

Oregon Workforce and Talent Development Board (WTDB) 2020–2022 Strategic Plan

Vision

Equitable prosperity for all Oregonians

Mission

Advance Oregon through meaningful work, training, and education by empowering people and employers

Position

The Oregon Workforce and Talent Development Board (WTDB) enables meaningful work for all Oregonians by:

- Leading and communicating a long-term vision for Oregon that anticipates and acts on future workforce needs;
- Advising the Governor and the legislature on workforce policy and plans;
- Aligning public workforce policy, resources, and services with employers, education, training and economic development;
- Identifying barriers, providing solutions, and avoiding duplication of services;
- Promoting accountability among public workforce partners; and
- Sharing best practices and innovative solutions that are scalable statewide and across multiple regions

Values

- **Inclusive** – We invite and represent all voices to strengthen our workforce system
- **Collaborative** – We proactively engage all stakeholders as a hub for consensus-building
- **Bold** – We courageously take risks to influence and persuade action

Reputation

- **National leaders** – We are innovative role models who set and share best practices
- **Conveners** – We bring all stakeholders together to solve our most pressing challenges
- **Connectors** – We anticipate and respond to all of Oregon’s communities (tribal, rural, urban, and others)
- **Results** – We connect our initiatives to outcomes
- **Accountable** – We communicate transparently with easy to understand and agreed upon metrics

Imperatives

Create a culture of equitable prosperity

Objectives

- Increase participation in all public workforce programs
- Increase upward mobility including true wage

Initiatives

- Identify and provide resources to organizations that are already successfully moving underrepresented groups into the workforce
- Create a true wage calculator indexed by region
- Utilize disaggregated data to drive policy decisions and improve impactful results
- Develop a plan to increase problem-solving and critical thinking skills in response to the Oregon Talent Assessment

Increase understanding and utilization of the system

- Increase user awareness (individual, employer, stakeholder/organization, and local board)
- Increase utilization by workers and employers

- Update the definition of the “system” to better reflect current and future needs
- Coordinate, streamline and build awareness of workforce system so job seekers and employers find what they need more efficiently
- Establish baseline data and develop benchmarks for better results and accountability
- Deepen engagement and improve consistency with local workforce boards’ initiatives

Position Oregon as a national leader

- Increase number of speaking engagements at national conferences
- Increase state-wide convening meetings
- Increase progress toward achieving Adult Attainment Goal

- Expand statewide convenings to include more targeted follow-up and sharing of best practices that promote action
- Increase engagement with other boards including HECC and the Board of Education
- Create and recognize industry-driven certifications, including essential employability skills
- Improve communication strategies with federal legislators and partners on American Rescue Plan Act, WIOA reauthorization, Short-Term Pell, DHS, Second Chance Pell, National Skills Coalition, Jobs for the Future and others

Identify and align strategic investments

- Increase public-private partnerships
- Increase funding

- Identify resources available in the system, including those that support underrepresented populations, and align for greater results
- Align K-12, community colleges, universities, workforce, and employers with legislative strategy/changes, including essential employability skills
- Develop Legislative and Executive Branch Strategies and Plans including priorities and funding focus

Create a Board culture that is resilient, and adaptable and flexible to a changing economy

- Increase Board participation in meetings
- Increase Board engagement

- Align Board structure, including existing committees and future task forces with strategic plan
- Coordinate WTDB members and Local Board members to foster relationships, increase system knowledge and improve outcomes for our customers