

North Central Wisconsin

WDB

WORKFORCE DEVELOPMENT BOARD

www.ncwwdb.org

2024 – 2028 Strategic Plan



Vision

We envision a strong workforce community, where businesses have the employees they need, job seekers have the skills required for the positions they desire, and the region served by NCWWDB is thriving.



Mission

NCWWDB leads, innovates, and supports the development and retention of a skilled workforce.

Core Values

WE VALUE...

HUMAN POTENTIAL: *helping to develop and unlock the unique potential of each individual seeking employment*

COLLABORATION: *working together both internally and externally, to provide successful and streamlined workforce development services*

INTEGRITY: *creating a solid foundation based on trust, ethical behavior, and accountability that strengthens our leadership, teamwork, relationships, and results*

EXCELLENCE: *intentional focus on the continuous pursuit of knowledge, expertise and professionalism, resulting in the highest level of performance*

Plan Definitions

Initiatives – *“Priority areas of focus for the 2024 - 2028 Strategic Plan”*

Objectives – *“Primary goal and definition of the Initiative”*

Strategies – *“Key components required to ensure successful completion of the Objective”*

Tactics – *“Specific executional tasks associated with each Strategy”*

NOTE: Tactics outlined on Strategic Plan spreadsheet



Initiatives for 2024 - 2028

#1 **Workforce Advancement**
Owners: Brian, Peter, Jennifer, Rob

#2 **Enhancing Partnerships**
Owners: Peter, Brian, Jane

#3 **Technology Optimization**
Owners: John, Peter, Brian

#4 **Resource Management**
Owners: John, Jane

#5 **Brand Identity & Awareness**
Owners: Jane, CJ, Brian, ALL

Initiative #1: Workforce Advancement

Objective:

NCWWDB will advance the current workforce, develop the emerging workforce, and re-engage the past workforce.

Strategies:

- Lead business solutions team to optimize both current and new workforce practices throughout the nine counties NCWWDB serves.
- Ensure the WIOA Youth Program engages the emerging workforce through the 14 Youth Program Elements & other preparation/readiness services
- Ensure the WIOA Adult & Dislocated Worker programs (and other special grants) engage the current workforce through services and other work preparation/readiness efforts
- Collaborate with community programs focused on engaging older/past workforce members

Initiative #2: **Enhancing Partnerships**

Objective:

Through communication, collaboration, and commitment, reinforce NCWWDB as the leader and partner in workforce development, and a crucial link between individuals and businesses.

Strategies:

- Strengthen current relationships / partnerships and cultivate new connections and affiliations
- Nurture and strengthen relationships with industry sector, workforce, economic development partners, and community / educational partners
- Conduct / facilitate quarterly ideation sessions with key partners to identify new opportunities, programs.

Initiative #3: Technology Optimization

Objective:

Leverage technology, including AI applications, to improve staff productivity and program success

Strategies:

- Analyze current technology and infrastructure capabilities
- Ensure adaptability for changing and evolving technology

Initiative #4: Resource Management

Objective:

Identify, develop, and cultivate multiple sources of revenue, to improve NCWWDB's financial stability

Strategies:

- Explore / innovate multiple revenue generating opportunities
- Increase unrestricted cash balance by 2% per year
- Secure and implement three Non-WIOA formula grants by 2028
- Sustain administration expenses at 10% (or less) of total expenses

Initiative #5: Brand Identity & Awareness

Objective:

Strengthen the NCWWDB brand identity and core messaging to drive awareness with key target segments (i.e. Job seekers, Businesses, Partners, Government & Alternative Funding sources)

Strategies:

- Identify and secure budget to refresh brand Identity
- NCWWDB rebranding team collaborate to re-position brand identity and core messaging
- Develop and execute a strategic communication plan to build targeted awareness and engagement

North Central Wisconsin

W D B

WORKFORCE DEVELOPMENT BOARD

www.ncwwdb.org

2024 – 2028 Strategic Plan