

*McHenry County Workforce Investment Board  
Local Workforce Area #2*



**STRATEGIC PLAN**  
Effective September 19, 2007

<b>Goal 1:</b>	<b>Achieve appropriate legislation favorable to the local WIB</b>
<i>Objective:</i>	Before legislation is voted on, support the appropriate WIA reauthorization bill option.
<i>LWIB Committee:</i>	Legislative
<i>Strategy 1:</i>	Identify the legislation that is most appropriate
<i>Action Steps:</i>	<ol style="list-style-type: none"> <li>1. Read the legislation options.</li> <li>2. Discuss which option is the best for our workforce area.</li> <li>3. Choose this option as the one to support.</li> </ol>
<i>Strategy 2:</i>	Educate / communicate / advocate for the passage of the appropriate legislation option
<i>Action Steps:</i>	<ol style="list-style-type: none"> <li>1. Make comments on this legislation to DOL and federal legislators.</li> <li>2. Work with the state workforce organization.</li> <li>3. Invite legislators (all levels: local, state, federal) to visit McHenry County Workforce Center</li> <li>4. Have informal talks.</li> <li>5. Provide them with system success.</li> </ol>

<b>Goal 2:</b>	<b>Establish the WIB as the "go to" source for Workforce Development issues.</b>
<i>Objective:</i>	By June 30, 2008, ensure that the public knows we are the #1 source for workforce development.
<i>LWIB Committee:</i>	Marketing
<i>Strategy 1:</i>	Determine data that is of interest / value for businesses in the county.
<i>Action Steps:</i>	<ol style="list-style-type: none"> <li>1. Define / determine what data is of interest / value for business.</li> </ol>
<i>Strategy 2:</i>	Acquire data that is of interest / value for businesses.
<i>Action Steps:</i>	<ol style="list-style-type: none"> <li>1. Use IDES LMI and SA LMI as sources to acquire this data.</li> </ol>
<i>Strategy 3:</i>	Market / distribute data of interest / value to businesses.
<i>Action Steps:</i>	<ol style="list-style-type: none"> <li>1. Give data to Marketing Committee / Business Services Team to distribute to businesses.</li> </ol>

<b>Goal 3:</b>	<b>Increase the effectiveness of the WIB.</b>
<i>Objective:</i>	By June 30 2008, educate all of the Board members.
<i>LWIB Committee:</i>	Nominating / Recruitment
<i>Strategy 1:</i>	Develop and implement an on-going communication program
<i>Action Steps:</i>	<ol style="list-style-type: none"> <li>1. Each board member promotes WIB activities at other boards on which they serve.</li> <li>2. Develop a relationship with the local media.</li> <li>3. Maintain a WIB website</li> <li>4. Create a means to include non-WIB members in key decisions (task force e.g., welding boot camp).</li> </ol>
<i>Strategy 2:</i>	Keep the meetings informative and discuss topics of interest to private sector members

<i>Action Steps:</i>	<ol style="list-style-type: none"> <li>1. Nominating / Recruitment committee discussion topic sub-committee survey WIB private sector on topics for discussion.</li> <li>2. Send out short written updates on staff accomplishments, program activities and performance prior to meetings.</li> <li>3. Presentations by agencies.</li> </ol>
<i>Strategy 3:</i>	Make the WIB members' input and attendance at meetings meaningful
<i>Action Steps:</i>	<ol style="list-style-type: none"> <li>1. Establish a yearly meeting schedule</li> <li>2. Create an active committee structure</li> <li>3. Hold committee meetings on months when WIB does not meet</li> <li>4. Discuss business issues at each WIB meeting</li> <li>5. Have MCEDC updates at meeting (verbal / written).</li> <li>6. Fill out comment cards after each WIB meeting.</li> </ol>
<i>Strategy 4:</i>	New members need to feel welcome as part of the existing Board.
<i>Action Steps:</i>	<ol style="list-style-type: none"> <li>1. Provide new members with orientation handbook, orientation meeting and informal meeting after attending several WIB meetings.</li> <li>2. Existing members act as mentors for new members.</li> <li>3. Market new members to media.</li> </ol>

<b>Goal 4:</b>	<b>Meet business / job seeker needs</b>
<i>Objective:</i>	By the end of the fiscal year, identify the skills needed for high demand jobs in at least one industry / occupation.
<i>LWIB Committee:</i>	Plan Development
<i>Strategy 1:</i>	Host a business forum to determine needs.
<i>Action Step:</i>	<ol style="list-style-type: none"> <li>1. WIB / MCEDC / MCC meet with businesses to discuss needs</li> </ol>
<i>Strategy 2:</i>	Survey businesses / staffing agencies, etc.
<i>Action Step:</i>	<ol style="list-style-type: none"> <li>1. Develop survey distributed through MCEDC, SHRM, MCC.</li> </ol>
<i>Strategy 3:</i>	Analyze data.
<i>Action Step:</i>	<ol style="list-style-type: none"> <li>1. Analyze data / develop a report to be distributed to all who participated.</li> </ol>
<i>Objective:</i>	By the end of the program year, review supply side issues (including bringing in the underserved into the workforce and establish plan to address those issues.
<i>LWIB Committee:</i>	Plan Development
<i>Strategy 1:</i>	Determine critical skill issues (lack of ESL, lack of skill training, lack of support services) for Hispanic population.
<i>Action Step:</i>	<ol style="list-style-type: none"> <li>1. Meet with IMC / Hispanic coalition to discuss issues.</li> </ol>
<i>Strategy 2:</i>	Determine way to address each critical skill issue.
<i>Action Step:</i>	<ol style="list-style-type: none"> <li>1. Provide more ESL / skill training / support services, etc.</li> </ol>
<i>Strategy 3:</i>	Determine if disabled, women, or older workers are underserved.
<i>Action Step:</i>	<ol style="list-style-type: none"> <li>1. Meet with agencies that serve these groups; get LMI data (Labor Market Information data).</li> </ol>
<i>Strategy 4:</i>	Determine way to address critical issues for the underserved.
<i>Action Step:</i>	<ol style="list-style-type: none"> <li>1. Develop pilot programs to provide services, training, job placement.</li> </ol>

<b>Goal 5:</b>	<b>Strive to acquire funding levels to meet goals.</b>
<i>Objective:</i>	Increase budget funding by \$50,000 by the end of the fiscal year.
<i>LWIB Committee:</i>	Resource
<i>Strategy 1:</i>	Access public sector funds.
<i>Action Step:</i>	<ol style="list-style-type: none"> <li>1. Determine project / program / initiatives and submit a TA grant application to DCEO.</li> </ol>
<i>Strategy 2:</i>	Access private / foundation names
<i>Action Steps:</i>	<ol style="list-style-type: none"> <li>1. Determine project, program, initiatives, and submit grant application (in cooperation with MCEDC, MCC, or other partners).</li> <li>2. Review grant funding periodicals, websites, etc.</li> </ol>

<b>Goal 6:</b>	<b>Increase McHenry County workforce development system integration.</b>
<i>Objective:</i>	By June 30, 2008, create a structure for partnership and communication among WIB, MCEDC, MCC, County and other appropriate partners.
<i>LWIB Committee:</i>	Executive
<i>Strategy 1:</i>	Identify gaps / overlaps in the system.
<i>Action Step:</i>	1. Hold meetings with all necessary partners to determine gaps/overlaps, etc.
<i>Strategy 2:</i>	Address gaps / overlaps in the system.
<i>Action Step:</i>	1. Executive committee writes report findings of gaps / overlaps and how each will / can be addressed.