

***Strategic Priorities and Goals, 2015-2020***  
**Strategic Priority Number Four: Marketing**

Goal: Enhance visibility and viability of WDB as an important key community resource

Objective 1 – Create and implement a comprehensive marketing plan to support strategic priorities

Objective 2 – Pursue sponsorships and partnerships to support program initiatives

Objective 3 – Create and build rapport with industry and business community through personal engagement

Objective 4 – Evaluation

***Review/Revise***

1. What objectives have been met? Give examples.  
Obj. 1: Revised comprehensive marketing plan to align with VA Career Works, forward facing materials have been updated  
Obj. 2: Partnerships have been met, sponsorships need improvement  
Obj. 3: Continuing exercise
2. What objectives need more work? Suggestions?  
All objectives need more work. The process for each objective needs to be more defined to determine success.
3. What objectives were not met? Are they still relevant or obsolete?  
All objectives are relevant and still actively in process.
4. For 2020 – 2025, should a new objective be added?  
Increased focus on on Obj. 1 and 3 to further enhance the visibility and viability of the Workforce Board
5. How can you evaluate progress with this strategic priority?  
It needs continued improvement with actionable strategies to achieve the objectives