

**TO: Workforce Investment Board**

**DATE: 7/25/02**

**FROM: Executive Committee**

**For Action**

**For Information**

**Meeting Notes**

**SUBJECT: WIB Strategic Direction**

**PROPOSED MOTION(S): Approve the strategic direction of the WIB for the next two years.**

**DISCUSSION: On June 12, 2002, the Merced County Workforce Investment Board (WIB) held its second strategic planning retreat. The outcome of the retreat was to create and develop a clear understanding of the vision and strategic direction of the WIB over the next two years. The four areas of “strategic direction”, identified at the June 12<sup>th</sup> retreat are attached.**

**The Executive Committee also held a retreat on July 10, 2002. The results of that retreat and additional information on the WIB retreat is contained in the information agenda (item Xf., Retreat Package).**

**ATTACHMENT(S): Strategic Direction of the WIB**

## **Strategic Directions 2002 through 2004**

### **Current WIB Goals**

- Goal 1:** Improve the economic performance of Merced County to exceed the average of the San Joaquin Valley.
- Goal 2:** Improve the educational job skills of the local workforce, including youth, to exceed the average of the San Joaquin Valley and to meet the needs of employers.
- Goal 3:** Align and coordinate strategic plans and goals with that of education, economic development organizations, and other community workforce development organizations.
- Goal 4:** Provide support to the Youth Council to implement the Council's role, vision, mission statement, and strategic goals for all youth in Merced County.

### **STRATEGIC DIRECTIONS:**

The following strategic directions set the areas of focus and priority for the next two years, primarily falling within Goal One and Goal Two.

Respond to business needs by targeting 3-5 of the area's industries and work with those specific industries to develop emerging and current worker skills, and assist the industries to develop worker retention strategies. Also assist the specified industries with developing plans to expand and attract new workers.

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

Influence the education system, through building formal relationships, to become responsive to business skill needs, and work to design and implement strategies that promote student achievement and graduation.

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