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### CWI Strategic Planning Process

- CWI initiated the process to develop the 2022 – 2026 Strategic Plan early 2021
- Enlisted the expertise of staff from the National Governors' Association
- Conducted a Business Climate Survey
- Held a 2-day CWI Strategic Planning Retreat

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### 2022 – 2026 CWI Strategic Plan – Focus Areas

- Focus Area #1: Education**  
*Reinvigorate Wisconsin's culture and value of education and innovation to fuel ideas, businesses, people, and the next generation for future economic well-being and ensure that individuals from all backgrounds have access to the education, training, and support they need to achieve their full potential.*
- Focus Area #2: Employers**  
*Engage all employers to drive, build, and utilize Wisconsin's workforce development system.*
- Focus Area #3: Workforce**  
*Increase Wisconsin's workforce participation by promoting infrastructure to improve access to job opportunities, incentivize workforce participation, and by improving the sustainability of work for individuals and families.*
- Focus Area #4: Organization & Resource Alignment**  
*Advocate for resource alignment to maximize our return on investment and use data for continuous improvement of the workforce system.*

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## 2022 – 2026 CWI Strategic Plan Focus Area #1: Education



- **Objective 1A: Early Childhood Education** – Support the initiatives presented by DPI and DCF in the Preschool Development Grant Birth to 5 Statewide Strategic Plan to ensure that by 2023 all Wisconsin families will have access to high-quality, affordable, local early care and educational opportunities.
- **Objective 1B(i): Career Pathways** – Increase career exploration opportunities while students are in K-12 and provide all students the opportunity to participate in dual enrollment, earn a certificate/credential, or participate in work-based learning prior to high school graduation with emphasis on credentials where dual secondary and post-secondary academic credit is awarded.
- **Objective 1B(ii) Career Pathways – Adults** – Expand opportunities for adults from all populations to earn a certificate/credential, participate in work-based learning, and access other career pathway possibilities that allow fair and equitable access to meaningful, family-sustaining employment.
- **Objective 1C: Entrepreneurship** – Include or strengthen entrepreneurship as an outcome within workforce development and educational planning/programming.



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## 2022 – 2026 CWI Strategic Plan Focus Area #2: Employers



- **Objective 2A** - Increase the number of employers that offer work-based learning experiences and lifelong training for all youth and adults.
- **Objective 2B** - Support employers' efforts to attract, hire and retain employees from all populations.
- **Objective 2C** - Expand opportunities for employers to provide input regarding their current and future workforce needs and requirements (e.g., specific skills, credentials, people, resources) to the workforce development system.
- **Objective 2D** - Improve employer awareness and utilization of the workforce development system.



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## 2022 – 2026 CWI Strategic Plan Focus Area #3: Workforce



- **Objective 3A** - Strengthen collaboration and support the equity and inclusion plan to coordinate programs among public and private entities that can help historically under-represented/ under-resourced individuals and families overcome barriers to employment.
- **Objective 3B** - Incentivize workforce participation for individuals currently receiving public benefits in order to support their transition to sustainable employment.
- **Objective 3C** - Coordinate programs serving specific populations across the agencies to promote workforce participation.
- **Objective 3D** - Develop and promote strategies and programs for employers to attract and retain diverse talent/workforce.
- **Objective 3E** - Develop and target strategies that increase the number of individuals who are work and career ready.
- **Objective 3F** - Support policies that promote resilience of incumbent workers.



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2022 – 2026 CWI Strategic Plan  
Focus Area #4: Organization & Resource Alignment



- **Objective 4A** – Identify and address the organizational and structural changes necessary to improve collaboration and accountability.
- **Objective 4B** – Continue developing a longitudinal data system and identify opportunity for collaboration and expand capacity to support evidence-based decision making.
- **Objective 4C** – Define and create an effective state and local partner communication strategy to increase awareness of workforce services.
- **Objective 4D** - Build a stronger, more coordinated relationship between state and local workforce partners.




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## THANK YOU

CWI Strategic Plan Facilitators

Sarah Cooper  
Aimee Jahnke  
John Keckhaver  
Carrie Schneider  
Tim Trokan  
Emily Woger  
Alison Yang




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## THANK YOU




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## Contact Us:

**Bhfn | Ninnhw**

Director, Office of Special Initiatives  
Division of Employment & Training  
WI Department of Workforce Development  
(608) 733-3890

**[Rebecca.Kikker@dwd.wisconsin.gov](mailto:Rebecca.Kikker@dwd.wisconsin.gov)**

**Sdwifn Orqhujdq**

CWI Program & Policy Analyst  
Division of Employment & Training  
WI Department of Workforce Development  
(608) 405-4279

**[Patrick.Lonergan@dwd.wisconsin.gov](mailto:Patrick.Lonergan@dwd.wisconsin.gov)**



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