



**Oregon Workforce and Talent  
Development Board  
2023–2024 Strategic Plan**



Vision	Mission	Position	Values	Reputation
Equitable prosperity for all Oregonians	Advance Oregon through education, training, jobs and careers by empowering people and employers.	<p>The Oregon Workforce and Talent Development Board (WTDB) enables our Mission by:</p> <ul style="list-style-type: none"><li>• Leading and communicating a long-term vision for Oregon that anticipates and acts on future workforce needs;</li><li>• Partnering with workforce, education, and training entities including Local Workforce Development Boards (LWDBs);</li><li>• Advising the Governor and the legislature on workforce policy and plans;</li><li>• Aligning public workforce policy, resources, and services with employers, education, training and economic development;</li><li>• Identifying barriers, providing solutions, and avoiding duplication of services;</li><li>• Promoting accountability among public workforce partners;</li><li>• Sharing best practices and innovative solutions that are scalable statewide and across multiple regions within the entire workforce system.</li></ul>	<ul style="list-style-type: none"><li>• Inclusive – We invite and represent all voices to strengthen our workforce system</li><li>• Collaborative – We proactively engage all stakeholders as a hub for consensus-building</li><li>• Bold – We courageously take risks to influence and persuade action</li></ul>	<ul style="list-style-type: none"><li>• National leaders – We are innovative role models who set and share best practices</li><li>• Conveners – We bring all stakeholders together to solve our most pressing challenges</li><li>• Connectors – We anticipate and respond to all of Oregon’s communities (tribal, rural, urban, and others)</li><li>• Results – We connect our initiatives to outcomes</li><li>• Accountable – We communicate transparently with easy to understand and agreed upon metrics</li></ul>



Imperatives	Objectives	Initiatives
An inclusive workforce system that advances equitable prosperity.	<ol style="list-style-type: none"> <li>1. Increase diverse access and participation in all public workforce programs.</li> <li>2. Increase awareness of genuine workforce barriers and challenges (e.g. childcare, housing, broadband, etc.).</li> <li>3. Spark innovation addressing equitable prosperity.</li> <li>4. Ensure that the goals of the Prosperity 10,000 program are met.</li> </ol>	<ul style="list-style-type: none"> <li>• Establish baseline of existing participation, disaggregated by underrepresented demographic groups and report out to WTDB.</li> <li>• Use disaggregated data to drive policy decisions and continuous improvement.</li> <li>• Complete and promote Self Sufficiency report biannually.</li> <li>• Identify and provide investments/resources to organizations successfully demonstrating entrance into workforce and upward mobility by underrepresented groups (WTDB Strategic Innovation Grants).</li> <li>• Survey national best practices and develop report for Governor and legislature.</li> <li>• Formalize Prosperity 10,000 reporting at all WTDB full board meetings including the performance data required by Future Ready and opportunities for improvement.</li> </ul>
Clear understanding of and improved use and impact of the workforce system.	<ol style="list-style-type: none"> <li>5. Define the "Public" and "Entire" workforce system in Oregon.</li> <li>6. Increase workforce system user awareness.</li> <li>7. Create and promote a concise and compelling workforce system brand(s).</li> </ol>	<ul style="list-style-type: none"> <li>• Baseline and then annual survey on utilization with visual, one pager.</li> <li>• Solicit and formalize feedback via annual incentivized focus groups of users (e.g. individual, employer, stakeholder/partner, and local boards).</li> <li>• Hire a professional marketing firm to consider new or revised system brand(s), communication strategy, and messaging toolkit.</li> <li>• Designate ambassadors from workforce system staff, managers, and other stakeholders and partners to promote brand(s).</li> </ul>
The WTDB is embraced by the Governor as an accountable convener, empowered facilitator and informed advisor.	<ol style="list-style-type: none"> <li>8. Governor's Office establishes consistent, direct line communication with Board's Executive Leadership and Director through attendance at WTDB Executive Committee and full board meetings.</li> <li>9. Increase intentionality in Board, committee and task force composition in order to achieve business and strategic system partner alignment.</li> <li>10. Implement mechanisms of accountability through research, analysis, reports and recommendations to Governor and Legislature.</li> <li>11. Convene, or authorize other convener, statewide industry consortia that represent the health care, manufacturing and technology industry sectors.</li> </ol>	<ul style="list-style-type: none"> <li>• Refine and implement new board member onboarding process and ongoing Board member development.</li> <li>• Complete the biennial Talent Assessment.</li> <li>• Complete Workforce Readiness Committee report.</li> <li>• Create the common measures, defined metrics for collective impact across stakeholder systems (i.e. Scorecard).</li> <li>• Provide legislatively required biennial Continuous Improvement Committee (CIC) assessment report to the Governor and legislature.</li> <li>• Stand up the healthcare industry consortium.</li> <li>• Stand up the manufacturing industry consortium.</li> <li>• Stand up the technology industry consortium.</li> </ul>
Strategic and close alignment between education, economic development, and workforce development, including public and private partners.	<ol style="list-style-type: none"> <li>12. Concretely improve collaboration and alignment among state agencies, business and industry, local workforce boards, community-based organizations, and others that support shared workforce goals for both the Public and Entire workforce system.</li> </ol>	<ul style="list-style-type: none"> <li>• Conduct and collaborate on biennial Joint Priority Setting initiative and follow up with WTDB through quarterly progress reports.</li> <li>• Create active, consistent and transparent communication related to strategic initiatives (progress and challenges) with key systems partners.</li> <li>• Provide legislatively required biennial Workforce and Talent Development Plan to the Governor and legislature.</li> </ul>