



## What Does the North Shore WIB Strategic Planning Process Mean for You?

### Businesses will hear:

- what investors and economic development leadership are predicting for North Shore business in the near future.
- what your business colleagues are saying about their skill needs and how they are finding the right workers.
- about access to training resources and regional efforts around workforce development.

### Job seekers will hear:

- about information on the critical industries and occupations on the North Shore, including growth projections, pay scales, and other critical information.
- about what companies define as key issues as they hire employees.
- about career pathways and how to access training.

### Educators & community organizations will hear:

- what companies are saying they need in terms of skill sets and education.
- about career pathways in North Shore industries.
- about coordinating with the WIB around workforce development efforts that can benefit students/clients/customers.

Teller Financial Services Accountant Data Entry Clerk Loan Officer Carpenter Electrician Plumber Construction Trades Truck Drivers Building Analyst Nurse Certified Nurse Assistant Medical Assistant Dental Hygienist Health Care Medical Technologist Durable Goods Manufacturing Machinist Engineer Sheet Metal Worker Life Sciences Graphic Designer Creative Economy Laboratory Technician Teller Entrepreneur Accountant Data Entry Clerk Loan Officer Financial Services Carpenter Electrician Plumber Truck Drivers Nurse Construction Trades Health Care Building Analyst Medical Assistant Certified Nurse Assistant Dental Hygienist Medical Technologist Durable Goods Manufacturing Sheet Metal Worker Radiological Technician Machinist Engineer Creative Economy Foreman Assembler Life Sciences Quality Control Worker Laboratory Technician Entrepreneur Graphic Designer Financial Services Teller Accountant Data Entry Clerk Loan Officer Carpenter Construction Trades Electrician Teller Financial Services Accountant Data Entry Clerk Loan Officer Carpenter Electrician Plumber Construction Trades Truck Drivers Building Analyst Nurse Certified Nurse Assistant Medical Assistant Dental Hygienist Health Care Medical Technologist Durable Goods Manufacturing Machinist Engineer Sheet Metal Worker Life Sciences Graphic Designer Creative Economy Laboratory Technician Teller Entrepreneur Accountant Data Entry Clerk Loan Officer Financial Services Carpenter Electrician Plumber Truck Drivers Nurse Construction Trades Health Care Building Analyst Medical Assistant Certified Nurse Assistant Dental Hygienist Medical Technologist Durable Goods Manufacturing Sheet Metal Worker Radiological Technician Machinist Engineer Creative Economy Foreman Assembler



# Strategic Plan

# 2012-14



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We put the  
North Shore  
*to work!*



## Our Mission & Vision

*Through collaborative leadership, the North Shore WIB ensures that programming across multiple organizations and educational institutions meets evidence-based business and worker needs for highly valued skills in our very competitive labor market.*

The North Shore Workforce Investment Board is an integrative force, bringing together business, education, economic development and other public entities striving to ensure that our region has skilled workers to meet the demand of employers in the region.

- Companies (i.e. employers) and Workers together make the North Shore an economically viable place to live and prosper.
- Companies come to and remain on the North Shore because the workers are here.
- Companies can find and keep the employees they need.
- Workers and Companies have options for training that are easily accessible and meet their specific needs based on their backgrounds, interests, and capabilities.

## The North Shore WIB is Data-Driven

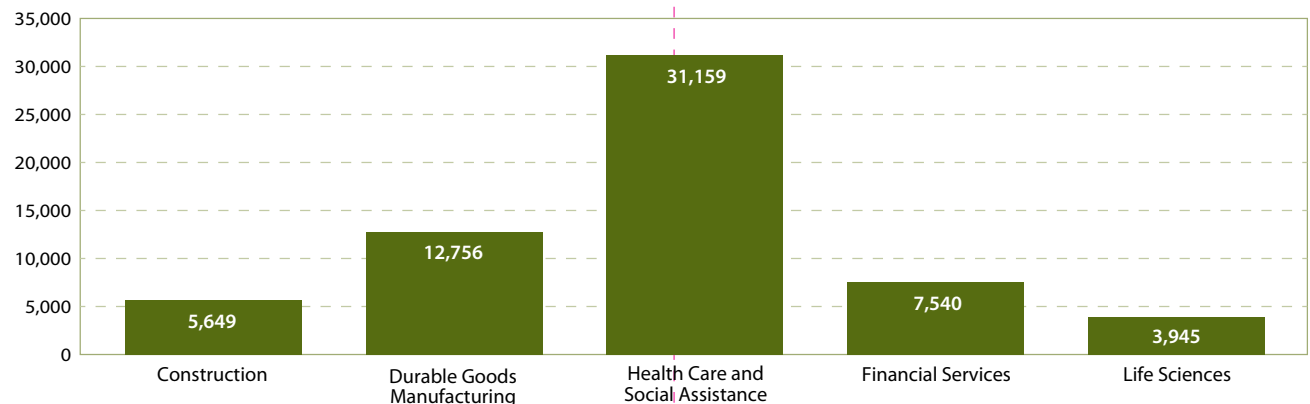
- We are a resource for information about where the jobs are, where they are going to be and how to prepare for them.
- We research data, talk to companies, talk with people to help make decisions that are right for the region.
- We create workforce access and advancement opportunities for both the unemployed and working adults. The current challenge for the region is a gap between what the many employers need in terms of skill sets from the workers and the available workers who possess those skills.
- We develop a strategic plan that offer a road map for building a workforce that business seeks and attracts new business to the region.

## Strategic Plan Goals

### The North Shore WIB will:

- build the capacity of the North Shore workforce system to respond to labor market needs.
- strategically utilize resources and fully engage the business sector to close the skills gap that exists between available workers and employers.
- enhance the youth pipeline by increasing and aligning education, training and employment programs.
- increase, strengthen and strategically align relationships with federal, state and local partners/stakeholders.
- strategically manage and enhance available resources to support and grow operations.

### Employment in the North Shore's Critical & Emerging Industries



Source: Massachusetts Executive Office of Labor and Workforce Development, ES-202 data.