

 <b>Metro South/West Workforce Board</b> <b>STRATEGIC PLAN OVERVIEW 2023-2028</b>			
<b>MISSION</b>	<i>To lead the development of a dynamic workforce system for our region that advances both workers and businesses</i>		
<b>VISION</b>	<i>We envision a region in which all residents and employers contribute to and benefit from a strong local economy</i>		
<b>VALUES</b>	<ul style="list-style-type: none"> <li>• <b>Collaboration</b> – We believe in the power of partnership and streamlined integration of services</li> <li>• <b>Respect</b> – We are committed to the principles of diversity, equity, and inclusion in the workplace, and to understanding the unique requirements and goals of the businesses and people we serve</li> <li>• <b>Reliability</b> – We build trust by consistently delivering high quality services to workers and employers at every opportunity and in every interaction</li> <li>• <b>Ingenuity</b> – We leverage flexibility, expertise, and knowledge, embracing emerging challenges and circumstances</li> </ul>		
Goals	Objectives	Strategies	
<b>Develop skilled workers to build the region's present and future workforce</b>	Engage more adults and youth in the career pipeline	Promote pathways into high demand fields among job seekers at all education levels and career stages Expand our capacity to engage with schools in our region	
	Reach the "hidden labor force" with creative and inclusive approaches	Utilize data effectively to identify diverse populations	
		Design and conduct a specific recruitment and support plan for individuals from special populations	
		Formulate a community organization outreach plan	
	Collaborate with training providers to increase student enrollment and expand the pool of available training offerings	Work closely with area colleges and other partners to develop new training content, curriculum, and programs	
		Recruit more trainers for high demand programs	
		Encourage staff to physically visit training providers and develop relationships with them	
	Goals	Objectives	Strategies
	<b>Increase employer involvement in the Metro South/West workforce system</b>	Cultivate more employers as partners in workforce development	Collaborate with employers to shape job openings and promote job listings
Foster ongoing collaboration between employers and schools/colleges			
Serve high priority industries and companies more effectively		Identify high priority industries using workforce trend data and employer input	
		Identify specific companies and specific jobs in those industries to target	
		Approach targeted companies and apply for grants to support particular industries	
Identify, navigate, and obtain business-related resources		Present a clear path for employers to follow for particular hires	
	Work with employers to identify the appropriate partner or agency to address their needs		
<b>Learn more about the Metro South/West Workforce Board</b>	Website: <a href="http://www.masshiremsw.com">www.masshiremsw.com</a>		
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STRATEGIC PLAN OVERVIEW 2023-2028**

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**Goals**

**Objectives**

**Strategies**

**Increase awareness of Metro South/West and of its value as a regional resource**

Regularly assess how Metro South/West connects with all stakeholders

Evaluate current methods for reaching all stakeholders  
Identify opportunities to improve outreach, with particular attention to reaching diverse and underserved job seekers  
Set annual priorities for targeted outreach

Promote Metro South/West as *Your Workforce Source*

Distinguish Metro South/West Workforce Board within the MassHire brand, using multiple methods to identify, target, and reach selected audiences  
Identify social media and public relations tasks and the best way to implement them on a regular basis

Integrate Metro South/West more closely with the communities we serve

Continue to reflect the racial and ethnic makeup of the Metro South/West region in our staff and board members  
Collaborate with diverse community partners to address their hiring, training, or recruitment issues  
Organize and/or attend in-person events that highlight workforce issues and Metro South/West resources

**Goals**

**Objectives**

**Strategies**

**Strengthen Metro South/West's internal capacity to function as a regional innovation hub**

Improve staff's coordination both internally and externally

Train and encourage staff to strengthen and build relationships with community partners, employers, and other stakeholders  
Move to a more formal meeting and communication structure, including all the branch managers, career center staff, and executive director  
Utilize technology to track job seekers and employers in our system

Develop sector-based staff positions to actively recruit training providers

Utilize staff as program sponsors to help employers develop apprenticeship training programs

Utilize Metro South/West's nonprofit status to reduce barriers and foster innovation

Fundraise independently to support flexible programming and to serve those who do not meet eligibility criteria  
Pilot a realistic project funded with non-traditional sources

Leverage the Metro South/West board to drive creativity and innovation in workforce development

Hold more participatory and strategic board meetings, informed by current market data and input from a range of community leaders  
Encourage board members to serve as champions for their industries

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