



KENTUCKY WORKFORCE INVESTMENT BOARD

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Description – the key tasks required to complete the action step will be described
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Strategic Plan Draft Vision Statement, Goals and Objectives

The following Vision Statement, Goals and Objectives were drafted by the KWIB Executive Committee as a recommendation to the full KWIB for consideration. Each is based on the work of and input gathered by KWIB Committees and stakeholder meetings conducted by Secretary Mountjoy.

Vision Statement

A **vision statement** is a picture of the future. A vision statement is our inspiration, the framework for all our strategic planning. The vision statement answers the question, "Where do we want to go?"

When we create a vision statement we are articulating our dreams and hopes for the workforce development system of Kentucky's future. It reminds us of what we are trying to build.

KWIB's Draft Vision Statement

Kentucky will transform the workforce development system through innovative practices which enhance sustainable economic and job growth to improve the lives of Kentuckians.

Goal

A **goal** is a statement of desired outcome that is both lofty and achievable. Goals support the vision statement by breaking it down into key elements stated as a series of outcomes necessary to realize the vision. Goals are expressed in general terms and describe a desired outcome without defining the actions necessary to achieve the result.

KWIB's Draft Goals

- Simplify the workforce development service delivery system
- Improve service to achieve a customer-centered delivery system
- Align the Commonwealth's workforce development system with economic development strategies
- Align the Commonwealth's workforce development system with Kentucky's education objectives

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Objective

An **objective** is a statement which provides measurable standards in support of a goal or goals. Objectives do not describe specific actions, rather they support the goals by adding specificity to how the achievement of goals may be measured. Objectives answer the question, “How do we know when we get there?”

KWIB’s Draft Objectives

- **Simplify the workforce development service delivery system**
 - Simplify online services and focus on innovative user-friendly applications
 - Transform the identify of the “unemployment office”
 - Increase the awareness and use of online job matching and training services
 - Increase use of job portal (E³) by employers and jobseekers
 - Reduce confusion and information overload for those unfamiliar with the system

- **Improve service to achieve a customer-centered delivery system**
 - Increase awareness within the system that “clients” of the workforce system, include those with jobs to fill as well as those seeking a job
 - Decrease wait time for services
 - Increase use of workforce system as a resource for employers to identify, screen, match, interview and prepare candidates for work
 - Provide customer service training to all service delivery staff
 - Increase use of online tools and resources
 - Provide up-to-date resources for all clients
 - Increase contacts with employers and economic development agencies regarding future workforce needs
 - Develop benchmarks and base-line standards for consistency within the system (physical, program and customer services) while allowing for local and regional adaptation

- **Align the Commonwealth’s workforce development system with economic development strategies**
 - Increase communication and collaboration between workforce boards and economic development agencies
 - Develop “rapid response” framework for new jobs based on model for layoffs
 - Refine and promote evolving methods of projecting jobs and training needs of the future
 - Increase opportunities for entrepreneurship in a culture of innovation

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- **Align the Commonwealth's workforce development system with Kentucky's education objectives**
 - Increase communication and collaboration between workforce boards and boards of education, technical education, postsecondary education and economic development
 - Increase the number of postsecondary and work-ready high school graduates
 - Promote educational options, including technical education, two-year and four-year college, apprenticeships and specialty training to younger students
 - Increase awareness of educational and skills requirements for high-demand jobs, as well as those in emerging industries
 - Establish the concept of life-long learning as a norm in the 21st century

Action Step/Implementation Strategy

An action step or an implementation strategy details the who, what, when, and how of the activities, programs, and initiatives required to meet the objectives of the plan

KWIB's Draft Action Steps

These will be developed after approval of the Vision Statement, Goals and Objectives by Governor Beshear.

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