

# OTTAWA COUNTY WORKFORCE DEVELOPMENT BOARD

## STRATEGIC PLAN

A **VISION** statement indicates how an organization views its ideal, or ultimate, goal. Ottawa County Workforce Development Board has established the following vision statement:

**To create a quality system of career development by aligning strategic partners to collaboratively support and enrich the employers and workforce in Ottawa County.**

A **MISSION** statement assists an organization in easily communicating to a variety of constituencies what it does, who it serves, and why it does so. Ottawa County Workforce Development Board has established the following mission statement:

**To provide strategic direction and coordination of programs and services to meet the workforce needs of local employers and the employment and training needs of individuals.**

**GOALS** focus the direction of an organization's work, under the guidance from the vision and mission statement. Goals are relatively static in nature and will not often change. Ottawa County Workforce Development Board has set the following goals:

- Collaborate with key stakeholders to maximize resources.
- Set the standard nationally for excellence, innovation & customer service.
- Barriers to employment are eliminated to create a workforce that is inclusive & diverse.
- Training is available for skilled, high demand occupations.