

**RIVERSIDE COUNTY COUNCIL FOR YOUTH DEVELOPMENT  
STRATEGIC ACTION PLAN  
July 2010 thru June 2011  
REVIEW DRAFT**

***ORGANIZATIONAL OVERVIEW  
VISION, MISSION AND VALUES***

**Riverside County WIB**

**VISION:** Infinite Opportunity, Lasting Prosperity

**MISSION:** We provide leadership to the workforce development system in Riverside County by supporting economic development and talent management.

**CUSTOMERS:** Our primary external customers are businesses and current and future jobseekers.

Our workforce partners and staff are our internal customers.

**ROLE:** The WIB will play several roles in furtherance of our vision and mission:

- We endeavor to catalyze change in the community to build effective partnerships.
- We will be a community facilitator and convener to identify issues and act collectively with partners to address them.
- We will act as an intermediary/broker between the supply and demand sides of the workforce system about current and future skill needs to ensure mutually beneficial relationships and outcomes.
- We will strategically invest in program innovation.
- We will be an advocate and take political action on workforce development issues at the local, state and national level.
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**Riverside County Council for Youth Development**

**VISION:** The Riverside County Council for Youth Development envisions a community where all youth have a voice and a vote. We envision a community where all youth are a success in school, work, and life. We envision a community that provides youth with access to services and resources. We envision all youth as leaders of our community.

**MISSION:** Provide all youth with opportunities to participate in their community and provide access to information, education, jobs and career opportunities.

**CUSTOMERS:** Our primary external customers are youth (future jobseekers) and Businesses.

## ***STRATEGIC GOALS***

***Goal One:*** Increase the number of employers providing work-based learning experiences for youth (e.g., internships, apprenticeship, etc.) (Links to WIB Goal One)

***Key Strategies:***

- 1.1 Identify tax incentive for business and assist them in accessing those incentives
- 1.2 Provide recognition and free marketing for participating businesses via website, regular newsletters, and local media outlets
- 1.3 Create a branding campaign to recognize local businesses
- 1.4 Approach chambers and other business organizations in order to expand the CYD's reach with businesses
- 1.5 Conduct analysis from Business Intelligence data in order to develop and maintain a comprehensive contact list
- 1.6 Create a CYD marketing campaign specifically aimed at businesses to engage them in providing work-based learning

***Outcome:***

- Increase by 25% to 50% the number of businesses willing to participate continuously through summer and year-round programs

***Goal Two:*** Increase opportunities for youth to increase basic skills, life skills and to prepare for post secondary education (Links to WIB Goal One)

***Key Strategies:***

- 2.1 Identify potential local education partners, e.g., schools, apprenticeship programs
- 2.2 Develop a matrix of post-secondary options
- 2.3 Develop a comprehensive recruitment strategy that reaches all youth
- 2.4 Re-establish the Education Workgroup to carry out the action plan
- 2.5 Create program components such as – campus visits, college fairs, financial aid workshops, SAT workshops, college experiences
- 2.6 Create an ongoing newsletter for youth
- 2.7 Create a region-wide system of offering all youth opportunities for life skills and basic skills development

***Outcome:***

- Increase by 30% the number of youth that participate in post-secondary educational preparation programs, i.e., basic skills and life skills development and attend events

***Goal 3:*** Conduct resource mapping on a regular basis and use the results to inform the design and development of youth programs and to inform the community of resource strengths, gaps, and opportunities (Links to WIB Goal Two)

### ***Key Strategies***

- 3.1 Identify and define a way to categorize service providers. Identify service provider silos in the following categories, at a minimum – community-based, faith-based, county-based
- 3.2 Create a multi-dimensional questionnaire to be completed by all service providers identified that lists specific programs with meta-tag key words, target audiences and other features
- 3.4 Compile data and create a data base with a Google overlay
- 3.5 Publicize the existence of the data base
- 3.6 Create a methodology to maintain and update the data base on a monthly basis

### ***Outcome:***

- Create a user friendly, multi-dimensional, searchable data base of all programs and services available to youth in Riverside County

***Goal Four:*** Become active advocates at a local, state and national level

### ***Key Strategies:***

- 4.1 Create a legislative taskforce to track youth related legislation
- 4.2 Identify current and best practices for how a legislative task force should operate
- 4.3 Conduct legislative and advocacy training to CYD members
- 4.4 Create a communication mechanism to inform CYD of youth workforce related legislation
- 4.5 Create a process to identify and respond to youth related policy issues and legislation in a timely manner

### ***Outcomes:***

- CYD is recognized nationally for its legislative leadership
- Legislators seek the CYD out for information and advice
- CYD gets legislation passed that furthers its mission

## ***OPERATING PRINCIPLES***

- We seek to align and maximize all resources required to carry out our strategic initiatives and to increase our resources as required
- Membership on the CYD is considered an important commitment and as such, we operate in ways that engage our members and expect our members to be engaged.
- We strive to expand our reach to all youth – those who are disconnected from school, work, and other social and community supports