KentuckianaWorks Strategic Plan
July 2019 – June 2021

Mission: Engaging employers, educators, and job seekers with resources to build a stronger community through the dignity of work

Vision: A fully prepared and engaged workforce that is aligned with the needs of employers

Values: We believe in relentlessly experimenting to find solutions to our region’s workforce challenges. We embrace a commitment to equity in all that we do to ensure our efforts help address past inequities and offer fair treatment and equitable access to all customers.

Strategic Priorities:

Lead efforts to align our regional education pipeline and the workforce demands of employers

- Focus intensely on JCPS’s Academies work and career and technical education offered in the counties, which offers the chance to build a “once in a lifetime” talent development system
  - Serve as the “convening authority” that brings businesses to the table to serve as Academy Partners with individual JCPS high schools
  - Partner with GLI to lead the recruiting efforts for Academy Partners, and stay in close touch with employers to ensure their experience is a positive one
  - Continue expanding the relationship made between the Academies of Louisville work and SummerWorks, so that over time the two merge into one unified effort wherever possible
- Work with the region’s other school superintendents and elected officials to create a greater impact from career, training, and education opportunities and to improve alignment within the counties
- Engage with postsecondary institutions in the region to strengthen the pipelines for students in the academies, adult learners, and disconnected workers, enhancing the workforce system as a whole

Utilize a sector focus to mobilize and encourage employers in the same industry to speak with one voice about their industry’s needs

- Develop new industry sector advisory groups that are aligned with the key growth sectors in our regional economy, and provide staff support to those already in existence
- Staff and maintain sector-specific Career Centers, training efforts, and other initiatives to address workforce challenges
- Focus on expanding partnerships between private businesses and KentuckianaWorks
- Ensure programs synchronize with the future needs of the economy and employers
Increase the percentage of youth who enter the workforce prepared, and reduce the percentage of adults who need to be trained or retrained in the future

- Maintain and expand our leadership for SummerWorks, and work to strengthen connection to the Academies of Louisville effort so that it becomes part of a true talent development system embedded in JCPS’s overall efforts
- Continue leadership behind the Kentucky Youth Career Center efforts in Louisville and the regional counties as one of the only available avenues of help and guidance for struggling young adults, especially those overcoming educational or other barriers
- Lead efforts to help more court-involved youth get their lives on a positive track early through initiatives like Reimage, and work hard to connect those young adults to all of the workforce and other resources available to help them
- Explore ways that KentuckianaWorks can stimulate or lead efforts to improve the technology skills of the region’s youth and young adults

Seek new resources to serve the mission, vision and spirit of the organization and to establish a sustainable business model

- Work aggressively to find new public and private resources to experiment with workforce solutions to problems, as well as to extend the reach and impact of proven workforce models like SummerWorks, Code Louisville, and Reimage
- Look broadly at funding streams and partnerships with the private sector as well as grants and other resources available to the nonprofit sector
- Look for ways that our limited resources can be used to leverage efforts also being funded by others
- Utilize the talents and knowledge of the Board to advocate to policy makers for increased workforce funding
- Seek board approval whenever the new funding source may come with controversy

Think and act regionally, whenever possible, with the 12-county metropolitan statistical area (MSA) in mind

- Ensure quality services and a fair distribution of resources are provided to the customers and employers in our six regional counties (Shelby, Bullitt, Oldham, Henry, Trimble, and Spencer)
- Experiment with technology and the mobile delivery of services to deliver services more efficiently than from a “bricks and mortar” career center environment
- Work to effectively execute the bistate plan with southern Indiana in order to satisfy the needs of the region’s job seekers and make it easier for employers to find talented workers
Utilize data analysis and labor market intelligence to create new information products that better inform all decision-makers in our region (job seekers, students, parents, employers) about what is happening in our regional labor market

- Continue experimentation with new products like the Career Calculator and new web tools to see what works for targeted consumers
- Use expertise and research to conduct program evaluations to inform the board about the outcomes and impact of programs so it can invest resources wisely
- Seek to better publicize the challenges faced within the workforce system including barriers to employment, funding, and the changing needs of employers using data to address the issues of equity within the workforce system
- Expand data collection systems and data sharing across stakeholders in order to increase the type and quality of information to which KentuckianaWorks has access
- Engage the board to provide guidance on overcoming emerging issues regarding the future of work

Focus efforts on outreach to job seekers, students, parents, and employers about programs and services offered through KentuckianaWorks and affiliated partners

- Work to inform the public about what trainings and support are available to employers in the region
- Experiment with new information products to create a better “signaling” function that helps students, parents and job seekers make informed decisions about jobs, careers and fields of study
- Provide information to the public about the work administered by KentuckianaWorks to better brand the organization as a national leader in workforce development