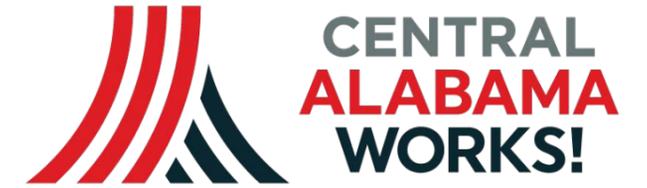


CENTRAL ALABAMA WORKS!

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



MISSION	GOALS	STRATEGIES	Marketing/Public Relations
<p>Build Regional Strength</p>	<p>1 Maintain a regional workforce 3 year strategic plan</p> <p>2 Maintain 75% B&I Council Membership with representation from all counties and industry clusters</p> <p>3 Strengthen Collaborations amongst partners while creating new partnerships</p>	<p>a Facilitate yearly review of strategic plan b Develop strategy to help meet the established statewide objectives of Success Plus</p> <p>a Maintain active B&I members b Ensure Current B&I membership represent industry clusters</p> <p>a Create partner committees to leverage resources and identify shared values to better meet B&I needs. Potential partners include: Economic Developers, Chambers of Commerce, Community College workforce, Non-profit and state agencies b Identify shared values and opportunities by partnering with Economic Developers(ED) and Chambers of Commerce(COC) to conduct needs assessment for short and long term needs and training. c Provide Daily operational management of the organization.</p>	<p>Post updated strategic plan to web.</p> <p>Send press releases to announce new council members.</p> <p>Utilize Board relationships more effectively throughout the region.</p> <p>Establish a routine communication plan to create a dialogue with economic developers focusing on strategic workforce needs(by end of 3rd quarter).</p> <p>Develop innovative ways to conduct needs assessment(QR code/web/phone).</p> <p>Utilize Facebook and Website to post open jobs and link skilled employees.</p>
<p>Address Workforce Needs</p>	<p>4 Encourage and facilitate delivery of WF training solutions for B&I</p> <p>5 Provide enhanced Customer Service to B&I</p> <p>6 Develop Industry Clusters, as needed, for each of the major industries.</p>	<p>a Advocate for additional Ready to Work High School Programs b Facilitate involvement of Career Centers with B&I to connect qualified workforce candidates with business c Invite industry partners from adjacent regions to participate in Region 5 industry cluster meetings and related activities where synergies exist (i.e. Hyundai suppliers from Butler Co.)</p> <p>a Deploy Workforce Resource Team to listen to business needs/challenges, deliver comprehensive assistance, and provide timely follow up to ensure satisfaction.</p> <p>a Utilize information from industry clusters to gather workforce needs and communicate solutions including but not limited to, RFP/RFT b Utilize industry cluster meetings to identify Subject Matter Experts who will assist in advocating for current and future needs including RURAL communities.</p>	<p>Marketing plan of action for promotion of CRM in identified area.</p> <p>Design/print appropriate marketing materials for B&I visit, as well as ED/COC connections.</p> <p>Promote "Workforce Team Approach."</p> <p>Promote Industry Cluster meetings through ED/COC.</p> <p>Market EWA Through community visits, video testimonials, etc.</p> <p>Work with Career Coaches and CTE to highlight success stories in CTE students.</p>
<p>Facilitate Training and Education</p>	<p>7 Facilitate Opportunities to educate educators to the career pathways of high demand jobs</p> <p>8 Expose K12 youth to career pathways through hands on exploration event</p> <p>9 Develop processes for entry into workforce pathways to employment</p>	<p>a Expand Educator Workforce Academy, maintaining a curriculum in collaboration with B&I partners b Provide Targeted Training to Career Coaches, CTE Directors to build workforce pipelines (RTW, etc.)</p> <p>a Provide the opportunity for all, Region 5, 8th graders to participate in Career Discovery b Implement methods of tracking the effectiveness of outcomes for age groups attending. c Increase awareness of importance of HS diploma and ACT work keys certificate and relation to</p> <p>a Design and/or implement Customer Relations Management system to offer steps to employment and/or training as needed. b Build relationships with community partners who offer education/training to individuals who are not job ready. c Work with partners to develop work-based learning programs.</p>	<p>Re-brand Career Discovery for optimum recognition and promotion.</p> <p>Promote importance of Career Pathways (including Work Keys) to HS students.</p> <p>Develop a marketing plan for CRM system.</p> <p>Seek ways to thank/highlight our partners through press release, news articles, etc.</p> <p>Highlight success stories through video and print.</p>