

**BARRY/BRANCH/CALHOUN**  
**WORKFORCE DEVELOPMENT BOARD**  
**MISSION STATEMENT AND**  
**STRATEGIC GOALS**

*Mission:*

**The Barry/Branch/Calhoun Workforce Development Board will lead a responsible and integrated customer-driven partnership that delivers comprehensive services for business and job seeking customers and fosters economic growth.**

*Strategic Goals:*

**GOAL ONE:** Work to improve/raise the skills of the workforce by:

- Increasing the number of WIA and JET customers enrolled in occupational skills training activities
- Increasing the participation in workplace readiness skills by 5% each year
- Designing a system to increase soft skills of job seeker customers
- Engaging Michigan Works! participants in technology training to increase computer/technology literacy
- Expanding customized training options for Incumbent Worker Training to strengthen Incumbent Worker skills
- Adding Learning Lab availability for all Michigan Works! customers to enhance adult education through the use of competency-based instruction

**GOAL TWO:** Strengthen entrepreneurial/intrapreneurship opportunities by:

- Educating participants in entrepreneurship/intrapreneurship training programs
- Informing dislocated workers who indicate interest in entrepreneurship/intrapreneurship opportunities and connect them with the appropriate resources