












**Table 4.4: Business and Economics Working Group Strategies**

Strategy No.	Strategy	Substrategy	Resource Area
5.1	Communicate the Economic Benefits of JBLM on the Region	Develop a communication strategy to support effective communication on JBLM’s economic contributions to the region.	 Economics
5.2	Communicate the Economic Benefits of JBLM on the Region	Measure the economic significance of JBLM on the region.	 Economics
14.1	Support Workforce Development Initiatives Focused on Helping Service Members Transitioning From JBLM and Their Families With Career Growth	Study Veteran employment trends, research existing skill gaps within the region’s major industry sectors and collect information to comprehensively describe the existing resources available to Veterans to help identify gaps.	 Cross-Discipline
14.2	Support Workforce Development Initiatives Focused on Helping Service Members Transitioning From JBLM and Their Families With Career Growth	Assist partner organizations effectively providing support for JBLM service members transitioning into the workforce; and explore how SSMCP and its partners could broaden coordination with growing private businesses in the region to broaden opportunities for the employment of transitioning JBLM service members.	 Cross-Discipline
14.3	Support Workforce Development Initiatives Focused on Helping Service Members Transitioning From JBLM and Their Families With Career Growth	Pursue collaborations with higher education institutes and key vocational programs in the region offering fair wages and the opportunity for career advancement of transitioning JBLM service members.	 Cross-Discipline
18.1	Ensure that New Organizations and Initiatives are Invited to Participate in Relevant SSMCP Working Groups.	Inventory the existing working group roster, identify gaps in representation, and invite identified organizations to join the working group and conduct an annual review of the roster.	 Cross-Discipline

Strategy No.	Strategy	Substrategy	Resource Area
19.1	Broaden the Recruitment of Local Businesses on JBLM Contracts	Prolong the assistance offered to partner organizations effectively providing government contracting support for local businesses through activities such as hosting events, and providing training workshops, services, or education. Grants, resources, and funding should be considered for this support.	 Economics
19.2	Broaden the Recruitment of Local Businesses on JBLM Contracts	Explore ways to expand contracting to include the recruitment of Black, Indigenous, and People of Color (BIPOC) business owners.	 Economics
19.3	Broaden the Recruitment of Local Businesses on JBLM Contracts	Help coordinate periodic data acquisition requests (no more than an annual basis) on JBLM contracting to support economic modeling and monitoring.	 Economics
22.1	Apply an Equity Lens to Future SSMCP Efforts	Pursue equity-focused initiatives.	 Cross-Discipline
25.1	Augment the Role of the Economics and Business Working Group	Develop a focused work plan for the Economics and Business Working Group.	 Economics