

Notes from Workforce Board brainstorm on new strategic plan title

Audience: Legislators, employers, local officials including economic development community

The title should serve these purposes:

- Be relevant and **speak to employers and business**
- Be **inclusive**
- Be Fresh/New/Fun
- Suggest a system of options that are **flexible**, adaptive and highly reliable.
- Depict coordinated **pathways** for learners, workers and employers
- Embody transformation of the delivery system, the client and our economy
- Reflect collective economic impact
- Look to the future
- Express integrity/reliability of info and policy advice and distinguish itself from other reports
- Oh yea, and be simple

Favorite words:

- Talent
 - Competencies
 - Innovation (possibly overused)
 - Opportunity (possibly overused)
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Narrative summary of What do we do?

- Empower individuals, communities and employers to realize full potential.
- Through a universally accessible workforce development system
- That continually improves and adapts to changing conditions and demands.

Talent and Prosperity for All

--The Strategic Plan for Harnessing Washington's Potential