

**Mission**

Charlotte Works is a workforce leader that creates community partnerships and provides policy guidance to advance an integrated, market-driven workforce and economic development system.

**Vision**

The Charlotte region is home to the nation's most skilled and work-ready workforce.

**STRATEGIC PLAN**

**PY 2015 GOALS**

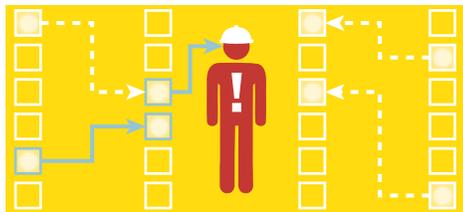


**Economic Mobility**

- To ensure that ALL individuals have access to tools and support services to help them identify and ensure they grow in their chosen pathways
- Career pathways in all high-growth sectors
- More impactful demand-driven career guidance
- Work-Learn opportunities for all students and job-seekers with barriers

**Economic Mobility**

- Develop at least one truly integrated career pathway
- Begin assessments of all clients
- Pilot a new local incumbent worker program
- Launch Working Smart for youth pilot in CMS
- Identify financial literacy partner
- Hire new business services team members to focus on employer engagement to increase work-based learning

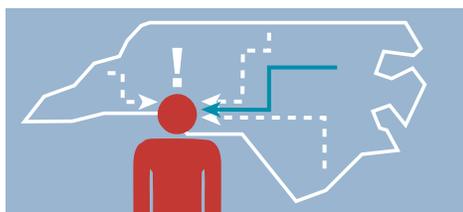


**System Capacity-Building**

- To build a seamless regional workforce system founded on common service standards and metrics and a shared database
- Work toward creating a single demand-driven regional workforce development system
- Shared client-tracking database across all workforce partners
- Common client-intake and assessment tools

**System Capacity-Building**

- Develop a framework and timeline for creating a regional workforce system
- Create a new fundraising position
- Develop and soft-launch a thought-leadership program
- Begin planning a robust social media program
- Develop/launch Phase I of a revamped website
- Implement Phase II of culture development plan
- Begin board of directors development



**Labor Market Intelligence**

- To become the trusted source of information on the Charlotte-region's job opportunities and the skills necessary to obtain them
- Fully implement a regional sector engagement strategy
- Regional competency-based skills mapping
- Creation of a regional workforce intelligence office

**Labor Market Intelligence**

- Use market data to update our regional Occupation in Demand list every quarter
- Build a robust data analysis team
- Begin working with the new data unit to plan Phase II of the website, which would be a research-based tool
- Partner with Business Services team to Implement plan to reach out to businesses to help Charlotte become a NC Work Ready community
- Develop and launch sector strategy