



Oregon Workforce and Talent Development Board 2023–2024 Strategic Plan



Vision	Mission	Position	Values	Reputation
<p>Equitable prosperity for all Oregonians</p>	<p>Advance Oregon through education, training, jobs and careers by empowering people and employers.</p>	<p>The Oregon Workforce and Talent Development Board (WTDB) enables our Mission by:</p> <ul style="list-style-type: none"> • Leading and communicating a long-term vision for Oregon that anticipates and acts on future workforce needs; • Partnering with workforce, education, and training entities including Local Workforce Development Boards (LWDBs); • 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; • Sharing best practices and innovative solutions that are scalable statewide and across multiple regions within the entire workforce system. 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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	Objectives	Initiatives
An inclusive workforce system that advances equitable prosperity.	<ol style="list-style-type: none"> 1. Increase diverse access and participation in all public workforce programs. 2. Increase awareness of genuine workforce barriers and challenges (e.g. childcare, housing, broadband, etc.). 3. Spark innovation addressing equitable prosperity. 4. Ensure that the goals of the Prosperity 10,000 program are met. 	<ul style="list-style-type: none"> • Establish baseline of existing participation, disaggregated by underrepresented demographic groups and report out to WTDB. • Use disaggregated data to drive policy decisions and continuous improvement. • Complete and promote Self Sufficiency report biannually. • Identify and provide investments/resources to organizations successfully demonstrating entrance into workforce and upward mobility by underrepresented groups (WTDB Strategic Innovation Grants). • Survey national best practices and develop report for Governor and legislature. • Formalize Prosperity 10,000 reporting at all WTDB full board meetings including the performance data required by Future Ready and opportunities for improvement.
Clear understanding of and improved use and impact of the workforce system.	<ol style="list-style-type: none"> 5. Define the "Public" and "Entire" workforce system in Oregon. 6. Increase workforce system user awareness. 7. Create and promote a concise and compelling workforce system brand(s). 	<ul style="list-style-type: none"> • Baseline and then annual survey on utilization with visual, one pager. • Solicit and formalize feedback via annual incentivized focus groups of users (e.g. individual, employer, stakeholder/partner, and local boards). • Hire a professional marketing firm to consider new or revised system brand(s), communication strategy, and messaging toolkit. • Designate ambassadors from workforce system staff, managers, and other stakeholders and partners to promote brand(s).
The WTDB is embraced by the Governor as an accountable convener, empowered facilitator and informed advisor.	<ol style="list-style-type: none"> 8. Governor's Office establishes consistent, direct line communication with Board's Executive Leadership and Director through attendance at WTDB Executive Committee and full board meetings. 9. Increase intentionality in Board, committee and task force composition in order to achieve business and strategic system partner alignment. 10. Implement mechanisms of accountability through research, analysis, reports and recommendations to Governor and Legislature. 11. Convene, or authorize other convener, statewide industry consortia that represent the health care, manufacturing and technology industry sectors. 	<ul style="list-style-type: none"> • Refine and implement new board member onboarding process and ongoing Board member development. • Complete the biennial Talent Assessment. • Complete Workforce Readiness Committee report. • Create the common measures, defined metrics for collective impact across stakeholder systems (i.e. Scorecard). • Provide legislatively required biennial Continuous Improvement Committee (CIC) assessment report to the Governor and legislature. • Stand up the healthcare industry consortium. • Stand up the manufacturing industry consortium. • Stand up the technology industry consortium.
Strategic and close alignment between education, economic development, and workforce development, including public and private partners.	<ol style="list-style-type: none"> 12. Concretely improve collaboration and alignment among state agencies, business and industry, local workforce boards, community-based organizations, and others that support shared workforce goals for both the Public and Entire workforce system. 	<ul style="list-style-type: none"> • Conduct and collaborate on biennial Joint Priority Setting initiative and follow up with WTDB through quarterly progress reports. • Create active, consistent and transparent communication related to strategic initiatives (progress and challenges) with key systems partners. • Provide legislatively required biennial Workforce and Talent Development Plan to the Governor and legislature.