



**Colorado Rural Workforce Consortium  
Workforce Investment Board  
Strategic Plan Draft**

**Goal I**

**Understand & Communicate Data:** CRWC WIB shall share data/knowledge, understand labor market issues and trends in local regions and key sectors, and use this intelligence to guide WIB work and engage public, private, non-profit and civic partners in solving community problems.

**Strategies**

1. Improve labor market intelligence in rural communities – sharing knowledge of industry workforce trends.
2. Understand rural Colorado's labor market – key sectors, employment and training challenges, skill gaps, demographic trends and how it all works.
3. Increase labor market literacy in rural Colorado through events, convening's, or public engagement on labor market issues.

**Goal II**

**Design Strategy:** CRWC WIB shall map needs and assets, identify priorities, engage stakeholders and design, test, and improve solutions to critical workforce needs.

**Strategies**

4. Facilitate planning and strategy sessions designed to help workforce partners achieve shared goals.
5. Develop strategic partnerships or alliances with other organizations – in or outside of our rural communities that help advance WIB goals.
6. Position the CRWC WIB as a thought-leader on key workforce issues relevant to rural Colorado and beyond.

### **Goal III**

**Cultivate Knowledge:** CRWC WIB shall encourage shared learning, exchanging in-depth knowledge and expertise in business management, workforce and economic development, education, technology and other disciplines relevant to the WIB's goals and objectives.

#### **Strategies**

7. Dedicate the *human resource* knowledge, experience and expertise the WIB needs to achieve its goals.
8. Dedicate the *technological* knowledge, experience and expertise the WIB needs to achieve its goals.

*Affordable Healthcare Act info sharing*  
*Implications of Legalization of Marijuana on Small Business /Impact*

### **Goal IV**

**Exercise Influence:** CRWC WIB shall use their personal and professional networks to bring people with diverse perspectives, experiences, and resources together, enabling innovative solutions to community workforce problems.

#### **Strategies**

9. Lending the name and/or company brand of CRWC WIB members to Workforce events, activities and collateral in a way that builds support for WIB policies or programs.
10. Introduce other WIB members or Workforce staff to community leaders amongst CRWC WIB member networks who can help the WIB achieve its goals.
11. Appealing to CRWC WIB member networks, help the WIB access the expertise, or resources it needs to accomplish its goals (e.g., technology expertise, office equipment, software, development opportunities, foundation grants, etc.)

Identify assets of WIB members....networks, expertise, education, resources, build upon and  
Linked in...create a group for CRWC WIB

## **Goal V**

**Mobilize Collective Action:** CRWC WIB shall act as a catalyst for problem solving, new idea generation, and broader community change – creating narratives that inspire; mobilizing partners, stakeholders and the public behind key causes; and launching innovative, high-leverage projects aimed at solving important community problems.

### **Strategies**

12. Identify workforce issues in rural Colorado that demand public engagement.
13. Participate in collaborative efforts – whether lead by the WIB or not – to address critical workforce issues.
14. Craft initiatives or campaigns that engage community partners and stakeholders in solving critical issues.