



# STRATEGIC PLAN 2019-2020

## MISSION

Invest in human potential, driving the growth and development of our Southwest Washington economy.

## VISION

A region where the opportunity for prosperity and growth exists for all.

## GOALS

| Business   | People   | System   | Funding  |
|--|--|--|--|
| Develop innovative approaches to meeting the human capital needs of our regional industries. | Empower individuals to realize their full potential through meaningful education, training and work. | Create a world-class opportunity engine for Southwest Washington by sustaining a public-private partnership of business, education, government and community-based partners. | Invest in, evaluate and advocate for what works as entrusted stewards of public resources. |

## KEY INITIATIVES

|                 |   |
|-----------------|---|
| <b>Business</b> | <ul style="list-style-type: none"> <li>• Create a Pre-Qualified Talent pool based on high growth, high demand industry needs</li> <li>• Implement a real-time business tracking, customer satisfaction and reporting system</li> <li>• Launch a new Regional Business Talent Service, matching regional talent with unfilled in-demand jobs</li> <li>• Implement a new Rural Jobs Initiative aimed at supporting economic opportunity throughout our rural communities</li> </ul> |
| <b>People</b>   | <ul style="list-style-type: none"> <li>• Launch Summer Works (a paid private sector internship and work experience initiative) for Opportunity Youth and young adults with IEP/504 Plans across Southwest Washington</li> <li>• Expand our support for and investment in Pre-Apprenticeship, Apprenticeship and Career Exposure</li> <li>• Develop a "New Start" initiative for specific populations of opportunity in our community</li> </ul>                                   |
| <b>System</b>   | <ul style="list-style-type: none"> <li>• Implement Integrated Service Delivery (ISD) across WorkSource partners</li> <li>• Elevate Workforce Southwest Washington by expanding our communication and outreach efforts</li> <li>• Fully incorporate our CWWC Sector Strategies within our regional Service Delivery System</li> <li>• Launch new platform for system data reporting, research and analysis</li> </ul>  |
| <b>Funding</b>  | <ul style="list-style-type: none"> <li>• Design and implement new development function for WSW to diversify revenue and investment resources</li> <li>• Fully implement and expand our Infrastructure Funding Agreement (IFA)</li> <li>• Refine our financial, contracting and QA reporting tools to better understand the impact of our investments</li> </ul>   |

## SUCCESS MEASURES

| Business   | People  | System  | Funding   |
|--|---|---|---|
| <ul style="list-style-type: none"> <li>• 75% of all job orders filled</li> <li>• 95% of job orders have qualified referrals within five days</li> <li>• 30% increase in # of incumbent workers trained</li> <li>• Minimum 95% customer satisfaction rate</li> <li>• 75% of cohort trainees placed in employment</li> <li>• 200 job seekers vetted as Pre-Qualified Talent</li> </ul> | <ul style="list-style-type: none"> <li>• 1,500 Opportunity Youth served</li> <li>• 700 Opportunity Youth and Adults employed</li> <li>• 60 SummerWorks Placements</li> <li>• 90% of job placements are in family-sustaining wage jobs</li> <li>• 85% of individuals trained are done through cohorts</li> <li>• Minimum 95% customer satisfaction rate</li> </ul> | <ul style="list-style-type: none"> <li>• 25% increase in # of job placements</li> <li>• 50% increase in the # of employers using system</li> <li>• 30% increase in retention rate of qualified job seekers</li> <li>• 85% co-enrolled adults across system</li> <li>• 35% increase in the number of media hits</li> <li>• WSW brand is well understood across region</li> </ul> | <ul style="list-style-type: none"> <li>• Year 1: 70% Public / 30% Non-public</li> <li>• Year 2: 60% Public / 40% Non-public</li> <li>• 15% increase in leveraged funds</li> <li>• 20% increase in number of private grant applications</li> <li>• New contract and financial dashboard implemented</li> <li>• All IFA partners contribute to system investment</li> </ul> |

Workforce Southwest Washington is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Washington Relay 711.