

PY21-22 Strategic Plan Focus



Vision: Our vision for Eastern North Carolina is a qualified workforce with an educational attainment level that meets the needs of local firms so they can compete in today's marketplace.

Mission: Our mission is to develop the workforce through a collaborative, customer-focused approach that facilitates partnerships between job seekers, workers, employers, and educators, aligning workforce requirements to economic needs.

Value: We add economic value to our community by ensuring our public workforce system is responsive in meeting the education and training needs of our job seekers and employers alike, thereby leading to a better quality of life and ensuring employers have access to the skilled workforce they need.

Strategy 1

Create an integrated, seamless, and customer-centered workforce system:

- Use data to drive operational efficiency. Data-driven decisions ensure that workforce, educational, and economic development strategies are based on accurate assessments of regional labor markets.
- Implement one innovative program or practice that improves integrated service delivery, job training, or employment services. Create a process to reward local innovation.

Strategy 2

Engage business and community leaders in addressing workforce issues and promote strategies to improve basic workforce skills:

- Develop a regional business engagement strategy that will focus on reaching out to local businesses identified in the following targeted pathways: Health Science, Advanced Manufacturing, Transportation, Distribution, and Logistics, Construction Trades, Aerospace & Aviation, and Hospitality & Tourism.

Strategy 3

Implement a community awareness plan that promotes education and the workforce development services that are available:

- Raise visibility and public awareness of the Governor's educational attainment goals and myFutureNC campaign to promote the region's community colleges, NCWorks partners, and available resources.
- Promote access to workforce training programs in high-demand careers.

Strategy 4

Ensure effective career pathways strategies that result in employment opportunities for all citizens:

- Develop a proactive strategy to promote the region's career pathways that offer high growth, high wage, and in-demand employment opportunities.
- Promote NCWorks work-based learning opportunities to local businesses.

Strategy 5

Build the capacity of the Consortium, ECWDB, and NCWorks Career Center staff and partners:

- Continue Regional WDB Vision East Strategic Planning efforts to ensure alignment with strategic goals and evaluate progress.

Strategy 6

Strengthen alliances with economic development to identify and address workforce needs of current and future industries:

- Partner with local economic developers to improve coordination of business services activities.

Strategy 7

Increase educational attainment for in-school and out-of-school youth:

- Educate/engage school administration, school counselors, and community college advisors on career pathways.
- Implement training for K-12, community colleges, and NCWorks staff on career pathways, assessments, labor market information, etc.