakers Bureau of industry representatives

It is through partnerships between education and industry that the skills gap will be solved and the US education and training system will be transformed. **Help ensure the success of these partnerships by considering a role in the IWNC.**

Additional information on the IWNC has been enclosed for your review. I would appreciate the opportunity to speak with you about your potential role in the IWNC.

Regards,



Timm Boettcher  
Chair, Industry Workforce Needs Council  
CEO, Realityworks, Inc.  
[Timm.boettcher@realityworks.com](mailto:Timm.boettcher@realityworks.com)  
Office: 715.858.7136



# What is the IWNC?

---

The Industry Workforce Needs Coalition (IWNC) is a partnership of business and education formed with the mission of increasing the population of skilled workers in the United States through better alignment and partnerships between the educational system and industry.

## Goals & Objectives

The council has three primary goals:

1. Encourage support for Career and Technical Education programs that provide training for in-demand fields.
  - a. Identify and communicate areas of critical hiring need.
  - b. Develop policy recommendations to support CTE programs.
2. Establish and foster business and education partnerships to strengthen CTE programs and build a pipeline of workers prepared for careers.
  - a. Showcase successful CTE and workforce development strategies and partnerships.
  - b. Develop 'playbooks' of best practices for creating local business/education partnerships.
  - c. Provide executive outreach to navigate the language barrier between business and education.
3. Redefine the image of Career and Technical Education.
  - a. Drive awareness of the skills gap while showcasing how CTE programs solve these gaps.
  - b. Demonstrate how skilled trades are valuable and fulfilling career opportunities.
  - c. Increase enrollment in training programs.

## Membership Benefits

Membership in the Industry Workforce Needs Coalition demonstrates that you and your business are committed to solving the skills gap and providing Americans with opportunities to gain the skills they need to succeed. Members also enjoy:

- PR opportunities for you and your business.
- A chance to be a part of the IWNC's Speakers Bureau, a group of members frequently invited to lend their expertise at speaking engagements with educational and workforce development organizations and the Department of Labor.
- A reputation as a thought leader in areas like education and workforce development.
- The opportunity to help businesses like your own solve their hiring gaps through partnerships with local education systems.
- A forum to provide a business viewpoint to inform education policy; connections with legislators.





**IWNC**  
INDUSTRY WORKFORCE NEEDS COALITION  
— Connecting Business with Education —

## Membership Form

**YES, I want to add my company's voice to advocate for career and technical education and support the goals of the Industry Workforce Needs Coalition**

**I want to actively engage in the IWNC through the following pathways**

- National Ad Campaign Project
- Development of Business Case Studies
- Research activities
- Advocacy
- Speakers Bureau
- New Projects/Ideas

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

\_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_ WEBSITE \_\_\_\_\_

**Membership Fee: Corporations: \$2,500      Nonprofit Organizations: \$500**

**Check Enclosed** (payable to Axela LLC)

**Please invoice**

**RETURN THIS FORM TO:    IWNC**  
**c/o Axela LLC**  
**1455 Pennsylvania Avenue, NW Suite 400**  
**Washington, DC 20004**  
Or via email: [jbray@braystrategies.com](mailto:jbray@braystrategies.com)