CENTRALALABAMAWORKS! 3-YEAR STRATEGIC PLAN (FY 2020 - FY 2022)



Strengthen Collaborations amongst partners while creating new partnerships new new partnerships new new partnerships new	MISSION	GOALS	STRATEGIES	Marketing/Public Relations
Build Regional Strength Maintain 75% B&I Council Membership with representation from a discounties and industry dusters Strengthen Collaborations amongst partners white creating new partners white creating new partnerships 4. Encourage and facilitate divisors in the strength of the	Build Regional Strength			
Strengthen Collaborations amongst partners while creating new partners while creating		Membership with representaion from		Utilize Board relationships more effectively throughout the region.
new partenerships Finding and facilitate delivery of WF training solutions for B&I Develop Industry Clusters, as needed, for each of the major industries. Develop Industry Clusters, as needed, for each of the major industries. Facilitate Opportunities to educate educators to the career pathways of high demand jobs Facilitate Training and Education Develop Processes for entry into Develop processes for entry into Develop processes for entry into		Strengthen Collaborations	needs. Potential partners include: Economic Developers, Chambers of Commerce, Community College workforce, Non-profit and state agencies	
delivery of WF training solutions for B&I Address Workforce Needs Provide enhanced Customer Service to B&I Develop Industry Clusters, as needed, for each of the major industries. Develop Industry Clusters, as needed, for each of the major industries. Develop Industry Clusters, as needed, for each of the major industries. Provide enhanced Customer Service to B&I Develop Industry Clusters, as needed, for each of the major industries. Develop Industry Clusters, as needed, for each of the major industries. Develop Industry Clusters, as needed, for each of the major industries. Develop Industry Clusters, as needed, for each of the major industries. Develop Industry Clusters, as needed, for each of the major industries. Develop Industry Clusters (NFMFI) Develop Industry Clusters, as needed including RURAL communities. Develop Industry Clusters (NFMFI) Develop Industry C		new partenerships	of Commerce(COC) to conduct needs assessment for short and long term needs and training.	
Address Workforce Needs Provide enhanced Customer Service to B&I Design/print appropriate marketing materials for B&I viol., as well as ED/COC connection Service to B&I Design/print appropriate marketing materials for B&I viol., as well as ED/COC connection Service to B&I Design/print appropriate marketing materials for B&I viol., as well as ED/COC connection Service to B&I Design/print appropriate marketing materials for B&I viol., as well as ED/COC connection Service to B&I Design/print appropriate marketing materials for B&I viol., as well as ED/COC connection Service to B&I Design/print appropriate marketing materials for B&I viol., as well as ED/COC connection Service to B&I Promote "Workforce Resource Team to Istem to business needs and communicate solutions including service timely followup to ensure stitisfaction seators to the major industry clusters to gather workforce needs and communicate solutions including but not finited to, RFPRFFT Utilize infomation from industry clusters to gather workforce needs and communicate solutions including but not finited to, RFPRFFT Utilize infomation from industry clusters to gather workforce needs and communicate solutions including to the solutions in advocating for current and future needs including RURAL communities. Tacilitate Opportunities to educate advantant future needs including RURAL communities. Promote "Workforce Resource Team to Issuer to build workforce peptings for community violes, viole testinosials, etc. Work with Current Coorders and CTE to highlight aucress stories in CTE students. Promote industry clusters marketing materials for B&I viole testinosials, etc. Work with Current Coorders and CTE to highlight aucress stories in CTE students. Promote industry clusters marketing through community violes, viole testinosials, etc. Work with Current Coorders and Point on the Coorder of Point and Point o	Address Workforce Needs	delivery of WF training solutions	• Facilitate involvement of Career Centers with B&I to connect qualified workforce candidates with business • Invite industry partners from adjacent regions to participate in Region 5 industry cluster meetings and	Marketing plan of action for promotion of CRM in identified area.
Develop Industry Clusters, as needed, for each of the major industries. Observed the major industries of the major industries. Observed the major industries to educate educators to the career pathways of high demand jobs Facilitate Training and Education Expose K12 youth to career pathways through hands on exploration event Observed processes for entry into		Provide enhanced Customer	Deploy Workforce Resource Team to listen to business needs/challenges, deliver comprehensive	Design/print appropriate marketing materials for B&I visit, as well as ED/COC connections. Promote "Workforce Team Approach."
needed, for each of the major industries. Facilitate Opportunities to educate educators to the career pathways of high demand jobs Facilitate Training and Education Expose K12 youth to career pathways through hands on exploration event Develop processes for entry into Develop processes for entry into				Promote Industry Cluster meetings through ED/COC.
Facilitate Opportunities to educate educators to the career pathways of high demand jobs Facilitate Training and Education Expose K12 youth to career pathways through hands on exploration event Develop processes for entry into Develop processes for entry into Facilitate Training as educators to the career pathways of high demand jobs Work with Career Coaches and CTE to highlight success stories in CTE students. Re-brand Career Discovery for optimum recognition and promotion. Re-brand Career Discovery for optimum recognition and promotion. Promote importance of Career Pathways (including Work Keys) to HS students. Develop a marketing plan for CRM system. Develop a marketing plan for CRM system. Seek ways to thank/highlight our partners through press release, news articles, etc. Develop processes for entry into		needed, for each of the major	including but not limited to, RFP/RFT Utilize industry cluster meetings to identify Subject Matter Experts who will assist in advovating for	Market EWA Through community visits, video testimonials, etc.
educate educators to the career pathways of high demand jobs Facilitate Training and Education Expose K12 youth to career pathways through hands on exploration event Develop processes for entry into Develop processes for entry into Expose K12 youth to career pathways (including Work Keys) to HS students. Develop processes for entry into Develop processes for entry into				Work with Career Coaches and CTE to highlight success stories in CTE students.
Facilitate Training and Education Expose K12 youth to career pathways through hands on exploration event Develop processes for entry into Expose K12 youth to career pathways through hands on exploration event Develop processes for entry into Develop processes for entry into Expose K12 youth to career pathways through hands on exploration event Develop a marketing plan for CRM system. Develop a marketing plan for CRM system. Seek ways to thank/highlight our partners through press release, news articles, etc. Highlight success stories through video and print.	9	educate educators to the career		
pathways through hands on exploration event Develop processes for entry into		pathways of high demand jobs		Promote importance of Career Pathways (including Work Keys) to HS students.
exploration event Develop processes for entry into			b Implement methods of tracking the effectiveness of outcomes for age groups attending.	Develop a marketing plan for CRM system.
Develop processes for entry Into and Jor training as needed. Highlight success stories through video and print.		exploration event	Increase awareness of importance of HS diploma and ACT work keys certificate and relation to	Seek ways to thank/highlight our partners through press release, news articles, etc.
employment employment G Work with partners to develop work-based learning programs.		workforce pathways to	and/or training as needed. Build relationships with community partners who offer education/training to individuals who are not job ready.	Highlight success stories through video and print.