



Strategic Plan 2025-2029



Goal 1: Job + Business Growth

Advance quality jobs and business growth

Priorities

1. Invest in the development of career coaches and the development of career pathways
2. Develop opportunities for workers to access quality jobs, including incentivizing training and credentialing
3. Advocate for and implement policies that support opportunity and access to quality jobs
4. Equip emerging talent and workers with the skills and training they need to be successful, including apprenticeship prep, apprenticeship, and earn-and-learn models
5. Expand and align business services and workforce investments to address industry needs that contributes to equitable access to quality jobs in target sectors



Goal 2: Community Connector

Foster collaborative community networks

Priorities

1. Develop strategies for continued engagement across rural parts of the region that meet communities where they are
2. Deepen partnerships with providers by aligning and streamlining our processes, improving external communication, and incorporating partner feedback into continuous improvement efforts
3. Expand outreach to K-12 institutions to create early pathways for students into workforce development programs
4. Identify and act on co-location and co-funding of services for WorkSource and Next
5. Continue to establish crosssector collaborative initiatives that prioritize equitable outcomes for communities



Goal 3: Equitable + Inclusive Systems

Champion an equitable and inclusive workforce development system

Priorities

1. Develop and implement a fund development strategy
2. Develop and support a diverse, collaborative and high-functioning workforce development board that is representative of community voice
3. Advance solutions that reduce barriers to economic prosperity through policy change and collective impact
4. Prioritize contracts and funding that centers priority populations

MISSION:

Lead a regional workforce development system where every individual has access to high-quality employment and every business has access to a highly-skilled workforce

VISION:

A region where economic prosperity and growth exists for every person

VALUES:

Equity	Diversity	Inclusion
Innovation	Collaboration	Impact

Glossary:

Career Coach: A professional that works alongside an individual to identify their work interests, skills, and work values or motivators.

Collaboration: Working jointly with our customers, community and colleagues to achieve our shared goals.

Cross-Sector: Collaboration between organizations from different sectors to achieve a shared goal.

Diversity: Collectively interweaving differences and similarities that include, for example, individual and organizational characteristics, values, beliefs, experiences, background, preferences and behaviors.

Equitable Access: Equitable access ensures that all individuals have the resources they need to succeed, regardless of their background, financial situation, or personal circumstances.

Equitable Pathways: Creating fair access to education, training, and job opportunities, particularly for underserved or marginalized groups.

Equity: Promoting justice, impartiality and fairness within processes, and the distribution of resources by institutions or systems.

Impact: Positively influencing and affecting our community.

Inclusion: Building a multicultural workforce climate where every community member can safely share their voice and be heard.

Priority Business: Businesses run by individuals who represent communities that have been disproportionately impacted or are furthest from opportunity, as defined by the Workforce Innovation and Opportunity Act (WIOA) and the State of Washington, found here.

Priority Populations: Communities that have been disproportionately impacted or are furthest from opportunity, as defined by the Workforce Innovation and Opportunity Act (WIOA) and the State of Washington, found here.

Quality Jobs: Jobs that provide fair wages, benefits, opportunities for growth, and a safe working environment, contributing to long-term economic stability for workers and their families.

Rural Areas: The Census Bureau defines rural as any population, housing, or territory not in an urban area. This definition is closely tied to its urban definition, of which there are two geographical types: "Urbanized Areas" have a population of 50,000 or more.

Self-sufficiency Wage: The Self-Sufficiency Standard determines the amount of income required for working families to meet basic needs at a minimally adequate level, considering family composition, ages of children, and geographic differences in costs.

Target Sectors: Sectors chosen by the organization that offer strong demand now and into the future, local infrastructure, and opportunities as it relates to funding and policy.

Workforce Southwest Washington | 805 Broadway Street, Suite 412 | Vancouver, WA 98660 | 360.567.1070 | www.workforcesw.org

Workforce Southwest Washington is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Washington Relay 711. Services/programs funded with federal grants. Learn more at <https://tinyurl.com/yn4cxhkv>.