

# APPRENTICESHIP ALABAMA

## STRATEGIC PLAN 2017-2021



### MISSION

The mission of Apprenticeship Alabama (AA) is to ensure business and industry have the tools needed to develop an industry-driven Registered Apprenticeship (RA) program for its citizens.

### GOALS

**1** Collaborate with state and business entities to build an infrastructure to support the expansion of RAs.

**2** Market RAs to local Business & Industry in targeted sectors (Advanced Manufacturing, Construction, Healthcare, Information Technology, and Transportation & Logistics).

**3** Collaborate with United States Department of Labor (USDOL) to support companies through the USDOL registration process.

**4** Professional Development of Apprenticeship Alabama staff.

### STRATEGIES

**A** Communicate the value and benefits of (RAs) to Stakeholders.

**B** Inform, connect, and engage Apprenticeship Stakeholders to develop best practices.

**C** Provide quarterly and annual reports to monitor the effectiveness of RAs.

**D** Promote and expand RAs as outlined in Senate Bill 90 (SB90).

**E** Administer Tax Credit (SB90).

**F** Create and develop employer tools to assist with completion of USDOL paperwork.

**G** Keep staff abreast of USDOL changes and updates related to RAs.

### INITIATIVES

- 1** Invite RA testimonials at Stakeholder's meeting.
- 2** Invite Office of Apprenticeship (OA) State Director to speak to Stakeholders.
- 3** Conduct meetings with key industry leaders.
- 4** Collaborate with Partners to generate support for RAs.
- 5** AA will develop and provide a quarterly Compliance Review.
- 6** AA will provide an annual report to Chair of House Ways and Means Committee and Chair of Senate Finance and Taxation Education Committee.
- 7** Research, develop, and maintain database to capture accurate RA data.
- 8** Connect with Regional Workforce Councils (RWCs) to promote RAs.
- 9** Connect with Industry Associations and Industry Clusters to promote RAs.
- 10** Provide bi-weekly updates to Deputy Director of the Department of Commerce.
- 11** Create and develop marketing material (brochure, Powerpoint presentation, Frequently Asked Questions (FAQ) sheet, and contact card).
- 12** Create and maintain Contact Database.
- 13** Communicate policies & procedures.
- 14** Inform companies about Apprenticeship Tax Credit.
- 15** Partner with Alabama Department of Revenue (ADOR) to provide the Tax Credit.
- 16** AA staff will assist companies with registering with USDOL.
- 17** Provide checklist to companies.
- 18** Provide "How to Guide" to companies.
- 19** Facilitate meeting with Business & Industry, RWC, USDOL, Alabama State Department of Education (K-12), Alabama Community College System (ACCS) or Training Provider, and Alabama Department of Labor (Workforce Innovation and Opportunities Act - WIOA Benefits).
- 20** Attend conferences, workshops, and one-on-one training sessions with USDOL.
- 21** Host RA awareness events and visit neighboring states.
- 22** Attend Annual National RA Conference.
- 23** Create and develop Standard Operating Procedures (SOPs) for current and new staff.