

**Work Plan - Program Year 22/23**

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## Overview

The WSM workplan outlines the strategic priorities and goals for FY23 (July 1, 2022, thru June 30, 2023). The workplan is in alignment with the 2020-2024 Montgomery County Local Workforce Plan; it also considers other relevant strategic plans e.g., Montgomery County Economic Development Corporation's Comprehensive Economic Strategy.

The plan is not intended to provide a comprehensive overview of all WSM activities, data and impact-points, but rather layout top-level metrics for strategic priorities which measure efficacy, efficiency, and progress related to the LWDB's services offered by WSM and AJC partners.

WSM has engaged in a Measurable Equity initiative with a goal that **All Montgomery County residents will have access to career pathways that lead to equitable & sustainable economic mobility**. This action statement, while simple and broad, requires WSM to operate in a data-driven high-impact space as it pertains to strategy formulation and program implementation. WSM believes this approach is necessary to create sustainable change and progress for all Montgomery County Residents—especially those from low-income and under-resourced communities.

WSM's plan for FY23 is to continue to leverage data to establish an equity-centered collaborative approach to yield better results within the following areas: **(1) Community Engagement; (2) Talent Pipelines; (3) Business Engagement; (4) WIOA Performance; and (5) Workforce Ecosystem Building**.

## Priority #1 – Community Engagement

### **Summary**

The focus of this priority is to: (1) identify WSM's target job seeker demographics; (2) define methods/systems for continual & meaningful engagement with community partners for the purpose of increasing service awareness and accessibility; (3) outline key performance indicators to determine effectiveness of WSM's outreach and service-delivery methods.

### **Performance Indicator #1 – Identifying Target Populations**

WIOA enrollment is disaggregated according to the categories listed below, as well as by race and zip code, to inform WSM leadership around trends related to distribution of services among target populations.

1. Low-Income; Public Assistance.
2. Homeless; Displaced Homemakers.
3. Ex-Offenders.
4. Unemployed/Underemployed.
5. Veterans; Single Parents.
6. English Learners.
7. Disabled.
8. Dislocated Workers.
9. Unemployment Insurance Claimants.

### **Performance Indicator #2 – Participation in Community Events**

1. Number of community events attended
2. Number of organizations supported through community event participation

### **Performance Indicator #3 – SkillUp Montgomery (Community Resources)**

1. Number of Residents Engaged (Distinct User Accounts)
2. Number of Modules Completed
3. Average Completions Per Active Client
4. Average Hours by Active Client
5. Number of Businesses Engaged

### **Performance Indicator #4 – Social Media Engagement**

1. Monthly Total # of Monthly Posts, Reach & Engagement
  - a. Facebook, Instagram, LinkedIn, & Twitter

### **Performance Indicator #5 – Community Partner Referrals**

1. Number of Referrals
2. Number of Referring Organizations

## Priority #2 – Talent Pipeline

### **Summary**

This priority measures the impact of WSM programs on Montgomery County's talent pipeline(s) for target industries.

### **Performance Indicator #1 – Identifying Target Industries**

1. Biotechnology / Life Science
2. Information Technology
3. Hospitality
4. Healthcare
5. Construction
6. Transportation
7. Professional Services

### **Performance Indicator #2 – Talent Pipeline**

1. Number of Job Seekers enrolled in OST (by industry)
2. Number of Job Seekers successfully completing OST (by industry)
3. Number of Job Seekers employed at program exit
  - a. Disaggregated by industry, barrier demographic, race, and zip code
4. Total number served through the AJC
5. Total number of AJC placements

## Priority #3 – Business Engagement

### **Summary**

This priority outlines key performance indicators for WSM and the workforce system as it pertains to business services. It also establishes metrics for cultivating a multi-partner integrated business services model.

### **Performance Indicator #1 – Businesses Served**

1. Number of organizations actively participating in central business customer relation management system i.e., WSM Edge
2. Number of new businesses engaged
3. Total number of businesses served
4. Total number of business (hiring) events

### **Performance Indicator #2 – Resource Allocation**

1. Amount of OJT and PWE funding deployed to business community
2. Number of businesses supported by OJT & PWE
3. Amount of IWT funding provided to business community

4. GROW funding deployed to business community
5. Number of businesses supported by the GROW program
6. Number of placements resulting from GROW program

### **Performance Indicator #3 – Business Satisfaction**

1. Ninety percent Satisfaction Rate across all metrics

## Priority #4 – WIOA Performance

### **Summary**

This priority outlines the incremental real-time and federally reported improvements expected in FY23 for WIOA programs.

### **Performance Indicator #1 – WIOA Common Measures**

1. Meet or exceed a minimum of 90% of goals outlined in the Annual (FY22/23) WIOA Performance Report published by Maryland Department of Labor.

## Priority #5 – Workforce Ecosystem Building

### **Summary**

This priority outlines key undertakings to enhance and better integrate Montgomery County's workforce development ecosystem.

### **Performance Indicator #1 – Community Asset Map**

1. Publish Montgomery County's Adult and Youth Workforce Development Asset Maps.
2. Perform a "gap analysis" of the County's workforce system, engage our stakeholders in process of mitigating the gaps with targeted investments.
3. Establish a Community Asset webpage with interactive service locator.

### **Performance Indicator #2 – Workforce Recovery Network**

1. Implement round one of WRN with 8-12 community-based workforce development providers who serve residents most in need assistance.
2. Implement clear impact performance scorecards to demonstrate collective impact.
3. Establish integrated business services model through a shared client relationship management database with WSM and partner/WRN business services staff.

## Key Terms

- A. **American Job Center** – AJC
- B. **Department of Correction & Rehabilitation** – DOCR
- C. **Grant Relief for On-Boarding Workers** – GROW
- D. **Incumbent Worker Training** – IWT
- E. **Individual Training Account** – ITA
- F. **Local Workforce Development Board** – LWDB
- G. **Montgomery County Correctional Facility** – MCCF
- H. **Occupational Skills Training** – OST
- I. **On-the-Job Training** – OJT
- J. **Paid Work Experience** – PWE
- K. **Workforce Innovation & Opportunity Act** – WIOA
- L. **WorkSource Montgomery** – WSM
- M. **Workforce Recovery Network** – WRN