

## DRAFT STRATEGIES FOR WDC GOALS

(developed April 11, 2019)

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

#### Starting Points

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

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

#### Starting Points

- Create, align, and sustain partnerships with stakeholders to implement workforce development programs.
- Support development in work-based learning and innovative programs to drive Idaho's present and future workforce solutions.
- Leverage existing local employer-focused initiatives to build and support effective pathways to connect Idahoans to careers.
- Cultivate a high-quality One-Stop Career System that connects employers and workers and facilitates access to workforce services, education services and information.
- Champion public policy initiatives that enable a dynamic response to evolving industry needs.

### **Goal - Provide for the most efficient (effective?) use of federal, state, and local workforce development resources.**

#### Starting Points

- Be objective, data driven, and accountable.
- Build trust in decision making based on an understanding of the resources available and projected outcomes.
- Identify gaps and opportunities in the workforce system and initiate or support policy and/or allocate resources to meet them.
- Identify (quality) best practices – seek to replicate and scale.