CENTRALALABAMAWORKS!

3-YEAR STRATEGIC PLAN (FY 2023 - FY 2025)



		CTDATECIES	Manharia /Dublia Dabatiana
MISSION	GOALS	STRATEGIES	Marketing/Public Relations
Build Regional Strength	Maintain a regional workforce 3-year strategic plan	Pacilitate yearly review of strategic plan By Strengthen partnerships and promote credentials of value to meet the goal of Success Plus.	Post updated strategic plan to web. Send press releases to announce new council members.
	Maintain 75% B&I Council Membership with representation from all counties and industry clusters	Maintain active B&I members b Ensure Current B&I membership represent industry clusters	Leverage Board relationships throughout the region.
	Strengthen Collaborations amongst partners while	Growpartner 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	Establish a routine communication plan to create a dialogue with economic developers focusing on strategic workforce needs.
	creating new partnerships	 Identifyshared 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. Provide Daily operational management of the organization. 	Develop innovative ways to conduct needs assessment(QR code/web/phone).
Address Workforce Needs	Encourage and facilitate	Advocate for increased credential output by credential awarding authorities in the region. Work dosely with Career Centers/ADRS/DHR/non-profits to promote workforce training for individuals	Utilize Facebook and Website to post open jobs and link skilled employees.
	delivery of WF training solutions for B&I	© 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.)	Marketing plan of action for promotion of CRM in identified area.
	Provide enhanced Customer Service to B&I	Deploy Workforce Resource Team to listen to business needs/challenges, deliver comprehensive assistance, and provide timely follow up to ensure satisfaction.	Design/print appropriate marketing materials for B&I visit, as well as ED/COC connections. Promote "Workforce Team Approach." Promote Industry Sector meetings through ED/COC.
	Develop Industry Sectors, as needed, for each of the major industries.	Utilize information from industry sectors to gather workforce needs and communicate solutions including but not limited to, RFP/RFT Utilize industry sector meetings to identify Subject Matter Experts who will assist in advocating for current and future needs including RURAL communities.	Market EWA Through community visits, video testimonials, etc.
Facilitate Training and Education	Facilitate Opportunities to		Work with Career Coaches and CTE to highlight success stories in CTE students.
	educate educators to the career pathways of high demand jobs	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.)	Re-brand Career Discovery for optimum recognition and promotion. Promote importance of Career Pathways (including Work Keys) to HS students.
	Expose K12 youth to career pathways through hands on	Expand the Career Discovery platform to target 8-12 Graders. blimplement methods of tracking the effectiveness of outcomes for age groups attending. Cincrease awareness of Work-Based Learning initiatives and simulated workplace.	Develop a marketing plan for CRM system.
	Enhance workforce processes to improve pathways to employment	 Utilize customer relations management system for tracking, and to offer steps to employment and/or training as needed. Build and strengthen community partners who offer education/training to individuals who are not job ready. Expand work-based learning programs and partnerships. 	Seek ways to thank/highlight our partners through press release, news articles, etc. Highlight success stories through video and print.