

# REGION 5 WORKFORCE DEVELOPMENT STRATEGIC PLAN

## Vision Statement

A skilled workforce to meet the needs of existing and future businesses and industry.

## Mission Statement

Identify and respond to the needs of business and industry to provide a skilled workforce.

### Top Occupations

Computer Science Technicians  
Customer Service Representative  
Energy Technician  
Healthcare Informatics  
Heavy Equipment Operator CDL / Industrial Equipment Operator  
Industrial Maintenance  
Medical Technician  
Metal Worker  
Nursing  
Process Technician

### Top 5 Target Industries

Automated Manufacturing  
Construction  
Energy  
Healthcare  
Services

**GOAL 1: Workforce Development:** Provide a skilled workforce to meet the needs of Region 5 businesses and industry.

### Objectives

- Reduce out region recruitment and hiring by businesses and industries
- Decrease the number of unemployed and underemployed in Region 5
- Complete funding applications for targeted training according to the schedule set by the Regional Council and GOWD

### **Critical Success Factors**

- Must have a stable and reliable funding source/stream
- Must have industry buy-in and participation
- Must have parental and school system support

### **Barriers**

- Loss funding to workforce development
- Industry apathy/isolation/vacuum
- Lack of knowledge and awareness of training, etc

### **Strategies**

- Establish programs at the high school and post-secondary level to support targeted job needs that have been identified
- Develop a marketing plan to educate parents and high school counselors about career tech education
- Develop meaningful incentives for high school counselors to cooperate and participate in career tech education
- Utilize Career Cluster data/test in designing programs in Career Tech Education
- Re-evaluate the top Occupations and Target Industries each year and adjust as appropriate.
- Increase the number of applications for funding in Region 5 by 10%.

**GOAL 2: Marketing & Communication:** Improve communication within Region 5 to provide awareness of workforce needs.

### **Objectives**

- Increase outreach to business and industry to assess current and future workforce needs
- Increase communication of current and future workforce needs to educational partners

### **Critical Success Factor**

- Must have high level of participation from business and industry and education partners

### **Barrier**

- Unwillingness of business and education partners to participate will limit communication

### **Strategies**

- Contact a minimum of 10 businesses in Region 5 to inform them of development opportunities
- Present the Region 5 Powerpoint presentation to at least one civic organization in at least 5 counties in Region 5 by December 2012
- Distribute annual report and follow-up with annual meeting with education partners

**GOAL 3: Relationships and Partnerships:** Maximize exposure of the Workforce Development Council's mission to all organizations and concerned citizens within Region 5.

### **Objectives**

- Increase and retain business and industry involvement in the Workforce Development Council meetings
- Encourage outreach to local high schools by Post-Secondary institutions to bridge vocational and career tech gaps
- Explore potential partnerships between other potential WFD Training Resources / Certified Workforce Development Service Providers

### **Critical Success Factor**

- Must have members that will commit time and effort to sell the mission to business and industry

### **Barriers**

- Limited time available to make the call on business and industry
- Apathy
- On-going economic recession can negatively impact partnership development

### **Strategies**

- Increase voting membership on Region 5 Council by 3 or more members
- Generate a prospect list of potential new members
- Create a team of existing members that will commit to contact the prospects
- Distribute marketing information to prospects
- Invite prospects to attend WFD Council meetings

- Hold Council meetings in various locations throughout the region

**GOAL 4: Education:** Provide relevant, quality education opportunities to the workforce and communities of Region 5.

**Objective**

- Increase the number of funding sources to meet the workforce development needs of Region 5

**Critical Success Factors**

- Relevant funding sources must be identified
- Must establish a grant development team
- Must develop a proposal that ties back to the Region 5 strategic plan

**Barriers**

- Lack of funding sources to support programs
- Personnel for grant development unavailable

**Strategies**

- Create “Priority List of Programs and Services” that addresses specific needs identified within the Region 5 Strategic Plan
- Establish a Grant Development Team to formulate grant requests that address the needs in the “Priority List of Programs and Services.”
- Require an Executive Summary from applicants for all proposed grant requests, to be evaluated for compliance with the Strategic Plan prior to the submittal of the actual grant to the Council for approval
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**GOAL 5: Funding:** Secure all available funds for meeting identified needs within Region 5.

