

## ***STRATEGIC GOALS***

***Updated 11/04/03***

The Worknet Leadership Team presents the following strategic directions in support of the WIB's goals. The Leadership Team has identified five strategic goals to guide our work over the next three years. They are:

**GOAL ONE:** Develop an industry-sector-based approach to organizing program services to ensure that services meet labor market needs and that jobseekers are fully prepared for the labor market, thereby increasing the number of jobseekers that are hired and retained in those industries by X%.

**Objective 1:** Once the WIB has identified 3–5 targeted industries, communicate with employers in those industries to identify needs; align employability and training curriculum to be responsive to those needs; promote jobs and occupations within those industries among the potential workforce; address the work ethic, basic skills needs, and language proficiency needs of each industry. **(Ms. Baker will track Workforce Academies/coordinate JCIF/get updated list of targeted industries) – Timeline – June 2003.**

**Objective 2:** Identify the industry sectors that are currently being targeted and the numbers being trained, the success of training and placement in employment (i.e., Health Care, Police Officer, etc.). **(Ms. Farrar/Ms Newlon will provide data; Ms. Baker will have Partners' Services Chart updated) – Timeline – Compare FY 2002 to FY 2003.**

**Objective 3:** Continued use, support and evaluation of Merced College's Customer Service Academy.

**GOAL TWO:** Promote school-based partnerships, thereby increasing the number of youth that matriculate/graduate.

**Objective 1:** Assist partners in marketing efforts so that more individuals access adult learning opportunities that will impact their children. This would be measured by a: **a)** 10% increase in the enrollment in Merced Adult School's Community-Based English Tutoring Class, **b)** 10% increase in businesses working with Merced Adult School and Merced College to provide ESL classes for employees, and **c)** 10% increase in adults in Citizenship classes. **(Ms. Roberds will provide data) – Timeline – Compare FY 2003 to FY 2004.**

**Objective 2:** Promote the use of the Youth Employability Card (YEC) with youth and businesses. All partners would actively market and provide information. The Business Services Unit would explain the benefits and recruit new employers to participate. This would be measured by a 20% increase in employers participating.

MCOE will encourage their younger youth participants to apply for the YEC for summer employment. A 20% increase in student participation is expected. **(Ms Newlon will provide data/arrange presentation to BSU) – Timeline – Compare FY 2003 to FY 2004.**

**Objective 3:** Gather the business community to clarify expectations and provide support necessary to increase the graduation rate; promote the numbers to youth—what do non-high school compared to high school graduates earn throughout their lifetime. **(Ms. Roberds will provide information) – Timeline – FY 2005.**

**GOAL THREE:**

Improve educational levels of adults to increase skills needed for work and credential (high school diploma, GED, certificates).  
**Timeline – Compare FY 2003 to FY 2004.**

**Objective 1:** Increase those who receive a credential by 5%.  
**(Worknet One-Stop tracks/Ms Farrar will include definition of “credential”) – Timeline – Compare FY 2003 to FY 2004.**

**Objective 2:** Increase number of adults receiving GEDs by 5%.  
**(Merced Adult School/Merced College Los Banos) – Timeline – Compare FY 2003 to FY 2004.**

**Objective 3:** Increase the number of adults receiving High School Diplomas by 5%. **(Merced Adult School/Los Banos High School)**  
**Timeline – Compare FY 2003 to FY 2004.**

**GOAL FOUR:**

Continue to develop and establish Continuous Quality Improvement strategies that move Worknet and the Leadership Team to the next level of high performance and excellence by focusing on organizational development.

**Objective 1:** Saturate the Quality Standards as part of the organizations culture. **Timeline – Jan 2003 and Ongoing.**

**Objective 2:** Successfully complete all portions of the Certification Packet/Process and obtain Certification from the WIB. **Timeline – Complete Packet by June 30, 2003.**

**Objective 3:** Use the feedback report from the WIB to celebrate success and identify additional opportunities for improvement.  
**Timeline – Sep 2003.**

**GOAL FIVE:**

Create a sustainable partnership among all workforce service providers that results in improved customer satisfaction with the systems services.

**Objective 1:** Create an information sharing ‘tool’ that is used at all levels of the Worknet System (front desk and Leadership Team)

that assists workers and customers in identifying pathways and services through partner agencies that help them meet their goals.  
**Timeline – Mar 30, 2003.**

**Objective 2:** Create and nurture an effective communication process amongst Leadership team members to identify partner challenges and work together to resolve them; Leadership Team communicate and message regularly what success across partners looks like; operationally common values within each agency and at every center. **(Ms. Farrar will notify/coordinate meetings w/line staff/partners and have line staff attend LT meetings) – Timeline – Jan 2003 and Ongoing.**

**Objective 3:** Continued cross training of partner staff to ensure that all are knowledgeable about policies, procedures and services.  
**Timeline – Mar 1, 2003 and Ongoing.**

**Objective 4:** Develop a cross-referral process for partners.  
**Timeline – Mar 2, 2003 and Ongoing.**