

Strategic Plan

2023-2025



Key Aspirations

- Be forward thinking, strategic, and agile.
- Be an innovative leader in workforce development grounded in best practice.
- Create new strategic partnerships while nurturing current effective relationships.
- Provide quality services with high customer service while being good fiscal stewards.

Objective 1: Become more knowledgeable regarding the needs and barriers job seekers face to access the world of work.

1. Research and examine barriers that prevent customers from completing programming.

Possible measures of success: Increase co-enrollment of clients, Increase number of clients obtaining measurable skill gain or credential attainment

Possible Actions

- Analyze intake process to increase data collection and make referral process more efficient
- Research and apply customer experience best practices to the One Stop Job Center experience
- Ensure training and upskilling programs include a mixture of hard and soft skills
- Analyze transitional support for returning citizens (justice-involved individuals) and refugees. Address gaps.
- Identify and analyze data from returning customers to understand barriers that cause systemic underemployment.
- Analyze and benchmark supportive services being utilized including associated policies.

2. Research and examine barriers that prevent potential customers from accessing resources.

Possible measures of success: Increase inquiries about programming.

Possible Actions

- Benchmark customer data to other WDBs to identify potential populations underutilizing services.
- For potentially underserved populations, map partners and outreach efforts to amplify existing efforts and create specific engagement plans for gaps.

3. Develop strategies to address barriers.

Possible measures of success: Develop goals based on needs and barriers.

Possible Actions

- Create targeted education campaigns to share information about services with underserved groups.

Objective 2: Expand the strategic convening of partners to increase awareness and collaboration.

1. Develop intentional partnerships between K-12 school districts, employers, and technical colleges on postsecondary technical training programs.

Possible Measures of Success: number of apprenticeships, graduation statistics of students immediately enrolling in postsecondary technical training programs, etc.

Possible Actions

- Map current relationships, student programs, intersections to identify exemplars and gaps.
- Identify needs at K-12 level regarding Academic Career Planning (ACP), youth apprenticeship, and dual enrollment.
- Convene K-12 key stakeholders to better understand their needs within the Academic Career Planning (ACP), youth apprenticeship, and dual enrollment realm. Intentionally include high school students in this conversation.

2. Identify and leverage key partners aligned on strategic initiatives according to the partnership map.

Possible Measures of Success: number of partners and / or, increase in the number of quality partners with defined desired outcomes., etc.

Possible Actions

Building on the current partnership engagement map

- Develop criteria for an effective partnership.
- Create measures to indicate 'successful' partnerships.
- Create and implement a partner engagement strategy that includes a process for review/updating and a partner retention approach.

3. Develop intentional partnerships between those working to strengthen career interest for critical needs in the WOW region.

Possible Measures of Success: alignment around sector strategies for needs, talent recruitment, and development

Possible Actions

- Identify greatest career/sector needs within the WOW region (i.e. advanced manufacturing, healthcare, etc.)

- Ensure robust career pathways for in-demand careers.
- Analyze current career talent pipeline and address gaps.
- Identify additional partners and funding sources to address gaps.

Objective 3: Broaden knowledge regarding current workforce challenges and projected needs for WOW businesses.

1. Gain greater clarity from businesses on their sector based on current workforce challenges and projected future needs.

Possible topics: main challenges to staff recruitment and retention (including flexible work environments, diverse and inclusive work environments, benefits, mental health support, intergenerational communication, etc.), types of job classifications needed and projected, expansion plans, automation plans, barriers to business expansion.

Possible measures of success: Via survey responses or similar feedback opportunities, employers report feeling more success with hiring and retaining employees, increase the number of businesses inquiries/using services, etc.

Possible Actions

- Survey businesses in the WOW region on opportunities, needs, and projections.
- Work with regional economic developers.
 - Utilize data visualization software.
- Create a data monitoring plan to ensure data is refreshed on a predictable fashion.

2. Educate stakeholders on issues and trends in the workforce, the impact of policies, and available resources to address needs.

Possible measures of success: Via survey responses or similar feedback opportunities, employers report feeling more success with hiring and retaining employees, increase the number of businesses inquiries/using services, etc.

Possible Actions

- Winning with Wisconsin's Workforce events
- Educate employers on labor trends and highlight ways successful businesses have adapted to the changing labor landscape.
- Develop key talking points to assist policymakers understand key WOW opportunities and the impact of policies.

3. Develop strategies to address needs.

Possible measures of success: Determine based on identified needs.

Possible Actions

- Assess funding sources to address needs.

- Promote under-utilized programs to assist businesses.

Objective 4: Build understanding around metrics of success for the WOW WDB.

1. Identify and understand key KPIs to monitor performance and communicate success to stakeholders.

Possible measures of success: Number of KPIs and the ability to “tell a story”

Possible Actions

- Create KPIs that illustrate programmatic and board success.
- Identify a data collection, tracking, and communicating policy.
- Develop dashboards.
- Tie quantitative data points to stories to show the large and small impacts.
- Create an impact report.

2. Increase Board engagement and communication.

Possible measures of success: Increased board satisfaction with level of engagement, increase number of board collaboration opportunities/meetings/networking opportunities

Possible Actions

- Create a board engagement survey.
- Touch base Tuesday emails.
- Lunches and networking opportunities.
- Analyze board demographics regarding sector/business size.
- Invite board members to serve on an ad-hoc committee to address some of the key objectives.

3. Increase WOW WDB brand awareness.

Possible measures of success: Increase followers of LinkedIn Page

Possible Actions

- Implement LinkedIn communications plan.
- Create branded assets such as banners, tablecloths, clothing, and swag.