

# 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