



# YEAR IN REVIEW

## TOP NEWS:

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# Message From Our CEO

As we step into a new season filled with promise and potential, I am proud to share with you the latest achievements and continuing goals of WorkingNation.

Technology is changing rapidly and now impacts the majority of our nation's jobs. Taking swift action is key to proactively addressing potential unemployment challenges. By equipping the workforce with essential education and tools, we can empower them to not just adapt but thrive.

Workforce initiatives are offering solutions to existing barriers to good, family-sustaining jobs, both locally and nationally. Unfortunately, word of these programs is not always shared broadly in the communities they serve. That is where we step in. We are telling these important stories.

WorkingNation is poised to take the next step in our own substantial growth. An expansion of talent and resources will empower us to share more impactful stories that not only serve others, but also illuminate enduring issues that we must continue to address as a nation to strengthen our workforce and make it more globally competitive.

Our strategic growth plan is designed to enhance our reach, fostering awareness of our already-established position as a reliable resource for individuals and organizations interested in the future of work and workers.

We are not doing this alone. We extend a warm welcome to our latest partners who joined us over the past year, including Ares Charitable Foundation, Ares Management, Schultz Family Foundation, Walmart, Edward Charles Foundation, and many others listed in these pages.

We are pleased to announce that WorkingNation and Scripps News are partnering on exciting new content around jobs in local communities across the country in 2024. More details to come on this new partnership.

Our WorkingNation team continues to be recognized for their knowledge in the area, being featured in more than 100 radio, TV, podcast, and print stories in 2023, including The New York Times, Bloomberg, and numerous other media outlets.

Helping inform our own knowledge of the changing nature of work is the guidance and backing from our distinguished Executive Committee and Advisory Board members. We extend a warm welcome to our latest additions, including Mark Minevich, president and founder of Going Global Ventures; Chike Aguh, former chief innovation officer at the U.S. Department of Labor; Matt Ater, VP of Vispero; Jill



Buban, chief growth officer at EdPlus, Arizona State University; Ernest Baynard, founder of Meridian Hill Strategies; and Jean Accius, president and CEO of CHC: Creating Healthier Communities.

WorkingNation recommits to leading the conversation on workforce development, continuing to tackle crucial topics such as the impact of AI on the workforce, skills-first hiring, older workers, K-12 career exploration, the growing Hispanic workforce, green jobs, and increasing access for people with disabilities.

The heartbeat of our organization is the collective passion, dedication, and expertise that each member brings to our mission of sharing opportunities for the nation's workers and job seekers as they navigate a dynamic and ever-changing labor market.

WorkingNation expresses gratitude for your ongoing support as we embark on the next part of our journey of exploring and embracing the exciting opportunities and ventures that this new year holds for us.

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**ART BILGER**  
Founder & CEO

# Meaningful Content and Collaborations

In 2023, through original content and meaningful collaborations with major organizations and national conferences, we continued our mission to inform our WorkingNation readers, viewers, and listeners of the ever-changing skills needed to thrive in today's workforce.



Google

goodwill

Glory in Overcoming | Film



schultz family foundation

Working at Microsoft | Film



SXSW EDU

WorkingNation Overheard | Conference Interviews



ARES | CHARITABLE FOUNDATION

WABE

Breaking Barriers: Embracing Disabilities in the Workforce | TV Program



Jobs for the Future

ARES | CHARITABLE FOUNDATION

Climate and Careers | Digital Magazine

# Expanding Our Vast Library

Through articles, videos, podcasts, and sit-down interviews at major national conferences, we grew our already vast library of impactful content substantially.



# Influential Partnerships and Key Advisors

WorkingNation was founded on the principle that we are not in this alone, that improving the strength of our workforce is a collaborative effort. Our commitment to this ideal has led to expanded alliances and partnerships with philanthropic organizations, corporations, and media outlets who share that commitment, and the addition of key members to our Executive Committee and Advisory Board.

## Partnerships and Alliances



## New Advisors

**Mark Minevich**  
Going Global Ventures

**Jill Buban**  
EdPlus, Arizona State University

**Chike Aguh**  
Workforce Development Innovator

**Matt Ater**  
Vispero

**Jean Accius**  
CHC: Creating Healthier Communities

**Ernest Baynard**  
Meridian Hill Strategies

# YouTube Expansion

WorkingNation is constantly evolving our approach to storytelling and the delivery of our content. Notably, this past year, we added four new YouTube channels, inviting and encouraging diverse audiences to explore our content in our continuing effort to share our mission in an impactful way.

01

## Discourse

@WorkingNationDiscourse

Fostering discussions with policy makers, academics, thought leaders, and experts to illuminate employment complexities, prioritize the human element, and empower individuals and organizations.



02

## Educates

@WorkingNationEducates

Your resource for diverse careers, job prospects, and training programs, WorkingNation Educates addresses the challenges of joining, rejoining, pivoting, or advancing in the workforce.



03

## Inspires

@WorkingNationInspires

Spotlighting triumphs over adversity and victories against all odds, we celebrate individuals and organizations positively impacting our world.



04

## Work In Progress

@Work-In-Progress-Podcast

Exploring the rapidly-changing workplace through conversations with innovators, educators, and decision-makers, people with solutions to today's workforce challenges.



# Media Coverage

Our WorkingNation executives continue to be called on to share their expertise on the intersection of work and career development, making more than 120 appearances on media outlets – television, radio, newspapers, magazines, and podcasts – including:

The logo for AXIOS, featuring the word "AXIOS" in a bold, sans-serif font with a blue diagonal line through the letter "A".The logo for Bloomberg, featuring the word "Bloomberg" in a bold, serif font.The logo for CBS RADIO, featuring the CBS eye logo and the words "CBS RADIO" in a bold, sans-serif font.The logo for Forbes, featuring the word "Forbes" in a bold, serif font.The logo for the Los Angeles Times, featuring the words "Los Angeles Times" in a classic serif font.The logo for MarketWatch, featuring the word "MarketWatch" in a bold, sans-serif font with "Market" in black and "Watch" in green.The logo for MilitaryTimes, featuring the words "MilitaryTimes" in a bold, sans-serif font.The logo for NBC.com, featuring the NBC peacock logo and the text "NBC.com".The logo for NEWSNATION, featuring the words "NEWSNATION" in a bold, sans-serif font inside a dark blue rectangular box.The logo for NPR, featuring the letters "n", "p", and "r" in white on a red, black, and blue background respectively.The logo for Open Campus, featuring a circular icon with a stylized "C" and the words "Open Campus" in a sans-serif font.The logo for POLITICO, featuring the word "POLITICO" in a bold, red, sans-serif font.The logo for THE HILL, featuring the words "THE HILL" in a white, serif font inside a blue rectangular box.The logo for The New York Times, featuring the words "The New York Times" in a classic serif font.The logo for THE WALL STREET JOURNAL, featuring the words "THE WALL STREET JOURNAL" in a serif font.The logo for yahoo! finance, featuring the word "yahoo!" in a bold, purple, sans-serif font and "finance" in a smaller, purple, sans-serif font below it.

# Growing Impact and Reach

We are making an impression around the country, as reflected in the number of local TV and radio stations using our content and the national-recognized organizations who are contributing to our expanding OpEd section on our website. Additionally, our social media reach is growing, particularly on LinkedIn.

