

**Workforce** Development Council  
**Snohomish** County



# Charting a New Course

Strategic Plan  
July 1, 2007 - June 30, 2009



building a globally competitive workforce

# FOUNDATION FC

**Workforce Development Council Snohomish County** is excited to present its 2007-2009 Strategic Plan, a robust document that will serve as the foundation on which the Council will build a globally competitive and more responsive workforce development system for the benefit of those who live and work in Snohomish County. The plan outlines four major stretch goals and associated strategic objectives against which to measure success.

## GOALS

- 1 A Snohomish County workforce development system that is **100% globally competitive,**
- 2 able to meet industry needs by **filling 100% of jobs** with qualified candidates,
- 3 able to **help 100% of job candidates** obtain and retain employment, and
- 4 able to **help 100% of businesses and job candidates** to continuously enhance their productivity and prosperity.

While these goals and objectives are newly articulated, Workforce Development Council Snohomish County has long worked to meet the demands of business by providing adults and youth the necessary education, skills training, and services to succeed in local high-demand industries.

The strategy herein comes from a **renewed commitment** to ensure that Snohomish County businesses and workers are **globally competitive**.

This commitment requires the **forward-thinking and innovation**, as well as the **strategic partnerships** across business, industry, government, education, labor, and economic development leaders, for which the Council is known.

Using this plan as a guide, Workforce Development Council Snohomish County is **building a globally competitive workforce**.

# OR INNOVATION

## MISSION VISION

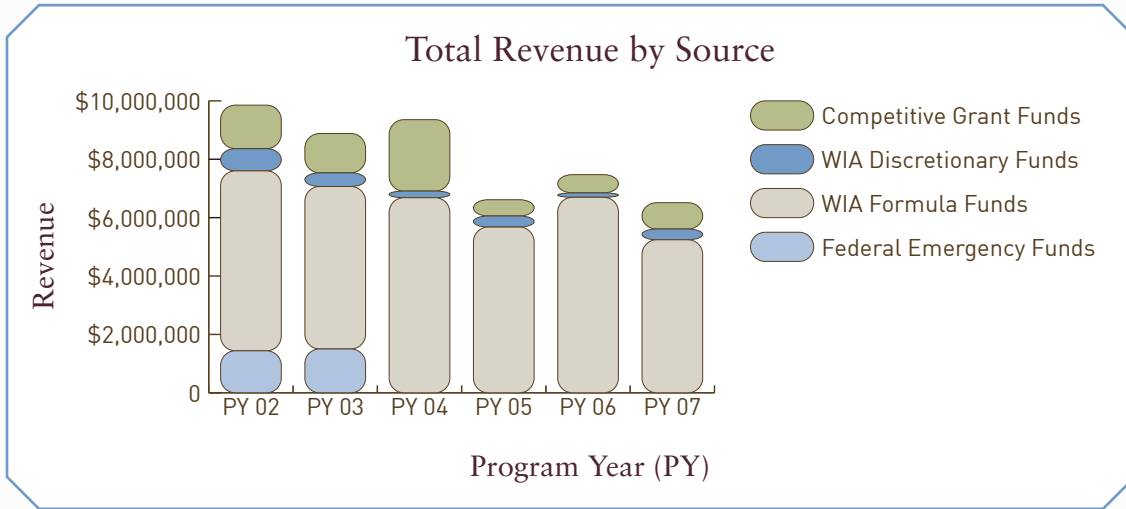
### **Workforce Development Council**

**Snohomish County** will be a nationwide leader in providing a model system of universal access in which employers have access to a sustainable workforce, job candidates develop careers to achieve a living wage, and the community can build upon its economic health and vitality.

**Workforce Development Council Snohomish County** invests government and private funding to continuously increase the global competitiveness and prosperity of our businesses and workforce, to fill current and emerging jobs, and to provide full employment.

Our investments are made through effective business, labor, educational, community-based, and service-provider organizations for the opportunity, economic well-being, and benefit of our entire community.

