DRAFT STRATEGIES & OBJECTIVES FOR WDC GOALS
Policy Committee

The following objectives appear to be related to policies, both internal to the Council and external in how we support our partners.

Goal - Increase public awareness of and access to career education and training opportunities.

- Utilize personal contact, digital, and traditional media to communicate with our target audiences and those who influence and support them.

Objective	One Time or Ongoing	Due Date	How to Measure	Committee
Establish an advocacy plan for the Council in support of career development service enhancement in the K12 system. • We do not have a clear path forward from the council's perspective with engagement with policy makers. If we intend to move the needle on what happens in the K12 system, then we need to have a plan and be purposeful in it.	Ongoing		Again, not easily measured	Workforce Development Policy Committee

Goal - Improve the effectiveness, quality and coordination of programs and services designed to maintain a highly skilled workforce.

- Create, align, and sustain partnerships with stakeholders to implement workforce development programs.

Objective	One Time or Ongoing	Due Date	How to Measure	Committee
Require Employer and Industry grant recipients to meaningfully partner with local K-12 schools to promote career education and provide skill building opportunities to prepare students to work with that employer or industry. • This could mean a shift in policy that requires these grant recipients to partner with local K12 schools.	One-time project to include this criterion in grant requirements. Ongoing process to monitor and evaluate.	Change Employer and Industry grant criteria by October 2019 full Council meeting.	1. Meaningful participation requirement embedded in grant requirements. 2. Tool kit available for employers about how to get involved with local schools. Reports on participation required for reimbursement.	Grant Review Committee

• Champion public policy initiatives that enable a dynamic response to evolving industry needs.

Objective	One Time or Ongoing	Due Date	How to Measure	Committee
Establish an annual period for "legislative ideas" similar to SBOE as a venue to bring proposals forward for improvements in Idaho statute, or state agency policy (SBOE, SDE, etc.) (What is the Council's legislative agenda and how is it formed?) • This would be similar with the Legislative One-Sheet that the Full Council approved	Ongoing		Establishment of the process	Workforce Development Policy Committee
Promote policy initiatives that encourage innovation	Ongoing		New policies that encourage innovation	Workforce Development Policy Committee
Form a subcommittee of the policy committee that focuses specifically on being knowledgeable about public policy in this realm.	Ongoing		The subcommittee is able to advise the council regarding policy.	Outreach Committee

Goal - Provide for the most efficient (effective?) use of federal, state, and local workforce development resources.
• Identify gaps and opportunities in the workforce system and initiate or support policy and/or allocate resources to meet them.

Objective	One Time or Ongoing	Due Date	How to Measure	Committee
Modify education funding to focus on programs or degrees needed for economic success of students • The Committee would have to decide if this was education funding on a larger state level or on the Workforce Development level. The Policy Committee would have to define what education funding would be (there are any streams of education funding). • We need to be careful about how this was deployed. It could be very disruptive to training programs. If it was on an incentive basis it would make sense (bonus funding for higher demand occupations). It would be difficult to accomplish.	Ongoing legislative policymaking and budgeting		Schools partner with employers, shift faculty allocation to programs, etc.	Grant Review Committee

The following objectives appear to be related to the gathering and/or use of data for decision making.

Goal - Improve the effectiveness, quality and coordination of programs and services designed to maintain a highly skilled workforce.
- Create, align, and sustain partnerships with stakeholders to implement workforce development programs.

Objective	One Time or Ongoing	Due Date	How to Measure	Committee
Reach out to employers to find out if they are seeing the results of programs - This would not be a high priority unless the method for gathering input was different. The current method needs improvement. - Workforce Development Programs. We need to get granular in our definitions.	Ongoing			Outreach Committee

- Leverage existing local employer-focused initiatives to build and support effective pathways to connect Idahoans to careers.

Objective	One-Time or Ongoing	Due Date	How to Measure	Committee
Ask local employer-focused initiatives how we can help further their success. - What does this mean? If we cannot explain what this means, then we cannot work on this.	Ongoing process as local initiatives develop	Start doing this by August 2019	Collect documentation from existing initiates that reports on their progress to date and their goals. Provide requested resources/intervention and document outcome.	Grant Review Committee

Goal - Provide for the most efficient (effective?) use of federal, state, and local workforce development resources.
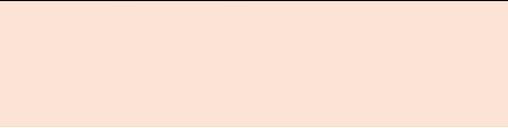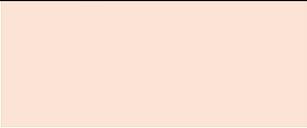- Be objective, data driven, and accountable.

