

## 2013-2015 WIB Planning Document

### Critical Issue 1: Advocacy

**Goal 1: To advocate for adequate, sustainable, and flexible funding to address existing workforce demographic trends and labor market needs.**

- Strategy 1.1 Identify stakeholders who can influence decision makers for the workforce development system.
- Strategy 1.2 Align with platforms of national workforce development organizations.
- Strategy 1.3 Educate stakeholders about the workforce development system to strengthen support.

What	Who	By When	Cost	Outcome Measure
01.01.01 Maintain and continue to strengthen relationships with chambers of commerce and economic development agencies.	MCTA Director, BRN Manager	2013-07; ongoing	Travel, Personnel, Meeting Expenses	Meetings and special events will be attended and information will be exchanged and shared accordingly.
01.01.02 Recruit a WIB business member to serve on the Governors Executive Workforce Board (GEWB).	MCTA Director, WIB	2015-02	Travel, Personnel, Committee Time	WIB business member will be identified and asked to serve on the GEWB.
01.01.03 Facilitate the communication between WIB members and the GEWB.	MCTA Director	2013-07	Personnel	Information will be shared when provided by the State. Information will also be sent to the Governor's Office.
01.02.01 Maintain membership of appropriate workforce development agencies.	MCTA Director, One-Stop COO	2013-07; ongoing	Personnel, Travel, Membership Dues	Agencies will be researched and reviewed and appropriate membership applications will be submitted and memberships will be renewed. Workforce development credentials will also be renewed.
01.02.02 Interact with national workforce development organizations to stay abreast of changes in legislation.	MCTA Director	2013-07; ongoing	Personnel, Travel	Attend meeting, review correspondence received and report information to the WIB.

01.02.03 Monitor WIA Reauthorization and contribute changes to the legislation that address the current needs within the local labor market.	MCTA Director, WIB	2013-07; ongoing	Travel, Personnel, Committee Time	Legislative updates will be provided at WIB-related meetings.
01.03.03 Identify success stories and maintain database to validate success of WIA.	MCTA Programmatic Staff, Communications Assistant	2013-07; ongoing	Personnel	Success stories will be shared with stakeholders on a local, regional and national purposes.
01.03.04 Create a video that explains the One-Stop process.	Communications Assistant	2013-10	Personnel, Vendor Contract	Video will be developed and shared with stakeholders, current and potential One-Stop partners and jobseekers. Can also be utilized in Rapid Response sessions.

## Critical Issue 2: Service Delivery

### Goal 2: To direct services to be more responsive, effective, and efficient.

- Strategy 2.1 Systematically review intensive and training service mix to meet the needs of employers, job seekers, and youth in the most effective and efficient way.
- Strategy 2.2 Continue to coordinate policies and procedures within Oh-Penn Interstate Region.
- Strategy 2.3 Coordinate policies and procedures with the State.
- Strategy 2.4 Continue to improve system performance and access of One-Stop service delivery to job seekers.
- Strategy 2.5 Continue to improve system performance and access of One-Stop service delivery to businesses.

What	Who	By When	Cost	Outcome Measure
02.01.01 Continue to provide intensive services to serve customers not interested in training and/or who need more intensive job search/career guidance.	Adult Programmatic Staff	2013-07; ongoing	Personnel, Service cost	Select service strategy and continue to provide intensive services.
02.01.02 Utilize real-time LMI data for decision making.	Programmatic Staff	2013-07; ongoing	Personnel	Real-time LMI data is used and documentation is included in files.
02.01.04 Strengthen link to OS/BRN for youth who are job ready.	Youth Staff, Business Services Staff, Contract Facilitator	2013-09; ongoing	Personnel	Develop a process for linking youth who are job ready to OS/BRN for potential referrals.
02.01.05 Continue to collect employer feedback related to job readiness skills/job search trends and provide to adult and youth departments.	Business Service Representatives and Youth Coordinators	2013-07; ongoing	Personnel	Employer surveys and other research completed, results compiled and shared with staff.
02.02.01 Maintain forum for regular communication and alignment among Oh-Penn partners.	MCTA Director, Oh-Penn Competitiveness Council	2013-07; ongoing	Personnel, Travel	Oh-Penn Competitiveness Council will continue to meet on a quarterly basis.
02.02.02 Identify opportunities to create consistencies in job seeker policies, services and work flow.	Oh-Penn Competitiveness Council	2012-04	Personnel, Travel, Meeting Expenses	Consistent job seeker policies, services and work flow will be developed and implemented.
02.03.01 Coordinate with OWD and OWT to develop and implement new performance measures.	MCTA Director, One-Stop COO, Program Services Manager	2013-11; ongoing	Personnel	Meetings will be held with the State to discuss new performance measures and action will be implemented to meet the measures.
02.03.02 Coordinate with OWD and OWT with the standardization of statewide policies and procedures.	MCTA Director, One-Stop COO, Program Services Manager	2013-11; ongoing	Personnel	Meetings will be held with the State. Policies will be distributed and implemented when developed.

