

WORKFORCE INVESTMENT BOARD



ACTION ITEM: 1.3

SUBMITTAL DATE: September 26, 2013

SUBJECT: Workforce Investment Board (WIB) 2012 – 2013 Strategic Final Year Focus

RECOMMENDATION: The WIB Executive Committee is recommending the Workforce Investment Board approve the following strategic priorities for the final year of the WIB’s three year strategic plan.

BACKGROUND:

I. Sector Analysis Results

Based on the industry data analysis conducted by the groups at the retreat and discussion at the WIB Executive Committee meeting, the following sector strategies are being recommended:

- Maintain the industry sector criteria established by the WIB in 2012 – high wage, high growth or high demand.
- Evaluate targeted industries on an annual basis unless there is a significant change in the labor market that would necessitate a re-evaluation within a given year.
- Continue to focus on healthcare, professional and business services, and logistics as targeted industries.
- Combine renewable energy, utilities, infrastructure and construction into one industry cluster due to the strong correlation and overlap of the industries and the skills needed.
- Add manufacturing as a targeted Industry.

II. Strategic Priorities

The bolded strategies are being recommended as the priorities for the final year:

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

Key Strategies:
1.1 Develop a policy agenda to present to policy makers that contains a coherent and simple message that articulates the benefits and the return on investment of workforce development initiatives.
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

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

Key Strategies:
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.
2.3 Align training with local economic development forecasts for industry attraction.
2.4 Implement pathways to develop skills and obtain certifications required for middle skill jobs.
2.5 Assist business with identifying workforce needs created by retirements.
2.6 Continue to explore and maximize the use of new technologies to collect data and to provide information in more accessible, virtual, and user friendly ways.
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.

Key Strategies:
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.
3.3 Maintain and grow the market share of businesses accessing workforce services through the WIB.
3.4 Leverage the development of career ladders to move entry level workers to more skilled levels.
3.5 Define brand equity for the WIB and continue to foster a public image and to increase public awareness.
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.
3.7 Define the WIB's core products and services and continue to evolve the continuous quality improvement system linked to customer expectations.

EXECUTIVE COMMITTEE Date: June 12, 2013 Approval: Yes	BOARD OF SUPERVISORS CONCURRENCE Required: No
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