

2018-2020 GOALS & STRATEGIES

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.

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

- I. **Develop and Implement a Communications Strategy:**
 - a. Develop a comprehensive outreach plan to include: Twitter, Facebook, Instagram, web site, and press releases on programs such as Incumbent Worker, Work-Based Learning, NCWorks System, and success stories.
 - b. Update, identify, create and share best practices and communication tools that can be customized for each local Board.
- II. **Develop and Implement a Key Partnership Strategy:**
 - a. Continue strategic partnerships with statewide organizations and key partners like Federal Reserve Bank of Richmond and UNC School of Government. Other potential partners are the NC Chamber, EDPNC, Lumina Foundation, etc.
 - b. Convene meetings with organizations to promote Workforce Development. Includes organizations such as Chambers of Commerce, Economic Development, Community College system, etc.
 - c. Leverage board members to expand partnerships with other associations and agencies.

Success Indicators

- NCAWDB viewed as a thought leader in the realm of workforce development.
- By February 2019 have completed and launched an outreach plan.
- Local WDBs see value in the work of NCAWDB and are willing to invest additional resources to support NCAWDB.
- Participate in at least 1 co-sponsored event annually.
- NCAWDB mentioned in social media at least once per week.

Goal 2

Provide access to real time information, solutions, and networking, and best practices.

Strategies

- I. Utilize the NCAWDB web page as a resource for the association and workforce Boards.
- II. Seek out and promote best and promising practices within and beyond the boundaries of NCAWDB membership.
- III. Support effective and continuous learning opportunities for NC Workforce Boards.

Success Indicators

- By June 2019 have achieved at least a 30% increase in website traffic.
- By June 2019 have pushed out directly, retweeted or via RSS feeds at least 200 messages.
- Monthly sharing of information, tools, resources etc.

Goal 3

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

Strategies

- I. Create champions by leveraging training providers, Board members, Center partners and staff.
- II. Encourage, support and share innovative workforce development solutions in collaboration with partners and the NCWorks System.
- III. Schedule semi-annual NCAWDB meetings with a strong educational and best practices component including networking events.
- IV. Provide leadership on workforce issues within NC, such as NC Job Ready and other state-wide initiatives by encouraging innovative pilots.

Success Indicators

- Increased attendance at NCAWDB events.
- Board members are willing to invest in NCAWDB.

Goal 4

Diversify Revenue Sources for NCAWDB

Strategies

- I. Increase dues to meet short-term goals.
- II. Establish a strategy for long-term revenue diversification.

Success Indicators

- Identify revenues outside of dues to \$10K.
- Increase dues by 25%.
- Hybrid and braided funding for NCAWDB initiatives.