

The Gulf Coast Workforce Board
Employer Driven and People Powered

STRATEGIC PLAN 2019 – 2023
FOR THE REGIONAL WORKFORCE SYSTEM

Approved
February 5, 2019

*The Gulf Coast workforce system is a regional network
of business, education, labor, government, and community organizations
serving the City of Houston and the 13-county Gulf Coast region of Texas.*

THE GULF COAST WORKFORCE BOARD
Employer Driven and People Powered

Strategic Plan 2019 – 2023

<p>PURPOSE <i>(Why We Exist)</i></p>	<p>To keep our region a great place to do business, work, and live</p>
<p>MISSION <i>(What Makes Us Different)</i></p>	<p>We elevate the economic and human potential of the Gulf Coast region by fulfilling the diverse needs of the businesses and individuals we serve.</p>
<p>VISION <i>(The Future We Aspire To)</i></p>	<p>Our region attracts and retains the best employers, affords everyone the dignity of a job, remains vitally important to the global economy – and all within it are thriving.</p>

VALUES & BEHAVIORS
(Our Strongly Held Beliefs)

We are employer-driven

We care passionately

- Advocate for others
- Inspire hope
- Fuel progress

We take responsibilities seriously

- Be accountable
- Follow up and follow through
- Drive results

We imagine possibilities

- Seek multiple perspectives
- Bring fresh thinking
- Engage one another in making a difference

RESULTS
*(The Difference
We Will Make)*

1. Competitive Employers
2. An Educated Workforce
3. More and Better Jobs
4. Higher Incomes

**MEASURES, BASELINES,
AND TARGETS**
*(How We Will Measure
Progress Toward
Achieving Results)*

For the Regional Workforce System:

Education Credentials

- 84 percent of the region's population 25 years and older will hold an education credential
- 39 percent of the region's population 25 years and older will hold a post-secondary degree
- 24 percent of those pursuing an education credential will earn one

Job Creation

- 3.23 million individuals will be employed in the region, reflecting the addition of 254,202 jobs created since 2018

For Workforce Solutions:

Market Share

- 31,500 region's employers will use Workforce Solutions

Customer Loyalty

- 65 percent of employers using Workforce Solutions will be repeat customers

Education Credentials

- 76 percent of individual customers pursuing an education credential will earn one

Job Creation

- 3,500 new jobs will be created as a direct result of Workforce Solutions' partnering with other business organizations

**MEASURES, BASELINES,
AND TARGETS**
(continued)

Employment

— 78 percent of individual customers will be employed after leaving Workforce Solutions

Earnings

— 37 percent of individual customers leaving Workforce Solutions will have earnings gains of at least 20 percent

STRATEGIES
*(How We Will Achieve
Results)*

We help employers meet their human resource needs and people build careers, so both can compete in the global economy, by:

1. Building, maintaining, and continually improving a high-quality, value-add system that serves employers and people
2. Providing skilled workers for employers in critical industries
3. Contributing to high-quality, life-long learning for individuals
4. Delivering accurate and timely career and labor market data
5. Using our resources to leverage the larger system
6. Meeting the requirements of our funding sources

Following are the annual targets for the Board’s measures – those that cover the entire region and those that are specific to Workforce Solutions. The measures are keyed to the Board’s strategic results to measure our progress:

- Competitive employers
- An educated workforce
- More and better jobs
- Higher incomes

Primary measures are not shaded – these are the measures that we report on quarterly. Secondary measures – those that we use to test how the system is working – are shaded. We report on these measures annually.

Result #1 Competitive Employers

For Workforce Solutions	2019	2020	2021	2022	2023
Number of the region’s employers who use Workforce Solutions	27,367	28,500	29,500	30,500	31,500
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Percentage of the region’s employers using Workforce Solutions as repeat customers	60%	62%	63%	64%	65%

Percentage of those pursuing a high school equivalency who earn one.	79%	79%	79%	79%	79%
Percentage of students enrolled in post-secondary institutions earning a certificate or degree	23.00%	23.00%	24.00%	24.00%	24.00%
Percentage of students earning post-secondary certificates or degrees who hold credentials in fields preparing them for jobs in high-skill, high-growth occupations targeted by the Gulf Coast Workforce Board	38.00%	39.00%	39.00%	40.00%	40.00%
Total number of students earning a post-secondary degree or certificate up to and including Associate's degrees	42,825	45,679	48,532	51,385	54,239

For Workforce Solutions	2019	2020	2021	2022	2023
Percentage of customers pursuing an education credential who earn one	74%	75%	75%	76%	76%
Percentage of customers enrolled in post-secondary education who earn certificate/degree	85%	85%	85%	86%	86%

Result # 3 More and Better Jobs

For the Regional Workforce System	2019	2020	2021	2022	2023
Total number of jobs	3,029,703	3,080,544	3,131,384	3,182,225	3,233,065

For Workforce Solutions	2019	2020	2021	2022	2023
Number of new jobs created as a direct result of Workforce Solutions' partnering with other business organizations	3,300	3,300	3,400	3,400	3,500

Percentage of new jobs created with employers in industries targeted by the Gulf Coast Workforce Board as a direct result of Workforce Solutions' partnerships	60%	63%	67%	72%	75%
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	2019	2020	2021	2022	2023
Percentage of new jobs created in high-skill, high-growth occupations targeted by the Gulf Coast Workforce Board as a direct result of Workforce Solutions' partnerships with employers	45%	45%	45%	45%	45%

Result # 3 More and Better Jobs

For the Regional Workforce System*	2019	2020	2021	2022	2023
Number of jobs occurring in those industries targeted by the Gulf Coast Workforce Board	≥1,304,205	≥1,304,205	≥1,304,205	≥1,304,205	≥1,304,205

Number of jobs occurring in high-skill, high-growth occupations targeted by the Gulf Coast Workforce Board	≥ 615,170	≥ 615,170	≥ 615,170	≥ 615,170	≥ 615,170
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For Workforce Solutions	2019	2020	2021	2022	2023
Percentage of individuals employed after leaving Workforce Solutions	76%	77%	77%	78%	78%

Percent of individuals unemployed at entry who are employed after leaving Workforce Solutions	75%	75%	75%	76%	76%
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	2019	2020	2021	2022	2023
Percentage of individuals employed after leaving Workforce Solutions, also employed in both consecutive quarters	83%	83%	83%	83%	83%
Percentage of individuals employed in the quarter beginning services from Workforce Solutions	68%	68%	68%	68%	70%

Result # 4 Higher Incomes

For Workforce Solutions	2019	2020	2021	2022	2023
Percentage of individuals with earnings gains of at least 20 percent after leaving Workforce Solutions	37%	37%	37%	37%	37%

Percentage of individuals employed with earnings gains after leaving Workforce Solutions	46%	46%	46%	46%	46%
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