

ENGAGE.
EMPOWER.
EMPLOY.

2018 STRATEGIC PLAN

COMMUNITY OUTREACH &
RESOURCE ENGAGEMENT TEAM



TABLE OF CONTENTS

EXECUTIVE SUMMARY	1
GUIDING PRINCIPLES	2
MISSION	2
GOAL 1: INCREASE AWARENESS OF DOES PROGRAMS & SERVICES	3
GOAL 2: EXPAND COMMUNITY PARTNERSHIPS	4
GOAL 3: CONNECT DISTRICT RESIDENTS TO WORKFORCE DEVELOPMENT PROGRAMS & SERVICES	5
CONCLUSION	6

ABOUT THIS DOCUMENT

The Community Outreach & Resource Engagement (CORE) Team Strategic Plan will provide clear direction for the agency’s efforts to engage, empower and employ those who have been historically underrepresented in the decision-making process and most impacted by underemployment and unemployment in the District. We are dedicated to the plan’s success and making measurable progress toward our goals and priorities.

EXECUTIVE SUMMARY

This document will help guide our efforts as we move into a new era of fresh and innovative ideas to reach those most in need of our services.

WHO ARE WE?

The DOES CORE Team serves as the agency's primary outreach division, responsible for building and sustaining strategic relationships with key community stakeholders, especially those stakeholders and communities most impacted by underemployment and unemployment in the District.

Additionally, the DOES CORE Team assists stakeholders in accessing information and resources offered by the agency and communicates emerging community needs and trends back to the agency's leadership team.



THE NEED

In recent years, the District has made good progress toward giving residents a fair shot and putting them on the pathway to the middle class. Since January 2015, the **unemployment rate has dropped by 1.1 percentage points** citywide, with even greater decreases in the unemployment in Wards 7 and 8. Total **jobs in the District have risen by 42,700** and the number of **employed residents has increased by 19,700**. The District's economy is thriving and more residents are getting employed each day.

While this progress is commendable, we know that our work is not done. However, we must remain vigilant in our efforts to reduce unemployment in every corner of the District and connect residents to education, training and other workforce development opportunities to ensure that they are prepared to meet the challenges of today's ever-changing and increasingly competitive global workforce.

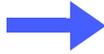


..... GUIDING PRINCIPLES

These guiding principles provide the foundation for our strategic plan and are the basis of all decisions and actions.

ENGAGEMENT

To overcome the District's workforce challenges, we will **seek, engage, and value perspectives that lead to effective and innovative solutions.**



EMPOWERMENT

Stakeholders will be empowered to **lead and contribute** to efforts to accomplish the goals and strategies within this strategic plan.



EMPLOYMENT

Success is achieved when stakeholders work together to **develop and connect** residents to sustainable workforce opportunities.

MISSION

In partnership with the community, the mission of the DOES Community Outreach and Resource Engagement (CORE) Team is to connect District residents, across all eight (8) wards, to the programs and services they need to develop their skills, discover their talents, pursue their dreams and succeed in today's workforce.



GOAL 1:

INCREASE AWARENESS OF DOES PROGRAMS AND SERVICES

DOES CORE Team will develop and strengthen community outreach efforts in order to increase awareness and participation in DOES events and initiatives.

STRATEGIES

TO INCREASE AWARENESS OF DOES PROGRAMS AND SERVICES, THE DOES CORE TEAM WILL:

		START DATE	COMPLETION DATE
1.1	Launch social media campaigns for major divisions and programs within the agency	FY17	Continuous
1.2	Establish Resident Opportunity Council to engage stakeholders in all eight wards	-	September 30, 2018
1.3	Host or participate in Community Conversations focused on targeted subject areas/initiatives	FY17	Continuous
1.4	Leverage diverse media to promote agency events, programs and services	October 1, 2017	Continuous
1.5	Reconfigure website to help customers better access agency information/resources	October 1, 2017	April 30, 2018

..... MEASURES

INDICATORS:

FY 2018 GOAL:

