**The Workforce Development Plan**

***2024 - 2026***

**Background Information**

| **HBA Name / Contact Information** |  |
| --- | --- |
| **Labor Market Data** | * Link to the analysis of the labor market review   + Consider things like: Community Demographics, Education Data, and Industry Projections * Provide a brief summary of what was discovered and include any information that is pertinent to this plan. |
| **Member Needs/Feedback** | * Provide a brief summary of feedback discovered from member meetings and/or surveys that helps identify members needs, wants, and challenges |
| **SWOT analysis Results** | * Link to the SWOT analysis results conducted * Provide a brief summary of what was discovered and include any information that is pertinent to this plan. |

**The Strategic Direction**

| **Vision** | A community that has a highly skilled and competitive construction workforce that meets the needs of employers |
| --- | --- |
| **Goal(s)** | 1. Strengthen the relationship with CTE programs to promote careers in construction 2. Increase the number of non-traditional individuals in the building trades 3. Increase overall promotion of skilled trades careers through events, social media, and workforce champions |

**The Action Plan(s)**

| **Goal #1** | Strengthen the relationship with CTE programs to promote careers in construction through partnerships | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| **Metrics** | * # of school partnerships * # of member companies that provide internships/co-ops * # of events we participated in * # of students we impacted | | | | | |
| **Short or Long Term?** | **Strategies to meet goal** | | **Resources Needed** | **Lead Person** | **Timeline/ Due date** | **Status** |
|  | Assign members to connect to specific schools to offer work-based learning engagement opportunities | | **List of CTE pathways/**  **programs with contacts**  **An Employer’s Guide to CTE Partnerships** |  |  |  |
|  | Increase the number of member companies that offer co-ops and paid internships | |  |  |  |  |
|  | Increase industry representation at school and local youth events | |  |  |  |  |

| **Goal #2** | Increase the number of non-traditional individuals in the building trades | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| **Metrics** | * # of diverse ambassadors identified * # of partnerships created to attract diverse workforce * # of events we participated in | | | | | |
| **Short or Long Term?** | **Strategies to meet goal** | | **Resources Needed** | **Lead Person** | **Timeline/ Due date** | **Status** |
|  | Identify diverse volunteers from member companies and have them serve as ambassadors when working with schools, community organizations, and at events | |  |  |  |  |
|  | Develop marketing strategy to promote diversity to raise awareness of existing programs and opportunities. | |  |  |  |  |
|  | Partner with local community organizations (One-stops, Urban Leagues, Chambers, Workforce Boards, etc.) to promote the building trades and highlight career opportunities | |  |  |  |  |

| **Goal #3** | Increase overall promotion of skilled trades careers through events, social media, and workforce champions | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| **Metrics** | * Communications plan created * Toolkit created * # of Workforce Champions identified * # of events we participated in * If applicable: # of media hits, local media spots | | | | | |
| **Short or Long Term?** | **Strategies to meet goal** | | **Resources Needed** | **Lead Person** | **Timeline/ Due date** | **Status** |
|  | Identify a group of workforce champions who serve as ambassadors at events, on local news, etc. | |  |  |  |  |
|  | Create a communications plan to identify strategies to reach target audiences (parents, youth, existing workforce, community organizations, etc.) | |  |  |  |  |
|  | Provide members with a media kit that includes messaging and basic tools to help them tell their story to the local media and on social media | |  |  |  |  |
|  | Identify list of community events where HBA Champions can have a presence (Local fairs, picnics, etc.) | |  |  |  |  |