Objective	One Time or Ongoing	Due Date	How to Measure	Committee
Establish clearer parameters and justification for grants, with follow-up reporting	Ongoing		Feedback secured from applicants and the Grant Review committee	Workforce Development Policy Committee
Establish a continuous improvement process for WDTF grant evaluation criteria.	One-time	July 2020	Key objectives refined by a growing database of WDTF projects will advise WDC committees on improvements annually to scoring matrices that better drive investments toward the desired objectives.	Executive Committee
Annual report of results of WDTF investment results - new jobs, increased wages	Ongoing		Number of new jobs, increased wages; estimated economic impact	Workforce Development Policy Committee
Invest the money needed to produce accurate, complete and timely data on employer needs for skills	Ongoing		Data is used for all resource allocation decisions!	Grant Review Committee
Create database with results of all WDC grants and use it for determining future allocations	Ongoing			Grant Review Committee
Hire at least one highly qualified data manager/analyst at WDC whose sole responsibility is to produce usable data	Hiring needs to be done only once, we would hope, for at least several years	Have to get budget approved first, so hire in place 3 months after budget goes into effect.	Data available on demand; Analyst producing studies drawn from data and recommendations	Grant Review Committee

- Build trust in decision making based on an understanding of the resources available and projected outcomes.

Objective	One Time or Ongoing	Due Date	How to Measure	Committee

See prior recommendations about data-based decisions! Trust starts with credibility, so we have to have accurate info.				Grant Review Committee

- Identify gaps and opportunities in the workforce system and initiate or support policy and/or allocate resources to meet them.

Objective	One Time or Ongoing	Due Date	How to Measure	Committee
Work together with state agencies, local offices, and the six regional technical colleges to create an Ongoing data resource that provides real-time gap analysis between programming and demand. • We have this already with Department of Labor. •	Project	12 months from adoption	Increased satisfaction ratings from employers	Workforce Development Policy Committee

The following objectives appear to be related to the WDC developing specific initiatives or projects that we want to fund and soliciting applications for them to invest the WDTF.

Goal - Increase public awareness of and access to career education and training opportunities.

- Utilize personal contact, digital, and traditional media to communicate with our target audiences and those who influence and support them.

Objective	One Time or Ongoing	Due Date	How to Measure	Committee
Multi agency review of current CTE Pathways and the connections to industry needs. Then work with partners to develop innovation grants to fill Identified Gaps. Look at more Coop models, maybe even reaching down into the secondary level with apprenticeships	Ongoing yearly review of Gaps		High demand jobs being filled, and he labor market needs being met	Workforce Development Policy Committee

Goal - Improve the effectiveness, quality and coordination of programs and services designed to maintain a highly skilled workforce.
- Create, align, and sustain partnerships with stakeholders to implement workforce development programs.

Objective	One Time or Ongoing	Due Date	How to Measure	Committee
Develop set of innovative projects Council would like to fund and share with stakeholders.	One-time project to develop list and distribute to stakeholders. Ongoing process to facilitate applications and then monitor results	Create list of innovative projects by October 2019. Complete distribution and communication of list by February 2020.	50% of projects on innovation list have been initiated by stakeholders.	Grant Review Committee

Goal - Provide for the most efficient (effective?) use of federal, state, and local workforce development resources.
- Identify gaps and opportunities in the workforce system and initiate or support policy and/or allocate resources to meet them.

Objective	One Time or Ongoing	Due Date	How to Measure	Committee
If we approached the effort to identify gaps and fill them not by starting from scratch, but by evaluating the applicability of an existing state model, could we get this done more quickly?				Grant Review Committee

The following objectives appear to be related to outreach specifically around WDC and WDTF activities:

Goal - Increase public awareness of and access to career education and training opportunities.

- Utilize personal contact, digital, and traditional media to communicate with our target audiences and those who influence and support them.

