

# **Introduction to the North Carolina Commission on Workforce Development 2009 - 2011 Strategic Plan**

The North Carolina Commission on Workforce Development began the process of developing the 2009-2011 Strategic Plan in the fall of 2008. From the beginning, it was determined that the experience of the current Committee Chairs would play a key role in the planning process. As a result, the Strategic Planning Committee was comprised of the Committee Chairs as well as other members of the Commission. The Strategic Plan was completed in three phases: (Phase I) Gathering input through the use of surveys, one-on-one meetings with agency heads, and meetings with Local Boards and their administrators; (Phase 2) Reviewing components of the plan by reviewing and prioritizing input from stakeholders and incorporating Commission members' recommendations; and (Phase 3) Drafting and developing plan by formulating the goals and objectives and refining and revising as needed. The result is the document presented here which will provide direction for the Commission during the next two years. The plan will be formally adopted at the May, 2009 meeting of the Commission.

## **Commission Core Beliefs**

### **The North Carolina Commission on Workforce Development believes:**

- The Commission is accountable for providing leadership in building and maintaining a quality workforce delivery system. This leadership will advocate for the policies and resources needed to strengthen the system.
- The workforce delivery system includes all agencies and organizations involved in increasing the quantity and quality of workers in the State, improving worker access to jobs and increasing worker access to information about the availability of jobs and training opportunities.
- Access to the system must be universal. The Commission will advocate for such access, identify barriers to that access, whether geographical, financial, cultural, or political, and make recommendations as how best to overcome those barriers.
- North Carolina workers and the workforce delivery system must be able to adapt quickly to the demands of the 21<sup>st</sup> Century economy and embrace continuous learning.
- Maintaining and growing a strong economy depends upon having a supply of educated and well-trained workers who possess the skills needed to make our state's businesses and industries globally competitive.
- A strong economy also depends on workers earning family-sustaining wages; therefore, the workforce system will strive to move workers into good jobs that pay good wages.
- Public institutions and public resources play a critical role in the development of an educated, well-trained workforce.
- Improvements to the workforce delivery system must focus on the needs of job seekers and employers and be based on factual, relevant and timely data.
- The JobLink Career Center System is the primary portal that directs jobseekers, workers and employers to employment and training services.

# The North Carolina Commission on Workforce Development 2009 - 2011 Strategic Plan

**MISSION:** *To establish and guide a world-class workforce development system for North Carolina. This system will be comprehensive, integrated, relevant and effective. It will produce well-educated, highly skilled workers who perform at high levels and work in economically viable enterprises that provide good jobs at good wages.*

## GOALS

1. To effectively address the needs of jobseekers, workers and employers by providing oversight and advocacy for the efficient use of all available resources, including stimulus funds from the American Recovery and Reinvestment Act (ARRA) of 2009.

2. To strengthen and expand our knowledge base, using policy and research, to advance skill development and job creation for the long-term needs of the State while responding to the current economic crisis.

3. To promote the services of the workforce delivery system to all citizens and stakeholders using a comprehensive communication plan.

## OBJECTIVES

- 1.1 Ensure a stronger, more integrated One-stop System that easily moves adults between work, education and training, and career advancement.
- 1.2 Monitor the use of workforce development-related stimulus funds to ensure that monies are being used quickly and effectively with substantial accountability and transparency.
- 1.3 Measure how well the workforce system delivers quality service to an increased number of adults, dislocated workers and youth.
- 1.4 Advocate for the development of local policies that expand needs-related services to dislocated workers with a focus on the coordination of WIA and TAA services.

- 2.1 Analyze the impact of the current economic crisis on the projections in the 2007 State of the North Carolina Workforce Report and update the Report to incorporate new data.
- 2.2 Establish a system for the on-going evaluation of key Commission sponsored initiatives, including the Incumbent Worker Program, Regional Collaboration Partnerships, and the Sector Strategies Initiative.
- 2.3 Encourage innovative approaches to job creation and skill development to support economic development.
- 2.4 Work with Local Workforce Development Boards, elected officials and stakeholders to design local policies that promote the creation of good jobs.

- 3.1 Communicate the Commission's vision for the workforce delivery system and have that vision reflected throughout the Division of Workforce Development, the Local Area Workforce Development Boards and the JobLink Career Centers.
- 3.2 Create a public awareness initiative that provides citizens easy access to information regarding the workforce delivery system.
- 3.3 Promote the JobLink Career Centers to all job seekers, workers, and employers, including those who traditionally have not utilized the workforce delivery system.
- 3.4 Review, analyze and implement the recommendations of the Valuing Education Task Force.