02.04.01 Investigate strategies to better serve those with barriers.	One-Stop Managers	2015-01	Personnel	Strategies identified and developed to serve those with barriers.
02.04.02 Implement One Flow resume writing tool in workshops.	One-Stop Managers	2013-08	Personnel, Development Cost	Resume writing tool is implemented.
02.04.03 Identify prospective One-Stop partners.	One-Stop Committee, One-Stop COO, One-Stop managers	2013-07; ongoing	Personnel	New prospects will be targeted and approached for One-Stop partnership
02.04.04 Participate in the development of the State e-OMJ project for jobseekers.	MCTA Director, One-Stop COO	2013-07; ongoing	Personnel, Travel	Meetings will be held with the State, and grant project tasks related to job seekers will be implemented at the local level.
02.04.05 Adopt the statewide One-Stop brand to maintain a consistent image to jobseekers.	One-Stop COO	2013-07; ongoing	Outreach	Signage and related brochures will be updated when a statewide brand has been determined and policy has been issued.
02.05.01 Identify opportunities to create consistencies in business policies, services and work flow.	One-Stop COO, BSRs	2013-11	Personnel	Business services ideas are generated.
02.05.02 Develop an improved system to analyze and target current, dormant and acquisition accounts.	One-Stop COO, BSRs	2013-12	Personnel	System developed and staff members will be trained.
02.05.03 Develop/update SOPs for business services.	One-Stop COO, BSRs	2013-10	Personnel	SOPs will be developed.
02.05.04 Participate in the development of the State e-OMJ project for businesses.	MCTA Director, One-Stop COO	2013-07; ongoing	Personnel, Travel	Meetings will be held with the State and grant project tasks related to businesses will be implemented at the local level.
02.05.05 Adopt the statewide One-Stop brand to maintain a consistent image to businesses.	One-Stop COO, One-Stop Managers and Staff	2013-07; ongoing	Outreach	Signage and related brochures will be updated when a statewide brand has been determined and policy has been issued.
02.05.06 Develop survey questions to forecast business needs.	One-Stop COO, BSRs	2013-07; ongoing	Personnel	Questions will be developed and answers will be maintained in a spreadsheet for
02.05.07 Coordinate with the State's business forecasting tool system.	MCTA Director, One-Stop COO	2013-11; ongoing	Personnel	Meetings will be held with the State regarding the forecasting tool system and how it can be integrated at a local level.

### Critical Issue 3: Maintain, Expand, and Diversify Funding

**Goal 3: To advocate for the continuation of existing funding, develop additional resources and provide fiscal oversight of its allocated resources.**

Strategy 3.1 Continue to explore additional funding opportunities.

Strategy 3.2 Partner with regional and local public & private entities to maximize funding.

What	Who	By When	Cost	Outcome Measure
03.01.01 Identify potential grant resources, including those available through local, state and federal foundations.	Communications Assistant, MCTA Director	2013-07 & ongoing	Personnel	Potential grant resources will be evaluated to determine feasibility and appropriate opportunities presented to WIB. Interstate Regional designation will be leveraged to increase competitiveness as appropriate. One-Stop Partners will be coordinated as needed. Additional funding will continue to be monitored in the Balanced Scorecard.
03.01.02 Submit competitive grant applications annually.	MCTA Director, One-Stop COO, Communications Assistant, Executive Assistant	2013-07 & as needed	Personnel	10% additional non-formula funding will be secured, consistent with the Balanced Scorecard measure.
03.02.01 Continue participation in regional efforts.	MCTA Director, One-Stop COO	2013-07 & ongoing	Travel & Personnel	Any regional opportunities will be presented to the WIB, One-Stop Committee and BRN Partners.

