

Workforce Snohomish 2017 - 2020 Strategic Plan

Objective 1: Job Seeker Engagement: Maximize the rate of job seekers who obtain successful outcomes within the Snohomish County workforce system by “x” percent.

Strategy 1: Assist employers to identify and connect to the untapped workforce communities.

Strategy 2: Design and implement non-traditional access and entry points for workforce services.

Strategy 3: Identify collaborative opportunities for local business and trade associations to address their workforce needs.

Strategy 4: Provide, maintain and deliver forward looking employer informed services.

Strategy 5: Increase exposure and access to work experience based opportunities.

Objective 2: Strategic Partner Engagement: Strengthen partnerships that complement the effectiveness of the workforce system in Snohomish County.

Strategy 1: Establish Multi-channel marketing campaign to educate and create awareness about Workforce Snohomish & WorkSource.

Strategy 2: Identify and engage partners that can/will act as change agents for WFS. [2/S2].

Strategy 3: Improve access to job seeker information resources (i.e. locations of job search, assistance centers, workshops, etc.).

Strategy 4: Identify and share best practices for job search while still allowing for customization.

Objective 3: Employer Engagement: Increase Employer Engagement in the workforce system by “x” percent.

Strategy 1: Engage employers by creating a simple and value added experience.

Strategy 2: Coordinate infrastructure through partnerships, leveraging and gaining commitment of community assets.

Strategy 3: Support inclusivity by ensuring all groups of job seekers and employers are participating and represented.