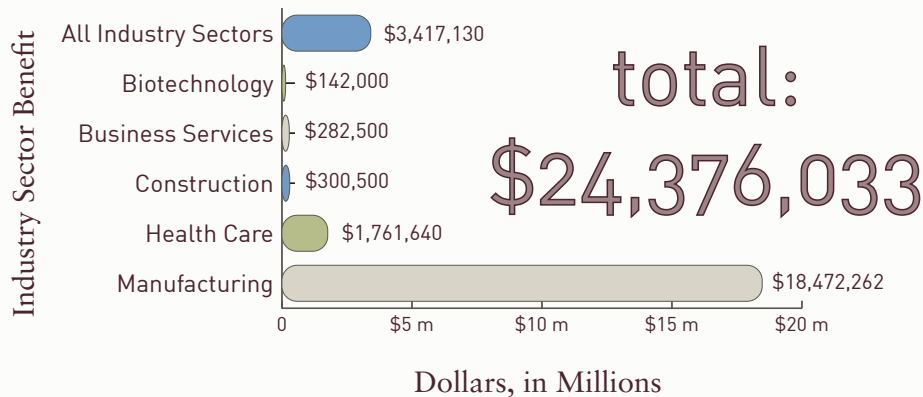




**Workforce Development Council Snohomish County (WDCSC)** revenue comes from federal Workforce Investment Act (WIA) formula and discretionary funds and competitive grant funds. Federal WIA funds fluctuate based on federal allocations, local need, and economic conditions.

**A Program Year** runs from July 1 to June 30. Program Year 2007 (PY 07), therefore, runs from July 1, 2007 - June 30, 2008.

Funds Aligned through Strategic Partnership  
by Industry Sector Benefit



# FISCAL OVERVIEW

## As federal Workforce Investment Act (WIA)

### funds decrease, WDCSC

seeks both grant funds and ways to align funding through community collaboration in order to continue to expand the number and types of services available to businesses and job candidates across

Snohomish County. Through the Blueprint Partnership, education, workforce development, and economic development have successfully raised, leveraged, and aligned over **\$24 million** in resources to meet the need of targeted industry clusters, youth, and job candidates.

#### Programs with which WDCSC aligns funds

- Providing matched savings accounts and financial literacy training through Build for Tomorrow.
- Providing wrap around case management services for homeless veterans through the Homeless Veterans Reintegration Program.
- Teaching high school students foundational skills in advanced manufacturing through Machining Pathways.
- Preventing high school dropouts through Project STAR.
- Teaching basic IT skills to job candidates through Unlimited Potential.

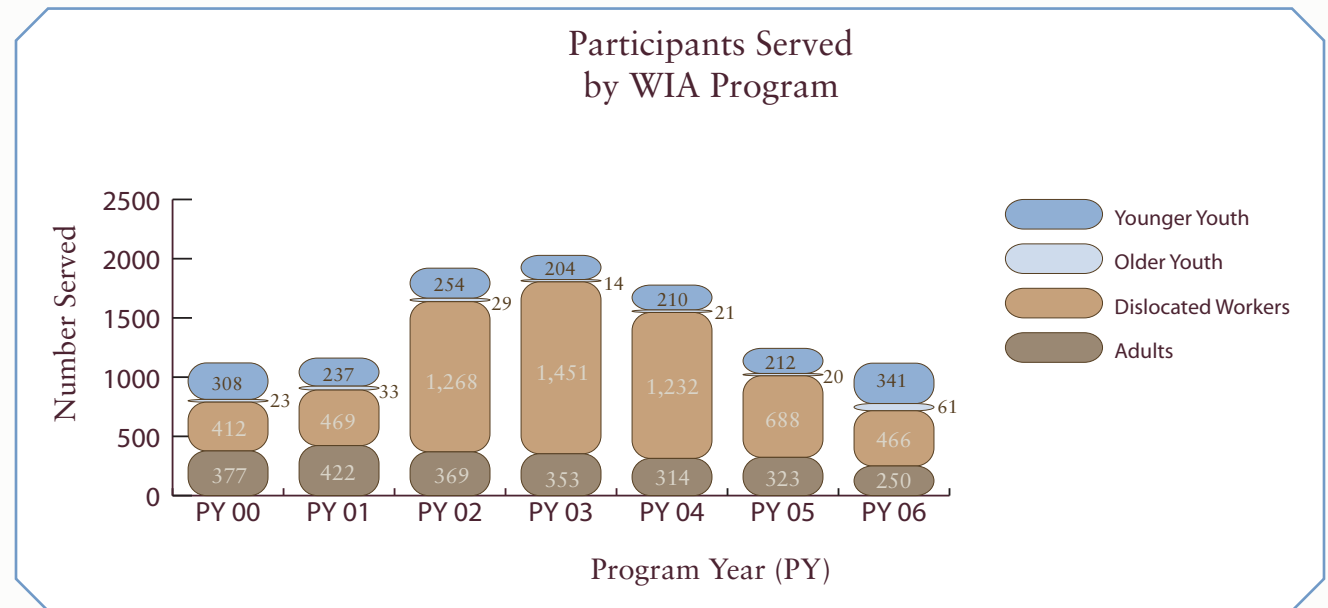
#### Programs with which Edmonds Community College & Everett Community College align funds

