

WORKFORCE INVESTMENT BOARD



ACTION ITEM #1.2

SUBMITTAL DATE: AUGUST 15, 2012

SUBJECT: Workforce Investment Board (WIB) 2012 – 2013 Strategic Action Priorities

RECOMMENDATION: That the Workforce Investment Board (WIB) approve the Strategic Action Priorities for 2012 – 2013 identified at the WIB Strategic Plan Review Retreat

BACKGROUND: On April 18, 2012, Lori Strumpf (Strumpf Associates: Center for Strategic Change) facilitated the annual WIB Strategic Plan Review Retreat. The purpose of the retreat was to identify key activities to engage in for the second year of the 2011 thru 2014 strategic plan. The activities and results of the retreat are as follows:

Strategy Audit

During the retreat a strategy audit was conducted on Strategy 3.1 – Evaluate the current industry sector approach to ensure targets are in current and future economic growth sectors. The audit consisted of four specific questions. The questions and the group consensus are below:

1. How should the current criteria be applied?

The criteria used to establish the WIB's current target industries were an industry that is high growth, high wage and high demand. Consensus of the group is that the future criteria should be high growth, high growth or high demand.

2. Are there other drivers that should be used after the initial screen of high wage, high growth or high demand to further define the targets?

The group determined that the following drivers should be used after the initial screening. These are not in any particular order:

- “Stickiness – e.g., how likely is it that the business will stay in the area
- Labor force demographics –e.g., consideration of the types of occupations in the industries as compared to the skill levels of the potential labor force.
- Economic conditions
- Working conditions within the industry
- Training capacity – e.g. the workforce system’s ability to “skill up” the potential labor force to meet the industry requirements
- Commute patterns.

3. How do we align with the other economic entity targets?

The group stated through WIB Regional Committees; partnerships with other entities such as EDC and County EDA and surrounding counties – San Diego and San Bernardino. Also through building career pathways in all targeted industries in the “regions” of the county.

4. Is an industry sector approach the best convening approach?

The consensus of the group was “Yes” with the caveat that the WIB needs to build staff capacity to understand how to build such alliances; need a clear definition of an industry alliance; explore if one already exists in a WIB’s target and join with others where it is already being convened for the same purpose that the WIB would convene such an entity (goes back to the definition- WIB needs to be clear about the purpose of an Alliance so that they can join with others which may have the same/similar purpose but not join an industry group whose purpose may be for something totally different).

Priority Strategies for the Second Year of the Plan

Through small group discussion, WIB members and partners identified the following strategic priorities for 2012 – 2013:

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

Strategic Priorities:

- 1.2 Identify, articulate and influence workforce trends and policy through research, benchmarking and evaluation.
- 1.3 Identify and advocate for future workforce development issues.
- 1.4 Actively engage in the political, media, and community process with regard to policy development.
- 1.5 Influence funding decisions by staying connected to the legislature and to government.
- 1.6 Leverage related workforce issues and structures (e.g., identify the policy nexus between social services, economic development, and educational issues) to promote joint advocacy efforts when appropriate.

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

Strategic Priorities:

- 2.1 Develop sustainable forecasting mechanisms to be proactive in determining current and future skill needs of business and industry.
- 2.2 Align K-16 curricula with industry standards and with high demand, high growth occupations that result in sustainable wages.
- 2.7 Deliver consistently high quality services that result in connecting employers and qualified workers.

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:

- 3.1 Evaluate the current industry sector approach to ensure targets are in current and future economic growth sectors.
- 3.2 Strengthen employer engagement through industry alliances in the targeted industries.
- 3.7 Define the WIB’s core products and services and continue to evolve the continuous quality improvement system linked to customer expectations.

<p>EXECUTIVE COMMITTEE</p> <p>Date:</p> <p>Approval: Yes/No</p>	<p>BOARD OF SUPERVISORS CONCURRENCE</p> <p>Required: Yes/No</p>
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