



# Strategic Plan

FY 2020 - 2022

**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)