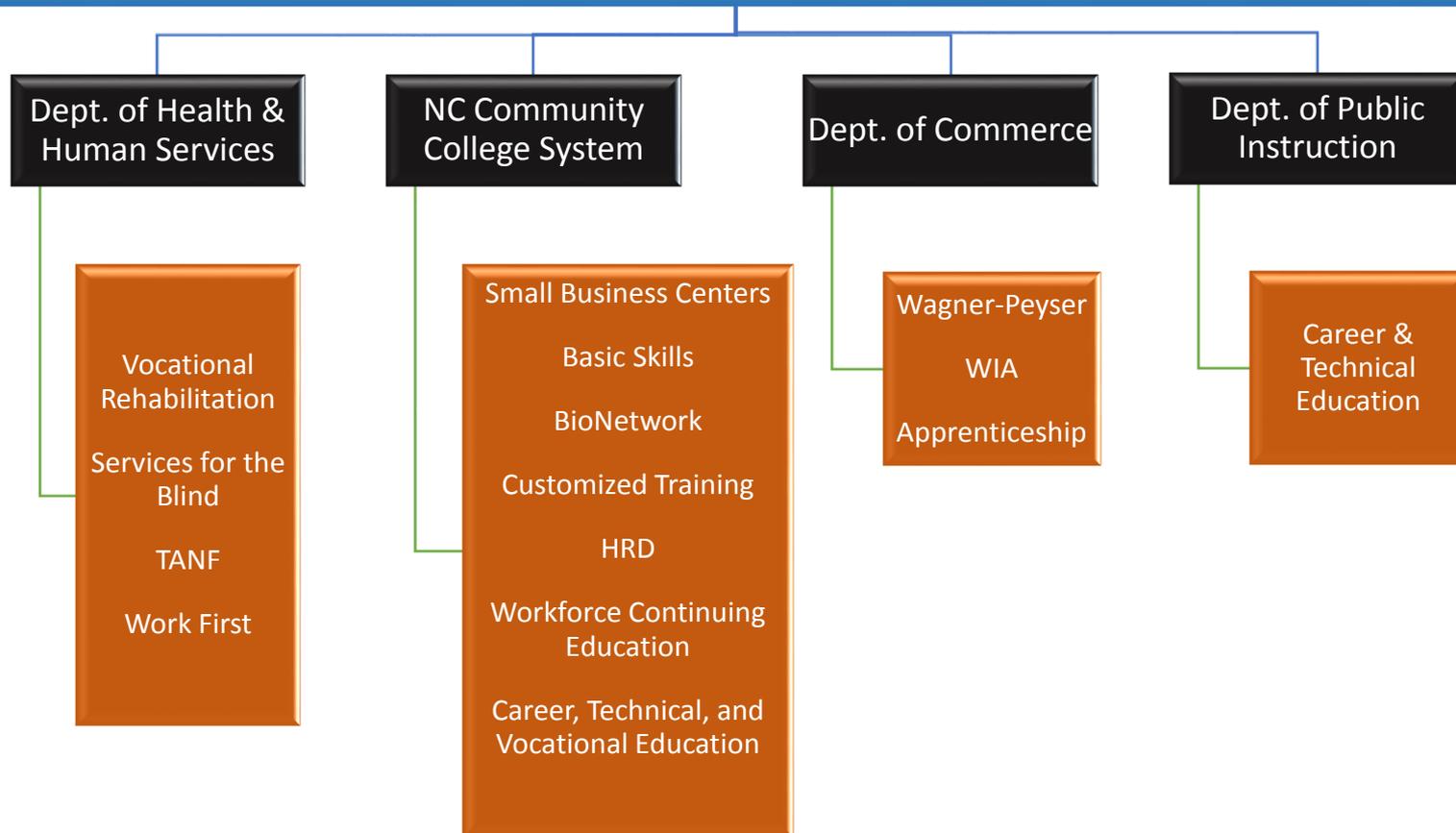


Implementing the  
**NCWorks Commission**  
2014-2016  
Strategic Plan



# NCWorks Commission



**NCWorks**  
career center

**NCWorks**  
career and  
technical education  
powered by Wake County Public Schools

**NCWorks**  
online

**NCWorks**  
career pathways

**NCWorks**  
Connecting Talent to Jobs

**NCWorks**  
Certified Work Ready Community

**NCWorks**  
customized training

**NCWorks**  
apprenticeship

# NCWorks Commission Strategic Plan

## Preparing North Carolina's Workforce for Today and Tomorrow

**Vision** Growing the North Carolina economy by strengthening the state's workforce and connecting employers to high quality employees.

