



# **Strategic Plan**

**(2008 - 2013)**

*“Connecting Workforce and Economic Development in Wake & Johnston Counties”*

## **Capital Area Workforce Development Board**

### **Overview**

Capital Area Workforce Development Board is a partnership of leaders in private business and public organizations committed to improving economic development in their area. The Board serves the interest of individuals and businesses in Wake and Johnston Counties by focusing on the needs of employers and the local workforce through several programs. The Board administers funds and oversees programs to improve the skills, training, and education of the local workforce, and to align the proficiency of employees with the needs of employers and the economy.

### **Mission Statement**

The mission of the Capital Area Workforce Development Board is to create a highly skilled workforce system. This system will provide employers with productive, skilled workers and offer citizens training and employment opportunities that promote job satisfaction and economic stability. The accomplishment of this mission will enable all citizens to contribute to the prosperity of the community.

### **Purpose**

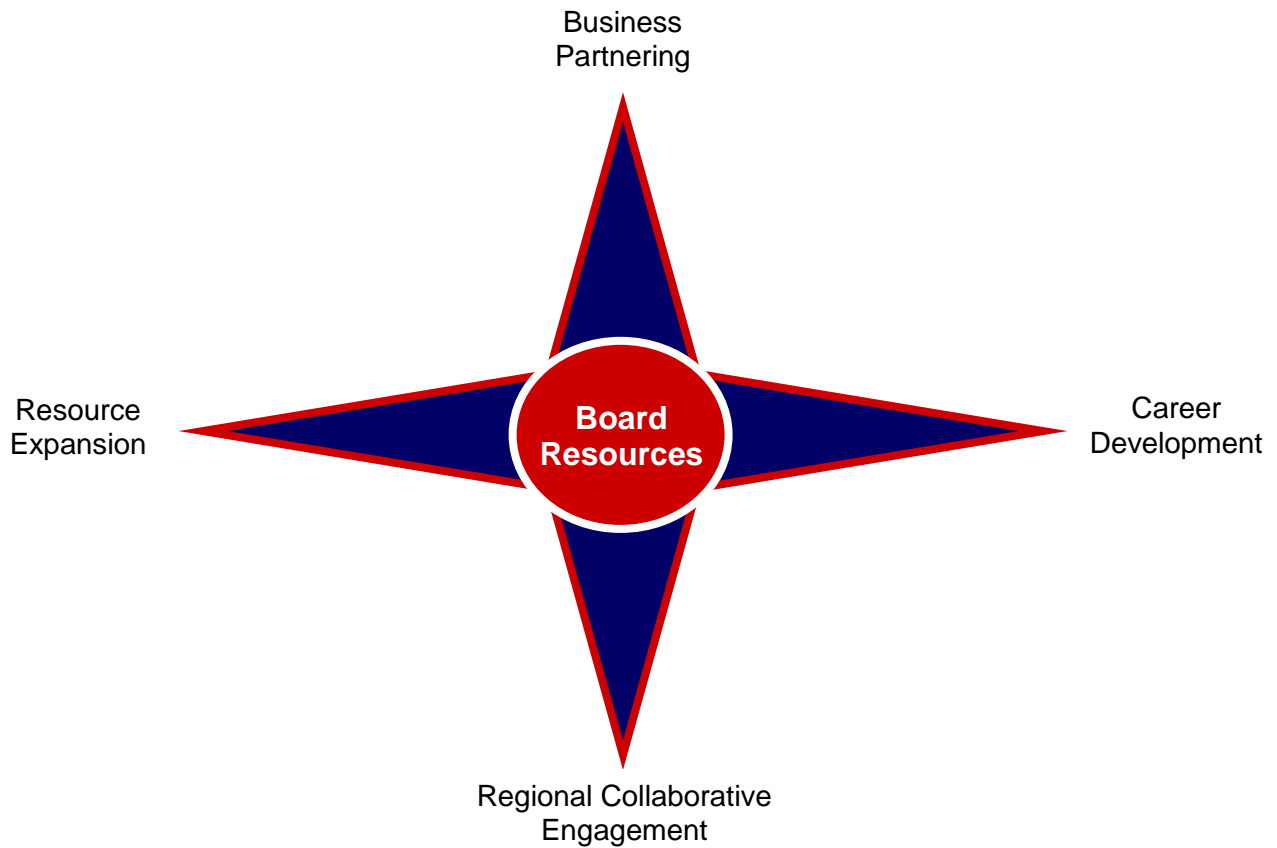
- Build a workforce system responsive to local needs
- Connect private and public resources
- Enable individuals to attain skills necessary for gainful employment
- Assist employers in maintaining a skilled workforce to compete in a global economy

