



Strategic Plan

FY 2020

MISSION

Engage with Business and Industry (B&I), identify workforce challenges and deliver results.

VISION

Equip Business and Industry with the resources to recruit, train and retain a highly-skilled workforce.

OPERATIONAL GOALS

Assessment, Action, Advancement

OVERVIEW

Our three Operational Goals are organized with specific Strategies, Metric Association, where applicable, and Actions to support the strategies to impact the ten counties that Southeast AlabamaWorks serves.

REGION

Barbour, Butler, Coffee, Covington, Crenshaw, Dale, Geneva, Henry, Houston, and Pike counties

GOAL 1: ASSESSMENT**Strategies to achieve goal:**

- Survey B&I
- Survey Education
- Review Data
- Measure Program Effectiveness

Strategic Plan Layout and Design**GOAL**

- I. Strategy
 - a. Action

GOAL 2: ACTION**Strategies to achieve goal:**

- Connect Resources
- Build Stronger Relationships
- Facilitate Development
- Respond to Needs

GOAL 3: ADVANCEMENT**Strategies to achieve goal:**

- Develop Organization
- Enhance Programs
- Market Funding Opportunities
- Increase Labor Participation

GOAL 1: ASSESSMENT – Assess Business and Industry (B&I) needs, education and training programs and Southeast AlabamaWorks practices to foster continuous improvement
I. SURVEY B&I

- a. Assess B&I workforce challenges to identify needs (M2a)
- b. Appraise B&I satisfaction with training and education resources and programs offered (M2b)
- c. Determine B&I satisfaction with services offered by Southeast AlabamaWorks

II. SURVEY EDUCATION

- a. Solicit feedback to identify opportunities for partnerships with B&I
- b. Create opportunities for B&I and education to share resources (i.e., Speed Networking)
- c. Ensure education and training partners have vital information on all workforce resources

III. REVIEW DATA

- a. Conduct timely review of data collected to identify and implement key action items (M4)
- b. Utilize B&I Subject Matter Experts (SMEs) for feedback of programs (M3)
- c. Improve transparency with B&I feedback to training education and training partners

IV. MEASURE PROGRAM EFFECTIVENESS

- a. Observe training programs throughout the region to ensure fulfillment of B&I needs (i.e., IPRs) (M5)
- b. Examine state and federally funded programs on a recurring basis (M5)
- c. Record participation, completion, fund utilization and job placement of programs

GOAL 2: ACTIONS – Take actions to achieve stated goals and support the mission and vision of Southeast AlabamaWorks
I. CONNECT RESOURCES

- a. Engage with community organizations and events across the region to cultivate B&I and education collaboration
- b. Encourage participation of regional B&I in Southeast AlabamaWorks sponsored events
- c. Attract B&I leadership to engage and serve as members of the organization (M8)

II. BUILD STRONGER RELATIONSHIPS

- a. Strengthen relationships with continual one-on-one B&I outreach to discuss workforce needs
- b. Engage B&I through Industry Cluster meeting participation (M9)
- c. Connect with chambers of commerce, economic developers, civic organizations and education partners

III. FACILITATE DEVELOPMENT

- a. Promote Southeast AlabamaWorks, ACCS, K-12, WIOA, Career Centers other state resources (M4)
- b. Promote workforce training that upgrades incumbent worker skills and improves personal economy (M4)
- c. Assist B&I with grant application processes and implementation

IV. RESPOND TO NEEDS

- a. Respond directly to needs expressed by B&I to alleviate challenges (i.e., develop RFTs) (M10)
- b. Form industry-supported career pathways that support regional workforce demands (M6)
- c. Concerted effort for follow-up and project resolution

GOAL 3: ADVANCEMENT – Advance the regional workforce by increasing opportunity awareness and available highly-skilled individuals**I. DEVELOP ORGANIZATION**

- a. Map rural outreach strategies through an organizational team structure (M3)
- b. Offer marketing and promotional assistance as a free benefit for B&I (M4)
- c. Build a communication strategy for electronic and social media posts with a targeted approach

II. ENHANCE PROGRAMS

- a. Support short-term training programs with recurring and flexible schedules (M4)
- b. Develop programs addressing specific employment barriers (M4)
- c. Conduct events to expose K-12 students and educators to career opportunities (M7)
(i.e., WOW & EWA)

III. MARKET FUNDING OPPORTUNITIES

- a. Pursue local, state, and federal grant opportunities to fund workforce efforts (M5)
(i.e., EITP, IWTP, WIOA & foundations)
- b. Ensure regional citizens are aware of funding sources to obtain training (M4)
- c. Encourage business sponsorships of students into their industry workforce pipelines

IV. INCREASE LABOR PARTICIPATION

- a. Develop action goals and strategic plans that support Success Plus initiatives (M6)
- b. Help B&I find new ways to recruit potential employees with generational differences (M3)
- c. Support programs and design career pathways targeting under- and unemployed citizens, youth, aging population, dislocated workers, veterans and those with employment barriers (M6)