### Critical Issue 4: Business Resource Network (BRN)

#### Goal 4: Sustain, maintain, and expand the successful business model of the BRN as indicated within the Workforce Innovation Funds Grant proposal.

- Strategy 4.1 Continue expansion of BRN throughout the designated Ohio counties.
- Strategy 4.2 Educate local, state, and federal stakeholders about the BRN to increase outreach and support.
- Strategy 4.3 Increase and improve data collection and reporting to demonstrate the effectiveness of the BRN.
- Strategy 4.4 Stay current with industry trends and provide appropriate assistance to address short term and long term workforce needs identified.
- Strategy 4.5 Continue to evaluate BRN operations to improve efficiencies.
- Strategy 4.6 Implement the deliverables under the DOL Workforce Innovation Fund grant.

What	Who	By When	Cost	Outcome Measure
04.01.01 Prioritize and target business for BRN outreach.	BRN Manager, BRN Administrative Assistant	2013-07; ongoing	Personnel	BRN targets will be identified and priorities communicated to BRN Account Executives.
04.01.02 Increase partner integration of BRN information as part of their ongoing outreach activities.	BRN Manager, One-Stop COO	2013-09 & quarterly	Personnel; Travel	BRN Account Executives will be cross-trained on workforce and economic development services and resources in OH.
04.01.03 Develop and implement BRN training for expansion.	One-Stop COO, BRN Manager, BRN Administrative Assistant	2013-07	Personnel; Travel	Areas are successfully trained to successfully replicate the model.
04.02.01 Document successful employer experiences with the BRN to increase credibility and validity of the initiative.	BRN Partners	2013-07; ongoing	Personnel, Postage, Printing & Ad Costs	Satisfied business customers are identified, and publications are modified to highlight comments by employers.
04.02.02 Increase awareness of BRN among Local Elected Officials.	MCTA Director, Communications Assistant	2013-09; quarterly	Personnel, Printing Costs	A quarterly newsletter will be developed to provide a "snapshot" of the BRN successes.
04.02.03 Maintain and strengthen relationships with regional chambers.	MCTA Director, BRN Manager, One-Stop COO	2013-07; ongoing	Personnel	Joint meetings, conferences, and other events will be held.
04.02.04 Promote the BRN proactively.	BRN Partners	2013-08; ongoing	Personnel; Production Costs	Brochures and videos will be distributed to targeted businesses and industries.
04.03.01 Analyze and report BRN results monthly.	BRN Manager, BRN Administrative Assistant	2013-07; monthly	Personnel	Required data will be determined and reports will be generated and shared with stakeholders.
04.03.02 Increase utilization of the	BRN Manager, BRN	2013-07;	Personnel;	Training will be provided to utilize the Synchronist tracking

Synchronist Assistance Tracking and Contact History by all BRN partners.	Administrative Assistant, BRN Partners	ongoing	Training	and contact history system and an SOP for clear instruction will be developed.
04.04.01 Review BRN company data.	BRN Partners, including Account Executives	2013-07; monthly	Personnel	Information collected through BRN Interviews will be shared among BRN partners and appropriate services and resources identified and presented to companies.
04.04.02 Review unmet needs identified through BRN interviews and gap analysis.	BRN Partners	2013-09; quarterly	Personnel	BRN Partners will review needs communicated through BRN interviews, identify trends of unmet needs and make efforts to address common unmet needs.
04.04.03 Improve the use and analysis of real-time, strategic intelligence gathered from the BRN.	BRN Manager, BRN Administrative Assistant	2013-07; ongoing	Personnel	Real-time data will be used to target the appropriate businesses in a strategic way.
04.05.01 Maintain BRN manual and SOPs.	BRN Manager, BRN Steering Committee	2013-07; ongoing	Personnel	BRN manual will be maintained. Current SOPs will be maintained and new ones will be created as needed.
04.05.02 Identify opportunities to develop additional BRN Account Executive Staff.	BRN Manager, BRN Partners	2013-07; ongoing	Personnel	Training will be provided to BRN partners to serve as Account Executives.
04.06.01 Monitor WIF grant deliverables.	MCTA Director, One-Stop COO, MCTA Executive Assistant, BRN Manager, BRN Administrative Asst.	2013-07; ongoing	Personnel	Grant deliverables will be tracked and recorded under Appendix 1.

