

DavidsonWorks

Five Year Plan: Strategic Goals

2008-2013

*“Transforming
Workforce
Development”*





Overview

- Our strategic goals are in line with our Vision and Mission for the next five years
- We are seeking to Transform Workforce Development from being program focused to an integral part of economic development
- To achieve this, we need both vertical and horizontal transformation. Vertical Transformation is from board room to mailroom (integration of federal and state regulations and local area policy. Horizontal Transformation such as WIRED leverages resources to build our futures. It is alignment across partners.



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Our Vision and Mission

To stimulate economic growth by providing a skilled workforce that exceeds business needs for today and tomorrow

Provide cutting edge globally competitive workforce development solutions for individuals and businesses fostering a quality workforce

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Strategic Goals

Goal 1: Build regional awareness of DavidsonWorks initiatives among employers, job seekers and the community we serve.

Goal 2: Create a foundation to handle funding streams from private funding sources generated by grants, donations and fundraising activities.

Goal 3: Provide a fee-for-service operation that meet the needs of local and regional businesses.

Goal 4: Bridge the gap between businesses required skills and education in response to the NC State of the Workforce Report at the local and regional level.

Goal 5: Leverage resources and partnerships to foster an acculturated and assimilated immigrant skilled workforce response to the State of the Workforce Report.

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Goal 1: Build regional awareness of DavidsonWorks initiatives among employers, job seekers and the community we serve.

- Collaborate with the local media by engaging them in activities worthy of journalistic coverage.
- Redesign website for maximum impact and usability as a virtual portal to connect and involve the community with DavidsonWorks.
- Promote DavidsonWorks value added solutions through community presentations, roundtables and other outreach activities.
- In May each year have an acknowledgement banquet for recognizing Workforce Development achievements.
- Engage county commissioners to recognize Workforce Development month through a proclamation.
- Kick-off event with a keynote speaker to introduce DavidsonWorks to the community.
- Pursue Innovative workforce system practices reaching out to the community



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Goal 2: Create a foundation to handle funding streams from private funding sources generated by grants, donations and fundraising activities.

- Research the appropriate method/resource to identify a 501(3)(c) that allows you to receive private funding.
- Research and educate, board and executive, staff on the development and implementation of a private foundation.
- Establish an action plan to identify types of grants to pursue that support DavidsonWorks initiatives.
- Create timelines where grants will overlap to insure continuing funding and sustainability.



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Goal 3: Provide a fee-for-service operation that meet the needs of local and regional businesses.

LOCAL

- Identify a local fee-for-service operation that meets the needs of Davidson County employers.
- Develop fee-for-service policy guidance for local area.
- Establish an account with a local bank institution to maintain fee-for-service funds.
- Develop a marketing plan to promote fee-for-service operation for Davidson County.

REGIONAL

- Develop fee-for-service policy guidance for region.
- Establish marketing plan with timelines for promoting Virtual Job Fair regionally. Identify benchmarks that are attainable for number of job seekers and number of booths sold.
- Establish an account with a regional banking institution to maintain fee-for-service funds
- Roll out Virtual Job Fair



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Goal 4: Bridge the gap between businesses required skills and education in response to the NC State of the Workforce Report at the local and regional level.

- Conduct skills assessment to identify business and industry succession planning.
- Develop data base of talent pool in the community.
- Convene a forum between business and education.
- Partner with other agencies, colleges or schools to share information.
- Align OJTs for youth/adults with needs of the community.
- Offer succession planning workshop with tools and resources available.
- Cluster forums convened by DavidsonWorks.
- OJT – Internships in targeted clusters.

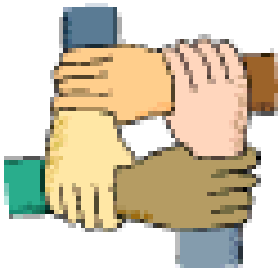


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Goal 5: Leverage resources and partnerships to foster an acculturated and assimilated immigrant skilled workforce response to the State of the Workforce Report.

- Make core material available in Spanish.
- Have a Spanish speaking person available at the One-Stops.
- Leverage partnerships in the community and region to increase services and outreach to the migrant population.



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Strategic Committees



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