

Ramsey County Workforce Investment Board Strategic Priorities for 2009

The Ramsey County Workforce Investment Board's 2009 strategic direction enhances the WIB's ability to meet the needs of employers and job seekers by providing the most responsive, flexible and comprehensive workforce preparation and employment system possible. This will be accomplished through advocating on behalf of our community and convening the necessary partners with which to meet our workforce needs.

I. The WIB will strengthen its role as a strategic leader in workforce development.

TACTICS

- Evaluate workforce development programs for which the WIB provides oversight and develop an annual report to be distributed in the 2nd Quarter of the following year.
- Complete development of the WIB's strategic plan, with action steps initiated by 3rd quarter 2009.
- Position the WIB as a main point of contact for workforce development for State, Regional, County and City economic, business and workforce development partners. Keep the full WIB abreast of opportunities in these arenas.
- Develop and implement marketing efforts promoting WIB initiatives to increase public awareness of local workforce needs and resulting programs available, with initial marketing material out by 2nd quarter 2009.

II. The WIB will utilize the FWIB's 501(c)(3) status to secure funds, ensuring the WIB's financial sustainability and enhancing the ability of community partners to meet emerging workforce needs.

TACTICS

- Implement the WIB's Fund Development plan for 2009 with year one efforts completed by 4th quarter 2009.
- Continue to locate funding to support the WIB Sector Initiatives, which trains jobseekers and incumbent workers for careers in high demand industries.
- Continue exploration of sustainable funding for the Building Lives program, including completion of legislative request by 2nd quarter and foundation requests by 3rd quarter.

III. The WIB will actively engage in workforce opportunities, through local and regional collaborations, to meet the needs of employers and jobseekers in Ramsey County and beyond.

TACTICS

- Continue collaboration with local healthcare systems to identify and address the workforce needs of the industry, with initial meetings completed by 1st quarter and funding requests by completed by 2nd quarter.
- Collaborate with regional partners and professional organizations to develop and implement coordinated workforce and economic development efforts, keeping the WIB informed of challenges and opportunities.
- Continue collaboration with various state and local business services staff to more efficiently serve the WIB's customers and sustain economic growth in Ramsey County.