

**Greater New Bedford Workforce Development System
Fiscal Year '04 Goals**

1. **GNBWIB Business Plan:** *Develop and implement a Business Plan/Strategic Plan and outcomes for the GNBWIB.*
Outcomes:
 - Design and implement GNBWIB Strategic/Business Plan with full committee participation (must include resource development specific outcomes).
 - Complete and submit new WIA Plan to the State.**Staff/Committee Support:** Len, Ethan, Lara, Larry, Executive, Planning & Performance supporting all committees.

2. **Measure Career Center Excellence:** *Measure and improve implementation success of the Career Center Charter and Business Plan.*
Outcomes:
 - Collect data for Workforce Development System Report Card based on agreed upon performance criteria of WIB and Career Centers (full disclosure of information on areas of strength, areas for improvement) and forward to WIB Staff/Marketing Committee for publish.
 - Institute Monthly and Quarterly reporting procedures for WIB Committees and Career Center Operator.
 - Secure third party program evaluator.
 - Institute procedures for the tracking of Youth Occupational Training Vendor program outcomes.**Staff/Committee Support:** Len, Lara, Ethan, Executive & Performance Measurement

3. **Raise Money:** *Develop Resources to fund key priority areas: Lifelong Learning, Employer Service Needs and Youth Development.*
Outcomes:
 - Implement GNBWIB Development Plan.
 - Reach or exceed \$750,000 FY '04 annual goal.
 - Expand and/or fund new initiatives (Examples: Worker Certification, Lifelong Learning Programs, Youth Council priorities—newsletter, summer jobs, Middle School mentoring)**Staff/Committee Support:** Ethan, Len, Finance & Resource Development, Planning, full WIB

4. **Raise Awareness:** *Market the Workforce Development System and its benefits to the full community of employers, workers, youth, legislators & funding sources.*
Outcomes:
 - Design and Publish Workforce Development Report Card.
 - Implement Marketing Plan/Strategy including media campaign, marketing products, career center website and quarterly newsletters.
 - Increase total number of WTF applications and WTF grants awarded to our region.
 - Increase # of business customers and their use of select Career Center Services.**Staff/Committee Support:** Ethan, Lara, Larry, Len, Marketing & Legislative Affairs

5. **Implement Business & Office Management Systems:** *Develop and implement effective business and office management systems.*
Outcomes:
 - Maintain fully functioning, current database (must include a resource development and tracking mechanism).
 - Establish Office Procedures Manual (general office procedures such as payroll, mail opening, ITA approvals, contract execution, procedure for updating manual, etc.)
 - Design and implement standardized protocol for staff timesheets.
 - Design and implement a standardized protocol for office filing and train all staff on use.**Staff/Committee Support:** Annie, Sarah, WIB Staff

6. **Staff and Board Development:** *Provide professional development opportunities for system staff and board members.*
Outcomes:
 - Develop and implement a Board Development Plan (with member participation levels, attendance levels, cultivation of resources responsibilities, reader responsibilities for grants, WTF, etc.)
 - Develop and implement Individual Staff Development Plans (Include ACCESS Training where appropriate).**Staff/Committee Support:** Len, Ethan, Lara, Executive and Finance/Resource Development