

Greater New Bedford Workforce Investment Board FY '10 Work Plan Bullets organized by Goal

State Goals for workforce as established by Governor Duval Patrick:

- 1) Capacity building
- 2) Closing the skills gap
- 3) Enhancing the youth pipeline

Goals and Objectives

Note: The strategic plan includes three goals that function as a useful framework for presenting GNBWIB's future direction. However, these goals and their related objectives are inter-related and represent an integrated approach to building an effective workforce development system in Greater New Bedford.

Goal #1: To ensure a highly skilled and educated workforce capable of earning a sustaining wage, and to ensure access for individuals and families in the region to opportunities for ongoing career development and lifelong learning.

Objectives

- 1.a) Provide and expand access to adult basic education (ABE) and English-for-Speakers-of-Other-Languages (ESOL) opportunities for high school dropouts, low-literacy adults, and non-native-English-speaking populations;
- 1.b) Collaborate with school systems, vocational high schools, and postsecondary institutions to develop and implement workforce initiatives that support student retention and graduation, and that prepare students for high skill, high wage jobs and careers;
- 1.c) Develop and implement workforce initiatives specifically targeting selected populations of workers and job seekers such as youth, immigrants, older workers, disabled workers, veterans, and others, including educating employers about working effectively with the identified populations;
- 1.d) Collaborate with employers and industry associations to provide opportunities for work-based learning such as apprenticeships and internships, that support access to industry-specific credentials and licenses;

Goal #2: To meet the workforce needs of current and future employers, thereby supporting economic development and job growth in Greater New Bedford.

Objectives

- 2.a) Develop and implement multi-faceted, multi-year collaborative workforce initiatives that target the needs of major industries in the region (such as manufacturing, health care, and retail), as well as the needs of new and emerging industries focused on green jobs, alternative energy, biotech, marine science, life sciences, and medical devices;
- 2.b) Develop processes for ongoing communication and collaboration with employers that ensure a current and in-depth understanding of their workforce needs and challenges, and that support the GNBWIB's rapid response capability with respect to the changing needs of employers;
- 2.c) Develop and implement greater coordination and collaboration with local economic development entities and initiatives in order to position the GNBWIB as a valuable resource to efforts to locate and expand businesses and employment opportunities in the region.
- 2.d) Collaborate with other WIBs, relevant entities throughout Southeastern Massachusetts, and agencies in state government on the development of targeted sectoral initiatives.

Goal #3: To enhance the organizational effectiveness and capacity of the GNBWIB to provide leadership in the region, to engage key stakeholders, and to maximize the use of resources to establish and sustain an effective workforce development system.

Objectives

- 3.a) Develop a sophisticated marketing, public communication, and advocacy effort that will establish the GNBWIB brand, and increase understanding and support for the GNBWIB and the other components of the region's workforce development system;
- 3.b) Develop and implement a comprehensive resource development plan through which the GNBWIB can identify and secure increased funding from non-WIA sources, both public (state, federal, municipal) and private (foundations, corporations, local employers, individuals) to support programs driven by the identified workforce and labor market needs of the region;
- 3.c) Develop and implement the Board's structure (including membership; constituent engagement strategies; committees; orientation, and training, and professional development for Board and staff; expectations of individual members; linkages with other entities; etc.) to maximize the Board's substantive contributions to the impact and effectiveness of the GNBWIB.
- 3.d) Develop and implement a process for tracking, documenting, and analyzing short- and longer-term customer outcomes.