

**STANISLAUS ECONOMIC DEVELOPMENT AND WORKFORCE  
ALLIANCE  
2006-2007 PROGRAM OF WORK**

**Business Attraction**

**Goal:** To attract quality employer opportunities to Stanislaus County.

**Strategy:** Develop criteria, evaluate existing and proposed sites, certify (business ready sites) and maintain and regularly update a database identifying those sites.

**Expected Outcome:**

- A) All possible sites for business attraction in the county will be identified, evaluated, and marketed**
- B) New business park developers will have specific criteria to work toward.**
- C) A professional site presentation will be made to all prospects.**

**Strategy:** Market the public/private assets of the community through tradeshows, master developer/site selector relationships, direct corporate contacts, and other directed marketing techniques showcasing Zone 40, low operating expenses, and other business related advantages as identified in industry specific research.

**Expected Outcome:**

- A) Stanislaus County will be a preferred site for site selectors seeking complete, professional packages to present to clients.**
- B) Zone 40 benefits will help draw new employers to this county.**
- C) Prospects will identify with the TOMA marketing efforts leading to increased inquiries for information.**

**Business Services**

**Goal:** To identify and resolve issues impacting existing businesses' ability to maintain and grow their business volume.

**Strategy:** Assign Business Services Representatives to implement an aggressive business outreach program to identify specific employer needs.

**Expected Outcome:**

- A) Businesses seeking or needing assistance will be identified and by using ExecutivePulse to make referrals to appropriate community resources, issues will be addressed and resolved to the employers' satisfaction.**

**Strategy:** Identify and quantify specific workforce needs of employers.

**Expected Outcome:**

**A) Alliance Worknet consultants using all client databases and resources available to them, will identify and refer work ready candidates to the BSRs and businesses' employment needs will be addressed.**

**Administration**

**Goal: To further enhance the Alliance position as the lead agency for all economic development, workforce development, and other business related issues in Stanislaus County.**

**Strategy:** Maintain strong fiscal accountability and a positive work environment, with an appropriate compensation package to position the Alliance as an “employer of choice”.

**Expected Outcome: A professional staff will be maintained to provide an ever-increasing amount of service to our partners and the entire community of Stanislaus County.**

**Strategy:** Take specific action steps to broaden the awareness of the business community and the community-at-large to Alliance services and products.

**Expected Outcome: 1) An on-line newspaper will be launched to convey positive news about the Alliance and related agencies and our efforts to assist economic and workforce development.**

**2) A specific campaign to visit or revisit service clubs, city councils, school groups, chambers of commerce, etc., will result in a greater understanding by a larger number of citizens about the services and role of the Alliance.**

**Education**

**Goal: To assure the assessment for, and the availability of skill based education and training programs to help incumbent and prospective employees meet job and career qualifications of new and existing employers.**

**Strategy:** Employ WorkKeys assessments, profiles, and Key Train training modules in a coordinated and collaborative fashion

**Expected Outcome: High school seniors, WIA job seekers, and incumbent workers seeking new or elevated positions will utilize the coordinated assessment/training system to find successful placements with cooperating employers.**

**Strategy:** Utilize the Alliance Education Foundation as the funding source and focus for aptitude assessment and education and workforce training programs.

**Expected Outcome:** Adequate funding will be provided by the Alliance Education Foundation, along with WIA funds and businesses' contributions, to finance WorkKeys, Key Train, and other innovative Alliance/Alliance Worknet education and training programs.

## **Community Development Issues**

**Goal:** To facilitate community discussion and progress toward resolution on growth, transportation, environment and infrastructure issues impacting the business community.

**Strategy:** Facilitate regional discussions on growth issues.

**Expected Outcome:**

**A) A countywide MOU will be established to provide parameters for effective growth management.**

**Strategy:** Continue to play a leadership role in efforts to place a one-half cent sales tax for transportation on the November ballot

**Expected Outcome:**

**A) The transportation tax initiative will be on the November ballot.**

**Strategy:** Participate in discussions aimed at regionalized solutions to infrastructure concerns.

**Expected Outcome:**

**A) Preliminary strategies will be developed for regional solutions to water and wastewater challenges.**