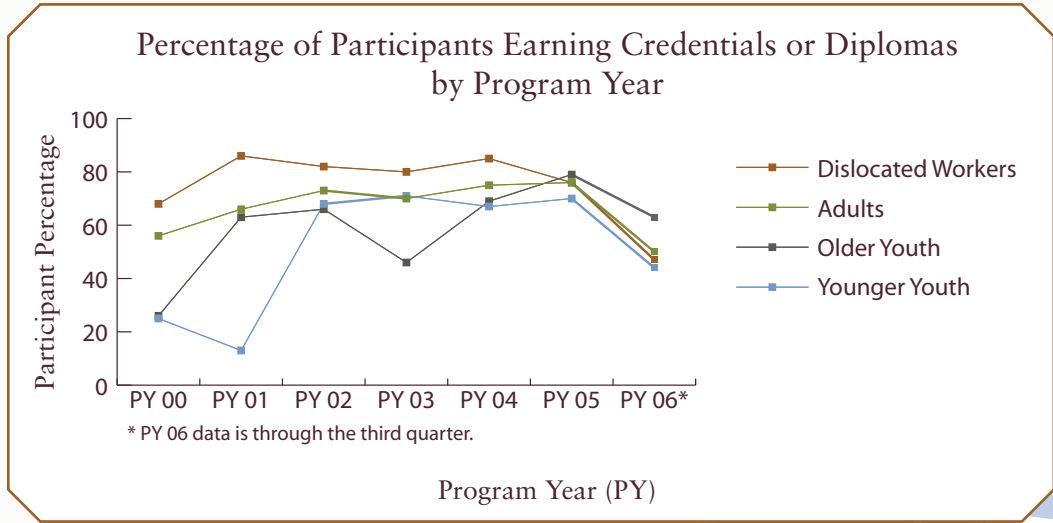
- Preparing workers for targeted industry clusters through High Demand grants.
- Providing customize training for new and expanding industries through Job Skills funds.
- Helping low-income adults obtain postsecondary education and training through Opportunity Grants.
- Developing and delivering advanced manufacturing programs through TRIAD/Department of Labor grants.
- Training dislocated workers through Worker Retraining funds.



# PROGRAM OVERVIEW

**Workforce Development Council Snohomish County (WDCSC)** provides employment and training services through three full-service one-stop centers, WorkSource Everett, WorkSource Lynnwood, and the WorkSource Youth Center, as well as at a WorkSource Connections site located at the Employment Resource Center on Paine Field. Additionally, WDCSC leads strategic initiatives to increase the global competitiveness of the Snohomish County workforce in order to meet the needs of local businesses.





## accomplishments by the numbers

**\$31 million** invested by WDCSC in the businesses and workforce of Snohomish County since April 2000.

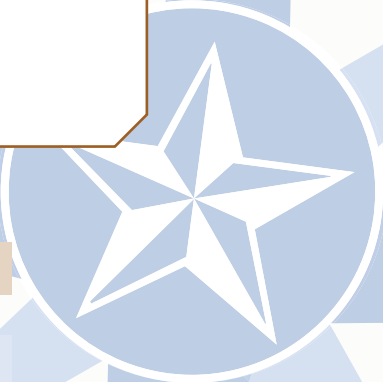
**8,394** Snohomish County adults and dislocated workers enrolled in **Workforce Investment Act** programs since June 2000. As a result, **2,717** job candidates report finding employment.

