

## Strategic Plan Goals and Objectives

Program Years 2010 - 2013

### VISION:

Northwest Pennsylvania will have a skilled workforce that is responsive to the current and future needs of the region.

### MISSION:

To connect people with jobs through collaborative workforce development efforts and strong partnerships with the economic development, business, education and government sectors in the Northwest Pennsylvania region.

<p><b>GOAL:</b></p> <p>Provide strong, entrepreneurial-focused leadership, thereby promoting and advocating for business and industry in our region.</p>	<p><b>GOAL:</b></p> <p>Increase awareness, understanding and usage of the workforce development system that encourages collaboration among target audiences for economic improvement.</p>	<p><b>GOAL:</b></p> <p>Maximize the growth of the regional economy by providing employer-demand services and ongoing support of new and existing employers.</p>	<p><b>GOAL:</b></p> <p>Promote career pathways and tangible opportunities for youth.</p>	<p><b>GOAL:</b></p> <p>PA CareerLink@s will be flexible and entrepreneurial in the development of programs and services and will emphasize customer service and transparency.</p>	<p><b>GOAL:</b></p> <p>Maximize the effectiveness of workforce development programs through policy development and analysis of program outcomes.</p>
<p><b>COMMITTEE:</b></p> <p>BOARD DEVELOPMENT</p>	<p><b>COMMITTEE:</b></p> <p>COMMUNICATIONS</p>	<p><b>COMMITTEE:</b></p> <p>EMPLOYER DEMAND SERVICE</p>	<p><b>COMMITTEE:</b></p> <p>YOUTH COUNCIL</p>	<p><b>COMMITTEE:</b></p> <p>NW PA CAREERLINK@ DEVELOPMENT</p>	<p><b>COMMITTEE:</b></p> <p>PROGRAMATIC POLICY &amp; ANALYSIS</p>
<p><b>OBJECTIVES:</b></p> <ol style="list-style-type: none"> <li>1: An organizational recruitment base exists from which vibrant, engaged entrepreneurial board members are recruited.</li> <li>2: Targeted industry representation on the WIB increases each year representative of Northwest PA's economic base.</li> <li>3: Board engagement and community awareness is enhanced through joint projects and collaboration with the Communications Committee.</li> <li>4: Board members receive orientation and continuing education throughout their term on the board.</li> <li>5: A consistent relationship exists with local chambers that enriches the recruitment/selection process for WIB appointments.</li> </ol>	<p><b>OBJECTIVES:</b></p> <ol style="list-style-type: none"> <li>1: A centralized and user friendly online information hub exists that provides ongoing basic information regarding the Northwest PA regional workforce development network structure and all programs and services.</li> <li>2: Target Audiences in the region clearly understand what the Northwest PA workforce development network is and what it does.</li> <li>3: Promote board engagement and workforce professional staff understanding of the regional workforce development network in Northwest Pennsylvania through ongoing multimedia informational material.</li> </ol>	<p><b>OBJECTIVES:</b></p> <ol style="list-style-type: none"> <li>1: By June 30, 2011, RCWE/NWPA WIB will have contacted 75 random companies within the Northwest PA Workforce Investment area's six-county region to garner a better understanding of their service requirements with regard to workforce development specifically, as it pertains to the CareerLink@ and the County Business Service Units while offering services to those employers simultaneously.</li> <li>2: Understand our internal resources and realign those resources to accomplish our primary goal and measure increase of employer satisfaction.</li> <li>3: By June 30, 2011 ESU and BSU employer penetration rates will have increased within each of the NW PA CareerLinks@ by x% within the six-county region of the Northwest PA Workforce Investment Board.</li> <li>4: By December 2011, a handpicked panel of economists and business specialists will have reviewed the responses of the BRF calls and identified x# of employer needs. (Basically, "read the palm" of the data and tell us what the region's employers need to induce economic growth for the region.)</li> </ol>	<p><b>OBJECTIVES:</b></p> <ol style="list-style-type: none"> <li>1: Create an active leadership driven Youth Council including Industry Partnerships, NWPA WIB members, private sector, public sector, family and youth participants, and required WIA participants by June 30, 2011.</li> <li>2: Identify and remove barriers to potential work study and employment opportunities for youth.</li> <li>3: Track/evaluate the youth after completion of: summer programs, industry clubs, and internships utilizing guidance counselors, supervisors, and teachers.</li> <li>4: Seek creative funding strategies to sustain career counselors in all school district in the region.</li> </ol>	<p><b>OBJECTIVES:</b></p> <ol style="list-style-type: none"> <li>1: A comprehensive three-tiered assessment strategy is available and offered for all individuals receiving workforce development services in the one-stop system is being linked with continuous program improvement.</li> <li>2: Ongoing integration of NW PA CareerLink@ and ABLE programs exists in the one-stop system so that formal remediation opportunities in reading, math, writing, language, and problem solving classes are available.</li> <li>3: PA CareerLink@s will emphasize flexibility and customer service process, program development, and facility usage.</li> <li>4: A comprehensive Customer Satisfaction and Quality Review process is in place for the NW PA CareerLink@ System that measures, responds and provides continuous improvement.</li> <li>5: A NW PA CareerLink@ Employer Customer Service process which is aligned with NW PA Industry Partnerships and fully integrated with NWPA Workforce Development Business Services is provided in a seamless manner to serve NWPA employer workforce needs.</li> </ol>	<p><b>OBJECTIVES:</b></p> <ol style="list-style-type: none"> <li>1: Ensure protocols are established in PA CareerLink@s that steer clients toward appropriate job placement services and career paths.</li> <li>2: Establish system to monitor implementation of protocols in PA CareerLink@s.</li> <li>3: Establish policies that are conducive to increasing the supply and demand of OJTs vs. ITAs.</li> <li>4: Establish data collection and reporting forms.</li> <li>5: Develop and implement an improved customer satisfaction process from both the job seeker side and the employer side.</li> <li>6: Ensure that NWPA WIB generated Request for Proposals clearly define the desired outcomes for the funding source and the types of activities that might be used to achieve those outcomes.</li> </ol>

**DRAFT**

**NORTHWEST PA  
WORKFORCE DEVELOPMENT**

**2010-2013 STRATEGIC PLAN**

*Convene      Connect      Measure      Sustain*

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