

Mission

The Northwest Wisconsin Workforce Investment Board will create, and continue to improve, an innovative and quality strategic direction for the regional workforce development system.

Overarching Principle

Access to employment with adequate pay is critical for families' stability and livelihood. Children who grow up in poverty tend to do worse in school, have poorer health outcomes, and do worse in the labor market as adults than children who do not (Sherman and Mitchell 2017). The absence of work is associated with high poverty rates for households, although nearly 20 percent of households in poverty in 2015 were working (Bureau of Labor Statistics 2017). These data demonstrate the importance of helping parents access good jobs that pay family-sustaining wages. Such jobs increasingly require education beyond high school, suggesting the need to help people access not only jobs but education and training as well. The public workforce system helps job seekers access training and jobs and can contribute to the economic stability of children, yet we know little about how the system meets families' needs.

Strategic Objectives

Establish a customer-centric system that promotes collaboration, access, and measureable outcomes	All targeted sectors have a robust and demand-driven action plan. Increase overall services to the businesses in the region	Incorporate technology and applied technological solutions to increase collaboration and innovation as well as the development of entrepreneurs	Develop messaging and strategic partnerships to advance the initiatives and priorities of the NWWIB	Build capacity to support implementation of the board's priorities and while implementing continuous improvement strategies
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Key Strategic Activities

<p>Continue and enhance the work the NWWIB is doing to increase access to child care^{1,2,7}</p> <ul style="list-style-type: none"> Improve image of child care as an occupation Work with Governor's Council on Workforce Investment to develop a credential for basic required coursework for early childhood education^{5,8} Assist entrepreneurs and communities in the development of child care sites⁷ Promote enrollment in Wisconsin Shares for eligible families^{1,7} 	Develop and facilitate specific programming for the re-entry population based on employer identified needs ^{1,4,5,6}	Support telecommute initiatives and shared work space efforts throughout the region ^{4,8} <ul style="list-style-type: none"> Quantify the regional demand for telecommuting and shared workspace³ 	Develop educational messaging about the "benefits cliff". Align with partners who can assist in our efforts ^{2,3}	Collect existing data on employer needs and identify any gaps in the data ³	
	Operate or partner on career camps for targeted sectors ^{2,4,5,6}		Explore transportation solutions (Uber, Lyft) that can be applied to consumer services to reduce programmatic costs ⁸ <ul style="list-style-type: none"> Recruit a workforce to serve as transportation providers in order to build a more robust rural travel network⁸ 	Align any new initiatives with targeted partners and strategic organizations ^{2,7,8}	Measure What Matters. The NWWIB will identify the metrics and objectives and key results that define success ^{2,3} <ul style="list-style-type: none"> Key indicators should reach beyond WIOA performance measures³ Develop ROI methodology on service provision, programs, Job Center visits, etc.³
	Explore ways to increase in-school youth programming and career pipelines. (waivers, CESA partnerships, additional resources) ^{5,6}	Work with Labor partners to develop industry exploration cohorts that focus on females, minorities and other non-traditional populations ^{2,4,5,6,7}		Update the marketing and outreach plan to reflect the new strategic priorities	Aggressively pursue opportunities to increase revenue that supports NWWIB strategic priorities ¹ <ul style="list-style-type: none"> Share a grant writer position with a strategic partner^{7,8}
	Work with Labor partners to develop industry exploration cohorts that focus on females, minorities and other non-traditional populations ^{2,4,5,6,7}		Promote entrepreneurial programming and entrepreneur development ⁷	Create targeted outreach lists and efforts to focus messaging	
Educate communities and employers about the value and important of training programs focused on re-entry ^{2,4,6,7}	<p>DRAFT DWD / WIOA State Plan Vision, Goals, and Strategies - alignment indicated in superscript</p> <ol style="list-style-type: none"> Access: Establish a customer-centric focus to increase coordination, effectiveness, and access to workforce development programs. Alignment: Engage partner staff to increase system alignment Accountability: Facilitate meaningful outcomes through alignment of governance, accountability, and metrics Effectively Connect Employers and Skills Workers Increasing Access to Career Pathways Expand Opportunities for Work-Based Learning and Credential Attainment Increased Collaboration and Program Alignment Use Technology Solutions that Increase Collaboration and Innovation 			Utilize technology to measure outcomes and identify historical trends as well as upcoming systemic changes or trends ^{3,8}	
Increase collaboration and connections through Youth Apprenticeship ^{2,5,6}					
Collaborate with technical colleges to increase the number of entry-level career pathways opportunities. This includes the short-term credentialed academies ^{1,2,3,4,5,6}					