

## ***ACKNOWLEDGEMENT***

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Annette Sherrell  
Ken Sunseri  
Max Weaver  
Nathan Willingham  
Gina Webb

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# **Region 1 Workforce Development Council 1 – Year Strategic Plan**

*2010-2011*

## ***COMMITTEES***

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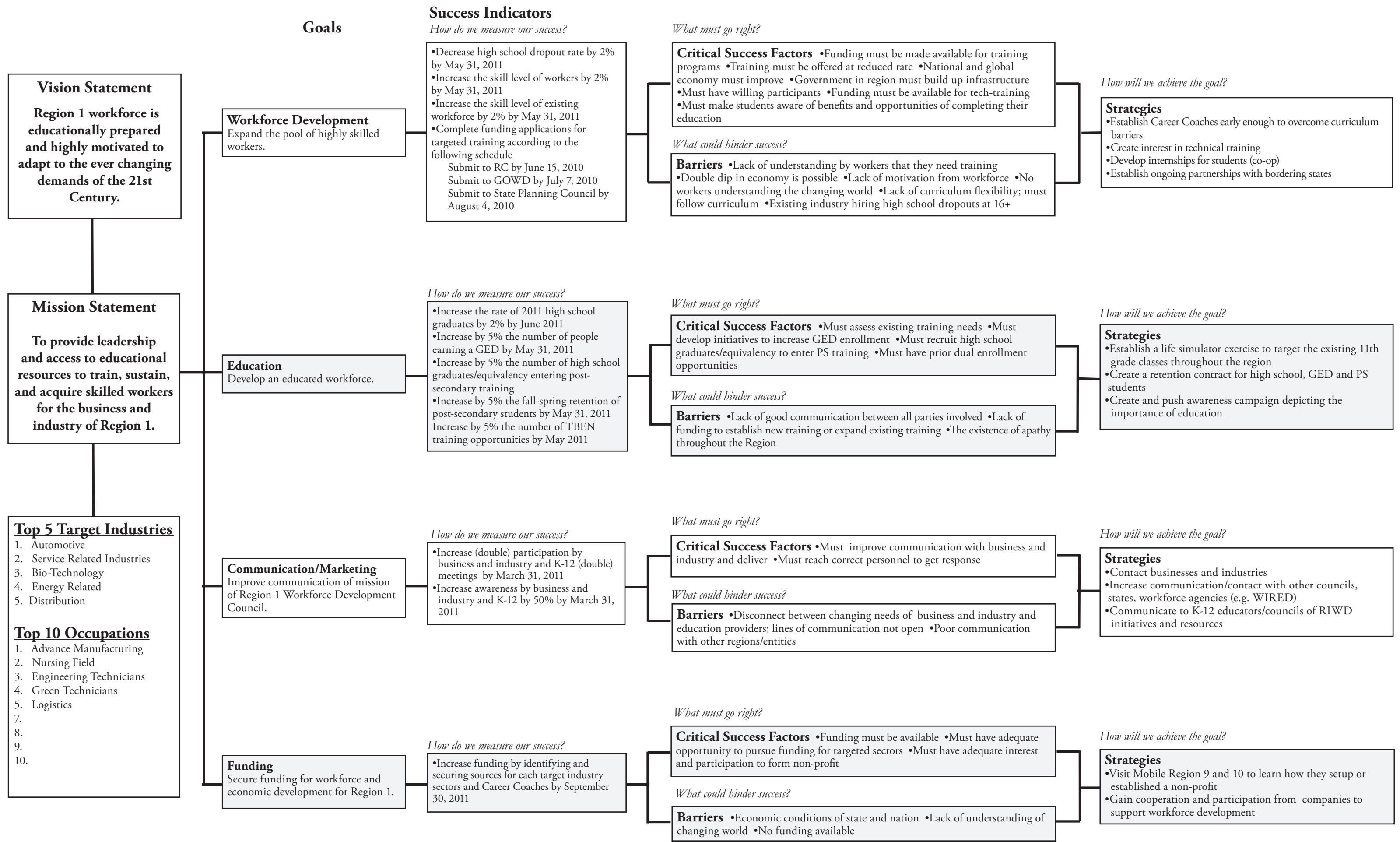
**Workforce Development**  
Region 1 Workforce Council

**Communication/Marketing**  
GOWD  
Stephen ??  
Lavone Gatlin  
Gina Web  
Chip Flournoy

**Funding**  
??

**Education**  
Liz Anderson  
Max Weaver  
Stephen ??  
Rose Jones John  
Bill Bishop  
Jim Cook  
Susan Burrow

The Economic and Community Development Department of Alabama Power Company



**Vision Statement**  
 Region 1 workforce is educationally prepared and highly motivated to adapt to the ever changing demands of the 21st Century.

