



WORKFORCE DEVELOPMENT COUNCIL

317 W. Main Street
Boise, ID 83735-0790

TRANSMITTAL # 5

MEMORANDUM

October 21, 2003

TO: Workforce Development Council

FROM: David Lehman, Workforce and Human Services Policy Advisor

SUBJECT: Goals and Objectives

ACTION REQUESTED: Information only.

BACKGROUND:

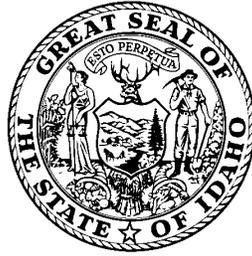
The Workforce Development Council adopted the attached Goals and Objectives soon after the Council was established in 1996, and reaffirmed by Governor Kempthorne in July of 1999. Chair Karen McGee has requested that the Council again engage in a process to establish a set of goals and objectives to guide the work of the Council and the workforce development system.

At the request of Governor Kempthorne, we applied for and were selected for participation in the 21st Century Workforce Policy Academy. Information has been shared with the Council at meetings in Lewiston and Twin Falls earlier this year. We have included a copy of a draft revision to those goals and objectives developed at our most recent meeting of the Academy by a small group representing Idaho. Because these goals have yet to be considered by the Academy Team, they should be considered draft. They are being shared here so we can capture the views of the Workforce Development Council before the Academy Team adopts a final version.

Our goal is to align the two processes so that clear direction can be provided to the workforce system.

Contacts: David Lehman (208) 334-2100
Cheryl Brush (208) 332-3570, ext. 3312

Attachments



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VISION

Idaho will deliver a highly trained, diverse work force through partnerships among business, labor, education, and government. This integrated workforce development system will meet the productivity needs of a market-driven economy -- improving profitability, increasing global competitiveness, and enhancing Idaho's quality of life.

MISSION

The Governor's *Workforce Development Council*, understanding the unique needs of business, education, and labor, will develop policy and provide oversight for an integrated Idaho workforce development system, promoted and implemented within established constraints.

GOALS

GOAL I Assess the needs of business and industry to enhance economic development, based on market sensitivity.

1. Develop and conduct a statewide assessment of training and employment needs of business and industry.
2. Develop a system for ongoing assessment and evaluation.

GOAL II Establish a comprehensive workforce development delivery system.

1. Establish partnerships with business, agencies, and education in the development of a workforce system.
2. Promote a system with a comprehensive menu of quality information services.
 - Develop policy recommendations for a One-Stop Career system.
 - Oversee implementation of the One-Stop Career system.
3. Develop, recommend and support a substate governance structure.
 - Integrate planning, oversight and delivery systems at the state and local levels.
 - Approve initiatives, program plans and grant applications to ensure coordination and minimize duplication.

4. Develop and recommend performance and evaluation methods.
 - Support a system that regularly measures progress toward goals and determines customer satisfaction.
5. Support a coordinated marketing campaign for all users.
 - Develop and implement a statewide marketing/public awareness program.

GOAL III Support a comprehensive educational system for all students K-16+ that includes rigorous school-based learning and relevant work-based learning.

1. Promote access for all students to accurate and current information about careers, occupations, and available education and training programs.
 - Promote career information systems for common use throughout the state.
2. Expand opportunities and increase student participation in work-based learning.
 - Promote the development of a wide variety of work-based learning opportunities.
 - Encourage the educational system to recognize and support work-based learning.
 - Broaden the numbers of businesses providing work-based learning opportunities.

GOAL IV Provide opportunities for and encourage life-long skill development for Idaho's current and transitional workers.

1. Ensure access to employment and training services for diverse population groups.
 - Identify and eliminate barriers in the workforce development system.
 - Coordinate with representatives of minority populations to identify their needs.
 - Promote English language training to better prepare limited English speaking Idahoans for the workplace.
2. Facilitate transitions to or within the workforce.
 - Encourage businesses to partner with local instructional providers to offer training for current employees.
 - Support welfare reform efforts.
 - Encourage Idahoans in their efforts to attain economic independence and self-sufficiency.
3. Promote and recognize the interdependence of and need for balance between work and family life.
 - Support community services and employment practices that enable applicants to enter the workforce and continue providing quality family life.
4. Promote use of the Workforce Development Training Fund to deliver customized training for new employees, and upgrade training for current workers who are at risk of being permanently laid off.

GOAL V To advance issues related to Idaho's Workforce Development system by providing recommendations and progress reports to the Governor, State Board of Education and policy makers.

Reaffirmed July 26, 1999

DRAFT

The 21st Century Workforce Policy Academy

Vision

The 21st Century will be a century of opportunity for individual growth and achievement for those who are prepared. Idaho will have a highly skilled and entrepreneurial workforce that retains and attracts globally competitive businesses. The 21st Century workforce system will be demand driven with access to information, training and education services to ensure that all Idahoans have an opportunity for success.

Goal #1

Idaho will have an adaptive workforce development system that responds to the needs of workers and business

1. Improve labor market supply-demand information through partnerships with state and education agencies and worker and business intermediaries
 - a. Combine data from multiple agencies to create an integrated supply-demand information system
 - b. Develop an outreach system allowing data analysis and input from business boards, associations and other business interests to improve data quality
 - c. Convert data to useful information for curriculum and career development and for strategic planning for government and business
 - i. Produce new types of reports
 - ii. Produce accurate supply-demand information in a useful format
 2. Increase responsiveness of the postsecondary system
 - a. Create an integrated system of professional-technical and community colleges to respond to regional demands
 - i. Establish a plan for development of a community college in the Treasure Valley
 - b. Ensure seamless transition among all levels of education for transferability of credits
 - c. Create performance reports that measure responsiveness to workforce needs
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3. Develop a process to identify and deliver education and workforce services to targeted industries
 - a. Develop business-education partnerships to expand the quality and capacity for worker preparation and continuing education
 - b. Develop and pilot innovations in the health care and science and technology sectors
4. Ensure access for business and workers to the full array of workforce and education services and supports
 - a. Enhance the one stop system
 - b. Promote collaborative efforts to expand access to the full array of services

Goal #2

Idaho's workforce development, education, and economic development systems will be connected

1. Create a governance and policy framework that aligns services across multiple agencies and programs
 - a. Define the workforce development system
 - b. Inventory current workforce development programs
 - c. Identify and fill the gaps in services
 - d. Develop measures to test system effectiveness and responsiveness to the business community
 2. Develop innovative approaches to creating awareness of Idaho's investments in workforce development
 - a. Market the workforce development system
 - b. Engage local Workforce Investment Boards and chambers of commerce to promote the workforce system to the business community
 - i. Engage Workforce Investment Boards to connect business and education
 - c. Expand the awareness and use of the Career Information System (CIS)
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