

**BAY AREA WORKFORCE DEVELOPMENT BOARD
STRATEGIC ACTION PLAN
PY 2018**

VISION

The vision of the Bay Area Workforce Development Board is that job skills and educational levels are increased and the quality of life of all individuals is enhanced, while employers' needs are met.

MISSION

The Bay Area Workforce Development Board, Inc., consisting of selected community representatives, develops a skilled workforce by strategically allocating and coordinating resources to address community needs by working through others for the benefit of all.

Looking ahead at the coming Program Year 2018, the workforce trends we have been experiencing in NE Wisconsin will likely continue to challenge our workforce development system. These include:

1. The continuing Baby Boomer retirement that creates a demand for skilled replacement workers;
2. An expanding economy looking for new workers, particularly in manufacturing, construction, transportation and other key NEW North industry sectors;
3. The challenges of integrating a new generation of workers into the workforce;
4. A great deal of sub-regional activity around implementing Academic and Career Planning in K-12 school districts;
5. Continued development of the American Job Center System as envisioned in WIOA;
6. Reduced federal funding for WIOA programs and services.

Priority 1: Quality improvement of the American Job Center System in the Bay WDA

Quality improvement of job center services is a key responsibility of the workforce boards in WIOA. At the same time, our customer base is changing: the number of unemployed workers continues to drop, displaced workers require few job center services for reemployment, and heavily barriered individuals are served through targeted programs such as W-2 and FSET. Looking ahead, job centers will need to

develop strategies to serve underemployed workers by focusing on services focused on career planning, career development, and career advancement.

The 2017 United Way ALICE (Asset-Limited, Income-Constrained, Employed) study found that about 29% of Wisconsin's workforce is employed but struggling financially. In addition, many younger workers who are struggling with student debt need greater awareness of career opportunities in NEW North and how to access them. Major changes in the retail sector are displacing many workers with significant customer service skills who can transfer those skills into other economic sectors where those skills are in high demand.

To begin to address the needs of these workers and career seekers, Bay Area WDB will lead efforts to do the following:

1. Develop and work with partners to implement strategies to rebrand job centers as for career planning, career development, and career advancement services;
2. Review job descriptions for job center Resource Room and Computer Lab staff to more effectively focus on career planning, development, and advancement services to the public then provide staff training as required;
3. Work with Wisconsin Job Service partners to maximize integration of the Career Counselor position into the new job center brand;
4. Convene a panel of community leaders to gain insight and input into the needs of underemployed younger workers and the ALICE population;
5. Explore the potential for closer collaboration between the job centers and the technical college Career Centers;
6. Better integrate the industry sector alliances into the job center Resource Room and Computer Lab operations.

Priority 2: Maintain current level of WIOA Youth and Independent Living Grant service provision within the 11-county Bay Area and 17-county IL region

Bay Area contracts for dedicated Youth Career Specialists throughout the region and administers an effective work experience program that allows a young person to gain experience in the area of his/her career interest. The Independent Living program has developed strong partnerships with 17 county foster care agencies and many school districts. The WDB financial system supports the administration of IL funding to meet the needs of vulnerable young people quickly and effectively. Further developments include:

1. Successful application for another Independent Living funding cycle as the current contract with the Wisconsin Department of Children and Families expires on December 31, 2018.
2. Developing more effective coordination of IL services in the six Fox Valley Workforce Development Board counties through regular collaboration with FVWDB and their new WIOA Youth contractor, LETC.
3. Continued development of new and existing partnerships with youth service agencies throughout the region and increasing the ability to track youth services and outcomes across agencies and systems, particularly with the youth criminal justice system and the Division of Vocational Rehabilitation.
4. Exploration and application for additional funding sources for youth program services as the three year grant for the Greater Green Bay Community Foundation expires this year.
5. Effective coordination of WIOA Youth services funding with WIOA Adult and other funding sources.

Priority 3: Promoting and fostering a regional approach to the implementation of the Academic and Career Planning (ACP) requirements throughout NEW North

NEW North, with funding from the Wisconsin Economic Development Corporation, purchased a three-year INSPIRE license for the 18-county economic region, making the INSPIRE platform available to all school districts. But effective implantation of INSPIRE will take much more than just having the online tool available. Bay Area WDB has been an active participant in the NEW North effort to develop an INSPIRE implementation plan, to connect the three current sub regional INSPIRE initiatives, and increase the engagement of area businesses to connect with young people through ACP. Bay Area WDB will continue to support this effort by:

1. Continuing leadership involvement in the NEW North INSPIRE initiative to promote a regional ACP system that connects students and businesses to promote careers in the NEW North economy;
2. Convening the Youth Standing Committee as a means of communicating ACP information to stakeholders;
3. Connecting businesses to the regional ACP system through the industry sector alliances;
4. Serving as an area resource for ACP implementation for school districts;
5. Integrating ACP initiatives into the job centers.

Priority 4: Bay Area WDB will continue to be an important source for information about recruiting and meeting other workforce challenges for employers

Bay Area Workforce Development Board staff and members will maintain visibility in the regional as an important source of information about workforce development resources for employers in their need for skilled workers. In particular, Bay Area WDB will:

1. Be responsible for convening the regional Business Services Team on a regular basis and have that Team report out at Bay Area WDB Strategic Leadership Committee meetings;
2. Produce a quarterly informational newsletter aimed at area businesses;
3. Draw on twenty years of experience in offender reentry to connect businesses to the skilled workforce in the state Corrections system, those coming out of the state facilities and county jails, and those engaged with the Community Corrections system;
4. Remain visible in the media as a vital area resource for workforce information and strategy.
5. Continue to support regional industry sector alliances and promote the development of a NEW North Construction Alliance.

Priority 5: Collaborate with NEWMA, the NEW North IT Alliance, the technical colleges, the MicroTech program and other stakeholders to gain a deeper understanding of the impact artificial intelligence is having on the regional workforce.

1. Promote the development of IT related training, such as computer coding and programming, for K-12 students;
2. Use media contacts and job center resources to educate the public on the impact of artificial intelligence on the workforce and the skills that will be required for success in the era of smart machines.