## Critical Issue 5: Oh-Penn Interstate Region Pathways to Competitiveness

### Goal 5: Address the critical manufacturing skills shortage and insufficient talent pipeline in the region as indicated within the Workforce Innovation Funds Grant proposal.

- Strategy 5.1 Build on the Oh-Penn Region to create stronger cooperation and alignment across state lines, programs and funding stream, to achieve improved efficiencies and better results for job seekers and employers.
- Strategy 5.2 Create a robust sector strategy that aligns employment and training services with the critical skills needs of regional manufacturers.
- Strategy 5.3 Build out manufacturing career pathways.
- Strategy 5.4 Implement the deliverables under the DOL Workforce Innovation Fund grant.

What	Who	By When	Cost	Outcome Measure
05.01.01 Integrate workforce systems to share information from combined reports generated from a common customer tracking system.	OH CP Coordinator, One-Stop Managers, One-Stop COO, Program Services Manager	2013-07	Personnel , Software Development Costs	Expanded use of OneFlow to track job seeker participation in grant activities and programs.
05.01.02 Develop referral system to integrate One-Stop customers with the WIF initiative.	OH CP Coordinator, CP Coaches, One-Stop Managers	2013-09; ongoing	Personnel	A referral system will be developed.
05.01.03 Develop a system to integrate WIA enrollments with the WIF initiative.	Program Services Manager, Contract Facilitator, Adult & Youth Services Coordinator	2013-9; ongoing	Personnel	A system will be developed to monitor WIA enrollments related to the WIF initiative.
05.02.01 Conduct outreach to 10 employers per month with tours, speaking engagements, etc.	OH CP Coordinator, CP Coaches	2013-07; ongoing	Personnel; Travel	Thirty employers will be touched each quarter.
05.02.02 Promote WorkKeys NCRC and other nationally recognized assessments and credentials to employers and job seekers.	OH CP Coordinator, CP Coaches, Facilitators, BSRs, Ohio CTCs	2013-07; ongoing	Personnel; Travel, Testing costs	System will be developed for WIN access and WorkKeys testing by job seekers and interested employers.
05.02.03 Recruit schools to participate in industrial career fairs.	OH Coordinator, CP Coaches	2013-07; annually	Personnel, Travel, Printing Costs	Schools will be recruited.
05.02.04 Hold annual industrial career fairs	OH Coordinator, CP Coaches	2013-07; annually	Personnel, Travel	Industrial career fairs will be held.



05.02.05 Recruit employers to offer work experience and internship opportunities.	OH CP Coordinator, CP Coaches	2013-07; ongoing	Personnel,	Employers will be recruited.
05.02.06 Streamline the process to match students to employers that offer work experience and internships.	CP Coaches	2013-07; bi-monthly	Personnel	Students will be matched to opportunities with employers.
05.02.07 Encourage OJT/ customized training for apprenticeships.	CP Coaches	2013-07; bi-monthly	Personnel	Participants enrolled in manufacturing OJT, Apprenticeships or subsidized employment activities.
05.02.08 Hold Educator Boot Camp and tours.	OH CP Coordinator	2013-01; ongoing	Personnel, Travel	Educator Boot Camps and tours will be held. <i>(Breakout session held at 1/18/13 MVMC meeting to discuss implementation.)</i>
05.02.09 Conduct Educator in the Workplace sessions in OH.	OH CP Coordinator	2014-03, annually	Personnel, Travel	Sessions will be conducted.
05.03.01 Complete job profiling to promote recognized credentials and career pathways to employers.	OH CP Coordinator, CP Coaches, Ohio CTCs	2013-07; ongoing	Personnel; Travel	Job profiling will be completed
05.04.01 Monitor WIF grant deliverables.	MCTA Director, One-Stop COO, MCTA Executive Assistant, OH CP Coordinator	2013-07; ongoing	Personnel	Grant deliverables will be tracked and recorded under Appendix 2.