

Advocate. Collaborate. Lead.



2024-2026 GOALS & STRATEGIES



Vision: North Carolina workforce boards are best-in-class with the most competitive workforce in the nation.

Mission: The North Carolina Association of Workforce Development Boards (NCAWDB) enhances and supports the work of the local Workforce Development Boards (WDBs) through strategic advocacy, partnership convening, and capacity building.

Goal 1 Equip the leadership of local WDBs by providing a platform of initiatives that continuously increase effectiveness and leadership.

Strategies

- a. Develop educational programs for Executive Directors, Executive Committee, and Board Members.
- b. Develop and coordinate effective and continuous learning opportunities and promising practices for NC Workforce Boards.

Success Indicators

- New Board member orientation program developed in 2024.
 - New Executive Director orientation program developed in 2024.
 - At least 3 Board training/ initiatives by the end of 2026.
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Goal 2

Increase awareness and influence of the Association and its value to the workforce ecosystem.

Strategies

- a. Develop and implement a comprehensive cohesive communication strategy.
- b. Increase NCAWDB social media presence to highlight workforce related policy and initiatives, best and promising practices, and accomplishments of local boards.
- c. Create and implement an advocacy awareness plan for workforce ecosystem partners.
- d. Enhance the NCAWDB web page and multiple-media outlets as resources to promote the Association and Workforce Development Boards as the go-to resource.
- e. Increase partnership engagement with such organizations as the NCWorks Commission on Workforce Development, NC IDEA, MyFutureNC, Institute for Emerging Issues (IEI), Rural Center, etc.

Success Indicators

- Advocacy awareness plan developed for all key partners by the end of 2025.
- Key Partner awareness plans implemented by 2026.
- Increase the number of touchpoints with the workforce ecosystem including social media by 15%.
- Lead, sponsor, or co-sponsor at least 4 partner events.

Goal 3

Increase and diversify financial and other resources for the Association.

Strategies

- a. Identify opportunities for non-traditional sources of funding (e.g. bartering, non-cash sponsorships, donations of space, referral fees, etc.).
- b. Create a fee-based strategy for events and conferences.
- c. Explore a variety of membership models and opportunities.
- d. Enhance/expand NCAWDB sponsorship program.

Success Indicators

- NCAWDB budget doubled by the end of PY'26.
- Generate at least \$10,000 in non-traditional funding.
- Generate at least \$5,000 in fee-based funding.
- Expand the sponsorship program by at least \$10,000.

Enabling businesses to prosper economically and remain competitive by providing a highly qualified, motivated workforce.