

Area12 Workforce Deve

Strategic Objective	Initiative
Strengthen	
Assess the diversity of membership and bring new voices to the table	
Workforce Board Dashboard	Track the results of board priorities (separate from financial and federal performance goals) in a quick snapshot dashboard
Build Brand	
Build the brand of the OMJ Center- the OMJ is the heart of the workforce system in Butler, Clermont & Warren Counties	Create a common elevator pitch to communicate the purpose of the board, including its most important priorities, using consistent language across the three county region
	Create a common hashtag that can be used by board members, service providers and system stakeholders (example: #BCWWorks #WeAreBCWorkforce)
Establish a community engagement budget	Establish a budget that includes all outreach efforts, including paid media
Community Engagement Dashboard	Create a Community Engagement Dashboard that tracks engagement (subscriptions to newsletters, social media page impressions, site traffic analytics, audience reach (in person and online))
Develop	
Develop a One Knock Approach to Serving Businesses	
Serve Businesses using a consultative approach	
Develop	
Define Career Pathways	Define career pathways in public, private and government sectors
Define Market Competitive Solutions	Define and market competitive solutions that meet the needs of business, at the speed of business

Development Board Strategic Priorities Planning Document

Measure	Associated Committee
Strengthen Board Effectiveness	
	Governance Committee
	Governance Committee
Brand Awareness for WDBBCW	
	BEST Committee
	BEST Committee
	Finance Committee
	BEST Committee, Governance Committee, Education & Training Committee
Improve Community Relationships	
	BEST Committee
	BEST Committee
Innovative Workforce Solutions	
	Emerging Workforce (Youth)
	BEST Committee, Input from Education

Next Meeting Date
17-Jul-23
17-Jul
10-Jul, 17-Jul
10-Jul
12-Jul
10-Jul, 17-Jul, 24-Jul
10-Jul
10-Jul
12-Jul
10-Jul