

Strategic Intentions ...

2015

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concentrated
employment
program, inc.

...Our Promise

From the Executive Director

I am pleased to provide you with Rural Minnesota Concentrated Employment Program's (RMCEP) Strategic Intent, which provides our promise to you and a clear focus to the agency in our efforts over the next three years. I believe the intentions outlined in this document provide the right framework to guide growth and innovation as we serve our stakeholders through our workforce development efforts. We recognize our stakeholders as our customers, partners, funders, employees, employers and the communities within our service region.

We at RMCEP are committed to helping area individuals and businesses achieve economic success through the provision of effective workforce development services. As a result, we will enhance the economic vitality of the region where we work and live. As we continue to implement strategies that have proven effective, we will also incorporate these intentions in our work to develop new initiatives to improve our services.

With this Strategic Intention, we will strengthen our core abilities, improve our communications, become a sought-after partner and enhance our services to customers.

This Strategic Intent will provide the direction to RMCEP staff to build an organization known throughout our service region for its exemplary workforce development services.

Most Sincerely,

Daniel J. Werner

RMCEP Executive Director

The Planning Process

History of Strategic Intent Development		
Date	Group	Discussion
5-25-11	Board of Directors & Workforce Council	Reviewed ground rules and process for strategic planning session. "What can we do to continue to move us forward in providing quality employment and training services as we embrace our vision, values and mission?" Brainstormed ideas, identified themes.
6-6-11	Management Team	Reviewed themes identified at 5-25 meeting. Drafted strategic intent statements.
6-22-11	Board of Directors	Reviewed strategic statements drafted by Management Team. Board approved.
8-1-11	Management Team	Brainstormed taglines for strategic intent plan. Reached agreement on "Committed to Opportunities for Excellence".
8-24-11	Board of Directors	Approved tagline.
10-4-11	Management Team	Started development of plan by identifying main directions for each of the four strategic intent themes.
11-7-11	Management Team	Worked in small groups to identify the overall goal for intentions/themes.
12-5-11	Management Team	Worked in small groups to identify critical drivers for each of the four intentions.

Our Profile

Rural Minnesota CEP (RMCEP) is one of the largest non-profit agencies in the State of Minnesota that provides workforce development services, administering programs and funding through the Workforce Investment Act, State and Federal Dislocated Worker Programming, Adult, Youth, MFIP and special grant programs. Established in 1968, RMCEP has grown to be recognized as a leader in the workforce development industry serving Minnesota Workforce Service Area 2, providing services to over 8,000 people per year with a budget of over \$13 million. We are also a major employer of operational, financial, planning, clerical and other professional staff in rural Minnesota.

Our Region

Operating under the leadership of a broadly representative Board of Directors, the agency provides workforce development services in 19 counties in northwestern Minnesota, covering a broad area of over 20,000 square miles. RMCEP's region of responsibility extends from the North Dakota and South Dakota borders to south of Morris, Minnesota, to east of the Brainerd Lakes Area and north to the Canadian border. The cities of Alexandria, Bemidji, Brainerd, Detroit Lakes, Fergus Falls, Little Falls, Moorhead, and Wadena lie within our region.



Our Vision, Mission and Core Values

Our ***Vision*** is to be viewed by customers as the Leader in Workforce Development Services, and to be recognized in our service area as the first resource for these services.

Our ***Mission*** is to provide quality workforce services that meet our customers' needs. Our customers are individuals, employers, and those who fund our services. Our services are:

- To introduce individuals to career options and the skills necessary for successful employment.
- To help individuals find, get, and keep jobs, and grow in their careers.
- To help employers find and keep workers, and assist them in the development of their existing workforce.
- To meet the contractual expectations of those who fund our services.

We will provide these services within the Minnesota WorkForce Center System.

Our ***Values*** are:

- **Customer Values**—Customers are the very reason we exist. Customers will be treated with dignity and respect. We will provide services that customers value. Their satisfaction with our services will be the primary measure of our success.
- **Quality Values**—We will define performance standards for each service we provide and measure our effectiveness by the attainment of those standards.
- **Continuous Improvement Values**—We achieve our Mission by constant attention to improving services that meet the needs of our customers and the changing job market. We promote the sharing of agency information among all staff so they can make informed choices to better serve customers and meet agency objectives.
- **Staff Development Values**—We hire and train confident, knowledgeable and compassionate staff. Our staff will be provided training which emphasizes innovation and efficiency. We encourage learning through community involvement and opportunities for professional growth.

Strategic Intent Summary

We promise to offer exemplary workforce development services in our service regio



We will accomplish this through

- Communicating, engaging and educating our community and stakeholders
- Strengthening and diversifying our financial base and capacity
- Strengthening and broadening our partnerships and relationships to improve opportunities to all stakeholders
- Using innovative approaches in tailoring services to meet the needs of our customers

Intention 1: We will communicate, engage and educate our community and stakeholders

We will communicate our exemplary services to our constituencies to be recognized as the employment and training provider of choice.

We will do this by:

Developing a multi-faceted, yet tailored message for diverse audiences who may have an interest in our mission that can be used by staff during their outreach.

Developing and implementing a relationship strengthening plan by utilizing internal talents and leveraging key connections.

Developing and implementing a broad-based marketing plan.

WHAT WE SAY -- COMMUNICATIONS AND ENGAGEMENT

Intention 2: We will strengthen and diversify our financial base and capacity

We will do this by:

Researching and developing innovative services that can be marketed to targeted customers.

Developing and implementing a plan to increase awareness of and donations to the Workforce Advancement Fund.

Researching public and private sources of alternate funding.

OUR FISCAL RESPONSIBILITY

Intention 3: We will strengthen and broaden our partnerships and relationships to improve

opportunities to all stakeholders

We will do this by:

Connecting with community entities to communicate and foster strategies to promote and/or develop common or selected endeavors.

Utilizing staff talent and leveraging the influence of the members of our governing boards to strengthen relationships at the local, state and national levels.

Accepting assignments or elections to key positions in local or state groups to leverage more influence on decisions affecting our common missions.

OUR PEOPLE AND OUR RELATIONSHIPS

Intention 4: We will be innovative in tailoring services to meet the needs of our customers

We will do this by:

Developing a plan to improve traditional services and identify new services and strategies for service implementation.

Including the input of our stakeholders-customers, businesses and funders- in service plan improvement and design.

Meeting the service expectations and needs of our customers.

INNOVATIVE CUSTOMER FOCUS



***OFFERING EXEMPLARY WORKFORCE DEVELOPMENT
SERVICES
IN NORTHWEST MINNESOTA***