



VISION, MISSION, STRATEGIC DIRECTION 2007-2010

Vision

Lehigh Valley has a world class competitive workforce.

Mission

To ensure a demand-driven world class workforce system aligned with economic development and education.

Strategic Directions

- A. Target those clusters with sustainable growth industries in the region as the primary workforce focus.
- B. Establish the Lehigh Valley WIB as the regional leader for aligning labor supply and demand.
- C. Align education and workforce development.
- D. Integrate global, national and regional socio-economic trends into LVWIB's strategic initiatives.
- E. Maximize resource effectiveness at the regional state and federal levels.

Strategic Direction A

Target those clusters with sustainable growth industries in the region as the primary workforce focus.

Supporting Initiatives in Priority Order	Time Frame 2007 to 2010
1. Coordinate with Regional Economic Development partners to identify industries experiencing more than 2% employment growth in high priority occupations paying above 80% of the regional average wage.	2007
2. Identify current and projected workforce shortages and communicate needs to community stakeholders.	2007
3. Identify current and future skill requirements needed for each targeted industry cluster.	2009
4. Close the skills gaps in targeted clusters to increase the region's competitive position.	2010
5. Facilitate the development of career ladders and lattices to maximize transferable workforce skills across targeted clusters.	2009
6. Develop new Industry Partnerships and expand existing Partnerships.	2009



Strategic Direction B

Establish the LVWIB as the regional leader for aligning industry demands with labor supply.

Supporting Initiatives by Priority

Time Frame 2007 to 2010

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| 1. Develop a regional LVWIB Strategic Marketing and Implementation Plan aligned with Job Ready PA Workforce Plan. | 2007 |
| 2. Establish PA CareerLink Lehigh Valley as the primary resource for workforce information and services. | 2007 |
| 3. Educate legislators on the WIB's role in addressing workforce issues and continue to engage legislators for proactive, regional advocacy. | 2008 |
| 4. Assess and redirect the regional workforce system to attract and more diverse multifaceted workforce. | 2010 |

Strategic Direction C

Align education and workforce needs.

Supporting Initiatives in Priority	Time Frame 2007 to 2010
1. Establish Industry and Education Committees to enhance focus within the respective sectors.	2007
2. Map trends impacting the emerging workforce and design youth strategies, programs, services and develop initiatives based on these trends.	2007
3. Align K-12, post-secondary and higher education with academic, technical, and employability skills required in the workplace.	2009
4. Create a Lehigh Valley-wide clearinghouse and resource tool for internships, job shadowing, mentoring and apprenticeship opportunities.	2010
5. Work with education partners to determine strategies to help students stay in school, help drop-outs reconnect to education.	2009

Strategic Direction D

Incorporate insights from regional, national, global, and socio-economic trends into LVWIB's strategic direction, planning and initiatives.

Supporting Initiatives in Priority	Time Frame 2007 to 2010
1. Align with five Regional partners to focus on common strategic workforce issues.	2007
2. Determine the impact of an aging workforce on industry clusters and develop an action plan to address the effects.	2007
3. Determine the effect on workforce trends due to global competition and technological advances.	2009
4. Determine the effects of changing demographics on our regional economy.	2009
5. Establish a partnership with New Jersey and New York WIB's to address workforce and training issues of mutual concern and/or opportunity.	2010



Strategic Direction E

Maximize resource effectiveness at the regional, state and federal levels

Supporting Initiatives in Priority	Time Frame 2007 to 2010
1. Solicit a LVWIB Board member to serve on the PA State WIB.	2007
2. Coordinate WIB legislative activity with stakeholders on issues of common interest.	2007
3. Assess the regional PA CareerLink workforce systems, including strategies, processes, governance and locations.	2010
4. Assess regional workforce system's processes to find opportunities for increased application of technology.	2009
5. Identify public and private funding to increase the skill sets of workers.	2010