

ECWDB Strategic Focus

Vision: Our vision for Eastern North Carolina is a qualified workforce with an educational attainment level that meets the needs of local firms so they can compete in today's marketplace.

Mission: Our mission is to develop the workforce through a collaborative, customer-focused approach that facilitates partnerships between job seekers, workers, employers, and educators, aligning workforce requirements to economic needs.

Value: We add economic value to our community by ensuring our public workforce system is responsive in meeting the education and training needs of our job seekers and employers alike, thereby leading to a better quality of life and ensuring employers have access to the skilled workforce they need.

PRIORITY FOCUS—IMPROVE WORKFORCE INNOVATION AND OPPORTUNITY ACT TITLE I PROGRAM OUTREACH, PERFORMANCE, AND OUTCOMES.

OUTREACH – Increase outreach and recruitment efforts.

- Hire county focused outreach specialists.
- Promote education opportunities and access to workforce training programs to students, jobseekers, and businesses.
- Raise visibility and public awareness of the Governor's educational attainment goals through the MyFutureNC and Opportunity Youth Collaboratives to promote the region's community colleges, NCWorks partners, and available WIOA Title 1 resources.
- Offer Title 1 eligibility training to NCWorks partners (K-12, community colleges, DSS, Community Partners) on career pathways resources, services, labor market data, etc.

PERFORMANCE – Ensure Accountability.

- Improve communication at all levels.
- Reexamine and improve policies for clarity and efficiency.
- Ensure NCWorks Career staff & partners are cross trained on Title I eligibility to assist in identifying eligible customers.
- Enforce performance goals and action plans to increase enrollments into training and ensure expenditure goals are met.

OUTCOMES – Increase participant enrollments, credential rates, and employment outcomes.

- Use data to drive operational efficiency. Review service provider data reports and implement action plans.
- Increase outreach and recruitment efforts to ensure an 80% and above target enrollment goals are achieved.
- Increase expenditure levels to 80% and above target.