

THE GULF COAST WORKFORCE SYSTEM
Bringing People and Jobs Together

The “Front-End” Pieces of the Strategic Plan:
Core Values, Mission, Vision, and Ends
2003 – 2008

*The Gulf Coast workforce system is a regional network
of business, education, labor, government, and community organizations
serving the City of Houston and the 13-county Gulf Coast region of Texas.*

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Draft Strategic Plan
2003 - 2008

<p>Core Values <i>(Our Strongly Held Beliefs)</i></p>	<p>— Innovation — Productivity — Accountability — Results —</p>
<p>MISSION <i>(The Reason We Exist)</i></p>	<p>The Gulf Coast workforce system helps employers solve their workforce problems and residents build careers, so both can compete in the global economy.</p>
<p>VISION <i>(The Future We Aspire To)</i></p>	<p>For the Gulf Coast region:</p> <p><i>The Gulf Coast of Texas ranks among the top ten economic regions in the world.</i></p> <p><i>Employers have an adequate supply of well-educated and well-trained workers, which enables them to compete in the world economy.</i></p> <p><i>Residents have the knowledge, skills, and aptitudes to work and earn incomes that make them self-sufficient.</i></p> <p><i>The region is among the most attractive places in the country to live and work.</i></p>

VISION
(continued)

For the workforce system:

A single, integrated workforce system offers solutions for employers' workforce problems and helps people build careers.

Employers access the system and use its services without leaving their place of business.

Residents are able to learn and work in their homes, in schools, and on the job to realize their greatest potential.

Residents throughout the region know about the system and can access the same high-quality information and labor market services regardless of where they live or how they come in contact with the system.

Strong commitments to innovation, productivity, accountability, and results keep the system flexible and responsive to employers' and residents' ever-changing workforce needs.

Life-long learning and skills development are integral parts of the workforce system. Long-standing relationships between employers and educators keep education and training opportunities one step ahead of the needs of the market.

The system partners with those industries and businesses that drive the regional economy. It also works with chambers of commerce and economic development entities throughout the region to identify and support emerging industries vital to the region's continued growth and diversification.

Operating above reproach, the system is highly valued by employers and residents alike.

VISION
(continued)

For the Gulf Coast Workforce Board:

The Gulf Coast Workforce Board sets the regional workforce agenda. It is widely recognized for its excellence as a leadership and governing board and for its commitment to making a difference.

Business, labor, and community leaders vie for board membership because they know it is:

- ◆ *well-educated, innovative, disciplined, and high-performing*
- ◆ *nationally and locally known for its stewardship of public funds and its commitment to results; it makes funding decisions solely on the basis of performance, not politics*
- ◆ *accountable to its owners (the taxpayers) and their representatives (the elected officials who appointed its members)*

RESULTS
*(The Difference
We Will Make)*

1. More Competitive Employers
2. A Better-Educated Workforce
3. More and Better Jobs
4. Higher Incomes
5. An Increasing Return on Investment