



Tab 6 2020 Strategic Priorities

Coordinating Board for Higher Education
December 11, 2019

BACKGROUND

Beginning with the 2019 calendar year, department staff have developed an annual “strategic placemat” that articulates a plan for the department’s work for the year. This year’s plan includes initiatives designed to drive progress toward the department’s vision, “Every Missourian empowered with the skills and education needed for success,” and organized around five themes:

- Raise awareness of options
- Help more Missourians get on a path
- Increase quality attainment
- Make the department the best place to work
- Drive performance and outcomes

CURRENT STATUS

Department staff have developed a draft strategic placemat for feedback from the Presidential Advisory Committee and members of the board. Each of the initiatives identified on the attached Draft 2020 Strategic Placemat is supported by a detailed implementation plan that will include baseline and goal data, a timeline, and consideration of stakeholders to be engaged.

NEXT STEPS

After the plan is adopted, staff will finalize implementation plans and begin implementation on January 1, 2020. They will report out on progress at 2020 CBHE meetings.

RECOMMENDATION

Staff recommend that the Coordinating Board approve the 2020 strategic placemat, direct staff to proceed, and request regular updates on progress.

ATTACHMENT

- Draft 2020 Strategic Placemat



2020 DRAFT PLACEMAT (Overall Department)

ASPIRATION

EVERY MISSOURIAN EMPOWERED WITH THE SKILLS AND EDUCATION NEEDED FOR SUCCESS.

PRIORITIES

**RAISE
AWARENESS OF
OPTIONS**

**HELP MORE
MISSOURIANS GET
ON A PATH**

**INCREASE QUALITY
ATTAINMENT**

**MAKE DHEWD THE
BEST PLACE TO
WORK**

**DRIVE
PERFORMANCE
AND OUTCOMES**

THEMES/ INITIATIVES

**LAUNCH BIG GOAL
AWARENESS CAMPAIGN**

- (1) Design new marketing materials to promote 60% attainment goal and Five to Thrive postsecondary paths
- (2) Develop and launch digital and road campaign
- (3) Partner with college public information officers to promote Missouri higher education

**INCREASE AWARENESS OF
RESOURCES TO PLAN CAREER
AND POSTSECONDARY PATH**

- (4) Launch Phase 1 of job center marketing strategy (understand customers, services, and brand awareness)
- (5) Integrate and redesign DHEWD website; develop plan for MERIC and jobs.mo.gov websites

**INCREASE HIGH SCHOOL
MATRICULATION TO POST-
SECONDARY EDUCATION**

- (6) Expand Journey to College program outreach to K-8 and adult high schools

**INCREASE OUT-OF-SCHOOL
MISSOURIANS IN
POSTSECONDARY
EDUCATION**

- (7) Secure consulting support for initial strategy design for job centers and partners
- (8) Diagnose issues and develop strategy to improve WIOA performance

ENSURE AFFORDABILITY

- (9) Benchmark best practices to increase FAFSA filing and begin implementation
- (10) Continue roll-out of Fast Track funding for adults

**BETTER ALIGN
POSTSECONDARY
EDUCATION WITH
WORKFORCE NEEDS**

- (11) Expand delivery of industry recognized credentials
- (12) Expand apprenticeship and work-based learning program options
- (13) Build and market Apprenticeship Connect portal

DECREASE BARRIERS

- (14) Develop engagement strategy for modern students
- (15) Study, implement, and convene individuals around equity strategies
- (16) Study and develop military transfer equivalency recommendations
- (17) Advocate for resources to expand access to dual credit

**INSPIRE TEAMS BY
CONNECTING THEM TO
MISSION AND VALUES**

- (18) Connect staff to their role in DHEWD's mission
- (19) Develop and connect team members to organizational values

**ENSURE ALL STAFF HAVE
OPPORTUNITIES TO LEARN
AND GROW**

- (20) Standardize onboarding for all new DHEWD employees
- (21) Establish professional development and training plans for all employees

**CREATE ONE-TEAM FUN
CULTURE**

- (22) Establish Best Place to Work committee and flagship fun/social events calendar
- (23) Implement rewards and recognition program

**USE FORWARD-LOOKING
INSIGHTS TO DRIVE
DECISIONS**

- (24) Improve workforce data systems and quality
- (25) Design service model to provide analytical support internally and to partners

**PROACTIVELY TRACK AND
MANAGE PERFORMANCE**

- (26) Develop performance management metric dashboards for education and public workforce system
- (27) Launch regular organizational health survey and dashboard
- (28) Use project management tools to drive accountability

**Use summits and reports to
drive discourse on priorities**

- (29) Streamline reports and summits to be managed by the new department