

**TO: Workforce Investment Board**

**DATE: 09/11/03**

**FROM: WIB Staff**

**For Action**

**For Information**

**For Discussion**

**SUBJECT: Strategic Goals Update**

**PROPOSED MOTION(S): Information Only**

**DISCUSSION: The Workforce Investment Board established new goals at their yearly retreat in June 2002. The WIB Chair requested an update on the status of the goals and what has been accomplished.**

**ATTACHMENT(S): Goals Update**

**WIB Strategic Goals Update  
September 11, 2003**

**Goal 1: Respond to business needs by targeting 3-5 area industries; develop current & emerging worker skills & develop worker retention strategies. Assist specific industries in developing plans to expand and attract new workers.**

**Completed**

Identified 3-5 Industries Clusters  
Workforce Academy in Merced County  
Established the Business Competitive Team

**In Progress**

Manufacturing Summit  
**Workforce Academy in Los Banos (Fall of 03)**  
Roundtable Groups by industry cluster  
Initiated a Soft Skills Academy Pilot Program

**Goal 2:** Establish the WIB as an economic development partner by developing workforce strategies aligned to community economic initiatives.

**Completed**

Accepted the Merced County Economic Development Strategic Plan  
Action Teams for education, economic development and the workforce completed a review of the Merced County Economic Development Strategic Plan as it relates to the WIB Goals.

In Progress

Manufacturing Summit  
**Workforce Academy in Los Banos (Fall of 03)**  
Roundtable Groups by industry cluster

**Goal 3:** Influence the education system through building formal relationships, to become responsive to business skill need and work to design and implement strategies that promote student achievement and graduation. Develop metrics to measure success.

Completed

Added and additional K-12 WIB member  
Education Action Team reviewed vocational and technical training opportunities in Merced County, and discussed what was being done by the educational system to improve student success and graduation  
Youth employability Card

**In Progress**

Participation of WIB members on the Merced County K-16 Education Council  
Strengthening Business participation in the Youth Employability Card

**Goal 4:** Become an active advocacy voice and take political action on workforce development issues at the local, state and national levels.

**Completed**

Capitol Hill visit with Congressman Cardoza to support WIA Reauthorization

Letters to McKeon, Boxer and Feinstein to support WIA Reauthorization

DC visit by Evelyn Eagleton to support WIA youth programs

Cardoza visit to Worknet

Channel 30 News interview with Executive Director Andrea T. Baker

**In Progress**

Joint WIB BOS Meeting

Schedule Denham and Matthews to visit Worknet

Strategic Issues Panels at WIB Meetings

Continue letter writing to support WIA reauthorization