

GOAL 1: To plan and implement workforce development initiatives that support a strong, diverse, and balanced economy in Durham

Strategic Objectives

- ❖ **Forge partnerships between business and the workforce system**
 - ❖ **Advocate for expanded investment into the local workforce system**
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- **Metric:** *The total (annual) value of public and private investments/grants, performance incentive awards, special allocations received, and number of effective partnerships formed*
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GOAL 2: To create and implement effective, replicable and cost-efficient program models that serve low income disconnected youth in Durham

Strategic Objectives

- ❖ **Close skills-gaps for youth**
 - ❖ **Strengthen the effectiveness and efficiency of youth based programs within the community**
 - ❖ **Expand internship opportunities for youth participants**
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- **Metric 1:** *The percent of youth participants that attain a credential*
 - **Metric 2:** *The number of youth placed in employment or enrolled in post secondary education*
 - **Metric 3:** *The percent of business feedback (i.e. surveys, focus groups, interviews) "satisfied" with youth placements*
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GOAL 3: Brand and strengthen service delivery to the universal population of businesses and jobseekers

Strategic Objectives

- ❖ **Ensure a well trained and qualified workforce to meet the demands of current and emerging industries**
 - ❖ **Effectively promote the workforce system to businesses through media and outreach**
 - ❖ **To position the Durham workforce system as the best source for businesses to find top talent**
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- **Metric 1:** *The number of job openings received and filled through the workforce system*
- **Metric 2:** *The percentage of DWDB initiatives that are (externally) evaluated as having "met" or "exceeded" annual targets*
- **Metric 3:** *The percent of business feedback (i.e. surveys, focus groups, interviews) "satisfied" with the services provided through the workforce system*

PURPOSE:

Identify the goals, objectives, and measures that the Durham Workforce Development Board (DWDB) and its administrative staff will incorporate in 2012-14 to meet the needs of area businesses, jobseekers, and youth

MISSION:

To oversee a workforce system that is the best source for businesses to find top talent

CORE VALUES:

- 1) The DWDB encourages the creation of jobs with family-sustaining wages and ensures that County residents can effectively compete for those jobs.
- 2) The DWDB seeks to build our capacity within the public workforce system to make it more responsive to businesses' needs.
- 3) The DWDB plans to improve the County's economic competitiveness.

VISION OF THE BOARD:

Maintain a competitive workforce system that meets the needs of area **BUSINESSES**, **JOBSEEKERS**, and **YOUTH**.

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