

## Strategic Planning Committee

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### Report on Achieving the Board's Results

### August 2016

Strategic Planning Committee met on Wednesday, August 17, 2016 at H-GAC to review community feedback from the Report Card Roundtables and review progress on achieving the Board's strategic results. The meeting was led by Committee Chair Carl Bowles. Other members in attendance included Board Chair Mark Guthrie, Betty Baitland, Doug Karr, Sally Kay Janes, Kendrick McCleskey, Linda O'Black, Richard Shaw and Evelyn Timmons.

### Workforce Report Card

Board staff provided an overview of the Workforce Report Card using the same presentation from the roundtable sessions. Following the presentation, Richard Shaw, Chair of the Report Card Committee shared common themes from the community discussions:

- Emphasis on early childhood education
- The need to change perceptions about technical certifications and degrees
- The need to build and expand connections between industry and education
- The need to provide better career counseling for students
- The need to teach essential skills
- The need to encourage parental involvement

### The Board's Plan and Performance

The Committee reviewed progress on achieving the desired results identified in the Board's Strategic Plan – More Competitive Employers; A Better Educated Workforce, More and Better Jobs and Higher Incomes.

We use ten strategic measures and 13 sub-measures to assess performance and progress towards annual targets and longer-term goals. Of the ten measures, four are for the region as a whole, and the remain six are for Workforce Solutions. (A copy of the Board's Strategic Plan including annual targets and measures is included in the packet. We also included the systems measure document that provides the provides detailed explanation of each measure and sub-measure.)

We met or exceeded seven of the ten measures. We fell short on three:

- We missed the target for *Percentage of Customers with Earnings Gains of at Least 20%* by 1%. (34% actual, 35% target)
- We missed our target of 2,800 *New Jobs Created*. (Actual 2,446 jobs created)
- We missed our target for employer *Customer Loyalty* by less than 1% (61.5% actual, 62% target)

Staff presented recommendations for modifying education targets as noted below.

- For the Region, we recommend increasing:
  - The percentage of the region’s population (25 years and older) *holding an educational credential* in 2018 from 80% to 82%
  - The percentage of the region’s population (25 years and older) *holding a postsecondary degree* in 2018 from 36% to 38%
  - The percentage of those *pursuing an education credential who earn one* in 2018 from 21% to 23%
- For Workforce Solutions, we recommend increasing:
  - The *percentage of those pursuing an education credential who earn one* in 2017 from 64% to 74% and from 66% to 74% in 2018
    - The higher targets reflect an improved method of data capture that more accurately represents the educational achievements of our customers.
- For Workforce Solutions, we recommend:
  - Reducing target for *Market Share* target from by 25,452 to 22,000
  - Decreasing *Customer Loyalty* from 62% to 60%
    - The decreased targets for *Market Share* and *Customer Loyalty* reflect an effort to focus on service quality for employers rather than volume.

In reviewing the education measures, the Committee engaged in a discussion around measuring the availability of workers with “middle skills” credentials. Committee Chair Bowles directed staff to investigate a breakout of the awarded credentials above high school and below the bachelor’s degree. The committee reconvened via conference call on Wednesday, September 28 at 1:30 pm to review staff recommendations. Staff will share the report on *Measuring Education Credentials of Middle-Skill Jobs in the Gulf Coast Region* as part of Agenda Item 9 – A Look at the Regional Economy.

Additionally, Chair Bowles asked staff to investigate the possibility of self-adjusting targets that allow for economic dynamics. After testing several methodologies, staff reported that the cost would be high and wouldn’t add value to the target setting process.

## Action

The Committee recommends that the Board approve adjustments to the targets in the Board’s Strategic Plan as noted below.

For the Region:

- Increasing the percentage of the region’s population (25 years and older) *holding an educational credential* in 2018 from 80% to 82%
- Increasing the percentage of the region’s population (25 years and older) *holding a postsecondary degree* in 2018 from 36% to 38%
- Increasing the percentage of those *pursuing an education credential who earn one* in 2018 from 21% to 23%

- For Workforce Solutions:
  - Increasing the *percentage of those pursuing an education credential who earn one* in 2017 from 64% to 74% and from 66% to 74% in 2018
  - Reducing target for *Market Share* target from by 25,452 to 22,000
  - Decreasing *Customer Loyalty* from 62% to 60%

The Committee also recommends adding a new education sub-measure for the regional workforce system with the targets noted below:

- The total number of students earning a post-secondary degree or certificate up to and including Associate’s degrees.

Year:	08-09 <i>Actual</i>	09-10 <i>Actual</i>	10-11 <i>Actual</i>	11-12 <i>Actual</i>	12-13 <i>Actual</i>	13-14 <i>Actual</i>	<b>14-15 <i>Target</i></b>	<b>15-16 <i>Target</i></b>
Total Middle-Skill Degrees / Certificates:	25,216	29,456	32,334	32,252	31,382	31,925	<b>34,457</b>	<b>37,202</b>