Purpose

Capital Area Workforce Development Board (CAWD) is soliciting a workforce professional organization/individual to facilitate its 2022 Strategic Planning session. The outcome of the strategic planning session will determine the framework for the board’s 2022 – 2025 strategic plan.

Background

Capital Area Workforce Development is a public-private partnership that focuses on economic development by ensuring the local workforce has the skills, training, and education to meet the needs of local employers. Our work is largely funded by the Workforce Innovation and Opportunity Act, as well as special grants from local, state, and federal sources.

CAWD is a 25-member board with a total of 16 operational staff, six adult NCWorks career centers, and two NCNextGen youth centers. CAWD oversees workforce development strategies for Wake and Johnston counties. Effective 7/1/22, Lee and Chatham counties will be added to CAWD.

CAWD Strategic Focus

Workforce dynamics are changing swiftly due to the pandemic. Lower-income adults, younger workers, and people of color were hit hard by unemployment. While some higher-paid workers have been able to work from home, save money and receive pay while out sick, lower-paid workers typically didn’t, and still don’t, have those luxuries. Workers and businesses are struggling to adjust; how we work, where we work, an inability to find suitable work, and the inability to find the right workers are issues facing workforce development today that will follow us into 2022 and beyond. Therefore, economic mobility is a major focus area.

The tightening labor market will also be a focus. It is better for workers because there’s less competition, but worse for employers because there are fewer candidates. The foundation of our work will continue to be facilitating employment success for youth and adults and helping businesses with talent acquisition and training needs.

Economic Mobility

- Ability of individuals to move up or down the income ladder during one’s lifetime and across generations
• Ability to advance beyond the status of your parents
• Ability to improve your socioeconomic class

Questions posed to consider:
• Who in this region is held back by limited economic opportunity, and who is on the path to success?
• How can young people growing up in this region access opportunity and participate in future prosperity?

Tightening Labor Market
• When an economy is close to full employment and recruitment becomes difficult placing upward pressure on wages
• Fewer jobseekers per job openings

Questions posed to consider:
• How can traditionally marginalized communities' benefit from a tightening labor market?
• Why are some people choosing not to return to work?
• How can employers invest in their current employees?

Strategic Planning session

The Strategic Planning session for CAWD is scheduled on April 21 from 8:30 – 2:20 in Raleigh, NC. The full board is invited to attended as well as key staff from the staff leadership team. The space used will allow for breakout sessions as required. The session includes a 45-minute lunch break to be served at the facility where the session is taking place.

Expected outcomes from session (at a minimum)
• Three key strategic goals
• Key strategies to support goals
• Success indicators for goals
Proposal

Please provide a proposal that includes the following:

- Executive summary
- Pre-Work
- Proposed Agenda
- Session approach (breakouts, prework, etc.)
- Total Cost

The selected facilitator would be expected to have a 45-minute virtual session with the board’s executive committee to outline their retreat approach. Tentative date and time: February 24 at 2:00 pm EST.

Please submit proposals to capitalareawdb@wakegov.com with the title Strategic Planning Proposal. The deadline is February 19, 2022.