

Ready. Set. Engage.



OUR STRATEGIC DIRECTION

Vision: North Carolina workforce boards are best-in-class with the most competitive workforce in the nation.

Mission: NCAWDB enhances and supports the work of the local Workforce Development Boards through strategic advocacy, partnership convening, and capacity building enabling businesses to prosper economically and remain competitive by providing a highly qualified, motivated workforce.

Goals: To accomplish the Mission, NCAWDB will help coordinate with local workforce boards to:

- Increase public awareness and recognition of the Workforce Development Boards and their role as convener, facilitator, workforce broker, community voice, and capacity builder.
- Provide members with access to real-time information, solutions, and best practices through networking and a variety of communications platforms in order for boards to be successful.
- Foster and maintain active, engaged, and well-informed participation by board members.

Strategies: Each goal is in turn supported by a series of strategies. While goals address the “what” is to be achieved, strategies begin to answer the question of “how” it will happen. Later, more tactical action steps will further detail specific tasks required for each strategy’s implementation. Strategies and success indicators for each goal are listed on back.

Goal 1 Increase public awareness and recognition of the Workforce Development Boards and their role as convener, facilitator, workforce broker, community voice, and capacity builder.

Strategies	Success Indicators
<ul style="list-style-type: none"> • Partner with allied associations and agencies. • Create communication tools that can be customized for each local board and included on the web site to encourage boards to create a local Speakers Bureau. • Tell the “story.” Boards will share business and job seeker success stories. • Promote workforce education and training programs for board members. • Inform workforce board members about labor market issues and trends in their region and in key sectors, and use this intelligence to engage community partners in solving workforce issues. 	<ul style="list-style-type: none"> • By June 2018, workforce boards across North Carolina achieve a 20% increase in the number of businesses that access board services. • Each board meets with its state legislators at least once a year. • NCAWDB viewed as a thought leader in the realm of workforce development.

Goal 2 Provide members with access to real time information, solutions, and best practices through networking and a variety of communications platforms in order for boards to be successful.

Strategies	Success Indicators
<ul style="list-style-type: none"> • Develop dashboard reports of performances of boards across the state. • Utilize web site for communications and additional resources to support the work of boards. • Seek out and promote best and promising practices within and beyond the boundaries of NCAWDB membership. 	<ul style="list-style-type: none"> • All boards meet their performance measures annually. • By June 2018, all workforce boards contribute to and use dashboard data. • By June 2018, an increase of 30% traffic on the NCAWDB web site.

Goal 3 Foster and maintain active, engaged, and well-informed participation by board members.

Strategies	Success Indicators
<ul style="list-style-type: none"> • Cultivate knowledge for board members. • Host forums for members to share and learn. • Create social media campaign in which all boards actively participate. • Identify business champions from each local board to have their voice heard by local, state and national elected officials. 	<ul style="list-style-type: none"> • By June 2018, attendance of board members at NCAWDB meetings and events increases by 90%. • By June 2017, business champions are identified at each local board.