

# STRATEGIC PLAN



## Vision

To grow the High Country economy by strengthening the region's workforce and connecting employers to skilled, high quality employees.

## Mission

To ensure the High Country has an innovative, relevant, effective, and efficient workforce development system that develops adaptable, work ready, skilled talent to meet the current and future needs of workers and businesses to achieve and sustain economic prosperity.

### STRATEGIC PLAN

### PY 2016+ GOALS



#### Create an integrated, customer-centered, and seamless workforce system.

Align Partner services and strategies

Deploy NCWorks brand across workforce programs

Develop shared marketing strategies that promote the talent in the High Country

Develop MOUs with core partner agencies.

Re-Launch all NCWorks Career Centers.

Finalize and deploy marketing plan.



#### Create a workforce system that is responsive to the changing needs of the economy.

Ensure the workforce system is relevant, valuable, and accessible by the business community.

Develop and implement a coordinated and seamless approach to engage business and respond to business needs.

Develop and strengthen connections between workforce development and economic development

Launch coordinated Sector Partnerships in critical industry sectors that include large, small, and micro businesses.

Implement High Country Business Engagement Network initiative including cross-training, CRM tech, and website.

Convene regional economic development director meetings.

## STRATEGIC PLAN

## PY 2016+ GOALS



Prepare workers to succeed in the High Country economy and continuously improve their skills.

Strengthen career development services and ensure consistency across programs.

Enhance programs and enrollment in critical career clusters by targeting resources.

Strategically coordinate programs among workforce partners to develop skill and education pathways.

Become a leader in providing structured work-based learning.

Implement staff training/certification program in coordination with NCWorks Training Center.

Support and market Work-Ready Communities Certification.

Achieve certified Career Pathways in critical industries.

Develop and implement a coordinated menu of work-based learning services.



Use data to drive strategies and ensure accountability.

Develop a consistent and coordinated approach to identifying targeted in-demand sectors that workforce system partners will use to target resources to meet the needs of the economy.

Gather, evaluate, and utilize information on the usage and quality of services.

Measure and report on the effectiveness of the workforce development system.

Create and distribute regular detailed industry reports to inform partners and staff.

Align available scholarship funding and business outreach with critical industry sectors.

Implement consistent customer feedback system to include surveys, comment cards, and focus groups.

Continue work with the ASU Center for Analytics Research and Education to create dashboard.

Develop a coordinated approach to serving young adults.

## EMERGING Workforce

Grow awareness of workforce services among young adults.

Strategically coordinate programs among workforce partners to develop skill and education pathways.

Redesign young adult services using a customer centric design approach to align with business needs and sector partnership feedback.

Coordinate system building efforts with K-12 partners including career education, industry tours, and teacher education