**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.
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**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
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**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.) |  |  |  |  |