

2009 – 2010 SCMW! Balanced Scorecard

Overarching Goal: Create, manage and maintain an effective demand-driven workforce development system for the South Central Michigan region!

Financial Perspective			
Objective	Measures	Target	Initiatives
Maximize efficient targeting of funds	# of participants entered into training	1200 entered into training in PY 2009 50% completed training in PY 2009 25% Long-term Training (over 12 mths.)	NWLB Training programs ARRA Trade Incumbent Worker MRAP
Diversify revenue sources	# of resources sought through new sources and funding streams	10 grants submitted 5 sponsorships/donations 5 Fee-for-Service contracts written	Grants Corporate sponsorships/donations Fee for service MRAP
Customer Perspective			
Objective	Measures	Target	Initiatives
Increase customer value	# of jobseekers placed # of jobs saved/ created # of employers served	900 jobseekers 1300 jobs saved/ created 500 employers	Incumbent Worker NWLB NELB MRAP Survey of key influencer panel BSPs
Establish SCMW as an effective brand	South Central Region leadership awareness of SCMW, its scope of services	12 Presentations in Region 50 "New" Business Customers 3 CEO Roundtables	Communications/PR plans Branding initiative Platform appearances CEO Roundtables Survey of key influencer panel
Internal Process Perspective			
Objective	Measures	Target	Initiatives
Integrate regional activities to address economic challenges	# of activities devoted to integrated strategies	3 integrated strategies with EDC/education partners 6 regional strategies identified with milestones for PY 2009	SGC PRSC Central data repository Rapid response RSC Regional Solutions Coord. MRAP
Continuously improve effectiveness of One-Stop service centers	% of implementation of LEAN & Green throughout SCMW	10% decrease in paper usage 10% decrease/elimination of processes used (in Centers)	BSC Dashboard LEAN Initiative "People Work not Paper Work "
Learning and Growth Perspective			
Objective	Measures	Target	Initiatives
Nurture the progressive, innovative culture of SCMW	# of Innovation Awards given contractors, partners and staff in PY 2009	3 awards presented	Partner initiatives Contractor initiatives Staff initiatives
Enhance professionalism of SCMW staff and its partners	# of classes entered into and completed by staff	75 staff 300 entered into 75% completed	BSC Dashboard SCMW Certification Third-party certification SCMW University