

Workforce Snohomish 2017 – 2020 Strategic Plan

Revised April 2018

Objective 1. Business Engagement: Increase Business Engagement in the workforce system by 10% annually.

Strategy 1: Engage businesses by creating a seamless, efficient, and value added experience with a clear value proposition that resonates with businesses

Strategy 2: Support equity and inclusivity by ensuring all groups of businesses are participating and represented (i.e. size, geography, industry sector).

Strategy 3: Identify and implement collaborative opportunities with industry associations, local businesses, and organized labor, to address businesses' workforce needs.

Objective 2. Job Seeker Engagement: Increase the number of job seekers who are served by the Snohomish County workforce system by 2% annually.

Strategy 1: Ensure that job seekers have equitable access to quality programs, life skills development, career planning, education and training, employers and job opportunities.

Strategy 2: Design and implement non-traditional access and entry points for workforce services.

Strategy 3: Ensure that job seekers are provided evidence-based, employer-informed career development and job search opportunities and tools.

Strategy 4: Increase exposure and access to work experience based opportunities including paid and unpaid work experiences across the full continuum of options.

Strategy 5: Identify, then build pathways and strategies that lead job seekers into living-wage employment.

Objective 3. Strategic Partner Engagement: Strengthen partnerships that complement the effectiveness of the workforce system in Snohomish County.

Strategy 1: Enhance Multi-channel targeted marketing to specific business sectors and partners to educate about and facilitate access to services provided by Workforce Snohomish & WorkSource.

Strategy 2: Identify and engage entities to advocate and/or leverage resources for Workforce Snohomish.

Strategy 3: Coordinate and/or align partner strategies, services, and best practices to improve awareness and access to life skills development, career planning, education, technology, training and job search resources (i.e. locations of job search, assistance centers, and workshops)

Strategy 4: Create, convene, and participate in the alignment between workforce development, economic development, and human development efforts on a local and regional basis.