

TO: WIB Executive Committee

DATE: 01/26/04

FROM: WIB Staff



For Action



For Information



For Discussion

SUBJECT: WIB Goals

PROPOSED MOTION(S): Update by Committee Chairs on progress of WIB Goals

DISCUSSION: On October 27, 2003, the Executive Committee approved the WIB Goals established at the October 2, 2003 WIB Strategic Planning Session. Those goals are:

Goal 1: Train and attract adaptable workers to fill industry needs.

- **Focus initially on a single industry; do a pilot project which will focus on understanding and addressing its needs.**
- **Develop a focus group for that industry to identify needs.**
- **Formulate a plan to address the needs of that single industry.**
- **Implement the plan.**

Goal 2: Influence the K-12 education system to design and implement strategies that provide students knowledge of employee skills and attitudes and develop metrics to assure success.

- **On November 19, 2003, the Goal 2 Working Group met with key individuals of the County's education system.**
- **The next action is to meet again to define the target student population.**

Goal 3: Become an active advocacy voice and take political action on workforce development issues at the local, state and national levels.

- **Create the story with a talking piece, an agenda platform of the issues.**
- **Develop a tiered strategy for public awareness for students and parents, business, and local and state elected officials.**
- **Public awareness and engagement.**

ATTACHMENT(S): N/A