**1,830** Snohomish County youth enrolled in **Workforce Investment Act** programs since June 2000. As a result, **488** youth earned diplomas and/or industry-recognized credentials.

**610** homeless veterans served since 2003 through the **Snohomish County Homeless Veterans Reintegration Program**. As a result, **410** homeless veterans have been placed in unsubsidized employment.

**23,000** youth provided with job preparedness, service-learning, and enrichment activities since September 2003 by the **Snohomish County AmeriCorps Program**, a program of WDCSC.

**\$1.6 million** the dollar value of the **90,000+** hours of service to youth at Snohomish County high schools and community organizations provided by **69 AmeriCorps Members** since September 2003.



# GOAL 1

**A workforce development system that is 100% globally competitive.**

## Strategic Objectives

**1** Support expansion of baccalaureate and graduate degree options in Snohomish County.

**2** Create opportunities for non-college bound students by developing and supporting programs geared toward targeted industry clusters.

**3** Focus on opportunities associated with an aging workforce by utilizing the wealth of experience of mature workers to develop younger workers.

**4** Promote entrepreneurial opportunities linked to and expanding upon our core programs and industry clusters.

**5** Take an active advocacy role in public policy issues affecting Snohomish County's workforce.





**A workforce development system able to meet industry needs by filling 100% of jobs with qualified candidates.**

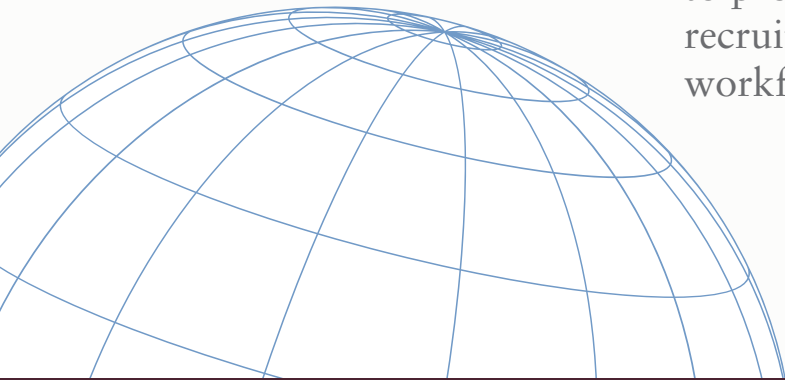
# GOAL 2

## Strategic Objectives

**1** Continuously identify, document, and monitor current and emerging job openings and requirements.

**2** Develop and maintain a best-in-class recruiting process that meets business and employer needs to assist business to proactively attract, recruit, and retain a skilled workforce.

**3** Develop a comprehensive, county-wide outreach plan to increase brand recognition and commercialize the recruiting and placement process for businesses and job candidates.





# GOAL 3

**A workforce development system that is able to help 100% of job candidates obtain and retain employment in Snohomish County.**

## **Strategic Objectives**

**1** Develop and strengthen all partnerships to leverage resources and increase training and employment opportunities.

**2** Incorporate a plan to develop or improve positive worker values, ethics, traits, and characteristics into training efforts.

**3** Make workforce development services accessible and visible to under-served regions of Snohomish County.

**4** Develop a comprehensive plan to enhance the skills of all workers.



**A workforce development system that is able to help 100% of businesses and job candidates to continuously enhance their productivity and prosperity.**

# GOAL 4

## Strategic Objectives

**1** Promote opportunities for partnerships (internships, apprenticeships, FFA, 4H, JA, etc.) between trade organizations, businesses, and schools to promote work-based learning.

**2** Deliberately develop and target education and training programs to meet the needs of current and emerging industries.

**3** Develop a comprehensive array of trainings to help individuals prepare to enter the workforce and continuously advance throughout their work lives and careers.

**4** Support a community network that provides financial education tools, literacy training, and other life skills to all residents.

To view the complete  
Workforce Development Council  
Snohomish County Strategic  
Plan, “Promoting a Globally  
Competitive Workforce for  
Snohomish County,” visit our  
web site at **www.wdcsc.org**  
and click on **resources**.

Workforce Development Council Snohomish  
County is an equal opportunity employer  
and provider of employment and training  
services. Auxiliary aids and services are available  
upon request to persons with disabilities.

