



Strategic Plan - Update 2024

VISION

Empowering West Michigan through an innovative and inclusive workforce system that supports, connects, and sustains skilled talent, thriving businesses, and trusted partners.

MISSION

Leading workforce development strategy and resource alignment in West Michigan by understanding the talent needs of employers and employment needs of job seekers and connecting them to solutions.

BELIEF

With access to support, resources, and opportunity, individuals can unlock their potential and businesses can succeed.

VALUES



CORE COMPETENCIES

CONVENING & CONNECTING • OUTREACH & COMMUNICATION • EMPLOYMENT & RETENTION
CAREER COACHING & ASSESSMENT • GATHERING & DISSEMINATING INFORMATION

GOALS

A Foster widespread networks to collaboratively address workforce needs in the region.

B Expand the local pipeline of work-ready talent to meet the needs of the workforce and of West Michigan employers.

C Enhance capacity and increase resources by leveraging strengths, successes, and networks.

D Improve engagement across the organization through strategic initiatives, professional development, and a solutions-driven culture.

E Enable a culture that honors the worth and dignity of all people, where staff and customers have equitable access to opportunities.

CUSTOMER-FOCUSED STRATEGIES

1. Engage opportunity youth with experiences that build occupational awareness and prepare them for career pathways within the local economy.	●	●		●	●
2. Connect with overlooked talent pools through partnership networks and strategic outreach efforts.	●	●			●
3. Expand employability skills training services to new, targeted audiences across the region.		●	●		●
4. Establish and expand services that provide solutions for retention of employees at West Michigan employers.	●		●		●

SYSTEM-FOCUSED STRATEGIES

5. Advocate for systems and resources that lessen barriers to success for employers and underserved communities in West Michigan.	●	●			●
6. Maintain career pathways mapping for the region's key industries and serve as the primary resource for pathways information across the region.	●		●		
7. Enhance the positive reputation of West Michigan Works! through brand association with workforce resources and opportunities.	●		●		●

CAPACITY-BUILDING STRATEGIES

8. Develop mechanisms that enable the organization to capitalize on successful initiatives and pursue different sources of funding.			●	●	
9. Develop robust systems for professional development in support of a culture that emphasizes staff diversity and inclusion, training, and empowerment.				●	●
10. Improve communication among staff departments in support of a culture that prioritizes team-based approaches and solutions-driven strategies.				●	●

ACCOUNTABILITY STRATEGIES

11. Engage board members in ongoing continuous improvement through subcommittees and workgroups that reinforce strategic priorities.	●			●	●
12. Conduct annual reviews of service delivery models and execution to ensure equity, consistency, and quality at all West Michigan Works! Service Centers.	●			●	●