

ACTION ITEM # 1.2

SUBMITTAL DATE: August 18, 2010

SUBJECT: Workforce Investment Board (WIB) 2008-2011 Strategic Plan Revisions Recommendation

RECOMMENDED MOTION: That the Workforce Investment Board (WIB) approve the Strategic Plan revisions for the final year of the 2008-2011 Strategic Plan.

BACKGROUND: In May 2010, Lori Strumpf (Strumpf Associates: Center for Strategic Change) facilitated the annual WIB Strategic Plan Review Retreat. The purpose of the retreat was to identify the key strategic priorities for the final year of the three year Strategic Plan. WIB members and community partners came to consensus on the strategic priorities through the examination of current economic data, existing programs services, and progress in establishing strategic partnerships. On June 16, 2010, the WIB Executive Committee approved the revisions. The recommended key strategies and specific activities for each of the goals are as follows:

Goal One: Provide leadership to develop sustainable strategies and partnerships that close the skills gap for businesses and workers.

Key Strategies:

- 1.5 Engage businesses in new approaches to connect with education (e.g., sponsor work-based learning; adopt a school, curriculum review committees, career academies, etc.).
- 1.6 Create a continuum from elementary, middle and high school of career awareness, career exploration and career choice activities to help students understand the world of work. Work with education to align curriculum to the skill needs of the current and future workplace.

Specific activities to focus on:

- Define the skills gap with focus on the targeted industries.
- Create strategies for lifelong learning, “K to Gray” transitions.
- Include Labor in the partnerships.
- Examine successful partnership models around the country to benchmark against.
- Align with Inland Empire WIBS.
- Increase the number of businesses involved with the WIB, not necessarily by putting them on the WIB but engaging them in partnerships around specific activities.

Goal Two: Sustain partnerships between business, education, workers, and economic development to address workforce issues.

Key Strategies:

- 2.2 Build organizational relevance, through products and services, to industry sector and economic development associations and educational institutions¹.
- 2.5 Build awareness with key economic development community “players” about the role the WDC and the workforce system can play in making the economic development “deal”.

Specific activities to focus on:

- Increase awareness and get the word out about the WIB through increased marketing and communication strategies.
- Support each board member as a champion of the WIB and of workforce development.
- Train and retrain board members on regular and ongoing basis.

EXECUTIVE COMMITTEE Date: June 16, 2010 Approval: Yes/No	BOARD OF SUPERVISORS CONCURRENCE Required: Yes/No
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