

## 1. Increase, simplify, and enhance WSB services. **WSB Strategic Goals 2021-2023**

Name	Update	% Completed
1. Effectively utilize relevant dashboards and infographics at Board, Committee, and internal meetings to inform better decision-making.	Both the programs and finance dashboards are fully implemented.	100%
2. Integrate childcare family population in all programs and initiatives to ensure services and programs are comprehensively impacting all customers.	Child Care Services and Workforce Program contractors continue to collaborate on the integration of services for CCS parents to help them elevate out of the system. WSB incorporated a local metric for both contractors to work on helping and up-skill parents into sustainable wages and gainful employment.	75%
3. Acquire \$500,000 in non-formula funds to utilize towards clients who do not typically qualify, enhance services, and/or develop innovative economic development programs.	Exceeded goal. Received DOL grant for 4.7 million. Working on a grant from EP County, a Recompete grant with the City of El Paso, and exploring a possible collaboration with UTEP for a DOL Infrastructure grant.	100%
4. Automate workflow and process improvements by creating efficiencies with cross-functional software applications and enhancing our internal digital literacy and skills.	Monday.com has been implemented with Staff and is utilized throughout the organization. The HR system has been selected and we have signed an agreement with ADP.	100%

## 2. Enhance customer experience with innovative and simplistic service and data-driven product design.

Name	Update	% Completed
5. Develop and implement a comprehensive strategy for the Pop-Ups and small center access points.	The comprehensive strategy now include identifying power partners within the community. They include: The El Paso County Housing Authority, City of Socorro HUB, Horizon EDC and the HOME Kennedy Estates.	100%
6. Develop various options for enrollments into programs ranging from “self-managed,” to “express,” to “guided,” to “concierge.”	WSB is actively working on the development of a CRM tool, which will streamline the enrollment process and improve the management of eligibility requirements, ensuring a more efficient and user-friendly experience for our participants.	50%
7. Develop methods and channels to embed jobseekers with disabilities into all workforce programs and initiatives.	WSB is working with TWC on Work-Based Experience programs for disabled individuals. Currently, we have successfully established Year-Round and Summer Earn and Learn work experience programs. WSB is committed to developing additional Work-Based Learning programs for individuals with disabilities and increasing permanent employment opportunities with higher wages, this will be an ongoing project between TWC and Borderplex.	100%

Name	Update	% Completed
8. Establish the “New Economy Readiness Workshops” at different scales based on customer abilities such as “basic digital literacy,” “remote work,” and “freelancer (entrepreneurial)” workshops.	This goal has still to be fully developed although potential classes' have been identified. We are evaluating aligning customer need and interest.	75%
9. Develop Digital Solutions Program for childcare providers (digital literacy + kits)	The childcare DTS program was successful. WSB was able to secure additional funding from EP County to continue expanding digital literacy and operational efficiencies for childcare providers to help them become TRS.	100%

### 3. Develop programs and initiatives to support an improved regional economy.

Name	Update	% Completed
10. Spend at least \$1,000,000 in training/employment into occupations across three in-demand industries: healthcare, technology, advanced manufacturing.	The objective was met. WSB will continue working on the three industries. WSB will continue collaborating with TTUHSC on TIP grants to assist nursing students. WSB maintains ongoing meetings with Advanced Manufacturers to strengthen support for A&D initiatives.	100%
11. Develop a Women’s Solutions Bureau to identify gaps in gender equity and establish methods to increase access for under-represented populations among various occupations and programs.	Branding is complete. We have begun re-establishing programming and have a plan for the remainder of FY23 and FY24 involving Herforce and construction.	75%
12. Launch, brand and promote NextForce as the division focused on youth and develop a range of programs targeted at youth subgroups:	NextForce brand and promotion has been completed and very successful. We are currently conducting focus groups, internships, and expanding collaboration with community partners for more effective outreach and engagement. a) Opportunity Youth - WSB Continues to work with with the Opportunity Youth Action Network to develop a reengagement center in El Paso and working onsite with foster youth. b) College Drop-Out Recovery - We supported 23 individuals from Western Technical College. c) Grind Talk - Six (6) Grind Talk Participants were provided WBL opportunities in marketing, video production and law offices. d) Digital Nextforce Consultants - DTS Team members successfully completed Digital Transformation Services to 113 businesses.	100%

Name	Update	% Completed
13. Support economic development efforts in the rural areas.	The opening of Alpine ISD child development center is allowing parents to have the ability engage in employment and the development of an apprenticeship programs with Big Bend Telephone in areas or technology or electronics will contribute to bust the workforce in the rural areas.	100%

#### 4. Provide value to the community by establishing partnerships and leveraging resources.

Name	Update	% Completed
14. Establish the West Texas Aerospace Coalition and Training Center.	WSB continues to be a key partner for the A&D Innovation Network, UTEP has established the Innovation Factory {under development} at the Advanced Manufacturing District will be available to manufacturing startups near El Paso airport. UTEP is currently working with employers who are moving in to the district.	100%
15. Develop the Early Education Center of Excellence with Early Matters El Paso partners.	WSB will be working with Early Matters of El Paso partners this coming year for the development of an Early Education Center of Excellence.	25%
16. Develop and launch the WSB Business Solutions Center (in-person and virtual services) to provide consultative and customized workforce recruitment and retention services.	WSB has renewed letters of agreements with the local chambers, Borderplex Alliance and Paso Del Norte Foundation to help align business strategies. WSB staff will continue to work on leveraging the agreements to help provide information and resources to our local employers.	25%
17. Develop the framework for a Healthcare Center of Excellence.	WSB continues to support the Healthcare industry through partnerships with Project Arriba and regional training providers: Texas Tech, and Medical Center of Americas.	25%
18. Establish a plan to train and employ at least 100 transitioning soldiers into upper quartile occupations by December 2023.	We have hired project manager to assist with oversight and management of the Pathways for Heroes grant. We are on track to train 100 soldiers by end of December in upper wage quartile occupations between various funding sources.	75%

Name	Update	% Completed
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### 5. Increase and enhance the value and credibility of workforce board(s).

Name	Update	% Completed
19. Utilize the customer satisfaction survey tool and process to improve and enhance service delivery.	We've utilized customer satisfaction surveys to pinpoint service gaps, resulting in improved strategies and service delivery. The feedback has played an important role to help with improvement plans, guiding staff training for enhanced credibility. We recommend continued use of this survey tool as an enhancement strategy. This approach helps us sustain customer satisfaction and organizational success.	100%
20. Publish an annual Wage Analysis & Return on Investment Report and present to all six county governing bodies and economic development partners. Develop a standard "Status of the Workforce" presentation	Our annual publication of the Wage Analysis & Return on Investment Report, along with presentations to all six county governing bodies and economic development partners, continues as a yearly commitment. We have successfully completed and shared the wage data for 2020 and 2021, as well as the ROI report for 2021 and 2022, with our dedicated staff and the wider community. Furthermore, our WSB team has taken proactive steps by delivering the "Status of the Workforce" presentation at various events and meetings, engaging with businesses and community organizations, and education partners. These reports will continue to be developed and presented to ensure the our transparency and sharing of information and insights to our stakeholders and community	100%
21. Develop a public (version) dashboard of workforce data	WSB has selected a vendor to develop public dashboards. The project is expected to be completed by Dec 2023.	75%
22. Enhance messaging to reach broader audiences.	New website is under construction and will be completed on November 1st. As of October 2023, Kandolite is the new Communications Director. is implementing fresh messaging efforts to coincide with sub brands. New outreach campaign is being implemented "The Forces" subbrand is being implemented.	100%