



City of Oakland Workforce Development Board (OWDB) Strategic Plan – 2017-2020

In accordance with requirements under the Workforce Innovation and Opportunity Act (WIOA), and as directed by the California Workforce Development Board (CWDB), the OWDB has developed a strategic plan for the period 2017-2020.

Vision Statement:

The City of Oakland's businesses and residents will enjoy a thriving and resilient economy that creates an abundance of opportunities leading to broadly shared, equitable, and sustainable prosperity.

Mission Statement:

The Oakland Workforce Development Board mobilizes leaders from business, economic development, education, labor, community-based organizations, and public agencies to align resources and investments for residents who need assistance with developing skills that help expand access to high-quality jobs and careers offering income mobility.

The plan is organized around four (4) priority goal areas that align with seven (7) state strategies as follows:

Priority Goals:

- **Adult Services Goal:** Lead and support key citywide and regional innovations and partnerships that advance the economic security and resilience of Oakland's most vulnerable workers and residents.
- **Business Services Goal:** Align and mobilize a distributed network of business service providers within the City of Oakland to deploy resources that support a robust local economy and business climate offering an abundance of high quality jobs.
- **Youth Services Goal:** Work with public, private, and community-based organizations and key local initiatives to empower disconnected young people in the City of Oakland to access meaningful employment opportunities.
- **Workforce System Goal:** Position the Oakland Workforce Development Board to lead and support citywide and regional efforts that strengthen local and regional economic prosperity and increase equity.

State Strategies:

- Sector Strategies
- Career Pathways
- Utilizing "Earn and Learn" Strategies
- Organizing Regionally
- Providing Supportive Services
- Building Cross-System Data Capacity
- Integrating Services and Braiding Resources

OWDB 2017-2020 Strategic Plan – Community Feedback from Original Planning Process

- **Adult Services**
 - Duplicative services across the city
 - Improve alignment of job training to real business needs
 - Strengthen supported employment opportunities & supports

- **Business Services**
 - Lots of organizations providing services; quality control?
 - Small Business needs require specific approaches (bring resources to them, use existing channels & networks)
 - Upskilling strategies can help existing workers obtain better opportunities and enable new workers to find good jobs
 - Strategy to communicate successes & develop new business leads
 - Take a stronger role in leading efforts to hire Oaklanders for good local jobs

- **Youth Services**
 - Facilitate navigation of services for youth in Oakland
 - Strengthen focus on populations with highest level of need
 - Youth ownership in system design & services

- **System Alignment & Coordination**
 - Populations: who are we trying to reach?
 - Neighborhoods: which communities are we focusing support?
 - Sectors: what business/industry sectors are creating the best opportunities for Oakland residents?

OWDB 2017-2020 Strategic Plan – Staff Self-Assessment

Strategic Plan Area: **Adult Services**

Accomplishments & Progress on Implementation	Areas for Growth /Improvements
<ul style="list-style-type: none"> • Better coordination across the city (OFCY, Oakland Unite, Race & Equity) • Stronger provider relationships (both adult and youth) 	<ul style="list-style-type: none"> • Formalized training & funding strategy for career centers • Plan of action for career centers to be more involved with community-based partners, including faith community that are reaching priority populations • Supportive services – greater flexibility & resources to meet changing needs • Training funds – develop more comprehensive strategy around approaches & priorities

Strategic Plan Area: **Business Services**

Accomplishments & Progress on Implementation	Areas for Growth /Improvements
<ul style="list-style-type: none"> • Better coordination with local & regional business-serving organizations • Driving changes in business services implementation • Participation in regional industry sector partnerships 	<ul style="list-style-type: none"> • Better alignment with business services organizations • Improvements in communications & marketing • Strengthen connections of job seekers to in-demand programs/training opportunities

Strategic Plan Area: **Youth Services**

Accomplishments & Progress on Implementation	Areas for Growth /Improvements
<ul style="list-style-type: none"> • Coordination with OUSD on employer matches for summer jobs • Successful youth summer jobs grants 	<ul style="list-style-type: none"> • Better system for summer youth employment • Focus more on disconnected youth - numbers for African American and Latino youth are proportionately higher • More to do with PCCD and OUSD (focus on ISY vs. OSY)

Strategic Plan Area: **System Alignment & Coordination**

Accomplishments & Progress on Implementation	Areas for Growth /Improvements
<ul style="list-style-type: none"> • Improved/strengthened partnerships with OUSD, PCCD • Improved performance with compliance, monitoring, and policy development • Oakland Workforce Collaborative (OWC) formation • OWDB – stronger credibility, increased transparency, strategic leadership 	<ul style="list-style-type: none"> • Board development – improve support for members • Improved oversight of underperforming programs/providers • Improved reporting of key indicators & outcomes that measure impact • Need to increase revenues & diversify sources