

Washington Workforce Association

www.washingtonworkforce.org

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Vision

Washington State has the most competitive workforce in the global economy.

Business Definition

We, the Washington Workforce Association, represent the local Workforce Development Councils in order to promote and enhance a highly effective, comprehensive workforce development system.

Mission

The Washington Workforce Association supports and promotes its members through advocacy, technical assistance and communication resulting in relevant service delivery and successful outcomes.

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Goals & Objectives

Goal 1

WWA is the voice for the local workforce boards and workforce delivery system.

Objective 1a: Propose proactive policy reform at the state and federal level that makes the system more responsive to the needs of local businesses, workers, job seekers and youths.

Objective 1b: Develop policy consensus and common strategies with partner organizations.

Objective 1c: Provide a mechanism for local elected officials to collectively respond to policy issues.

Goal 2

Lead the design and delivery of professional development and technical assistance.

Objective 2a: Assess and forecast the demand for staff and professional development within the workforce system.

Objective 2b: Provide continuing education and skill building opportunities for Washington's workforce development professionals and volunteers.

Objective 2c: Meet short-term specialized staffing needs at WDC's and other organizations.

Goal 3

WWA is a leader in communicating and informing the public on the impact of workforce development, policies, issues and accomplishments.

Objective 3a: Improve WWA's visibility, identity and recognition through a comprehensive marketing strategy.

Objective 3b: Enhance partnership opportunities.

Objective 3c: Enhance communications with WDC members, partners and stakeholders.

Goal 4

Expand the capacity of the organization to deliver value-added service and products throughout the workforce system.

Objective 4a: Develop projects that support short- and long-term organizational goals.

Objective 4b: Strengthen the infrastructure to support the organization's goals and objectives.

Objective 4c: Demonstrate continuous quality improvement.

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