

FHREB

April 2013

Outline for Strategic Plan Update

Current 5-year plan completed in 2007, for 2007-2012

Tentative Schedule for Update in 2013, for 2013-2018

Review of accomplishments, new environmental scan, and new labor market blueprint developed 2012-2013. Proceed with update of plan over the next several months as part of regularly scheduled meetings:

- May 17 Youth Services Council: look at youth goal: how have we done; what else might we like to do?
- June 7 REB board: review mission and core values; amend as needed.
- August YSC Meeting: finalize new Youth Goal.
- October REB meeting: consider new Board leadership goal.
- November 7 Executive Committee Meeting: develop measurable objectives for Board Leadership goal.
- November YSC Meeting: develop measurable objectives for Youth goal.
- January 9 Performance Oversight Committee: develop Business Goal.
- February 6th REB Meeting: develop Priority Industry/s goal.
- March 6th Executive Committee Meeting: develop Special Populations goal
- April 10 REB Meeting: consider measurable objectives for Business, and Priority Industry goals.
- May 1st Performance Oversight Committee: consider measurable objectives for Special pops goal.
- June 5th REB Meeting: review first complete draft of New strategic Plan Goals and measurable Objectives.
- June 19th Executive Committee Meeting: fine-tuning/tweaking of Draft plan for release in September 2014.

**FRANKLIN HAMPSHIRE
REGIONAL EMPLOYMENT BOARD**

Strategic Plan
2008

Mission

(Revised)

**"To shape, nurture and sustain
a regional workforce development system
that promotes the economic well-being
of business and workers."**

Core Values

LIFELONG LEARNING

**Fostering continuous access to education and training opportunities for all
helps individuals and businesses to thrive.**

COLLABORATION

**Intentional, deliberate cooperation among public and private sector
partners leverages community assets and leads to
innovative programs and efficient use of resources.**

REGIONAL SOLUTIONS

**Broad-based leadership and participation generates creative, strategic
responses
to employment needs that span our workforce investment area
and have a powerful and lasting impact.**

**Statement of Purpose: *The Franklin Hampshire Regional Employment
Board is the community board made up of representatives of business,
labor, education, and government that oversees and directs workforce***

development policy, funding, and programming for the fifty communities of Franklin and Hampshire Counties and the North Quabbin region.

Goals and Objectives 2008-2013

I. Establish Comprehensive Workforce Strategies for Key Industry Sectors.

Target the critical Education, Healthcare, and Manufacturing sectors for REB prioritization, and **support** the important Leisure/Hospitality (esp. the sub-sector Food Services) and Retail/Sales sectors, effecting strategic changes or enhancements in the public workforce system that help these sectors thrive.

Specifically:

- Identify existing skills gaps.
- Map current & potential workforce development activity: identifying partners; educational activity, major impacts & regional workforce development pathways.
- Implement selected specific strategies to address problems and fill gaps.

II. Promote Awareness of and Attention to Significant Industry Trends Tied to Our Regional Identity.

Promote the Agriculture and Green sectors in our region for REB prioritization, generating changes or enhancements in the public workforce system that support the

broad range of job opportunities, entrepreneurship, and cross-cutting technologies associated with these two sectors:

- Identify existing skills gaps and support efforts to close them.
- Map current and potential workforce development activity, identifying partners, educational activity; major impacts, & regional workforce development pathways.

III. Continuously Improve Effective Programs and Approaches for Key Workforce Populations.

- A. Maintain a Career Center presence in Greenfield, Northampton and the North Quabbin areas: look to offer additional job seeker services in other workforce investment area communities by collaborating with workforce partners already existing in those communities
- B. Provide and expand services for emerging and transitioning job seekers in their communities and environments - at schools, community based organizations and government agencies, focusing on job readiness, career exploration, work values and training. Connect job seekers to emerging, stepping stone and entry-level industries and targeted employers.

- C. Broker relationships between education/training partners, worker organizations, employment partners and incumbent workers to align labor force supply with employment demands and to identify, support and foster career ladder programs
- D. Intensify the role of the regional workforce development system in promoting unemployed, underemployed and dislocated adults and older youth into identified pathways (e.g. healthcare, STEM, manufacturing, educational services, hospitality, etc.).
- E. “Know the Employer;” the best matches happen when brokering individuals know both employer and client needs well.

IV. Strengthen Board Leadership and Involvement.

- A. Refine and enhance the process of recruiting key community leaders and decision makers
- B. Develop Board “Boot Camp” to jump-start Board member role in understanding and improving workforce development system
- C. Meet and exceed MA High Performing Workforce Board Criteria
 - review committee structure and membership guidelines
 - require each Board member to develop an annual work experience opportunity for youth at her/his own worksite or a colleagues’.
 - hold a Board retreat every 18 months/two years) to:
 - assess the performance of the board
 - choose 3 to 5 mission related topics and strategic planning updates

discuss/

examine in the coming year/18 months/two years of Board meetings

- D. Present a living strategic vision that meets and adapts to the needs of the business community, workforce and region
- E. Regardless of formula fund fluctuations, achieve consistent growth of competitive fund revenue and sources.

V. Become An Increasingly Known And Valued Presence in the Business Community.

- A. Increase staff capacity to direct-market workforce development resources to the business community.
- B. Brand and broadly market REB & Career Center resources to the business community through media, REB leaders, [workforce](#) partner associations, etc.
- C. Convene industry sectors for top-to-top inventory of issues, needs, potential strategies and solutions
- D. Engage new/[emerging](#) industry members in innovative collaborations to benefit prospective and incumbent workers.

VI. Serve as a Hub for Youth Career Readiness and Employment Connections.

- A. Educate, involve and recognize businesses who contribute to youth employment, development and service needs, starting with businesses who are already active Career Center users, expanding and strengthening their participation in future worker pipeline development.
- B. Evaluate, refine and continuously improve a process and staffing in each of the two main Career Centers for responding effectively to youth and parent requests for employment and pre-employment services.
- C. Foster new relationships and strengthen collaborations and partnerships between agencies and organizations in and outside our area that have expertise with youth development, job readiness, training and employment; raise the profile among these partners of WIA Youth programming and other REB/Career Center youth services.
- D. Inventory, evaluate and expand (with state and community partner assistance) youth credentialing opportunities
- E. To the extent possible with targeted programs even beyond WIA, provide follow-up services for not less than 12 months after youth completion of program participation to monitor progress and support youth who may need information or referral for new or continuing services to stay in school or remain employedⁱ

VII. Demonstrate Consistent High Performance

- Establish a Performance Oversight Committee separate from the Planning/Evaluation Committee and review performance regularly with an eye toward refinement and improvement of outcomes.
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