

STRATEGIC PRIORITIES

The Pacific Gateway Workforce Investment Board holds annually a day-long planning retreat to update its strategic priorities and target actions supporting achieving the goals of the local strategic plan. This year, in anticipation of approval of the State Strategic Workforce Plan goals, the WIB dedicated most of the October 2012 retreat toward focused discussion on strategic priorities to ensure alignment with State goals and priorities including (1) preparing skilled workers for employment in competitive and emergent regional industry sectors and to fill skill gaps created by retirements; (2) supporting the development of regional workforce and economic development networks that address workforce education and training priorities. This effort produced renewal and expansion of the following local strategic priorities for the 2013-2015 Program Years:

1. Business Solutions
 - a. Continued expansion around industry clusters of opportunity by;
 - i. Maximizing a regional approach in industry opportunities
 - ii. Expanding the role of the WIB's Industry Resources Committee
 - iii. Placing emphasis on transportation and energy sector clusters
 - b. Strengthening outreach to increase market usage by;
 - i. Expanding employer placement services
 - ii. Increasing connections with minority and small business organizations
 - iii. Strategically developing industry association and affinity group relationships
 - c. Increasing business services innovations by;
 - i. Continued development of fee-for-service and earned revenue strategies, and Employment Training Panel partnerships
 - ii. Enhance access to on-line tools for communication, such as specially designed apps
2. Employment Services
 - a. Creating a greater tether to business solutions efforts by;
 - i. Increasing connections to the business community to align employer needs with the skills of job seekers and to better identify skill gaps
 - ii. Expanding the use of virtual one-stop and web based tools for hiring matches
 - b. Developing expanded opportunities by;
 - i. Aligning resource opportunities to expand sector-based offerings
 - ii. Using partnerships and reciprocal strategies for best outcomes
 - c. Improve employment services innovations by;
 - i. Developing project based strategies that provide job seekers with increased access to job training opportunities.
3. Youth Development
 - a. Enhancing and expanding youth employment by;
 - i. Creating a year-round focus on Hire-A-Youth programs
 - ii. Developing stronger linkages between Pacific Gateway's Youth Academy and in-demand industry sectors
 - b. Enriching youth employment outcomes by;
 - i. Expanding investment in its Work Readiness Credential (WRC) strategy
 - ii. Increasing the branding of the WRC to businesses
 - iii. Enhancing efforts to reach out-of-school and foster youth
 - c. Improving youth services innovations by;
 - i. Expanding the use of social media strategies to connect with youth
 - ii. Embracing the voice of youth in its communications to youth
 - iii. Reinventing the Youth Opportunity Center Strategy to enhance its effectiveness

4. Board and Policy
 - a. Enhancing the WIB's name recognition and institutional awareness by;
 - i. Mobilizing Board Members and stakeholders in outreach efforts
 - ii. Adopting a Return on Investment Model for messaging strategies
 - iii. Creating new communication strategies that includes board members and stakeholders
 - b. Providing pro-active policy stances by;
 - i. Developing focused advocacy on specific issues and directions
 - ii. Maximizing regional strategies with other WIBs and workforce partners
 - iii. Increasing the "Asks" of WIB members
 - iv. Enhancing its collaboration with labor partners and apprenticeship opportunities
 - c. Increasing policy innovations by;
 - i. Investing in Customer Satisfaction Benchmarking and creating continuous feedback models from employers and job seekers
 - ii. Maximizing its continuous organizational improvement efforts

Specific practices and policies currently in place to support State priorities include the following:

The WIBs restructuring of the Industry Resources Committee, as noted above, enhances connections to the business community to align employer needs with the skills of job seekers and to better identify skill gaps
 The redesign of all One-Stop Centers to provide job seekers with information and access to resources aligned with high-growth, high-wage industry sectors enhances the preparation of skilled workers for employment in competitive and emergent industry sectors
 Similarly, the WIB policies requiring all Individualized Training be aligned with demand occupations and that all youth services providers ("Academies") include in their contracted services exposure to career pathways, occupational skill training and related support aligned with high-growth, high-demand sectors enhances the preparation of skilled workers

Moving forward, greater emphasis will be placed on the following:

Through efforts undertaken by the Business Assistance Team, increasing the number of earn and learn training solutions, such as On-the-Job and Customized Training, and the level and intensity of layoff aversion services
 Increasing leveraged contribution through expanded partnerships with union-based apprenticeships training
 Further enhancing information available to Customers, including youth and young adults, on articulated career pathways
 Identifying additional occupational skills training opportunities leading to additional market-relevant credentials
 Support continued discussion among the LA-area WIBs on effective means to form regional workforce and economic development partnerships / networks