

# DEED/MWCA Strategic Service Delivery: **DRAFT** Goals and Strategies

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## **The Minnesota WorkForce Center System Will Provide:**

- A powerful statewide network of career and talent professionals who find, develop and connect qualified job seekers with Minnesota employers.
- Employers with competitive advantages in recruiting, hiring, training and retaining talent.
- Connections for youth and young adults to learn academic, life and work skills; identify career paths, and achieve meaningful employment.
- Minnesota jobseekers with personalized and expert career guidance, skills training and job search services.
- Collaborative efforts with system partners to address disparate impact of training and employment opportunities for underserved/under-represented populations.

## **Goals:**

### **Goal 1: Reinvent and modernize the WorkForce Center System, including increasing access to online and electronic services.**

#### **Strategies:**

1. Define the standard of services offered in physical, brick and mortar WorkForce Centers.
2. Provide a flexible, demand-driven system that can address jobseeker and employer needs, taking into account regional and sector needs.
3. Expand the delivery of services by providing online assessments, tutorials, resume critiques, etc.
4. Ensure the accessibility of all buildings and services offered in the Minnesota WorkForce Center System.
5. Create connections and opportunities to increase the number of youth accessing our services.
6. Establish protocols (job seeker, employer) providing customers a single point of contact and entry into the WorkForce Center System.

### **Goal 2: Better meet the workforce needs of employers.**

#### **Strategies:**

1. Adopt a business services culture that promotes responsiveness and timeliness.
2. Assist employers with long-term workforce planning and provide services to meet their needs.
3. Identify and implement scalable/sustainable best practices around high-demand clusters and sectors.
4. Align services and improve communication among partners performing business outreach.
5. Expand use of incumbent worker training.

### **Goal 3: Increase alignment, connections and communications with WorkForce Center System partners.**

#### **Strategies:**

1. Ensure that affiliated state agencies are aligned with the WorkForce Center System.
2. Work with businesses to promote experiential learning opportunities, such as apprenticeships, internships, and customized training programs.
3. Revise planning and intake documents to reflect the System's goals and strategies.
4. Align measures with System goals.
5. Align program standards to allow for coordination.
6. Implement a comprehensive WorkForce Center System staff and partner training program
7. Establish a policy of sharing best practices.
8. Increase the usage of stacked credentials, such as FastTRAC and other proven creative career pathway strategies.

### **Goal 4: Raise awareness and usage of the WFC System with consistent messaging and branding, relevant to key audiences and customers.**

#### **Strategies:**

1. Create a clear web presences that explains the Minnesota WorkForce Center System.
2. Incorporate our statement of purpose into all communications.
3. Develop a consistent description of the services provided by the WorkForce Center system and use throughout the system.
4. Promote the WFC System through media relations and social media.
5. Establish quarterly statewide events focused on reaching target audiences.