

CENTRAL ALABAMA WORKS!

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



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</p> <p>b Strengthen partnerships and promote credentials of value to meet the goal of Success Plus.</p> <p>a Maintain active B&I members</p> <p>b Ensure Current B&I membership represent industry clusters</p> <p>a Grow 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</p> <p>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.</p> <p>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>Leverage Board relationships throughout the region.</p> <p>Establish a routine communication plan to create a dialogue with economic developers focusing on strategic workforce needs.</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 Sectors, as needed, for each of the major industries.</p>	<p>a Advocate for increased credential output by credential awarding authorities in the region.</p> <p>b Work closely with Career Centers/ADRS/DHR/non-profits to promote workforce training for individuals</p> <p>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 sectors to gather workforce needs and communicate solutions including but not limited to, RFP/RFT</p> <p>b Utilize industry sector 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 Sector 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 Enhance workforce processes to improve pathways to employment</p>	<p>a Expand Educator Workforce Academy, maintaining a curriculum in collaboration with B&I partners</p> <p>b Provide Targeted Training to Career Coaches, CTE Directors to build workforce pipelines (RTW, etc.)</p> <p>a Expand the Career Discovery platform to target 8-12 Graders.</p> <p>b Implement methods of tracking the effectiveness of outcomes for age groups attending.</p> <p>c Increase awareness of Work-Based Learning initiatives and simulated workplace.</p> <p>a Utilize customer relations management system for tracking, and to offer steps to employment and/or training as needed.</p> <p>b Build and strengthen community partners who offer education/training to individuals who are not job ready.</p> <p>c Expand work-based learning programs and partnerships.</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>