

**Summary**  
**FY07 Strategic Goals**  
**Skills-to-Employment**  
**Continuing Education & Training Services**

Strategic Goal: Enhance internal and external communication.

The goal focused on updating the marketing 'toolbox' for Skills-to-Employment, recognizing staff for positive contributions and improving internal communications. New marketing materials, website enhancements and a marketing plan was developed for the division and is being implemented. Staff events were planned to support staff recognition and internal communication.

Strategic Goal: Develop and strengthen partner collaborations.

Relationships with internal and external partners were enhanced through presentations to Kirkwood departments, presentations regarding resources available at all staff meetings, presentations to two non-profits and two business tours, and the hosting a legislative forum. These efforts resulted in more referrals to Skills-to-Employment program and more placement opportunities for participants.

Strategic Goal: Develop a Standard Operating Procedures (S.O.P.) Manual for staff

A Standards Operating Procedure Manual was developed for the Workforce Investment Act programs and the Promise Job Program. As a result, many processes were improved and are now being implemented consistently by all workforce consultants and operational staff.