

WORKFORCE INVESTMENT BOARD



ACTION ITEM: 1.2

SUBMITTAL DATE: AUGUST 13, 2014

SUBJECT: Workforce Investment Board (WIB) Program Year 2014 – 2015 Strategic Action Priorities

RECOMMENDATION: That the Workforce Investment Board (WIB) approves the Strategic Action Priorities for Program Year (PY) 2014 – 2015 identified at the WIB Strategic Planning Retreat

BACKGROUND: The Riverside County Workforce Investment Board (WIB) Annual Strategic Planning Retreat was held on April 16, 2014. The retreat was facilitated by John D. Baker and included WIB members, WIB staff, and key partners and stakeholders involved with workforce development efforts in the county. The purpose of the retreat was to review the accomplishments of the 2011-2014 Strategic Plan, discuss the current state of the labor market, and select and affirm key strategies for 2014-2015.

Due to the continued relevancy and importance of the strategies from the expiring Plan and the need to align the Plan with the 2013-2017 Riverside County Local Plan submitted to and approved by the California Workforce Investment Board, a decision was made to extend the plan for an additional program year and focus the WIB's efforts on the strategies identified as a priority during the retreat.

Priority Strategies for PY2014-2015

Through small group discussion, WIB members and partners identified the following strategic priorities:

Goal One: Educate political leaders at all levels about the importance of workforce development and its positive local impact.

Strategic Priorities:

- 1.4 Actively engage in the political, media, and community process with regard to policy development.
- 1.6 Leverage related workforce issues and structures to promote joint advocacy efforts when appropriate.
- 1.1 Develop a policy agenda with a simple message.

Goal Two: Prepare the workforce for current and future economic needs.

Strategic Priorities:

- 2.3 Align training with local economic development forecasts.
- 2.7 Deliver consistently high quality services that result in connecting employers and qualified workers.
- 2.2 Align K-16 curricula with industry standards and with high demand, high growth occupations that result in sustainable wages.
- 2.4 Implement pathways to develop skills and obtain certifications required for middle skill jobs.

Goal Three: In support of goals one and two, we will align the WIB's service delivery system to meet industry needs and to enhance the WIB's image and visibility.

Strategic Priorities:

- 3.2 Strengthen employer engagement through industry alliances in the targeted industries.
- 3.6 Create a strategic marketing and communication plan that incorporates the use of social networking tools to raise awareness of the usefulness and quality of the existing network of workforce services.
- 3.3 Maintain and grow the market share of businesses accessing workforce services through the WIB.

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| EXECUTIVE COMMITTEE Date: August 13, 2014 Approval: Yes | BOARD OF SUPERVISORS CONCURRENCE Required: No |
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