



**SOUTHEAST
ALABAMA
WORKS!**

Strategic Plan

**FY 2023 - 2025
(Oct 1 2022 - Sept 30 2025)**

MISSION

Provide access to resources to build a highly skilled workforce and improve the quality of life for our communities.

VISION

Build a robust workforce development system that equips the citizens of Region 6 with the knowledge, skills, competencies, and credentials that align with and fulfill the diverse employment needs of our regional and evolving business community.

VALUES

Respect. Integrity. Collaboration. Care. Determination. Excellence.

REGION 6 TEN-COUNTY AREA

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

TOP 10 INDUSTRIES (NAICS) *(In Order of Number Employed)*

1. Manufacturing (31)
2. Health Care and Social Assistance (62)
3. Retail Trade (44)
4. Accommodation and Food Service (72)
5. Educational Services (61)
6. Public Administration (92)
7. Transportation and Warehousing (48)
8. Administrative Support and Waste Management and Remediation Services (56)
9. Other Services (except Public Administration) (81)
10. Construction (23)

TOP 10 MAJOR OCCUPATION GROUPS *(In Order of Number Employed)*

- | | |
|---|---|
| 1. Office and Administrative Support | 6. Healthcare Practitioners and Technical |
| 2. Transportation and Material Moving | 7. Management |
| 3. Sales and Related | 8. Installation, Maintenance, and Repair |
| 4. Production | 9. Educational Instruction and Library |
| 5. Food Preparation and Serving Related | 10. Healthcare and Support |

PLAN LAYOUT:**GOAL *(Metric)***

1. Objective *(Metric)*
 - a. Strategy *(Metric)*

GOAL 1: Strengthen collaboration between local businesses and industries (B&I) and educational organizations. (2,3,7)
Objective 1. Promote awareness (2, 4)
Strategies:

- a. Create marketing campaigns highlighting career pathways leading to high-wage, high-demand occupations as listed on the ACCCP's In-Demand Job Lists for Region 6. (1c, 2, 3a, 3c, 4)
- b. Communicate and share information with our B&I partners regarding Career and Technical Education programs offered by K-12, ACCS and ACHE. (2,3,4,7)
- c. Create opportunities to allow partners to connect with available resources. (3, 5, 7)

Objective 2. Foster stronger relationships (2, 3, 5)
Strategies:

- a. Multiply the number of B&I participating in WOW-East and WOW-West by 2% each year. (3, 4, 5, 6, 7)
- b. Develop and implement cross-sector initiatives such as our Educator Workforce Academy, Student Workforce Academy, and Business Workforce Academy increasing the number of participants by 10% each year. (2,3,4,5)
- c. Establish a baseline of business and industry partnerships related to student work-based learning programs to include job shadowing, co-ops, apprenticeships, internships, and externships and increase by 2% each subsequent year. (1, 2, 3, 4, 5, 6, 7)

Objective 3. Increase opportunities (2,3,4,5,6,7)
Strategies:

- a. Promote and increase the number of opportunities for scholarships, apprenticeships, and employment in STEM related fields. (1c, 2b, 3, 4, 5a, 5d, 7c, 7d)
- b. Develop programs encouraging regular interaction between B&I leaders, students, and educators (i.e., Youth Leadership programs, Mock Interviews, Resume Writing Workshops, Industry Panel Discussions, Etiquette/Soft Training, etc.) (2, 3, 4, 5, 6, 7)
- c. Invite Career Tech Student Organizations to attend and engage with B&I partners during regularly scheduled cluster meetings and quarterly RWC summits. (2, 3, 4, 5, 6, 7)

GOAL 2: Support our business and industry partners by developing and implementing solutions that align with their diverse workforce needs. (3, 5)
Objective 1. Assess and develop training (1a, 1c, 3, 5, 7)
Strategies:

- a. Routinely assess B&I workforce challenges to identify needs. (3, 5b, 5c, 7)
- b. Utilize B&I subject matter experts to provide feedback on existing training programs and in new program development. (1, 2, 3, 5a, 5b, 6, 7)
- c. Respond directly to needs expressed by B&I to alleviate challenges (i.e., develop RFTs, apprenticeships, customized training for existing employees, work-based learning opportunities, etc.) (1c, 2, 3, 5, 7)

Objective 2. Provide enhanced customer service (5)
Strategies:

- a. Provide creative marketing design and social media campaigns to promote career opportunities for regional B&I. (3, 4, 5)
- b. Supply labor market reports pertaining to B&I sectors, competitive wage analysis, and employment trends. (3d,5)
- c. Maintain consistent contact with B&I partners through one-on-one meetings, digital media campaigns (monthly newsletters, industry spotlight reports, state of the workforce reports), industry cluster engagement, and special events. (2, 3, 4, 5, 6, 7)

Objective 3: Develop a strategic pipeline (1, 2, 3, 4, 5, 6, 7)Strategies:

- a. Organize and publicize job fairs, career exploration events, and customized training to assist businesses with recruiting and retaining a skilled workforce. (i.e., WOW, EWA, SWA, BWA, TransVR Career Exploration Activities, Soft-skills Training, Leadership Training, etc.) (1c, 2, 3, 4, 5, 7)
- b. Promote and support career technical education programs that align with regional B&I workforce needs and increase the number of students earning industry recognized credentials. (1a, 1c, 2, 3, 4, 5, 7)
- c. Increase the regional labor force participation rate by 1% each year by identifying under-employed and special population groups and connecting them with available jobs and industry-related training. (1c, 3a, 3c, 3d, 4, 5)

GOAL 3: Raise awareness of and advance regional and state workforce initiatives. (1, 2, 3, 4, 5, 6, 7)**Objective 1: Marketing and Communication (4)**Strategies:

- a. Maintain up-to-date websites and social media platforms with accurate, high-quality information that is continuously evolving. (1c, 4, 5b)
- b. Produce public relations stories, storyboard videos, and monthly newsletters highlighting project updates, partner programs, and state workforce initiatives. (4)
- c. Maintain media relations calendar to promote local, regional, and state events and programs. (4)

Objective 2: Connect Resources (2, 3, 4, 5, 6, 7)Strategies:

- a. Engage with community organizations and events across the region to educate and inform on workforce initiatives. (2, 3, 4, 5, 7)
- b. Host networking and informational sessions to provide opportunities for collaboration among partner agencies, non-profits, and B&I in rural areas. (2, 3, 4, 5, 6, 7)
- c. Cultivate relationships with economic developers and chambers to provide resources for new and existing B&I partners. (1a, 2, 3, 5, 6, 7)

Objective 3: Facilitate Development (1, 2, 3, 4, 5, 6, 7)Strategies:

- a. Support short-term training programs providing industry-recognized credentials to meet the Governor's Success Plus Goals of 500,000 highly skilled employees by the year 2025. (1c, 2, 3, 4, 5, 6, 7)
- b. Assist partner agencies in connecting unemployed, under-employed, and WIOA-related special population groups to regional career training and employment opportunities. (2, 3, 4, 5, 6, 7)
- c. Coordinate and advocate for grant funds to assist with recruiting, retention, and reskilling of workers in our region. (3,5,6,7)