

Area12 Workforce Development Board: 12 to 18-month Strategic Plan

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| Mission | To serve the needs of employers in Butler, Clermont, and Warren Counties by connecting them with qualified employees. | | | |
| Vision | To be a valued and respected leader in providing workforce development resources and solutions. | | | |
| Role | To set the vision, policy direction, and performance expectations for the <i>OhioMeansJobs</i> workforce development system in Area12 (BCW) | | | |
| Themes (How we will succeed) | Strengthen Board Effectiveness. | Build brand awareness of WDB's role in supporting workforce needs. | Develop community relationships to understand employer and business needs; Face of the WDB to business. | Explore and develop innovative workforce development solutions. |

| Strategic Objectives | Initiatives | Measure | Targets |
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| Strengthen Board Effectiveness: <ul style="list-style-type: none"> Develop a comprehensive yet concise "New Board Member Orientation" program/resource Provide regular brief education modules for board members Assess the Diversity of Membership and Bring New Voices to the Table Workforce Board Dashboard | <ul style="list-style-type: none"> Create position description for board members Create Board Member Handbook Develop subcommittee charters to assure continuity of operation. Workforce Board Dashboard – Track the results of board priorities (separate from financial and federal performance goals) in a quick snapshot dashboard | Board member knowledge & confidence | <ul style="list-style-type: none"> Develop board member survey to assess orientation/educational efforts Provide annual report and archive educational presentations. |
| Completed Initiatives: Strengthen Board Effectiveness | <ul style="list-style-type: none"> Develop organizational charts and resource maps of program relationships to understand funding mechanism. Benchmark practice with other area workforce areas and area community boards. Consult with WIOA counsel and Workforce resources to educate and train Area12 Board members. | | |
| Build brand awareness for WDBBCW: <ul style="list-style-type: none"> Create and communicate clear messaging about the Area12 WDB and workforce system. Elevate Area12 WDB reputation and relevance in business community and with Area12 local governments Build the brand of the OMJ Center – the OMJ is the heart of the workforce system in Butler, Clermont & Warren Counties Establish a Community Engagement Budget | <ul style="list-style-type: none"> Create a common elevator pitch- Board Members can 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: #WeAreBCWorkforce #BCWWorks) Community Engagement Dashboard: Create a dashboard that engagement (subscriptions to newsletters, social media page impressions, site traffic analytics, audience reach (in person and online). Develop a budget for community outreach efforts, including paid media. | Social Media and OMJ Metrics Brand Awareness surveys with target groups | <ul style="list-style-type: none"> |

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| <p>Completed Initiatives: Build Brand Awareness</p> | <ul style="list-style-type: none"> • Work with marketing firm and Executive Committee on Area12 Marketing plan; focus on intended audiences. • Work marketing partner to develop tactics and budgets for marketing services. • Develop “elevator speech” describing what Area12 WDB does and why we exist. • Utilize reports and data collected from Community Relationship Director | | <ul style="list-style-type: none"> • Review and maintain annual marketing plan; assess actual to planned tactics and volumes. • Determine brand awareness from referrals into OMJ centers and intake questionnaires. |
| <p>Develop community relationships:</p> <ul style="list-style-type: none"> • Develop and secure position for Director of Community Relations • Develop a One Knock Approach to Serving Businesses • Serve Businesses Using a Consultative Approach | <ul style="list-style-type: none"> • Workforce System Partners work collaboratively to create a resource/marketing tool that clearly states the priority services of each partner agency. Coordinate efforts so only one entity is approaching a business rather than duplicating efforts • Focus on building a relationship with a business, understand their problems and develop solutions to their challenges by connecting them with the appropriate resource, even if it is not a direct workforce related issue | CRD Dashboard | <ul style="list-style-type: none"> • Develop Customer Relationship Database of calls and partners. • |
| <p>Completed Initiatives: Develop Community Relationships</p> | <ul style="list-style-type: none"> • Develop JD and hire Community Relationship Director • Executive Director and Executive Committee monitor weekly CRD status reports to develop CRD strategic plan with targeted businesses, events, forums. • Assess the CRD role at 6 and 12 month post implementation to assure the position is meeting original intent; consider modifications as needed. | | <ul style="list-style-type: none"> • Map key stakeholders relationships • Develop Area12 assessment document “State of Area12 Business Workforce Needs” at 90 and 180 days; again at 1 year. |
| <p>Develop innovative workforce solutions:</p> <ul style="list-style-type: none"> • Hub and Network model of workforce solutions between OMJs and area employers and educational institutions | <ul style="list-style-type: none"> • Develop road map documentation to help assure models can be replicated for other services. • Define career pathways in public, private and government sectors • Define and market competitive solutions that meet the needs of business, at the speed of business | Assessment of Partnership solutions | |
| <p>Completed Initiatives: Develop Workforce Solutions</p> | <ul style="list-style-type: none"> • Benchmark practice with national workforce groups, consultants and other regional and state WDB. • Develop resource documents/ webpages of innovative solutions in Area12 from WDB and its partners. | | <ul style="list-style-type: none"> • Pre-apprentice programs; industry-specific HUB model; School partnerships and modified training programs. |

Revisit strategic plan at each Executive Committee Meeting and Quarterly Board Meetings; update annually.