

2. Goals

Describe the goals for achieving this vision based on the above analysis of the State's economic conditions, workforce, and workforce development activities. This must include—

A. Goals for preparing an educated and skilled workforce, including preparing youth and individuals with barriers of employment* and other populations.**

B. Goals for meeting the skilled workforce needs of employers.

In July 2019, the Idaho Workforce Development Council, the entity that serves as Idaho's State Board for the purpose of WIOA compliance, finalized a strategic planning process in which it developed strategies and objectives for the three goals set by the Governor for Idaho's workforce development system. The Council developed this plan over a six-month time period with significant input from partners, employers, and industry associations. (Workforce Development Council Documents, Appendix 2).

The three goals for the State's workforce system, provided through the Governor's Executive Order, are outlined below. Under each of these goals, the Council identified several strategies that relate more specifically to the populations, services, policies, and priorities within the workforce development system.

Goal 1 – Increase public awareness of and access to career education and training opportunities.

Strategy – 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.

- Utilize personal contact, digital, and traditional media to communicate with our target audiences and those who influence and support them.
- Develop and implement an outreach strategy for the one-stop system.
- Implement an outreach strategy to increase awareness and perception of apprenticeships as a pathway to careers for students, parents, teachers, and counselors.
- Collaborate with partners to maximize reach and effectiveness of all outreach efforts; enhance and expand Idahoan's perceptions of, access to, and persistence in pathways to careers.

Goal 2 – Improve the effectiveness, quality, and coordination of programs and services designed to maintain a highly skilled workforce.

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

Strategy – Support development in work-based learning, and innovative programs to drive Idaho's present and future workforce solutions.

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

Strategy – Cultivate a high-quality One-Stop Career System that connects employers and workers and facilitates access to workforce services, education services, and information.

Strategy – Champion public policy initiatives that enable dynamic response to evolving industry needs.

Goal 3 – Provide for the most efficient use of federal, state, and local workforce development resources.

Strategy – Be objective, data driven, and accountable.

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

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

The economic and activities analysis conducted in Section (II) of this plan identified the following priority focus areas that are of special concern for the purposes of improving Idaho's workforce system under WIOA. These focus areas, listed below, inform the strategies used to meet the goals listed above. These focus areas will also guide the structure of this State Plan, and serve as a continuing theme that unites our goals, strategies, and operational elements.

- **Improving Public Awareness and Access to the Workforce System** – The sixteen public listening sessions conducted by the Council and partners show several gaps that allow various opportunities for system improvement. This includes actionable messaging of the services and benefits available to both jobseekers and employers. Also, increasing referrals and service coordination among programs will help to improve outcomes for those in need. Specific goals for implementation during this state plan period include:
 1. Identify gaps and opportunities – conduct a customer flow exercise across the partners.
 2. Develop a consistent referral process across programs.
 3. Implement a communications strategy that is segmented to specific audiences.
 4. Explore technology solutions to increase efficiencies in referrals and intake.
- **Coordinating Business Services across partners to ensure delivery of streamlined and high-quality solutions** – As previously noted, statewide listening sessions brought to light that employers are seeking services and information in a coordinated and targeted fashion. Based on this feedback, the system must clearly identify the services each program has to offer and develop a coordinated approach to visit/serve employers. In addition, an information portal needs to be developed to include information on services available from WIOA and non-WIOA partners. Specific goals for implementation during this state plan period include:
 1. Develop value statements for services offered by the partners.
 2. Implement targeted, coordinated business visits through regional teams.
 3. Launch a comprehensive virtual one-stop source of information for employers.

- **Serving Rural Communities** - In our activities analysis, nearly every core and partner program identified service to rural areas as a significant challenge. Idaho is largely a rural state, so the importance of this priority cannot be understated. Some WIOA partners have modified service delivery strategies to better reach rural Idahoans and the system is interested in evaluating the success of the model and expanding it as appropriate. Specific goals for implementation during this state plan period include:
 1. Analyze the effectiveness of the distributed service delivery model.
 2. Implement best practices among the partners.
- **Career Pathways/Sector Partnerships** - Our economic analysis revealed that many of Idaho's in-demand and high-growth occupations are in industries such as *manufacturing, retail, construction, and health care*. The Council, in partnership with the State Board of Education and the state's Chamber of Commerce, is beginning to evaluate skills and certifications that are valued across industries to transform the delivery of workforce training and education. Specific goals for implementation during this state plan period include:
 1. Support implementation of the Talent Pipeline Management (TPM) initiative led by the Idaho Association of Commerce & Industry.
 2. Define high-quality industry credentials.
 3. Revisit career pathways in light of the TPM initiative to ensure system alignment.

Specific high-level strategies, by partner, for addressing each of these areas are discussed in Section (II)(c) - State Strategy.