



Montgomery County  
Workforce Investment  
Board

Strategic Plan  
July 2010 thru June 2013

Review and Approval

Presented by Lori Strumpf on behalf  
of the Strategic Planning Team

# Strategic Planning Team



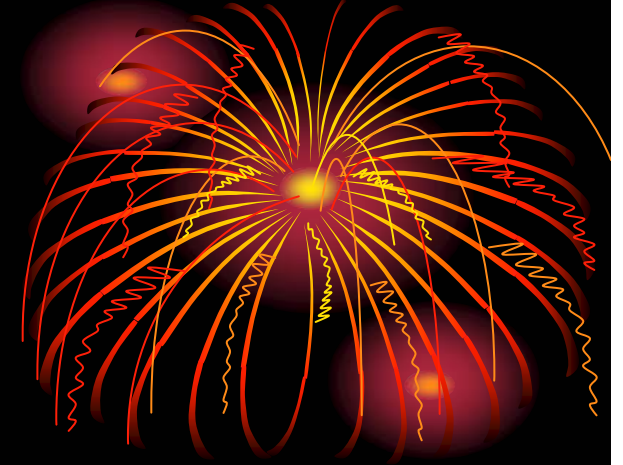
- Focused on Strategic Thinking to set Strategic Direction for the next 3 years (Strategic Plan)
- Created Strategies to Support the New Direction

# *VISION:*



- Economic development, education, and the system of talent development are aligned both locally and regionally to sustain a vibrant economy in the County.

# MISSION:



- The Montgomery County WIB helps businesses succeed through workforce services.

# Value Proposition



- We are consultative in meeting businesses needs and enhancing the customer experience thru innovation, knowledge, quality, professionalism, and being forward looking and anticipatory in meeting your needs.

# Customers:

- Our *primary external customers* are business and industry.
- Our *secondary external customers* are job seekers (emerging, transitional, and incumbent)
- Our workforce partners and staff are our *internal customers*.



# Values

We believe in the following shared principles, beliefs and priorities....

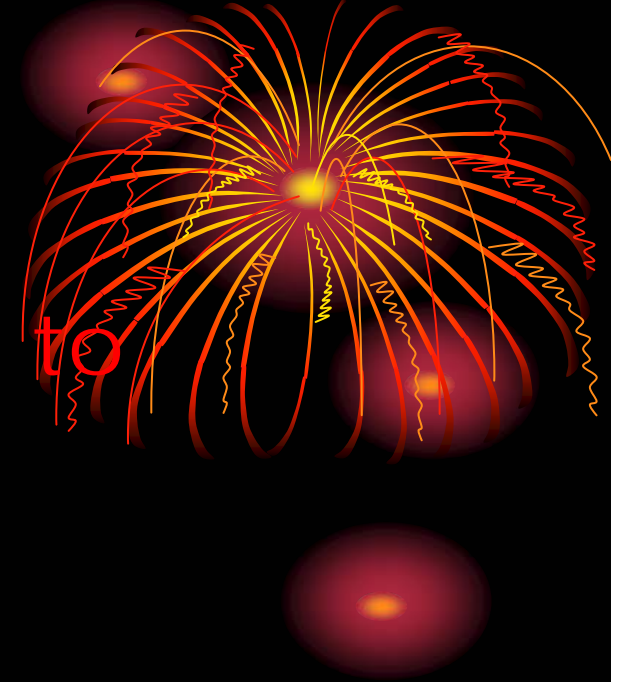
- *LEADERSHIP*
- *CHANGE*
- *SERVICE EXCELLENCE*
- *INTEGRITY*

# Strategic Goals

## Goal 1:

Align all service delivery to industry needs.

- With 7 Key Strategies that define direction for outcomes



# Goal 2

*Reduce redundancies, ensure integration, and increase efficiency and effectiveness in service delivery through aligning the workforce development sectors and resources.*

- With 6 Key Strategies that define direction for outcomes.

# Goal 3



Increase awareness of the workforce development system on the part of industry.

- With 7 Key Strategies that define direction for outcomes.

# Goal 4

Increase resources to carry out strategic initiatives

- With 4 Key Strategies that define direction for outcomes.



# Overall Outcomes to Evaluate the Success of the Strategies at 3 Years



- *MEASURE:* Increase and sustain customer satisfaction.
- *MEASURE:* Increase recognition of the WIB's leadership role around workforce issues.
- *MEASURE:* Increase the supply of workers for each of the X targeted industries

# Outcomes at 3 Years



- *MEASURE:* Enhanced linkages with workforce and economic development partners and initiatives and participation in various policy and advocacy committees related to workforce and economic development. Demonstrate effectiveness in contributing to the community's economic development initiatives.
- *MEASURE:* Increase the number of new businesses (in all industries) provided a service.

# Discussion

- How does this plan provide direction to the WIB?
- How will the Board, the staff, and the Partners act differently based on this plan?

