



CONNECTING WITH **BUSINESS**. STRENGTHENING OUR **WORKFORCE**.

Capital Area Michigan Works! Strategic Plan 2018-2021

GOAL ONE: Serve as a primary source of seamless and customer-oriented jobs and recruiting help for our community.

STRATEGY ONE: Empower system staff and partners to educate the community about Capital Area Michigan Works! services for job search and business recruiting at all education and skill levels.

- Develop and provide program and service cross-training for all system staff, including key questions or phrases to help identify an individual or organization's potential needs.
- Provide opportunities for system staff to shadow and work in other centers and programs to cross-train and share information.
- Update media relations and social media policies and provide updated training for all system staff to encourage confident, secure public interaction.
- Develop plan and support materials to identify and connect with additional relevant partners to house within American Job Centers.

STRATEGY TWO: Focus communications efforts around helping job seekers to understand how to access services and resources.

- Develop a 2018 communications campaign to better highlight job search resources across multiple communications platforms including camw.org, social media, news media, American Job Center signage and handouts, and the newsletter.
- Engage additional system staff for social media and website content and outreach to diversify content and connect it more directly to programs and services.
- Host Twitter chat and Q&A sessions to provide off-site job seekers an opportunity to connect with services and information.

STRATEGY THREE: Streamline services and access to Capital Area Michigan Works! job search and recruiting programs focusing on an enhanced customer experience.

- Conduct an audit of the customer experience with PATH, WIOA and the American Job Centers to identify areas to improve services and access.
- Conduct a procedure and process audit to identify areas for streamlining and elimination of duplication.
- Provide CAMW! Connections (program orientation), workshops and classes digitally so all job seekers can access at the time and location of their preference.
- Identify child care resources and partners to share with job seekers and to assist job seekers in exploring their childcare options for hiring events and more.
- Explore and enhance mental health and emotional support partners, services and systems available to job seekers.

GOAL TWO: Increase the number of businesses working with Capital Area Michigan Works! as a recruiting partner, supporting businesses in growing the economy and job market at all education and skill levels.

STRATEGY ONE: Increase connectivity between Business Services Team and highly educated, high-skill job seekers.

- Develop practices and conduct training engaging Business Services Team staff in social media outreach to connect with highly educated, high-skill job seekers.
- Develop and facilitate digital Career Networking Groups to allow for more direct connection between employers and in-demand talent.

STRATEGY TWO: Increase outreach to businesses for Business Services Team partnership.

- Identify appropriate networking and visibility groups for BST participation.
- Develop and distribute business-style Case Studies highlighting BST partnerships with specific businesses, emphasizing a variety of industries and incorporating the Capital Area Manufacturing Council and Capital Area IT Council.
- Revamp materials and information provided in BST section of camw.org to ensure it represents services and includes a call-to-action.

GOAL THREE: Prepare a diverse and inclusive workforce for the jobs of tomorrow at all education and skill levels.

STRATEGY ONE: Increase and enhance services to highly educated, high-skill job seekers.

- Collaborate with T3 and other partner campaigns to increase awareness of careers in the professional trades.
- Increase access to and number of work-based learning experiences in the region including apprenticeships, internships, on-the-job trainings and other hands-on career experiences.
- Research and develop a plan to increase services available to highly educated, high-skill job seekers, with an emphasis on digital services available outside of traditional business hours.
- Explore options to better leverage career coaching and job search assistance, connecting talent specialists more closely with the Business Services Team and others to make referrals to specific programs, jobs or employers.

STRATEGY TWO: Create an inclusive environment that encourages diversity in the people and businesses served.

- Better leverage existing partners for translation and sharing of information in languages in addition to English.
- Provide diversity and inclusion training including but not limited to implicit bias, having difficult conversations, listening and allyship.
- Conduct a diversity and inclusion audit to assess areas for improvement.
- Highlight staff diversity in cross-training and communication, including leveraging staff motivations for working at Capital Area Michigan Works!.