**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**
- Lead the development and expansion of high-quality jobs across our region
- Develop a regional pool of diverse, qualified workers, matching them to our business partners’ in-demand hiring needs
- Engage business partnerships to inform the workforce system of emerging hiring trends, to address skill and opportunity shortages, and prepare future workers
- 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**
- Percentage of WSW business partners who adopt one or more quality jobs metrics
- Number of employment placements from our regional pre-qualified pool of highly-skilled workers
- Number of on-the-job trainings (OJTs), incumbent worker trainings (IWTs), paid and unpaid internships and work experiences, pre-apprenticeships and apprenticeships
- Amount invested in on-the-job trainings (OJTs), incumbent worker trainings (IWTs), paid and unpaid internships and work experiences, pre-apprenticeships and apprenticeships
- 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**
- Develop and implement programs that holistically serve families and communities
- Expand virtual career coaching and job training
- Expand Next strategy for talent development into rural communities
- Develop and sustain population-specific programs
- Develop and implement programmatic evaluation strategy

**Indicators**
- Number of Priority Populations as defined by WIOA and WSW receiving workforce services
- Percentage of people served who enter post-secondary education
- Percentage of people served placed into pre-qualified highly-skilled worker pool for employment
- Percentage of families receiving childcare and other supports necessary to return work
- Percentage of people served from all programs who advance into high-quality employment
- 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**
- Develop and implement a method to actively involve community-based organizations to provide input, to improve access, and to initiate continuous improvement
- Expand effective relationships across organizations and government systems to break down barriers, increase access and improve outcomes
- Advocate for investments, policies, strategies and economic development goals that enhance community prosperity
- Communicate WSW’s impact, lessons learned, promising practices and labor market information

**Indicators**
- Number of partnerships with organizations and individuals that serve historically underserved populations
- Business and job seeker customer satisfaction scores
- Number of funder partnerships
- 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.*