

GLOW WORKFORCE DEVELOPMENT SYSTEM

Genesee Co



Livingston Co



Orleans Co.



Orleans DOL



Warsaw DOL



WCCA



Genesee – Livingston – Orleans – Wyoming Workforce Development Board 5-Year Strategic Plan PY2025–PY2029 Approved 3/17/26

MISSION
Statement

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The Mission of the Genesee, Livingston, Orleans, Wyoming (GLOW) Workforce Development Board is to create partnerships and connections between education and workforce, schools and career centers, and classroom and the workplace leading to long-term growth and successful opportunities that develop more productive workplaces. We strive to ensure access to services and training, collaboration of resources

VISION
Statement

The Genesee, Livingston, Orleans, Wyoming (GLOW) Workforce Development Partnership vision is to be an effective, integrated system that understands and responds to the dynamic needs of business, and maximizes the potential of job seekers, resulting in ...

... "An employer for every jobseeker ... a skilled

and service provisions to enhance and enrich existing services that embodies the One-Stop concept. We strive to ensure universal access, streamlined services, customer choice, client satisfaction, performance accountability, and continuous quality improvement all in one place.

worker for every employer."

We strive to be the workforce leader in the 4 County GLOW Region by setting the standard for innovation, customer satisfaction, and environmental stewardship.

	GOALS YEAR 1 PY2025	GOALS YEAR 2 PY2026	GOALS YEAR 3 PY2027	GOALS YEAR 4 PY2028	GOALS YEAR 5 PY2029
FINANCIAL	<u>Establish Foundation:</u> Achieve \$300,000 in additional revenue by establishing expansion of services for youth and adults.	<u>Growth and Expansion:</u> Increase additional revenue to \$1 million focusing on increase in staffing and customer training to provide services for high-demand occupations.	<u>Consolidation and Profitability:</u> Hit \$2 million in additional revenue by introducing innovative solutions for expansion of services to in school youth.	<u>Market Leadership:</u> Reach \$3 million in additional revenue through strategic partnerships and service diversification.	<u>Sustainability and Innovation:</u> Surpass \$4 million in additional revenue by leading in sustainable practices for training and employment opportunities for youth and adults.
MARKETING	<u>Brand Awareness:</u> Launch comprehensive digital marketing campaign to increase brand visibility. - Update and enhance website - Launch social media platforms on Facebook, Instagram and Linked-In	<u>Customer Engagement:</u> Leverage social media and customer feedback to enhance user experience. Implement data collection partnership system to increase the user base. Ensuring partners in education, business and community services are captured.	<u>Market Penetration:</u> Ensure marketing efforts are highlighting and capturing Manufacturing, Agricultural, Health care and Teaching Markets.	<u>Expansion and Diversification:</u> Enter new markets with targeted marketing strategies for local consumers, businesses and other community partners.	<u>Brand Leadership:</u> Strengthen brand loyalty by highlighting sustainability initiatives and customer success stories. Show casing them on website and social media.
COMMUNITY & CUSTOMER ENGAGEMENT	<u>Building Relationships:</u> Collaborate with local governments, businesses and community organizations on expansion of WDB services.	<u>Community Programs:</u> Launch educational programs in schools and communities about additional services for in school youth and/or adult programs due to additional grant funding for local businesses and consumers to access. <u>Feedback and Adaptation:</u> Establish an advisory board via GLOW Works Inc. to gather feedback on needs for services for workforce consumers and businesses. Implement community-suggested improvements and accessibility features. <u>Expanding Impact:</u> Partner with non-profits for wider impact projects. Increase engagement through community-driven projects.			
OPERATIONAL	<u>Organizational Development:</u> Assess the needs of career centers for increase of services and staffing to maintain current WIOA goals and mandates. Write for additional grant funds. Increase staffing.	<u>Proficiency:</u> Develop a system for data collection and quality financial record keeping for WDB programming – WIOA and future programming to ensure outcomes and goals and performance indicators are met timely and within satisfactory goals.	<u>Sustainability:</u> Sustain and/or Improve Performance Indicators concentrating on Work Experience (WEX) for youth to be at 80% yearly and Adult Priority of Services (APOS) to be at 75% yearly		
STRATEGIC PARTNERSHIPS	<u>Foundation and Alignment:</u> Establish clear partnerships with manufacturers and local businesses to increase awareness of WDB activities.	<u>Expansion and Synergy:</u> Yearly review of partnership effectiveness and strategic alignment, aiming to expand into new businesses, enhancing service offerings and marketable presence.			

This 5-year strategic plan sets a path for leadership, innovation, and sustainability by addressing financial growth, market positioning, community and customer engagement, operational excellence, and strategic partnerships.