**2016 – 2020 STRATEGIC PLAN**

**National, Federal and congressional leaders understand workforce issues and take action to implement the USCM WDC’s policy recommendations.**

**State and local stakeholders understand workforce issues and take action to support the USCM WDC’s priorities.**

**WDC members have consistent access to workforce development and organizational best practices and are able to develop, implement, and scale effective workforce solutions.**

**The USCM WDC has a geographically and legislatively diverse membership base that is actively engaged in implementing its strategic plan.**

### GOAL 1

**STRATEGIES**
- Identify key and common values and develop clear, impactful talking points – simplify our mantra
- Secure resources and partners to conduct an outreach campaign focused on increasing congressional champions
- Focus efforts on developing and engaging business supporters in our communities
- Engage with the Jobs Committee to shape and lead policy
- Identify and/or strengthen key partnerships to improve connections with the needs of business and avoid duplication of effort (Chambers, Community Colleges, Federal Reserve, etc.)

**METRICS**
- Funding appropriations
- Number of committed champions and supporters
- Legislation passed
- Policies developed
- Generation of income to support WDC operations

**ACTIONS**
- TBD

### GOAL 2

**STRATEGIES**
- Develop and implement a cohesive communications strategy and brand that focuses on: a) building awareness of the local WDBs and their value proposition, b) building mayoral awareness of the USCM WDC
- Leverage multiple tools and methods for communications including social networking
- Develop the resources and infrastructure to support the communications strategy
- Identify priorities and develop a platform to put in front of the Jobs Committee and other stakeholders
- Create quarterly communications to regularly update Mayors on our agenda and progress

**METRICS**
- Mayors on the WDC
- Mayors on Jobs, Education and Workforce Standing Committee (Jobs Committee)
- State and local laws that support local control
- Progress towards desired outcomes
- Funding appropriated
- Generation of income to support WDC operations

**ACTIONS**
- TBD

### GOAL 3

**STRATEGIES**
- Develop a regular, multi-faceted approach for peer-to-peer sharing
- Develop a governance structure and process that enables continuity and focus

**METRICS**
- Membership satisfaction
- Member retention
- Membership growth
- Replication of similar programs (scale)
- Mayoral support for programs
- Generation of income to support WDC operations

**ACTIONS**
- TBD

### GOAL 4

**STRATEGIES**
- Define and articulate a clear ROI for membership
- Deliver focused and engaging activities; report on progress towards outcomes
- Develop and implement a targeted plan to recruit new members
- Develop an onboarding process to quickly educate and engage new members
- Develop incentives for member engagement and track participation

**METRICS**
- # of WDC members
- Geographical and legislative representation of members
- Member participation in WDC activities/# of members actively implementing priority activities (this seems duplicative to me)
- Membership satisfaction
- Generation of income to support WDC operations

**ACTIONS**
- TBD

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**Committee:** Advocacy & Policy  
**Co-Chairs:** Randy Johnson and Karin Norington-Reeves  
**Staff:** Kathy Amoroso

**Committee:** Best Practices  
**Co-Chairs:** Trinh Nguyen and Kevin Woods  
**Staff:** Megan Cardiff

**Committee:** Membership  
**Co-Chairs:** Ken Trevino and Pam Nabors  
**Staff:** Joan Crigger

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**Committee:** Communications  
**Chair:** Nick Schultz  
**Staff:** Kathy Amoroso

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