

## 2021-2023 GOALS & STRATEGIES

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

**Mission:** The North Carolina Association of Workforce Development Boards (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.

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**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

- I. Focus communication efforts on engaging workforce stakeholders, partners, and community to support a unified Workforce Development System.**
  - a. Initiate regular communications through a variety of media.
  - b. Develop and deliver engagement opportunities.
- II. Provide access to real time information, solutions, networking, and best practices.**
  - a. Utilize the NCAWDB web page and multiple-media outlets as resources to promote the association and Workforce Development Boards.
  - b. Seek out and promote best and promising practices within and beyond the boundaries of NCAWDB membership.
  - c. Support effective and continuous learning opportunities for North Carolina Workforce Boards.
- III. Leverage board members to serve as the voice of workforce development to elevate North Carolina's Workforce System.**
  - a. Prepare board members to serve as ambassadors for workforce boards.
  - b. Expand partnerships with other associations and agencies to strengthen relationships.

- NCAWDB convened at least two stakeholder engagement events coalescing Workforce Boards and partners from across the state.
  - At least 80% of WDB Chairs actively participated in the NCAWDB's meetings and committees.
  - NCAWDB provided quarterly updates via letter/newsletter/video to partners, stakeholder, and community.
  - Increased website/social media traffic by 30%.
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**Goal 2** Foster and maintain active, engaged, and well-informed participation by board members who are equipped to lead priorities for the North Carolina Workforce Development System.

Strategies	Success Indicators
<p><b>I. Develop and implement a comprehensive cohesive communication strategy.</b></p> <p>a. Enhance the NCAWDB web page to serve as a resource for the association and workforce boards.</p> <p>b. Increase NCAWDB social media presence to highlight workforce related policy and initiatives, best and promising practices, and accomplishments of local boards.</p> <p><b>II. Develop and coordinate effective and continuous learning opportunities for NC Workforce Boards to include strong educational and promising practices.</b></p> <p><b>III. Encourage, support, and share innovative workforce development solutions in collaboration with partners.</b></p>	<ul style="list-style-type: none"> <li>• Increased board member attendance at NCAWDB events.</li> <li>• Convened at least one WDB leadership training per year.</li> <li>• WDB members represented workforce systems at the local, state and national level in community workforce conversations.</li> </ul>

**Goal 3** Support statewide and regional workforce initiatives that impact North Carolina’s Workforce Development System.

Strategies	Success Indicators
<p><b>I. Develop advocacy and policy positions.</b></p> <p><b>II. Lead efforts for continuous improvement and promotion of the NCWorks Career Centers.</b></p>	<ul style="list-style-type: none"> <li>• NCAWDB’s promotion of NCWorks Career Centers results in greater business utilization of NCWorks services.</li> <li>• NCAWDB developed proclamations and advocacy positions for workforce development.</li> </ul>

**Goal 4** Seek opportunities to Diversify Revenue Sources for NCAWDB.

Strategies	Success Indicators
<p><b>I. Enhance/expand NCAWDB sponsorship program.</b></p> <p><b>II. Leverage revenue options through stakeholder, community, and partner engagements.</b></p>	<ul style="list-style-type: none"> <li>• Increased NCAWDB sponsorships by 20%.</li> <li>• Grant opportunities identified and applied for to enhance the work of NCAWDB.</li> </ul>