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BayAreaWDB.org

**Bay Area Workforce Development Board  
Strategic Planning Task Force – Meeting #3**

**Thursday, November 4, 2021  
9:00 A.M. – 12:30 P.M.**

Bay Area WDB Main Conference Room  
520 N. Broadway Suite 320, Green Bay, WI 54303

**AGENDA**

1. **Call To Order / Introductions** ..... 9:00 - 9:10
2. **Review of SPTF Meetings #1 and #2** ..... 9:10 – 9:30
3. **SOAR “Homework” Discussion** ..... 9:30 – 10:00
4. **Define BAWDB “Success” in 2024** ..... 10:00 – 10:45
5. **Break** ..... 10:45 – 11:00
6. **Draft 2-4 Strategic Priorities / Goals (SMART)** ..... 11:00 – 12:00
7. **Working Lunch: Discuss Next Steps** ..... 12:00 – 12:30
8. **Adjourn** ..... 12:30

**The primary purpose of this third meeting is to begin finalizing a DRAFT 2021-2024 Strategic Plan to be presented to the Boards of Local Elected Officials and Directors in November 2021.**

The below three themes have permeated much of the discussion during the two previous meetings of the SPTF and will likely serve as organizational and system “aiming points” for many years to come. Defining BAWDB “success” augmented by a comprehensive SOAR analysis are intended to influence and drive innovation.

**Three Primary Strategic Themes (DRAFT)**

- 1.) **Develop EDI outreach, engagement, and enrollment strategies to more effectively connect target customer populations to workforce development resources**
- 2.) **Re-imagine and redesign the AJC One-Stop network to increase value, relevance, and ROI**
- 3.) **Optimize the balance between human capital investment and advanced technology investment leading to improved customer experience and outcomes**

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