



STRATEGIC PLAN 2015-17





GOAL 1

Implement and sustain comprehensive workforce development initiatives that create conditions for success between jobseekers, educators, and employers.

Strategic Objectives:

- ❖ Forge partnerships between businesses and the workforce system with an emphasis on current and emerging fields.

Initiatives

- Initiate a STEAM (Science, Technology, Engineering, Arts, and Mathematics) Team including the Durham Workforce Development Board (DWDB), the NCWorks Career Centers, the Durham Public Schools, Durham Technical Community College, the City of Durham, Durham County, Made in Durham (MID), the Department of Workforce Solutions, North Carolina Central University, and the Greater Durham Chamber of Commerce for the purpose of meeting with new and current employers/sectors to assess labor needs and to develop a joint plan for meeting those needs.
- Design incentive programs, policies, and procedures around the recruitment and retention of high-growth industry workers.
- Organize industry clusters in order to strengthen knowledge of the labor market in key industries, bolster private-sector participation, support NCWorks training and hiring initiatives, and lay the foundation for long-term, private-sector engagement.

- ❖ Reimagine and strengthen the brand of “NCWorks Career Centers – powered by Durham” through effective use of media and outreach strategies.

Initiatives

- Brand “NCWorks: Connecting Talent to Jobs” as the primary system in Durham for connecting businesses and jobseekers by using evidence-based best practices.
- Develop and implement a communications plan that incorporates job placement success stories across the community.
- Enhance the marketing effectiveness of NCWorks: Connecting Talent to Jobs.

- ❖ Reconfigure and/or expand the scope of work for the DWDB to be the single coordinating entity for workforce development for adult jobseekers and to collaborate with MID and the Youth Opportunity Initiative (YOI) to coordinate workforce development for youth.

Initiatives

- Improve the selection process for and the composition of the DWDB and expand its collaboration with public, private, and nonprofit partners that design, use, and evaluate local workforce programming.
- Develop and implement a collaboration framework with MID and YOI.
- Strengthen the influence, collaborative decision making, and overall effectiveness of DWDB subcommittees.

GOAL 2

Strengthen and simplify service delivery that engages all of the workforce community including special program models for youth.

Strategic Objectives:

- ❖ Position the Durham workforce system as the best source for businesses to find top talent.

Initiatives

- Identify and/or create a labor market information system to assist employers, jobseekers, educational institutions, nonprofits, and all other stakeholders.
- Implement education-to-work pathways, e.g., environmental job training, Triangle Transit Authority (TTA), telecommunications, information technology, and other STEAM-related programs.
- Streamline the entry and assessment processes for job applicants and employers using Durham's NCWorks Career Centers to enhance services for employers and jobseekers.
- Implement periodic service provider collaboratives to connect programs that serve adult jobseekers.

- ❖ Improve service delivery using the data generated through an integrated performance management system.

Initiatives

- Assess customer satisfaction using qualitative and quantitative outcomes metrics prescribed by the Workforce Innovation and Opportunity Act (WIOA) combined with local measures and other evaluative tools such as focus groups and surveys.
- Adopt and track the measures listed in this strategic plan.

- ❖ Strengthen the effectiveness and efficiency of youth-based programs within the community.

Initiatives

- Expand the YouthWork Internship Program to serve a greater number of Durham youth by increasing the participation of local businesses.
- Increase training and employer recruitment in the STEAM fields to offer career opportunities in fast-growing sectors of our local and national economies.
- Implement periodic service provider collaboratives to connect programs that serve youth.



DURHAM WORKFORCE DEVELOPMENT BOARD

Strategic Plan 2015-17

Measures

- ❖ % of unemployed NCWorks: Connecting Talent to Jobs system registrants that find employment
- ❖ % of NCWorks: Connecting Talent to Jobs system registrants in job training programs that find employment
- ❖ % of NCWorks: Connecting Talent to Jobs system registrants that find employment after completing a job training program and who remain employed after six months
- ❖ # of net new jobs posted in the NCWorks: Connecting Talent to Jobs system
- ❖ # of net new businesses that post job listings in the NCWorks: Connecting Talent to Jobs system
- ❖ Literacy and numeracy gains of Durham YES (Youth Employed and Succeeding) participants
- ❖ Attainment of degrees or certificates by Durham YES participants
- ❖ % of Durham YES participants who are employed, enrolled, or enlisted after program completion
- ❖ % of businesses satisfied with the services received
- ❖ % of jobseekers satisfied with the services received

Purpose

Articulate the goals, objectives, and measures that the DWDB and its administrative staff will achieve in 2015-17 to meet the needs of area businesses, jobseekers, and youth.

Mission

Set direction for the NCWorks: Connecting Talent to Jobs system, so that it is the best source for businesses to find top talent.

Core Values

- ❖ The DWDB values the role of the NCWorks: Connecting Talent to Jobs system in improving the County's economic competitiveness.
- ❖ The DWDB supports the creation of jobs with family-sustaining wages, and it ensures that County residents can effectively compete for those jobs.
- ❖ The DWDB values the building of capacity of the NCWorks: Connecting Talent to Jobs system to enable the workforce system to be responsive to the needs of businesses.

Vision

The DWDB envisions a competitive workforce system that consistently meets the needs of Durham businesses, jobseekers, and youth.

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