

**WorkLink Workforce Investment Board**  
***Connecting Companies and Employees***

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**Strategic Plan 2009 – 2014 Summary**

**Adopted by the WorkLink WIB June 3 2009**

**The WorkLink Workforce Investment Board serves as the architect for a comprehensive workforce development service delivery system in Anderson, Oconee and Pickens counties.**

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*Connecting Companies and Employees*

**Draft Strategic Plan 2009 –2014**

<p align="center"><b>Core Values</b>  <i>(Our Strongly Held Beliefs)</i></p>	<ul style="list-style-type: none"> <li>• Service to the community</li> <li>• Commitment to the plan</li> <li>• Knowledgeable /trained Board members</li> <li>• Responsiveness</li> <li>• Excellence</li> <li>• Supreme customer service</li> <li>• Desire for excellence</li> <li>• Good stewardship</li> <li>• Fostering/enhancing existing relationships</li> </ul>
<p align="center"><b>Mission</b>  <i>(The Reason We Exist)</i></p>	<p align="center">“We develop the link between employers and the workforce in Anderson, Oconee and Pickens counties, SC.”</p>
<p align="center"><b>Vision</b>  <i>(The Future To Which We Aspire)</i></p>	<p align="center">“To have a fully-employed, skilled workforce in Anderson, Oconee and Pickens counties, SC”</p>
<p align="center"><b>Results</b>  <i>(The Difference We Will Make)</i></p>	<ol style="list-style-type: none"> <li>1. We will understand the skill level of the workforce.</li> <li>2. We will involve business in the WIB and WIB activities.</li> <li>3. We will integrate the workforce development system.</li> <li>4. We will create a common theme for the WIB and the workforce system.</li> </ol>

**Measurements and Targets**  
(How We Will Measure Progress  
Towards Achieving Results)

***Understand the skill level of the workforce***

- *Research and analyze WorkKeys data by December 31, 2009.*
- *Increase the number in the workforce assessed with WorkKeys Readiness Certificate by 3000 by June 30, 2010.*
- *Increase by 2% per year the number of individuals who successfully completed GED or high school diploma through the workforce system last year (July1, 2008 – June 30, 2009).*
- *Certify the basic work skills (soft and computer) of 1000 job seekers that the One Stop Centers serve each year.*
- *By June 30, 2009, ensure that the local workforce policies and regulations do not cause barriers to the service providers and customers.*

***Involve business in the WIB and WIB activities***

- *Increase WorkKeys Profiles by 10% per year throughout the workforce region through awareness*
- *Increase the # of employers using the workforce development system services by 2% per year*

***Integrate the workforce development system***

- *By the end of calendar year 2009, a One Stop Operator will be in place that regularly convenes service providers and partner agencies*
- *By 2010, a One Stop Operator will be collecting the data to present to the WIB so they can certify/re-certify the One Stop Centers*

***Create a common theme for the WIB and the workforce system***

- *By December 31, 2009, the Board members will be able to understand and convey what we do as a Board and the roles of the staff, the operator consortium, the partners and the service providers within the workforce system.*

**Measurements and Targets**  
*(How We Will Measure Progress  
Towards Achieving Results)*  
(continued)

- *By December 31, 2009, the partnering consortium and Youth Council will be able to understand and convey what the WIB does and the roles of the staff, the operator consortium, the partners and the service providers within the workforce system.*
- *By the end of 2010, the businesses and educators will be able to understand and convey what the WIB does and the roles of the staff, the operator consortium, the partners and the service providers within the workforce system.*
- *By the end of 2014, the community will be able to state what the WIB does and the roles of understand and convey what the WIB does and the roles of the staff, the operator consortium, the partners and the service providers within the workforce system.*

**Strategies**  
*(How We Will Achieve the Results)*

1. Promote GED/HS completion to the incumbent worker and job/skills seekers.
2. Identify and address adult education provider issues/ limitations.
3. Develop/procure appropriate basic work skills curriculum and “certification” process and certificate.
4. Incorporate a work experience activity to prove demonstration of the basic work skills.
5. Provide access to computer skills training.
6. Identify/address any current policies that create barriers for service providers, businesses and/or job/skills seekers.
7. Increase funding to promote and provide WorkKeys assessments and profiling.
8. Increase awareness/market WorkKeys to businesses and job/skills seekers.

**Strategies**  
*(How We Will Achieve the Results)*  
(continued)

9. Develop strategies to reach businesses.
10. Create database in which to log WorkKeys profile information.
11. Increase partnerships to provide more WorkKeys profiles.
12. Gather, keep and analyze WorkKeys data.
13. Measure Progress.
14. Develop a database of business services and service providers.
15. Certify the One Stop Centers and their services and market their access points.
16. Determine business needs.
17. Identify and address all service gaps.
18. Develop the One Stop Operator to ensure its success.
19. Establish and implement One Stop Center certification criteria.
20. Hire a marketing coordinator and develop marketing collateral/products.
21. Host annual recognition ceremonies for businesses, job/skills seekers, educators and WIB members.
22. Host at least one Job Fair and one Youth Forum annually.
23. Demonstrate/market the linkages between service providers/receivers of WIB funding and the WIB.
24. Market all WIB Committee products and deliverables to the community.