

2010 -
2012

Strategic Plan

WORKFORCE INVESTMENT BOARD
For the City of Portland, Multnomah and Washington Counties

Building Competitive Advantage



Workforce development is not a program. Rather, it is a collection of private and public investments and activities intended to foster individual, organizational and economic success. As such, coordination and alignment of workforce development efforts is essential. By pursuing a systems approach to workforce development, the region improves its ability to leverage and layer funding streams, to coordinate resources and programs, to link supply and demand, and to enable life-long learning and advancement.

The Plan

If we want a thriving economy, our region needs competitive companies, productive people and innovative ideas. We must build on past successes to evolve the education and training system to help businesses grow and workers succeed. This requires a shared vision, hard decisions, strategic coordination, and smart investments. Our 2010–2012 strategic plan will focus on:

1. Enhancing the effectiveness of the public workforce system to align and coordinate resources/services, engage partners, and connect job seekers to high-demand, high-growth jobs.
2. Ensuring that youth and the emergent workforce have the academic and core competencies required by employers.
3. Positioning the workforce system to support and align with regional business retention, expansion and job creation efforts.

The Mission & Vision

Mission: The mission of the organization is to coordinate a regional workforce system that supports individual prosperity and business competitiveness.

Vision: Dynamic workforce partnerships that sustain economic health and vitality for our region’s employers and workers.

For more information and to track progress go to www.worksystems.org

2010–2012 Strategic Plan Goals and Outcomes

The workforce system serves business by developing qualified employees and giving current and future workers the skills and support they need to successfully engage, advance and succeed in the labor market

Goal 1

What do we want to accomplish?

Enhance the effectiveness of the public workforce system by aligning and coordinating resources/services, engaging partners, and connecting job seekers to high-demand, high-growth jobs.

Committee: Regional One-Stop System

Focus: Quality assurance and continuous improvement of the regional public workforce system

Deliverables:

- Develop integrated framework for business services
- Continue effort to standardize and systematize regional services
- Ensure that integration model functions effectively in changing environment
- Provide professional development opportunities for Center staff
- Move to formal certification process in 2012

2010-2012 Outcomes

Goal 2

What do we want to accomplish?

Ensure that youth and the emergent workforce have the academic and core competencies required by employers

Committee: Youth Education & Training

Focus: Work-based learning opportunities and post secondary transitions and persistence for disconnected youth

Deliverables:

- Support and increase capacity of SummerWorks as an established program
- Support and increase capacity of BizConnect as an established program
- Establish mutual investment model for youth workforce systems that supports work-based learning and post-secondary transitions and persistence

2010-2012 Outcomes

Goal 3

What do we want to accomplish?

Position the workforce system to support and align with regional business retention, expansion and job creation efforts.

Committee: Regional Competitiveness

Focus: Workforce and economic development alignment in support of regional job creation efforts

Deliverables:

- Comprehensively inventory the regional talent pool
- Clarify business workforce needs within the WIBS Target Industries
- Continue to progress toward a long term goal of serving as the oversight body for workforce development activities for the region to ensure business retention, expansion and job creation efforts are successful

2010-2012 Outcomes