

Revised 11/3/2011

# FOUR-YEAR YOUTH COUNCIL STRATEGIC PLAN (2011-2015)

## WIB VISION

*“Building a Great Workforce;  
Building Great Communities.”*

## WIB MISSION

*“Improve the quality of the  
workforce to enhance the  
productivity & competitiveness  
of the region.”*

## YOUTH VISION

*“All WIA youth registrants are  
capable of meeting the  
employment needs of  
regional businesses.”*

## YOUTH MISSION

*“Build a regional network that  
supports and trains our youth  
to prepare them for  
educational success,  
employment, & citizenship.”*

**Goal 1:** (Santoscoy, Dickey)  
Foster opportunities for “in-school” youth to pursue meaningful careers by helping schools and businesses align curriculum with the needs of the economic community.

**Objectives:**

- 1.1. Bring teachers, the business community, and post-secondary together to discuss and share avenues to connect curriculum and careers.
- 1.2. Assist school districts identifying and assessing community economic needs and ways to restructure curriculum offerings so it is both attractive and beneficial to students
- 1.3. Encourage apprenticeships, internships, and job shadows for in-school youth.

**Strategies with timeframes and outcomes:**

- 1.1.1 Identify pilot county and meet with stakeholders, (Jan. 2012)
- 1.1.2 Develop list of entry-level trade skills needed for job market (April 2012)
- 1.1.3 Meet and discuss gaps and opportunities with post-secondary (June 2012)
- 1.1.4 Develop plan to close the gaps (Jan 2012)
- 1.1.5 Present to superintendents Feb. 12, to board April 2012
- 1.1.6 Implement August 2012
- 1.1.7 Convene group to plan Health Careers Expo for high school students (Sept. 2011-Feb 2012) **completed**
- 1.2.1 Convene workshops between school districts, Chambers, and Industrial Associations for revisiting/relaunching of Workforce 2000+ (Jan-March 2012)
- 1.3. Develop pilot program for registered apprenticeships in secondary system (July-Sept. 2012)

**Goal 2:** (Tindal, Garrison)  
Encourage schools and businesses to share resources that allow “out of school” youth to obtain the skills necessary to pursue meaningful careers.

**Objectives:**

- 2.1. Collaborate with adult education and others to identify out-of-school youth.
- 2.2. Identify out-of-school youth’s natural talents and connect them to resources that can in turn connect to those natural talents.
- 2.3. Identify out of school youth participants to participate in recruitment and youth council events

**Strategies with timeframes and outcomes:**

- 2.1.1 Oversee out-of-school youth program that collaborates with adult education and other community partners (August 2011) **completed**
- 2.2.1 Meet Federal requirements for performance indicators for Youth. (June 2012)
- 2.3.1 Add youth participant to Youth Council presentations every other meeting at a minimum (June 2011) **completed**

**Goal 3:** (Teigue)  
Create a “community network” of educators, parents and business partners for the singular objective of our youth completing high school with clear career objectives.

**Objectives:**

- 3.1. Identify the assets in each community that make up the “community network”.
- 3.2. Create a means for out of school youth to connect with services through the Internet.
- 3.3. Seek additional funding for partners to collaborate in assisting youth with career objectives

**Strategies with timeframes and outcomes:**

- 3.1.1 Conduct asset map of stakeholders to identify organizations, services and training and support opportunities available to youth . (Sept 2011) **completed**
- 3.1.2 Advocate youth strategy via community presentations, networking at interagency meetings, and personal meetings with agencies to discuss youth plan (ongoing) **on track**
- 3.1.3 Invite two local community “experts” to participate in Youth Council meetings (annually) **on track**
- 3.2.1 Establish Internet based application for out of school youth program (May 2011) **completed**
- 3.3.1 Leverage WIA funding with at least three other funding sources to increase impact of program (August 2011). **completed**

**Goal 4:** (Brown)  
The Santee Lynches Youth Council will establish a working relationship with parents, students, educators, and community organizations to build a value system of educational awareness targeting parental involvement.

**Objectives:**

- 4.1. Create a Parent University model (target resources and venues: adult education programs, college 101 courses, and faith based community) engaging parents/individuals in the importance of education as it relates to academic preparation and career paths.

**Strategies with timeframes and outcomes:**

- 4.1.1 Structure a community involvement event that will allow parents to participate in learning about the various agencies in the community that are connected to education. (March 2013)
- 4.1.2 Participate in parent events, college application days, and other events to promote awareness and how to advocate for the academic needs of the child (ongoing) **on track**

**Goal 5:** (Kunkel)  
The Santee Lynches Youth Council will create and implement a viable and sustainable public relations campaign that emphasizes the importance of excellent education.

**Objectives:**

- 5.1. Develop an “education is important/valuable” message and develop the means to transmit the message (different segments of the population [adults –parents and nonparents, youth, and business sectors] will require different means but carry the same message.

**Strategies with timeframes and outcomes:**

- 5.1. Establish a presence in social media through Facebook, Twitter, or other source (August 2012)  
Other strategies to be developed by fall 2013