

# Plan on a Page



## 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

## Pillars

## Goals

## Strategies

<b><u>Targeted Industries</u></b>	Strengthen and attract businesses within target industries, including <b><u>plastics &amp; polymers, oil &amp; gas, construction</u></b> , healthcare and government	<ul style="list-style-type: none"> <li>• <i>Identify potential supply chain opportunities and facilitate business-to-business “matchmaking”</i></li> <li>• <i>Review strategic plan on an annual basis for new/emerging industries</i></li> </ul>
<b><u>Entrepreneurship</u></b>	Encourage entrepreneurship by connecting students and adults with small business development programs, mentors and other support	<ul style="list-style-type: none"> <li>• <i>Identify resources and services available in the region</i></li> <li>• <i>Introduce entrepreneurship to students and adults in the region</i></li> <li>• <i>Support entrepreneurship in the region</i></li> </ul>
<b><u>Retention &amp; Expansion of Existing Businesses</u></b>	Strengthen the retention & expansion of existing businesses by increasing awareness of business services, coordination among partners and support for business owners	<ul style="list-style-type: none"> <li>• <i>Buy-in from leadership for stronger business services collaboration</i></li> <li>• <i>Increase coordination of business visits</i></li> <li>• <i>Increase communication of information from business visits</i></li> <li>• <i>Catalogue services and resources for businesses in the region</i></li> <li>• <i>Identify need for additional business services</i></li> <li>• <i>Work with companies to increase workforce retention</i></li> </ul>
<b><u>Workforce Supply &amp; Demand</u></b>	Increase alignment of workforce supply with employer demand	<ul style="list-style-type: none"> <li>• <i>Create a proactive and cohesive approach to prepare for the cracker plant by piloting initial sector partnership</i></li> <li>• <i>Create a coherent mechanism for engaging employers and identifying industry needs</i></li> <li>• <i>Design a seamless career pathways system</i></li> <li>• <i>Expand sector partnerships</i></li> <li>• <i>Promote career awareness</i></li> <li>• <i>Facilitate greater employer involvement in schools</i></li> </ul>
<b>Labor Participation</b>	Grow the existing talent base	<ul style="list-style-type: none"> <li>• <i>Build on existing strategies to address soft skills</i></li> <li>• <i>Strengthen assessment and advising</i></li> </ul>
<b>Travel, Tourism &amp; Recreation</b>	Grow the region’s tourism and recreation opportunities	<ul style="list-style-type: none"> <li>• <i>Identify assets and natural resources</i></li> <li>• <i>Develop a unified marketing and outreach approach</i></li> <li>• <i>Identify opportunities for entrepreneurs</i></li> </ul>
<b>Regionalism</b>	Approach regionalism with a more proactive and cohesive approach that crosses borders (state & county) to more effectively attract and serve employers	<ul style="list-style-type: none"> <li>• <i>Improve communication among regional entities</i></li> <li>• <i>Develop regional approaches to workforce &amp; economic development</i></li> </ul>
<b>Operational Considerations</b>	<p>Secure and diversify resources to implement strategic plan initiatives</p> <p>Measure collective impact and promote continuous improvement</p>	<ul style="list-style-type: none"> <li>• <i>Create and agree upon an inclusive implementation structure</i></li> <li>• <i>Create fund development plan</i></li> <li>• <i>Create a capture team</i></li> <li>• <i>Measure and evaluate systemic change</i></li> <li>• <i>Share results with funders, local elected officials, partners and the community at large</i></li> </ul>