



SOUTHEAST ALABAMA WORKS!

Strategy Map



Vision

Develop a dynamic and comprehensive workforce that meets the skillset needs for employers by addressing education and training needs for employees.

Mission

Identify & address the workforce needs of new & existing business & industry by developing mutually beneficial **partnerships** with education systems, training providers, & job seekers.

Goals

- Identify Needs** = Relationships and Business & Industry Clusters
- + Address Needs** = Influencing the system of education and training
- Partnerships** = Engagement and Support of all Stakeholders to fill the pipeline with skilled workers in high demand and high wage careers

Partners of Southeast AlabamaWorks!



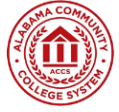
AlabamaWorks



Alabama Department of Commerce



Alabama Department of Labor



Alabama Community College System



Alabama Department of Education



Alabama Industrial Development Training



Economic Developers Association of Alabama

The Voice of Economic Development



Chamber of Commerce Association of Alabama



Alabama Technology Network



Go Build Alabama



Alabama Workforce Council



Alabama Career Center System



Alabama Department of Rehabilitation Services



Workforce Innovative and Opportunities Act



Career and Technical Education System - Alabama

Target Industries and Occupations

Top 5 Industries	Top Occupations Within Industry
Healthcare	Nursing, Surgical Technicians, Physical Therapist Assistant, Physical Therapists
Transportation	Truck Drivers, Automotive Technology, Auto & Vehicle Mechanics
Manufacturing	Welding, Industrial Maintenance, Construction Trades
Aviation	Engineering, Sheet Metal Fabricators
Services	Customer Service Representatives

METRIC	DETAILS
1	Create Regional Workforce Strategic Plan (Update at least every three years). <i>Include B&I, EDA, Elected Officials; strategies should support local economic development goals and align with Accelerate Alabama. Review annually.</i>
2	Conduct Needs Assessment of current/short-term, and future/long-term skills development and training needs. Must include all counties; Update at least every two (2) years
3	Facilitate communication among stakeholders; advocate for high quality WFD activities/initiatives, promoting efficient, effective use of resources. Established Subject Matter Experts Committee
4	Encourage and facilitate delivery of workforce training and education solutions designed to meet the workforce needs of business and Industry.
5	Monitor the effectiveness of state and federally funded training projects awarded to service providers in your region. Consider outcomes vs goals, and B&I satisfaction. Report resistance/issues by training resources.
6	Assist in examining the service delivery structure and coordination among the workforce development resources in your region (Career Centers, Colleges, ATN, AIDT, K12, etc.).
7	Establish a strategy to expose K12 youth to career opportunities (i.e. a Career Expo event).
8	Maintain 75% private sector Council Membership, and balanced representation of major regional B&I (at least 1 voting member/county).
9	Establish a minimum of one Industry Cluster Committee per year for each of the major industries in the region until all are established. Identify established clusters below. (Smaller industries may be combined to form one cluster committee that represents multiple industries.)
10	Based on the needs identified by B&I and/or included in the strategic plan, request industry specific training projects annually (RFP, etc) from partners and service providers. Projects funded should result in targeted responses via short-term and/or long-term initiatives.

(ALL OF THIS WAS COPIED OUT OF THE BILL ITSELF)

According to HB 554, Section 11. Division 5 (commencing with Section 41-29-300) is added to Article 3 of Chapter 29 of Title 41 of the Code of Alabama 1975, to read as follows:

(a) Division 5. Regional Workforce Development Councils. §41-29-300.

The Regional Workforce Development Councils are hereby established as an appointed group of state business and industry senior managers. The Regional Workforce Development Councils shall be appointed from no less than six and no more than ten regions. Rules related to the establishment and governance of these councils shall be promulgated by the Director of the Workforce Development Division within the Department of Commerce. The Director of the Workforce Development Division of the Department of Commerce shall follow the operating guidelines previously adopted by the Workforce Development Division of the Alabama Community College System (WDD/ACCS).

- (a) The Regional Workforce Development Councils shall provide a direct link to the workforce needs of business and industry at the local level. The councils shall be business-driven and business-led and work with their member counties and shall develop a regional strategic plan and comprehensive workforce development system that supports local economic and job development activities.
- (b) The Regional Workforce Development Councils shall make funding recommendations for grant applications submitted, based on the documented needs of the region as identified in their strategic plans.
- (c) The objectives of the Regional Workforce Development Councils are to:
 - (1) Promote a workforce development system in the region through the development of communication strategies among agencies and by advancing initiatives that support the efficient and effective use of resources.
 - (2) Assess current and future workforce needs of employers in the region. Establish a strategic plan to meet capacity and skill development and training needs in the region and ensure that the investment of public workforce development funds are addressing priority needs in the region.
 - (3) Partner with workforce development service providers, including the two-year colleges, or other workforce development regions in planning and developing actions to address specific workforce development priorities.
 - (4) Serve as a co-applicant for workforce development funds requested through the WDD/ACCS.
 - (5) Assist in determining effectiveness of state-funded and federally-funded training projects in the region and the impact on overall workforce and economic development.
 - (6) Assist in evaluating the service delivery structure and coordination among entities providing workforce development services in the region.
 - (7) Expand the resource base available for workforce development in the region.
 - (8) Coordinate planning with economic developers and elected officials to ensure that workforce development strategies support economic development goals in the region.
 - (9) Serve as an advocate for high quality workforce development activities in the region.
 - (10) Assist the WDD/ACCS in establishing policies and practices that ensure high quality training and services are provided in the region.