**Mission** To ensure North Carolina has an innovative, relevant, effective, and efficient workforce development system that develops adaptable, work-ready, skilled talent to meet the current and future needs of workers and businesses to achieve and sustain economic prosperity.

# NCWorks Commission Strategic Plan

## Preparing North Carolina's Workforce for Today and Tomorrow

### Guiding Principles

- Strategies will be developed locally, regionally, and statewide to address the unique needs of different areas of the state.
- Best practices will be identified and replicated across North Carolina.
- The workforce system will be flexible and adaptable to the changing needs of the economy and the state.
- Strategies will focus on the needs of today's economy and developing talent for tomorrow.
- The workforce system will focus on target industries and career clusters.

# NCWorks Commission Strategic Plan

## Goal 1 – Create an integrated, seamless, and customer-centered workforce system

1. Align partner services and strategies
2. Develop a common brand to be used across workforce programs that is recognizable to all customers
3. Increase awareness of and accessibility to workforce services
4. Develop shared marketing strategies that promote the talent in North Carolina

# NCWorks Commission Strategic Plan

## Goal 2 – Create a workforce system that is responsive to the needs of the economy

1. Ensure the workforce system is relevant, valuable, and easy to access by the business community
2. Develop and strengthen connections between workforce development and economic development
3. Develop and implement a coordinated and seamless approach to engage business and respond to business needs

# NCWorks Commission Strategic Plan

## Goal 3 – Prepare workers to succeed in the North Carolina economy and continuously improve their skills

1. Strengthen career development services and ensure consistency across programs
  2. Enhance programs and enrollment in critical career clusters by targeting resources
  3. Strategically coordinate programs among workforce partners to develop skill and education pathways
  4. Become a national leader in providing structured work-based learning
-

# NCWorks Commission Strategic Plan

## Goal 4 – Use data to drive strategies and ensure accountability

1. Develop a consistent and coordinated approach of identifying critical career clusters that workforce system partners will use to target resources to meet the needs of the economy
2. Gather, evaluate, and utilize information on the usage and quality of services
3. Measure and report on the effectiveness of the workforce development system

How do we get there  
from here?

# System Alignment & Transformation

- Establish a committee of state-level agency representatives to coordinate and align policy.
- Create councils in each of the Prosperity Zones that includes education, workforce, and industry leaders.
- Launch the *NCWorks* brand that all workforce development system programs will use to help customers recognize the value of the system.
- Create the *NCWorks Promise* that establishes value and trust with customers interacting with the system.
- Develop and implement a system-wide and consistent outreach strategy.

# Strengthen Customer Service

- **Develop a consistent menu of services and activities highlighting business and industry engagement opportunities.**
- **Identify and launch a Customer Relationship Management tool that all workforce development partners are required to use.**
- **Investigate how work-based learning activities could be incorporated into agreements with companies receiving state economic development incentives.**
- **Expand the number of *NCWorks Certified Work-Ready Communities*.**

# Strengthen Customer Service

- **Create a framework for ensuring cross-trained, qualified staff have the knowledge, skills, and abilities required to support the local delivery system.**
- **Initiate the process of interfacing *NCWorks Online* with North Carolina's array of workforce development case management systems.**

# Career Pathways

- **Develop accessible and consistent *NCWorks Pathways* for critical industry clusters with multiple entry/exit points.**
- **Use information from career pathways to establish needed classes and programs in high schools, community colleges, and universities.**
- **Require workforce development partners use the career pathways to target resources towards helping individuals gain the skills and experience needed for in-demand occupations.**
- **Establish an MOU with all statewide education and workforce development entities to get all workforce system participants enrolled in *NCWorks Online*.**

# Career Pathways

- **Develop a single portal for career information.**
- **Connect Small Business Centers to workforce delivery access points to increase entrepreneurship locally.**

# Accountability

- **Develop an annual workforce development system report card with universal success metrics.**
- **Create metrics based on consistently collected feedback from customers to strengthen the workforce development system.**
- **Modify North Carolina's wage records to require the collection of employee occupation codes to better assess the outcomes of those individuals who participate in the workforce development system.**
- **Pilot consumer reporting that provides industry-recognized credentials to better assess the outcomes of those individuals who participate in the workforce development system.**