

Overview of Focus Groups and Regional Strategic Planning Teams

Strumpf Associates is assisting the Riverside WDB develop a comprehensive strategic planning process and plan that will help to sustain growth, connect with education and economic development, and provide direction to the agency for the period July 2008 through June 2011. The process is inclusive, engaging board members, staff, and the community at a regional level and at the system-wide workforce investment area level.

In order to help accomplish this goal, Strumpf Associates will facilitate focus groups and regional strategic planning team meetings from October 2007 through February 2008 and will end with a region wide strategic planning team meeting in March 2008.

An environmental scan will be conducted by holding a series of three focus groups (jobseekers, businesses, and stake holders) for each of the four regions (Eastern, Western, Mid County, Southwestern). The purpose is to elicit honest and specific opinions and expectations related to the services provided by the Workforce Development Centers. The focus groups will be moderated by Lori Strumpf and the results will be compiled into a "data book" to be used by the regional strategic planning teams.

Lori Strumpf will be convening a series of three regional strategic planning team meetings for each of the four regions. Key stakeholders identified by the board will be engaged in the strategic planning process. Each team will use the "data book" compiled for their region to focus on how they see the current and future strategic imperatives created by the macro environment.

The Board, in consultation with Lori Strumpf, will also create an area-wide strategic planning team (with representatives from each regional team). The culminating event of the regional planning process will be a one day strategy setting retreat (March 2008) where the results of the regional efforts will be examined to create one workforce area strategic plan which addresses each area's objectives and challenges.