Objective	One Time or Ongoing	Due Date	How to Measure	Committee
Present WFDC goals and actions at 5 stakeholder audiences per year.	Ongoing		Number of inquiries into programs important to the WFDC.	Executive Committee
Post- Secondary training for use of grants like what the University of Idaho did with the Co-Op	Ongoing - Identify conferences that could be used for the trainings		Success would be all the Universities using innovation grants to help students get through the system faster with more relevant training	Workforce Development Policy Committee
Identify regional stakeholders to carry the message	Ongoing		Number of stakeholders identified in each region	Workforce Development Policy Committee
Showcase of what the grants have done and communicate that out to our target audience. They may not know how the grants could be used or what they should be used for.	One Time	Fall 2019	Success could be measured by an increase in grant applications in a targeted area (i.e. Innovation grants)	Workforce Development Policy Committee
Create network of personnel to communicate in local communities the WFDC goals and programs.	Ongoing		Number of new inquiries into programs important to WFDC.	Executive Committee

- Collaborate with partners to maximize reach and effectiveness of all outreach efforts; enhance and expand Idahoan's perceptions of, (easy) access to and persistence in pathways to careers.

Objective	One Time or Ongoing	Due Date	How to Measure	Committee
Identify strategic partners in each region to carry the message	Ongoing		Number of strategic partners identified in each region	Workforce Development Policy Committee

- Identify, develop, connect, and activate a diverse network of influencers throughout the state that can distribute information and resources in a way appropriate to their locale.

Objective	One Time or Ongoing	Due Date	How to Measure	Committee
Support and coordinate the development of regional workforce alliances, with close ties to the regional Technical College	Ongoing for a period of several years		Identified regional advocacy alliances formed	Workforce Development Policy Committee
Create and fund regional intermediaries responsible for informing and activating local stakeholders.	Ongoing	Create regional intermediaries by July 1, 2020.	Set required number for outreach activities. Measure impact of outreach with surveys. Report on actions taken by organizations who received information and resources.	Grant Review Committee
Identify Influencers for each economic region	One Time		Each economic region has at least 1 person to communicate programs and what WFDC is working on.	Executive Committee

Goal - Improve the effectiveness, quality and coordination of programs and services designed to maintain a highly skilled workforce.
- Support development in work-based learning and innovative programs to drive Idaho's present and future workforce solutions.

Objective	One Time or Ongoing	Due Date	How to Measure	Committee
Work with ICTE and their Summer Conference to demonstrate and recognize excellence in these areas. (Employers should be the drivers of the recognition aspects...ask industry which practices are working)	Ongoing		"WDC" supported activities within the REACH Summer Conference	Workforce Development Policy Committee

Goal - Provide for the most efficient (effective?) use of federal, state, and local workforce development resources.
- Identify (quality) best practices – seek to replicate and scale.

Objective	One Time or Ongoing	Due Date	How to Measure	Committee
See previous related to coordination with ICTE/REACH conference				Workforce Development Policy Committee
Establish best practice award	one time		Number of nominations, strength of best practice award	Workforce Development Policy Committee

The following objectives appear to be related to the general marketing goals of the WDC:

Goal - Increase public awareness of and access to career education and training opportunities.
- Utilize personal contact, digital, and traditional media to communicate with our target audiences and those who influence and support them.

Objective	One Time or Ongoing	Due Date	How to Measure	Committee
Create a cooperative marketing campaign with stakeholders and partners with provision for regional needs. Leverage WDT funds together with local investments.	Ongoing		Admittedly, marketing campaigns are difficult to measure in terms of success.	Workforce Development Policy Committee
Develop messaging and tools that reach parents, teachers, counselors and students	Ongoing		Number and type of messages/tools developed	Workforce Development Policy Committee

Goal - Improve the effectiveness, quality and coordination of programs and services designed to maintain a highly skilled workforce.
- Support development in work-based learning and innovative programs to drive Idaho's present and future workforce solutions.

Objective	One Time or Ongoing	Due Date	How to Measure	Committee
Promote and support registered apprenticeships	Ongoing		Total number of apprenticeship programs; apprentices; number of new apprenticeship programs annually	Workforce Development Policy Committee

This objective stands on its own:

Goal - Provide for the most efficient (effective?) use of federal, state, and local workforce development resources.
- Identify (quality) best practices – seek to replicate and scale.

Objective	One Time or Ongoing	Due Date	How to Measure	Committee
Regular agenda item established for members to share exemplary practices they are implementing, heard about, or witnessed.	One time to establish agenda item, Ongoing in terms of deployment	now	Council member satisfaction, reflection on discussion	Workforce Development Policy Committee