Denver Workforce Development Board Strategic Plan

**Vision:**
All of Denver's diverse workforce is empowered with the knowledge, skills, and competencies to contribute to and fulfill the employment needs of our evolving business community.

**Values:**
- Innovation
- Authenticity
- Collaboration
- Diversity
- Respect
- Accountability
- Commitment

**Work-Based Learning**
- Identify and engage businesses (incl. SMBs) to provide Work-Based Learning opportunities to quickly connect participants to jobs.
- Develop pilot program to promote careers in construction and skilled trades to youth and leverage WorkNow and other partnerships to increase WFC co-enrollments and expand WorkNow/DWS alignment.

**Youth**
- Connect Denver's most vulnerable youth with employment opportunities.
- Increase pool of youth-employers.
- Research national programs to identify best practices and develop programs.

**Funding & Sustainability**
- DEDO and Denver will establish a 501(c)(3) bringing together public and private funding resources, job training, educational opportunities, and WorkNow services, providing Denver citizens with a thriving economy.

**Mission:**
Mobilizing our key workforce partners to deliver talent to Denver's business community, generate opportunity for Denver's workforce and sustain a thriving, inclusive economy for all of Denver.

**Governance & Oversight**
- Sustain high performing board by maintaining board member-relationship asset map and engagement assessment.
- Encourage DWS to increase virtualization of services and platforms to connect job seekers through technology.
- Develop system to identify skills and competencies of those laid-off from the toughest industries, align with skill-based needs of hiring sectors, allow free to unpaid displaced workers and connect job seekers with employers.

Helping businesses thrive, retain and sustain a skilled workforce.

Let's find funding for everyone.

We are adapting to connect job seekers and employers.

Let Denver back to work.

Earn while you learn.

My first job became my career.

Let's find funding for everyone.
Funding & Sustainability Committee

Strategic Goal:
DEDO and Denver Workforce Development Board will establish 501(c)(3), with the mission Denver Talent Fund, as the City and County of Denver’s nonprofit workforce development organization that brings together public and private funding resources, job training, educational opportunities and wrap around services to meet the demands of today’s job seekers and employers and provides Denver citizens with a thriving economy.

Metrics:
• Raise 2 – 4 new sources of private funding, including the business community
• Hire and executive director
• Recruit 10 new advisory council members, with goal of 25.
• Create an outreach and communications plan that will provide new ways to gain visibility and awareness of workforce initiatives
• Engage 2 – 4 local providers as partners in this work
• 90% of awardees/participants satisfied with access, level and quality of programming provided, including wraparound services
Governance & Oversight Committee

Strategic Goals:

• Sustain a high performing board by maintaining a board member relationship asset map and engagement assessment.

• Encourage Denver Workforce Services to increase the virtualization of services and expand virtual platforms to connect to jobseekers through technology.

• Work with the Funding & Sustainability Committee to identify partnerships and funding to connect jobseekers with devices and access that allow them to engage in virtual services.

• Support Denver Workforce Services in developing a system to identify the skills and competencies of individuals impacted by layoffs from the toughest hit industries, i.e., hospitality, retail, etc., to align with skill-based needs of other sectors employers that are hiring, and allow DWS to upskill displaced workers and connect jobseekers with employers (in partnership with DEDO’s continuous delivery of recruitment and training events).

Metrics:

• Number of services, workshops, orientation, etc., that are transitioned to a virtual format

• Number of customers (employers and jobseekers) connecting through virtual services

• Board member engagement survey is developed, conducted and analyzed annually

• Board member asset map is developed and updated annually to ensure the right people are at the table

• Number of Competency Crosswalks developed

• Number of displaced workers connected to training or employment
Work-Based Learning Committee

Strategic Goals:

- Identify and engage businesses, including small businesses, to provide Work-Based Learning (WBL includes on-the-job training, apprenticeships, work experiences and job shadowing) opportunities to quickly connect participants to jobs at these businesses within the next 120 days and Get Denver Back to Work!

- Develop a pilot program to promote careers in construction and the skilled trades to youth and will leverage WORKNOW in this effort to increase co-enrollments with WFC programs and expand WORKNOW/DWS alignment.

Metrics:

- Number of job seekers connected to WBL
- Successful completion
- Permanent, Full-Time Employment placement
- Number of businesses connected with and participating in WBL
- Is this an increase over previous year?
- Number of youth outreach events
- Number of youth reached through events
- Number of youth enrolled in the pilot program
- Number of youth enrolled in Construction/Trade programs of those who participated in outreach efforts. [DCCP & DWS staff will track this in Connecting Colorado to allow follow up]
Youth Committee

Strategic Goals:

- Connect Denver’s most vulnerable youth with employment opportunities.
- Increase pool of youth employers.
- Research national programs to identify Youth Program best practices to develop a year-round program in Denver.

Metrics:

- Enroll 100 of Denver’s most vulnerable youth in WIOA OSY program by December 31, 2020
- Identify two community youth services partners and begin development of a pilot program to establish a referral pipeline for WIOA Youth programming
- Increase enrollment of priority populations into WIOA Youth program to 80%
- Conduct 2 outreach events for youth in targeted neighborhoods or with targeted populations by December 31, 2020
  - Utilize partnerships with local providers, organizations (DPS, CDLE, Employers) to achieve this metric
- Partner with WBL Committee on this metric
- Identify 5 employers in the community to host youth in WBL, career exploration, job shadowing activities by December 31, 2020
  - Inventory list of careers Youth customers are interested in pursuing
  - Reach out to 50 of employers related to careers/industries of interest to Youth to identify individuals that can authorize WBL activities
  - Partner with Work-Based Learning on this metric
- Identify 3 national youth program best practices by 6/30/21