## Vision
Mid-Ohio Valley WIB will be the recognized leader in identifying and meeting employer talent needs

## Mission
To develop and connect a qualified workforce in order to maintain and enhance the economy of the Mid-Ohio Valley

<table>
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<th>Pillars</th>
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| **Targeted Industries**         | Strengthen and attract businesses within target industries, including plastics & polymers, oil & gas, construction, healthcare and government | • Identify potential supply chain opportunities and facilitate business-to-business “matchmaking”  
**Entrepreneurship**  
Encourage entrepreneurship by connecting students and adults with small business development programs, mentors and other support | • Identify resources and services available in the region  
• Introduce entrepreneurship to students and adults in the region  
• Support entrepreneurship in the region |
| **Retention & Expansion of Existing Businesses** | Strengthen the retention & expansion of existing businesses by increasing awareness of business services, coordination among partners and support for business owners | • Buy-in from leadership for stronger business services collaboration  
• Increase coordination of business visits  
• Increase communication of information from business visits  
• Catalogue services and resources for businesses in the region  
• Identify need for additional business services  
• Work with companies to increase workforce retention |
| **Workforce Supply & Demand**   | Increase alignment of workforce supply with employer demand            | • Create a proactive and cohesive approach to prepare for the cracker plant by piloting initial sector partnership  
• Create a coherent mechanism for engaging employers and identifying industry needs  
• Design a seamless career pathways system  
• Expand sector partnerships  
• Promote career awareness  
• Facilitate greater employer involvement in schools |
| **Labor Participation**         | Grow the existing talent base                                         | • Build on existing strategies to address soft skills  
• Strengthen assessment and advising |
| **Travel, Tourism & Recreation** | Grow the region’s tourism and recreation opportunities                | • Identify assets and natural resources  
• Develop a unified marketing and outreach approach  
• Identify opportunities for entrepreneurs |
| **Regionalism**                 | Approach regionalism with a more proactive and cohesive approach that crosses borders (state & county) to more effectively attract and serve employers | • Improve communication among regional entities  
• Develop regional approaches to workforce & economic development |
| **Operational Considerations**  | Secure and diversify resources to implement strategic plan initiatives | • Create and agree upon an inclusive implementation structure  
• Create fund development plan  
• Create a capture team  
• Measure and evaluate systemic change  
• Share results with funders, local elected officials, partners and the community at large |

Underlined and italicized items are those that will be addressed during the first phase of the plan.