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

VALUES
Equity: Promoting justice, impartiality and fairness within processes, and the distribution of resources by institutions or systems
Diversity: Collectively interweaving differences and similarities that include, for example, individual and organizational characteristics, values, beliefs, experiences, background, preferences and behaviors
Inclusion: Building a multicultural workforce climate where every community member can safely share their voice and be heard
Innovation: Introducing new ideas, methods or products to make changes
Collaboration: Working jointly with our customers, community and colleagues to achieve our shared goals
Impact: Positively influencing and affecting our community

Goal 1: Business Recovery and Growth
Businesses have access to hire, develop and invest in the skilled workers they need to recover and grow.

Strategies
1. Lead the development and expansion of high-quality jobs across our region
2. Develop a regional pool of diverse, qualified workers, matching them to our business partners’ in-demand hiring needs
3. Engage business partnerships to inform the workforce system of emerging hiring trends, to address skill and opportunity shortages, and prepare future workers
4. Invest in and provide support for businesses to develop pre-apprenticeship, apprenticeship, on-the-job training, incumbent worker training, internships, and other earn-and-learn models

Indicators
1. Percentage of WSW business partners who adopt one or more quality jobs metrics
2. Number of employment placements from our regional pre-qualified pool of highly-skilled workers
3. Number of on-the-job trainings (OJTs), incumbent worker trainings (IWTs), paid and unpaid internships and work experiences, pre-apprenticeships and apprenticeships
4. Amount invested in on-the-job trainings (OJTs), incumbent worker trainings (IWTs), paid and unpaid internships and work experiences, pre-apprenticeships and apprenticeships
5. Number of new businesses, by sector, that WSW engages with and supports

Goal 2: Economic Mobility
Promote equity for every individual by providing access to high-quality* employment and advancement opportunities.

Strategies
1. Develop and implement programs that holistically serve families and communities
2. Expand virtual career coaching and job training
3. Expand Next strategy for talent development into rural communities
4. Develop and sustain population-specific programs
5. Develop and implement programmatic evaluation strategy

Indicators
1. Number of Priority Populations as defined by WIOA and WSW receiving workforce services
2. Percentage of people served who enter post-secondary education
3. Percentage of people served placed into pre-qualified highly-skilled worker pool for employment
4. Percentage of families receiving childcare and other supports necessary to return work
5. Percentage of people served from all programs who advance into high-quality employment
6. Number of program evaluations completed

Goal 3: Systems Change
An accessible and effective workforce system exists to advance equity for individuals and to promote the community and economic development goals of the region

Strategies
1. Develop and implement a method to actively involve community-based organizations to provide input, to improve access, and to initiate continuous improvement
2. Expand effective relationships across organizations and government systems to break down barriers, increase access and improve outcomes
3. Advocate for investments, policies, strategies and economic development goals that enhance community prosperity
4. Communicate WSW’s impact, lessons learned, promising practices and labor market information

Indicators
1. Number of partnerships with organizations and individuals that serve historically underserved populations
2. Business and job seeker customer satisfaction scores
3. Number of funder partnerships
4. Number of new local, state and national policies enacted to support our local workforce development system goals

* WSW, in collaboration with our Columbia-Willamette Workforce Collaborative partners, will be launching a Quality Jobs Initiative in 2021. Working in close collaboration with our business, community, and education partners, we will define what high-quality work means for our region and how we can work together to support a high-quality job for everyone. Our work is based on work developed by The National Fund for Workforce Solutions. Please visit: https://nationalfund.org/our-solutions/activate-employers-to-make-jobs-better/job-quality-resource-center/ for more information.