**Objectives**

- Promote public/private partnerships that increase the funds available for WFD projects
- Maximize efforts that support an increase in state and federal funding for WFD
- Achieve better intra-public and public/private applications for project funding within the region

### **Critical Success Factors**

- Must have Council “buy in” and willingness to act
- Must have ability and willingness of economic development partners, locally elected officials, the State Legislature and

Congress to work toward an increase in funding for WFD projects

### **Barrier**

- Tight public budgets and Pro-Ration

- “Silo” mentality encourages protecting one’s own turf and hinders working on a Regional basis

### **Strategies**

- Educate local delegation and regional leaders requesting and supporting increase in workforce development funds
- Identify sources of funding where WFD programs in Region 5 can submit grant applications.
- Encourage collaboration between Regional WFD Service Providers to leverage available funds to achieve maximum benefit

Develop a minimum of three private/public within Region 5 by December 2012

- Apply for grant funds as appropriate and available

### **Committees**

#### **Education**

Brian Gann, Chair  
Amelia Pearson  
Raymond Staats

#### **Funding**

Jim Friend, Chair  
Brian Gann

#### **Marketing & Communication**

Christie Knowles, Chair  
Cotina Terry  
Alan Moorer

#### **Relationships & Partnerships**

Mack Ferguson, Chair  
Gwen Taylor

## **Workforce Development**

Walter Jacobsen, Chair

Barry Landers

## **ACTION PLAN**

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<b>Opportunity / Task</b>	<b>Responsible Party</b>	<b>Target Date</b>
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### **WORKFORCE DEVELOPMENT**

- |                                                                                                        |                              |  |
|--------------------------------------------------------------------------------------------------------|------------------------------|--|
| 1. Assign a team from R5WFDC to identify the elements required at HS/PS to support targeted job needs  | Chair of Education Committee |  |
| 2. Team designated to convey information to HS counselors and parents                                  | Chair of Education Committee |  |
| 3. Establish a committee to promote use of Career Cluster information by Career Counselors and parents | Marketing Committee          |  |
| 4. Lobby legislature and State Board of Education to create incentives for HS/PS to participate in CTE | Walter Jacobson              |  |

### **MARKETING AND COMMUNICATION**

- |                                                                                |              |  |
|--------------------------------------------------------------------------------|--------------|--|
| 1. Set up and meet with community leaders to determine how to implement survey | Donna Fathke |  |
| 2. Implement survey on county by county basis                                  | WF County    |  |

- and analyze data
- 3. Annual Report – Assemble report and distribute to educational partners

Representative

## **RELATIONSHIPS AND PARTNERSHIPS**

- 1. Develop a prospect list  
Tim McCartney
- 2. Create team to make contact with prospects  
Tim McCartney
- 3. Invite prospects to attend meetings  
Gwen Taylor
- 4. Hold council meetings in various location  
Donna Fathke  
Walter Jacobson

## **EDUCATION**

- 1. Create priority list of needed instructional programs and services relative to the strategic plan  
GSCC Rep, SVSCC Rep, ATN Rep  
Within 45 day of start date
- 2. Establish a grant development team comprised of WIA service providers and industry representatives  
Within 45 days of start date
- 3. Generate funding source target list by strategic goal  
Within 60 days of start date – ongoing
- 4. Develop concept white papers to generate grant proposals  
Within first 6 months
- 5, Develop and submit proposals

## **FUNDING**

- 1. Hold local delegation meeting in Region 5 to garner support for funding  
Walter Jacobson
- 2. Develop a Region 5 team to evaluate common business and industry workforce needs and look for partnership opportunities