### **Objectives**

- Increase relationships with local business and economic development organizations
- Establish and monitor quality standards for publicly funded workforce development programs
- Stay apprised of the changing needs of the local labor market

## Strategic Model

- Promote business partnering to enhance regional competitiveness
- Facilitate employment success for adults and youth
- Lead the expansion of '*Regional Collaborative Engagement*' in workforce and economic development initiatives
- Expand resources through strategic leadership and collaborative engagement



## **Strategic Goal 1: “Promote Business Partnering to Enhance Regional Competitiveness”**

### **Business Partnering**

A major objective of the CAWDB is to continue to establish strong partnerships. CAWDB recognizes the importance of great partnerships in accomplishing the organization’s mission and vision. CAWDB been fortunate to have a very strong community of partners and to continue to strengthen these partnerships is of the utmost importance.

### **Objectives**

- Increase CAWDB’s participation and involvement with partners by June 2013.
- Expand business services outreach efforts to gain greater visibility among area businesses, community leaders, and local chambers by June 2013.

## **Strategic Goal 2: “Facilitate Employment Success for Adults and Youth”**

### **Career Development**

Now more than ever, CAWDB is placing greater emphasis on the types of occupational training provided through Workforce Investment Act (WIA) resources. It is a priority of CAWDB to train in occupations of demand and growth. In 2008, the Board produced a ‘*State of the Region Report*’ that was industry and occupation focused report to help aid the Board in current and future workforce trends. As a result CAWDB will implement the following strategies:

- Strategically align the Board around Industry Sectors
- Include high growth/demand industries as primary focus areas for the Board
- Proactively begin training for occupations of the future

### **Objectives**

- Establish programs that support reduction in high school drop-out rates through effective career counseling strategies in partnership with K-12 schools by June 30, 2013.
- Increase skill sets among youth for future occupations by establishing career pathway programs by June 30, 2013.
- Increase individuals’ access to resources and services to support 15% increase in employment by June 30, 2013.

## **Strategic Goal3: “Lead the Expansion of ‘Regional Collaborative Engagement’ in Workforce and Economic Development Initiatives”**

### **Regional Collaborative Engagement**

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CAWDB is committed to leading the charge of regional collaboration for the Research Triangle Regional Partnership. CAWDB realizes that effective boards must embrace and become part of the growing national movement focused on regions. It is understood that the future prospects of the workforce and area businesses are tied to regional social, political and economic factors.

CAWDB recognizes that improving the lives of individuals, and aiding area businesses require regional analysis and action. The Board has reviewed trends that show within a 50-mile radius, (an area that includes six local workforce boards) the road to employment is fluid. CAWDB is committed to strengthening the regions capacity to work across sectors and geographical boundaries to reduce economic strain on any given area and to promote the prosperity of the region's most valuable asset, its people.

### **Objectives**

- Increase regional teamwork with two additional local boards for the purpose of developing collaborative partnerships by June 30, 2013.
- Eliminate discrepancies in regional board processes that negatively impact regional business development support by June 30, 2012

### **Strategic Goal 4: “Expand Resources through Strategic Leadership and Collaborative Engagement”**

#### **Resource Leveraging**

Capital Area recognizes that to be competitive in a global economy depends on the quality of our workforce. To succeed we must build and maintain a market driven system, focused on responding to the immediate needs of businesses while preparing a skilled workforce in the future. To this end, the Capital WDB will strive to identify, advocate for, and connect resources to our community and community organizations that support the work of strengthening the local and regional economy.

### **Objectives**

- Increase capacity of workforce related services by June 30, 2013.
- Increase ties locally and nationally by raising awareness of board services to leverage support from state and national elected officials by June 30, 2013.
- Increase use of technology to enhance capacity of services, deliverables, and support by June 30, 2013.