

The Gulf Coast Workforce Board  
*Bringing People and Jobs Together*

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DRAFT STRATEGIC PLAN 2009 – 2013  
FOR THE REGIONAL WORKFORCE SYSTEM

Adopted by the Board June, 2008

*The Gulf Coast workforce system is a regional network  
of business, education, labor, government, and community organizations  
serving the City of Houston and the 13-county Gulf Coast region of Texas.*

THE GULF COAST WORKFORCE BOARD  
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Draft Strategic Plan 2009 – 2013

<p><b>Core Values</b> <i>(Our Strongly Held Beliefs)</i></p>	<p>Innovation — Productivity — Accountability — Results</p>
<p><b>MISSION</b> <i>(The Reason We Exist)</i></p>	<p>The Gulf Coast workforce system helps employers meet their workforce needs and individuals build careers so both can compete in the global economy.</p>
<p><b>VISION</b> <i>(The Future We Aspire To)</i></p>	<p>For the Gulf Coast region:</p> <p><b><i>The Gulf Coast of Texas ranks among the top ten economic regions in the world.</i></b></p> <p><i>Employers have an adequate supply of well-educated and well-trained people, which enables them to compete in the world economy.</i></p> <p><i>Individuals have the knowledge, skills, and aptitudes to work and earn incomes that make them self-sufficient.</i></p> <p><i>The region is among the most attractive places in the country to live and work.</i></p>

**VISION**  
(continued)

For the regional workforce system:

***A single, integrated workforce system helps employers meet their workforce needs and individuals build careers.***

*Employers access the system and use its services without leaving their place of business.*

*Individuals are able to learn and work in their homes, in schools, and on the job to realize their greatest potential.*

*People throughout the region know about the system and can access the same high-quality information and labor market services regardless of where they live or how they come in contact with the system.*

*Strong commitments to innovation, productivity, accountability, and results keep the system flexible and responsive to employers' and peoples' ever-changing workforce needs.*

*Life-long learning and skills development are integral parts of the regional workforce system.*

*Long-standing relationships between employers and educators keep education and training opportunities one step ahead of the needs of the market.*

*The system partners with those industries and employers that drive the regional economy. It also works with chambers of commerce and economic development entities to identify and support emerging industries vital to the region's continued growth and diversification.*

*Operating above reproach, the system is highly valued by employers and people alike.*

**VISION**  
*(continued)*

For the Gulf Coast Workforce Board:

***The Gulf Coast Workforce Board sets the regional workforce agenda. It is widely recognized for its excellence as a leadership and governing board and for its commitment to making a difference.***

*Business, labor, and community leaders vie for board membership because they know it is:*  
— *well-educated, innovative, disciplined, and high-performing*  
— *nationally and locally recognized for its stewardship of public funds and its commitment to results; it makes funding decisions solely on the basis of performance, not politics*  
— *accountable to its owners (the taxpayers) and their representatives (the elected officials who appointed its members)*

**RESULTS**  
*(The Difference  
We Will Make)*

1. More Competitive Employers
2. A Better-Educated Workforce
3. More and Better Jobs
4. Higher Incomes
5. A Positive Rate of Return on Investment

**MEASURES, BASELINES,  
AND TARGETS**  
*(How We Will Measure  
Progress Toward  
Achieving Results)*

For the Regional Workforce System in 2013:

***Education Credentials***

- 80 percent of the region's population 25 years and older will hold an education credential
- 36 percent of the region's population 25 years and older will hold a post-secondary degree
- 21 percent of those pursuing an education credential will earn one

***Job Creation***

- 2.8 million individuals will be employed in the region, reflecting the addition of 300,000 jobs created since 2007

For Workforce Solutions in 2013:

***Market Share***

- 30 percent of the region's employers will use Workforce Solutions

***Customer Loyalty***

- 75 percent of employers using Workforce Solutions will be repeat customers

***Education Credentials***

- 33 percent of individual customers pursuing an education credential will earn one

***Job Creation***

- 2,200 new jobs will be created as a direct result of Workforce Solutions' partnering with other business organizations

**MEASURES, BASELINES,  
AND TARGETS**  
*(continued)*

***Employment***

— 80 percent of individual customers will be employed after leaving Workforce Solutions

***Earnings***

— 42 percent of individual customers leaving Workforce Solutions will have earnings gains of at least 20 percent

***A Positive Rate of Return on Investment***

— measure pending

**STRATEGIES**  
*(How We Will Achieve  
Results)*

1. Continually improve the quality of customer service
2. Provide high-quality labor market information
3. Provide skilled workers for employers in critical industries
4. Contribute to high-quality, life-long learning experiences
5. Use our resources to move the larger system to achieve Board-established results
6. Meet the requirements of our funding sources
7. Find additional revenue to support Board results