Resident Opportunity Council	Established
Community conversations focused on targeted subject areas/initiatives	25
Website and social media impressions/views	1,500,000



GOAL 2:

EXPAND COMMUNITY PARTNERSHIPS

DOES CORE Team will establish and sustain partnerships with community stakeholders to create successful referral pipelines and connect customers to supportive services

STRATEGIES

TO EXPAND THE NUMBER OF COMMUNITY PARTNERSHIPS, THE DOES CORE TEAM WILL:

	START DATE	COMPLETION DATE
2.1 Expand Community Conversations to include partner track (e.g. vendors/service providers)	October 1, 2017	June 29, 2018
2.2 Establish partnership with DC Housing Authority (DCHA) to provide access to workforce services to residents in targeted public housing communities	-	May 31, 2018
2.3 Attend and host ANC, Civic Association and other community meetings to promote DOES programs and services	October 1, 2017	Continuous

MEASURES

INDICATORS:

FY 2018 GOAL:

Community Partners Roundtable attendance

500 unique attendees

DCHA communities reached

FY18 will be baseline year

Customers connected to organizations providing supportive services

FY18 will be baseline year

ANC, Civic Association and other community meetings host/attended

25



GOAL 3:

CONNECT DISTRICT RESIDENTS TO WORKFORCE DEVELOPMENT PROGRAMS AND SERVICES

DOES CORE TEAM will collaborate with internal partners, District agencies and community stakeholders to strategically connect residents to DOES workforce development programs and services

STRATEGIES

TO CONNECT RESIDENTS TO WORKFORCE PROGRAMS, THE DOES CORE TEAM WILL:

		START DATE	COMPLETION DATE
3.1	Launch Workforce on Wheels Bus Tour to provide residents direct access to services	March 30, 2018	September 29, 2018
3.2	Research and share outreach/engagement best practices with agency leadership	-	Continuous
3.3	Partner with Mayor's Office of Community Relations and Services (MOCRS) and key agencies to conduct community walks and interagency meetings	October 1, 2017	September 29, 2018

MEASURES

INDICATORS:

FY 2018 GOAL:

Residents connected to American Job Center workforce development programs and trainings

FY18 will be baseline year

Workforce on Wheels (WOW) bus tour events and residents reached in targeted neighborhoods

FY18 will be baseline year

Community activities and meetings completed/held with MOCRS and other District agencies and partners



CONCLUSION

Engage. Empower. Employ. The 2018 DOES CORE Team Strategic Plan outlines our efforts to connect District residents, across all eight (8) wards, to the programs and services needed to develop their skills, discover their talents, pursue their dreams and succeed in today's increasingly competitive global workforce.

Our goals, while straightforward, have been developed to provide the greatest impact to the community's needs.

Goal #1: Increase awareness of DOES programs and services

Goal #2: Expand community partnerships

Goal #3: Connect District residents to workforce development programs and services

..... NEXT STEPS

This Strategic Plan is the first step in the development of an outreach process that will continue to grow and evolve. We will monitor this plan on a regular basis to ensure that we are making measurable progress toward our goals and that our efforts align with the agency's overall mission and vision. Each year, we will provide a progress report to measure progress toward the Strategic Plan's goals and strategies.

OUR PARTNERS

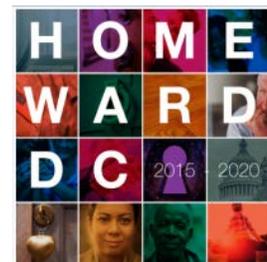
(Sample list of partners - not exhaustive)



DEPUTY MAYOR FOR GREATER ECONOMIC OPPORTUNITY



100,000 OPPORTUNITIES Initiative



NOTES

IMPLEMENTATION ROAD MAP

(Road map may be updated throughout the year)



COMMUNITY OUTREACH & RESOURCE ENGAGEMENT TEAM

4058 MINNESOTA AVE NE, SUITE 5100
WASHINGTON, DC 20019
DOESOUTREACH@DC.GOV

