

Strategic Plan

2025 - 2030



MISSION

To empower the Kansas City and Northland communities through innovative workforce development, strategic partnerships, and supportive programs that build skills, create opportunities, and strengthen our regional workforce and local economy.



VISION

A thriving community where every individual will succeed through education, training, and career advancement.



CORE VALUES

INNOVATION

Embracing forward-thinking solutions to meet the evolving demands of the workforce.

PARTNERSHIP

Fostering strong collaboration with industry, education, government, and community stakeholders to maximize regional impact.

INTEGRITY

Leading with transparency, accountability, and ethical responsibility.

ACCESS & OPPORTUNITY

Ensuring inclusive, barrier-free pathways to opportunity for all individuals.

EMPOWERMENT

Equip individuals with the tools, support, and confidence to achieve their potential.



KEY PERFORMANCE INDICATORS (KPI)

- Number of individuals trained and credentialed annually.
- Related post-secondary enrollment, job placement, and related military placements within 6-12 months of program completion.
- Employer partner satisfaction ratings.
- Percentage of participants from underrepresented backgrounds.
- Funding milestones achieved toward capital and operational goals.



2025-2026

Continue capital campaign and expand partner network. Groundbreaking scheduled for late August 2025 to begin facility development.

2026-2027

Ongoing construction of the facility; continue fundraising and program planning; deepen employer and education partnerships.

2027-2028

Construction completed mid-to-late April. NWDC grand opening and Northland Career Center (NCC) program launch in July 2027.

2028-2029

Additional program launch (NCC) and evaluate initial outcomes; expand offerings to include regional apprenticeships and more robust youth pipelines.

2029-2030

Additional program launch (NCC) and assess long-term impact; scale high-performing programs; explore opportunities for replication or regional expansion.



STRATEGIC GOALS & OBJECTIVES



1. Workforce Readiness & Training Excellence

Objective: Deliver high-impact, industry-aligned training programs that prepare individuals for high-demand careers. This includes adult programming during the evening and weekends.

- Expand technical and trade certification programs in collaboration with regional employers.
- Launch short-term, stackable credential offerings for individuals changing careers and/or looking to upskill.
- Partner with local high schools and postsecondary institutions to offer relevant career programs.

2. Strategic Partnerships & Employer Engagement

Objective: Build and strengthen partnerships that align with workforce needs and economic development priorities.

- Establish boards, councils and committees that align programming with employer desires and needs.
- Develop joint training initiatives with regional employers and unions.
- Formalize partnerships with post-secondary institutions, apprenticeship programs, and industry associations.

3. Opportunity, Access & Community Impact

Objective: Eliminate barriers and expand access to underserved and underrepresented populations.

- Identify wraparound services such as transportation, childcare, and career coaching.
- Launch community partnerships, outreach and recruitment campaigns.
- Expand access to vocational and trade education through innovative scholarship opportunities.

4. Organizational Sustainability & Growth

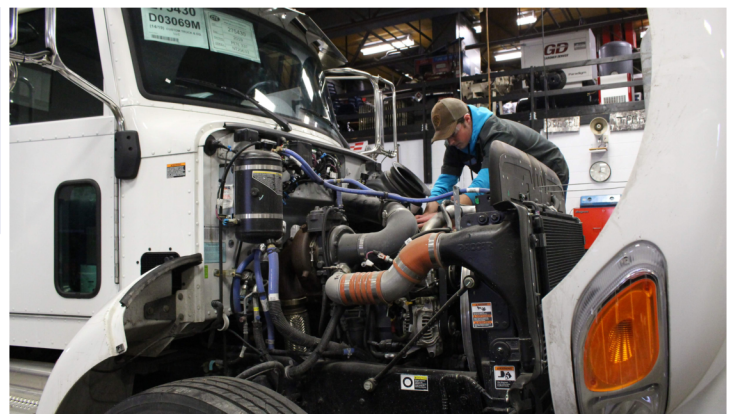
Objective: Secure the financial and operational stability of the NWDC to ensure long-term impact.

- Raise \$74M through the Capital Campaign with a strong mix of public, private, and philanthropic funding.
- Create a five-year operational budget and facilities plan in partnership with Northland Career Center and PCR-3 to address ongoing costs and future program enhancements.
- Establish performance dashboards to support the tracking of budget, outcomes, enrollment, and placement of students.

5. Innovation & Continuous Improvement

Objective: Foster a culture of learning and innovation to remain responsive to changing workforce dynamics.

- Pilot emerging industry programs (e.g., green tech, AI, advanced manufacturing).
- Conduct annual program evaluations and stakeholder feedback sessions to guide improvements.
- Provide real-world learning experiences and programming for elementary & middle school students.



MOVING FORWARD...

The Northland Workforce Development Center will be a **transformational hub** of opportunity, empowering individuals, fueling the local economy, and advancing the Kansas City region through responsive, inclusive, and innovative workforce solutions.