

Montgomery County Retreat Notes
Strategic Planning Retreat conducted on March 29, 2010
April 2, 2010

Strategic Challenges facing the **WIB over the next 2 to 3 years:**

Lori asked the group to identify the strategic challenges (defined as those pressures that are likely to have a decisive influence on the organization) over the next 2 to 3 years. Through small group and large group discussion the following priorities for focus were identified.

- Becoming more relevant to and within Montgomery County ●●●●●●●●●●
- Responding to and supporting a more diverse workforce ●●●●●●●●
- Collaboration ●●●●●●●●

Other areas that were initially identified, but did not reach the level of priority were:

- Increased governance and overcoming regulatory obstacles ●●●●●
- Data analysis ●●●●●
- Increasing involvement of the private sector (non-governmental) ●●
- Continuing to meet performance measurements and goals ●
- Resource allocation
- Integration of all workforce partners

Strategic Challenges facing the **System over the next 2 to 3 years:**

Through small group and large group discussion the following priorities for focus were identified:

- Skill development aligned to industry needs ●●●●●●●●●●
- Preparing a talent pool with changing demographics to compete in future environment
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- Declining funding and tighter capital (lack of flexible funding) ●●●●●●●●

Other areas that were initially identified, but did not reach the level of priority were:

- Access to services ●●●●●●
- Better connect jobseekers to employers ●●●●●●
- Collaboration ●●●
- Identify future growth opportunities and balancing growth in multiple sectors ●●●
- Limited resources ●●
- Cost of living ●●

How will you measure success 3 years from now?

What will the WIB have accomplished?

- Regular mechanism for speaking with employers about their workforce needs
- The County Executive and Council would seek out the WIB for input with regard to policy decisions relative to workforce development
- Create partnerships with other WIBS to act regionally
- Variety of service delivery models in place

- Will have better alignment between employers and system
- Business will know how to access systems and employers will know how to use it
- Curriculums are aligned with business needs
- Economic development and County Executive comes to the WIB for advice and guidance on workforce development issues
- Government and business brag about Montgomery County having a 'ready workforce'
- WIB is utilizing expanded funding sources effectively

- More collaborative partners – better industry cluster relationships, grant funding to bring in more resources
- Become more relevant to Montgomery County
 - 501(c)(3) incorporation
 - Advisory to more governance
 - Re-write Executive Order
- Board seen as 'go to' place for workforce development --- experts!

- Develop a successful data base tool that identifies job seekers and their industry that are ready to work
- Create an employee profile, identified by ID numbers, of criteria/skills that can be conveniently used by employers; must be kept current
- Develop educational and job skills training programs that reflect the job vacancies available
- Smoothly collaborate with other public/private organizations to fast track job readiness and lower investment costs.

What are the outcomes you wish to achieve?

- Board members represent a cross sector of businesses
- Solid business metrics in place
- Metrics meet and exceed expectations
- Set of services endorsed by businesses that meet both current to long-term business needs

- Various ethnic groups' incomes increase beyond median numbers
- Performance measures exceed the state's standards
- We have more people trained in relevant sectors for employers to utilize
- Montgomery County has a declining employment rate
- More nonprofits are providing services with a reduction of redundancies through public-private partnerships
- Greater diversity
 - Jobs in industry sectors are filled with diverse employees of county
- Develop structure to nurture talent in county – educational paths
- Increased business growth in county as a direct result of the activities of the board
- Better visibility of workforce resources by jobseekers and employers
- WIB has become an integral part of workforce planning at various levels of the state and local government and within the public and private sector

How will you be perceived by your primary customer(s)?

- Approachable, credible, responsive, accessible
- They know we exist and are seen as a resource for skilled workers
- They will give good/positive feedback after utilizing services
- Experts
- Leaders
- Go-To
- Workforce System/One stop is perceived as a reliable resource to local companies and considered the place to go.

Primary customer discussion:

Lori asked – who ought the primary customer of the WIB be in the future?

Most of the retreat participants responded in the following way:

- Business as the primary customer with a market focus on targeted industries
- All Business

Others responded:

- Jobseekers and business
- County (1 person)

- Do not need to decide who is ‘more equal’ than the other – need to ensure services to both and that the strategies intersect at some point to ensure that jobseekers and employers are well matched.

This information will be used as a starting point for the Strategic Planning Team meetings.