

Alameda County Workforce Development Board Strategic Priorities Two-Year Action Plan

	Launch – Q1 (Jul-Sept '24)	Q2	Q3 (Jan-Mar '25)	Q4	Q5 (Jul-Sept '25)	Q6	Q7 (Jan-Mar '26)	Q8	Victory (Jul-Sept '26)
Sector Insights S&S	Identify 1-2 sector partnerships to grow or start new training Conduct and review training on LMI workforce data	Presentations on 3 existing sector partnerships	Cultivate sector experts Convene stakeholders for planning sessions around selected industry sectors	Identify key occupational shortages & assess short term skills-based programs (where are the gaps)	Career pathways speakers from community colleges	Ensuring career centers are supporting sector strategies	More customized webpage for employer & job seeker resource portal Enhance ability to track sector data		Develop clear ROI data points for 3 identified sectors to inform LWDB of progress
Outreach For WDB member engagement/ Recruitment EXEC	Focus WDB member recruitment on ISOF sectors Develop ad hoc WDB development committee Staff to discuss storytelling strategy	Fact sheet updated, possible PPT developed Speaking opportunities calendared Storytelling strategy presented to Board	Bring Board member to meet with County elected officials (quarterly)		Increase engagement at K-12 tables & increase partnerships				Success storytelling campaign launched Expanded awareness of the ACWDB work within industry, elected officials, & K-12
Bridging Gaps YC	Review WEX language for youth, consider requiring 50% of WEX enrollments be in ISOF	Youth service provider contracts amended for WEX ISOF emphasis		Recurring feedback from key industry sectors to education		Explore the possibility of developing an apprenticeship program			50% of youth WEX contracts are in ISOF sectors
Business Engagement Resources S&S			Small business outreach (CEA survey) Review CEA survey for appropriate questions (based on contract extension)	Research other local boards resource pages for employers Look at budget for website refresh – possible contractor. More customized website for job seekers		ID all employer incentives for hiring diverse workforce on resource page	Identify/Collect all relevant resource & create webpage mockup	BSU visits chambers for outreach to small business and resource page	Website/page for employers that includes all business resources Small business survey completed Board member participation in BSU visits
Barrier Removal & Increasing Access OE		ID speakers to present on socio-economic challenges at Board or Committee meetings	Invite breaking barrier funded CBOs to discuss partnerships around removing socio-economic barriers	Meet with 211 to explore adding referrals to WDB/AJCCs Look at budget for website refresh – possible contractor. More customized website for job seekers					Pick 1 barrier and develop action plan to remove barrier Convene providers and employers focused on chosen barrier

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Acronym Key:

BSU: ACWDB's Business Services Unit (Responsible for managing services to Businesses through WIOA funding).

CBO: Community-Based Organizations

CEA: California Employers Association (Current contractor with ACWDB, provides resources for the areas employers) EXEC: ACWDB's Executive Committee (sub-committee of the ACWDB)

ISOF: ACWDB's Industry Sector and Occupational Framework / Priority or Growing Local Industry Sectors

LMI: Labor Market Information

OE: ACWDB's Organizational Effectiveness sub-committee

S&S: ACWDB's Systems and Strategies sub-committee

YC: ACWDB's Youth sub-committee

WEX: Work Experience Opportunities