



Vision:

Elected officials routinely engage with the USCM WDC and local workforce development boards and take action to advocate for and implement workforce development priorities.

Mission:

Educate and engage mayors and our communities to advance workforce priorities, practices, and resources to create and sustain a competitive and thriving workforce.

2016 – 2020 STRATEGIC PLAN

GOAL 1	GOAL 2	GOAL 3	GOAL 4
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.
<p>STRATEGIES</p> <ul style="list-style-type: none"> 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.) 	<p>STRATEGIES</p> <ul style="list-style-type: none"> 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 	<p>STRATEGIES</p> <ul style="list-style-type: none"> Develop a regular, multi-faceted approach for peer-to-peer sharing Develop a governance structure and process that enables continuity and focus 	<p>STRATEGIES</p> <ul style="list-style-type: none"> 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
<p>ACTIONS</p> <ul style="list-style-type: none"> TBD 	<p>ACTIONS</p> <ul style="list-style-type: none"> TBD 	<p>ACTIONS</p> <ul style="list-style-type: none"> TBD 	<p>ACTIONS</p> <ul style="list-style-type: none"> TBD
<p>METRICS</p> <ul style="list-style-type: none"> Funding appropriations Number of committed champions and supporters Legislation passed Policies developed Generation of income to support WDC operations 	<p>METRICS</p> <ul style="list-style-type: none"> 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 	<p>METRICS</p> <ul style="list-style-type: none"> Membership satisfaction Member retention Membership growth Replication of similar programs (scale) Mayoral support for programs Generation of income to support WDC operations 	<p>METRICS</p> <ul style="list-style-type: none"> # 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
<p>Committee: Advocacy & Policy Co-Chairs: Randy Johnson and Karin Norington-Reeves Staff: Kathy Amoroso</p>		<p>Committee: Best Practices Co-Chairs: Trinh Nguyen and Kevin Woods Staff: Megan Cardiff</p>	<p>Committee: Membership Co-Chairs: Ken Trevino and Pam Nabors Staff: Joan Crigger</p>
<p>Committee: Communications Chair: Nick Schultz Staff: Kathy Amoroso</p>			