**Mission Statement**  
 To provide leadership and access to educational resources to train, sustain, and acquire skilled workers for the business and industry of Region 1.

- Top 5 Target Industries**
1. Automotive
  2. Service Related Industries
  3. Bio-Technology
  4. Energy Related
  5. Distribution

- Top 10 Occupations**
1. Advance Manufacturing
  2. Nursing Field
  3. Engineering Technicians
  4. Green Technicians
  5. Logistics
  - 7.
  - 8.
  - 9.
  - 10.

**Goals**

**Workforce Development**  
 Expand the pool of highly skilled workers.

**Success Indicators**  
*How do we measure our success?*

- Decrease high school dropout rate by 2% by May 31, 2011
- Increase the skill level of workers by 2% by May 31, 2011
- Increase the skill level of existing workforce by 2% by May 31, 2011
- Complete funding applications for targeted training according to the following schedule  
 Submit to RC by June 15, 2010  
 Submit to GOWD by July 7, 2010  
 Submit to State Planning Council by August 4, 2010

*What must go right?*

**Critical Success Factors** •Funding must be made available for training programs •Training must be offered at reduced rate •National and global economy must improve •Government in region must build up infrastructure •Must have willing participants •Funding must be available for tech-training •Must make students aware of benefits and opportunities of completing their education

*What could hinder success?*

**Barriers** •Lack of understanding by workers that they need training •Double dip in economy is possible •Lack of motivation from workforce •No workers understanding the changing world •Lack of curriculum flexibility; must follow curriculum •Existing industry hiring high school dropouts at 16+

*How will we achieve the goal?*

**Strategies**

- Establish Career Coaches early enough to overcome curriculum barriers
- Create interest in technical training
- Develop internships for students (co-op)
- Establish ongoing partnerships with bordering states

**Education**  
 Develop an educated workforce.

*How do we measure our success?*

- Increase the rate of 2011 high school graduates by 2% by June 2011
- Increase by 5% the number of people earning a GED by May 31, 2011
- Increase by 5% the number of high school graduates/equivalency entering post-secondary training
- Increase by 5% the fall-spring retention of post-secondary students by May 31, 2011
- Increase by 5% the number of TBEN training opportunities by May 2011

*What must go right?*

**Critical Success Factors** •Must assess existing training needs •Must develop initiatives to increase GED enrollment •Must recruit high school graduates/equivalency to enter PS training •Must have prior dual enrollment opportunities

*What could hinder success?*

**Barriers** •Lack of good communication between all parties involved •Lack of funding to establish new training or expand existing training •The existence of apathy throughout the Region

*How will we achieve the goal?*

**Strategies**

- Establish a life simulator exercise to target the existing 11th grade classes throughout the region
- Create a retention contract for high school, GED and PS students
- Create and push awareness campaign depicting the importance of education

**Communication/Marketing**  
 Improve communication of mission of Region 1 Workforce Development Council.

*How do we measure our success?*

- Increase (double) participation by business and industry and K-12 (double) meetings by March 31, 2011
- Increase awareness by business and industry and K-12 by 50% by March 31, 2011

*What must go right?*

**Critical Success Factors** •Must improve communication with business and industry and deliver •Must reach correct personnel to get response

*What could hinder success?*

**Barriers** •Disconnect between changing needs of business and industry and education providers; lines of communication not open •Poor communication with other regions/entities

*How will we achieve the goal?*

**Strategies**

- Contact businesses and industries
- Increase communication/contact with other councils, states, workforce agencies (e.g. WIRED)
- Communicate to K-12 educators/councils of RIWD initiatives and resources

**Funding**  
 Secure funding for workforce and economic development for Region 1.

*How do we measure our success?*

- Increase funding by identifying and securing sources for each target industry sectors and Career Coaches by September 30, 2011

*What must go right?*

**Critical Success Factors** •Funding must be available •Must have adequate opportunity to pursue funding for targeted sectors •Must have adequate interest and participation to form non-profit

*What could hinder success?*

**Barriers** •Economic conditions of state and nation •Lack of understanding of changing world •No funding available

*How will we achieve the goal?*

**Strategies**

- Visit Mobile Region 9 and 10 to learn how they setup or established a non-profit
- Gain cooperation and participation from companies to support workforce development