

# NWDB Fall Strategic Planning Retreat

## Notes

### Key Priorities

1. Communication
2. Upskill job seekers to meet employer needs
3. Improve coordination and seamlessness of workforce system for customers and partners
4. Grow labor force
5. Assess, Adapt, & Administer

### Key Priority 1: Communication

- Increase brand recognition and awareness of resources it represents
- Increase awareness among employers of workforce development resources
- Market workforce services to job seekers to increase pool of workers, emphasize the jobs, careers, and wages training can lead to
- Host centralized calendar of workshops, etc. on NWDB website
- Train employers and board members to serve as advocates of workforce system and speak to civic and business organizations
- Attract talent by leveraging alumni networks to market directly to former Maine higher education students
- Utilize social media to disseminate information about workforce services

### Key Priority 2: Upskill job seekers to meet employer needs

- Communication: market training opportunities and careers in high-demand occupations – emphasize the benefits of training (career prospects, future wages, etc.)
- Provide training opportunities through apprenticeships, work experiences, on-the-job training, and internships in partnership with employers, with emphasis on supporting targeted industries
- Promote incumbent worker training by directly engaging employers and using employer advocates
- Leverage suite of partner resources to not only provide training but also to provide “wraparound” services to help participants complete program

### Key Priority 3: Improve coordination and seamlessness of workforce system for customers and partners

- Communication: improve communication among partners by developing collateral that explains partner resources and priorities, by engaging in regular meetings, and by creating opportunities for training and updates
- Implement common intake to improve seamlessness of referrals

- Increase communication among partners to increase trust and awareness of resources. Could take the forms of annual (or more frequent) meetings for all partners, webinars, or newsletters
- Incorporate “Workforce 101” training into new staff orientation so they understand the resources and partners in the region
- Engage partners in Regional Partnership Advisory Groups (RPAGs)

#### Key Priority 4: Grow labor force

- Communication: market training and career opportunities to youth, veterans, individuals with disabilities, students who have left the region, and older workers to increase the labor force size
- Conduct outreach to graduates of Maine colleges and universities to make them aware of career opportunities in the region
- Engage with Maine students before graduation to connect them to internship and job opportunities
  - Consider co-locating on college campuses to directly provide career services to students
- Identify best practices from the “Ticket to Work” to continue to help individuals with disabilities access employment opportunities
- Offer training to senior citizens to help them transition into new careers
- Increase partner awareness of supportive services to help participants complete training programs and stay employed
- Support addiction recovery programs to allow participants to recover and access employment when ready

#### Key Priority 5: Assess, Adapt, and Administer

- Revisit strategic plan at least annually to ensure priorities and strategies are still relevant
- Reassess targeted industries annually to determine if any should be added or removed
- Assign committees to track implementation of initiatives, measure success, and report to Board on progress
- Conduct Board orientation for all members to ensure they understand their responsibilities as board members and the workforce system

#### Roles/Responsibilities of the Board

- Provide feedback about workforce system
- Oversee finances, programs, and other requirements to ensure board is in compliance
- Ensure accountability and provide governance and guidance
- Provide information about employer needs
- Provide information about service provider resources
- Help craft message for system
- Act as an ambassador of workforce system

- Learn about resources in the workforce system and connect customers (job seekers and employers) to them
- Act as a conduit of information to employers, educators, and service providers who aren't on the board
- Set strategic direction
- Be adaptable in planning, implementation, and support for service providers
- Learn about best practices
- Provide feedback to service providers about meeting employer needs
- Maximize communication with communities being serving, including rural areas

### Board Needs

- Understanding of mission, priorities, and resources of each service provider, presented in a clear, concise manner
- Understanding of challenges and opportunities of working with employers and job seekers (including those with barriers to employment)
- Understanding of process for working with employers and helping job seekers (e.g. map out what happens when a worker is laid off)
- Direction on how to best focus outreach to employers
- Detailed information about the region's occupations and employment