

# REGION 6 WORKFORCE DEVELOPMENT STRATEGIC PLAN

## Vision Statement

A world-class workforce that meets the needs of Region 6 and its people.

## Mission Statement

Develop and sustain a successful workforce while enhancing the quality of life for all in Region 6.

### Top Occupations

- Agri Business
- Bio-Fuel
- Customer Service Rep.
- Entrepreneurial Development
- Healthcare Workers
- Industrial Maintenance Tech
- IT Services
- Management
- Tourism Guides
- Trades (carpentry, brick layers plumbing)

### Top 5 Target Industries

- Construction
- Healthcare
- Hospitality/Tourism
- Manufacturing
- Retail & Services

Emerging: Alternative Fuel

**GOAL 1: Workforce Development:** Provide a well-trained workforce for Region 6.

### Objectives

- Reduce unemployment by 10% annually
- Increase workforce development dual enrollment by 50%
- Increase workforce development dual enrollment by 100%

### **Critical Success Factors**

- Must have collaborative funding
- Must have dual enrollment opportunities
- Must acquire/utilize a facility
- Students must understand why they need to participate in dual enrollment
- Must be proactive as a council

### **Barriers**

- Lack of student motivation
- Lack of funding to support programs
- Lack of tuition to pay for classes
- Lack of jobs
- Lack of collaboration across sectors
- Distance and isolation from facilities and programs

### **Strategy**

- Create a workforce curriculum between K-12, higher education, and industry
- Generate the opportunity for a seamless education approach for technical & academic learning K-College
- Obtain funding for dual-enrollment programs

**GOAL 2: Collaboration/Partnerships:** Develop a network system between business/industry, elected officials, education system, and government agencies.

### **Objectives**

- Attain commitment of participants and increase attendance by five business/industry leaders
- Have questionnaire results completed
- Attain or tally result of greatest workforce needs

### **Critical Success Factors**

- Must have collaboration and participation from all who need to be involved in the process
- Must have commitment
- Must identify a designee or point person for contact
- Must have great communication

### **Barrier**

- Lack of interest from business and industry
- Lack of communication across sectors
- Lack of detailed information pertaining to workforce development

### **Strategies**

- Implement e-mail directory among parties involved/needed in the process
- Generate and follow-up on time line schedule
- Select chairman/point of contact
- Hold the point person accountable for selecting chairman of committees
- Create questionnaire

**GOAL 3: Communication/Marketing:** Promote the availability of dual enrollment learning/training opportunities to community, schools (K-12), parents, business and industry.

### **Objective**

- Increase enrollment of high school students by 30% by 2012; 50% by 2013; and 70% by 2015

### **Critical Success Factor**

- Parents must be involved in the process
- Funding must be successfully secured
- Collaboration between business and industry, K-12, colleges, etc. must exist
- Better job opportunities must be available

### **Barriers**

- Lack of funding to support programs
- Lack of student motivation
- Continuous rate of high unemployment in the region reduces chances of meeting enrollment objective
- Lack of employment opportunities for persons who are trained

### **Strategies**

- Utilize career tech centers to increase awareness of workforce issues
- Establish scholarships to encourage tech training, career training, and dual enrollment
- Create on the job training and apprenticeships
- Distribute flyers and utilize public services announcements to inform Region 6 of opportunities
- Utilize churches and civic organizations to assist where possible (referrals, transportation, and information distribution)

**GOAL 4: Education:** Develop an alignment of workforce development with educational offerings, K-12.

**Objectives**

- Increase the number of applicants taking pre-employment tests successfully by 25%
- Increase the number of dual enrollment students meeting regional business and industry needs

**Critical Success Factor**

- There must be educational alignment and collaboration between educational and industry sectors

**Barriers**

- Lack of cooperation between the sectors needed will diminish chances of meeting the objectives

**Strategies**

- Have educational and business and industry sectors become strategic partners
- Develop a structured focus to enable and facilitate strategic partnerships

**GOAL 5: Funding:** Develop financial sources that will expand the available resources to accomplish our goal of providing a well-trained workforce for Region 6.

**Objectives**

- Increase the amount of funding received from GOWD in Region 6 to 30% of State allocated funds
- Increase the number of dual enrollment partnerships between industry and education from 2 participating industries to 4
- Develop non-traditional sources of funding to meet workforce development needs in Region 6 by setting a \$100,000 goal

**Critical Success Factors**

- Must secure willing partners to fund programs
- Must increase funding for workforce development
- Applications for funding must follow eligible program activities

### **Barrier**

- Economic climate “decreased funding for workforce development”
- Lack of infrastructure - facilities
- Lack of grant writing personnel
- Population - smallest populated region in the State

### **Strategies**

- Meet with prospective funding sources
- Develop new business partners
- Research sources of private funding
- Educate our local legislative delegation as to our goals and objectives
- Educate our local (city & county) governments on the workforce development needs in Region 6
- Explore the possibilities of establishing a 501 (C) (3) organization

### **Committees**

Workforce Development  
Collaboration/Partnerships  
Communication/Marketing  
Education  
Funding

## **ACTION PLAN**

<b>Opportunity / Task</b>	<b>Responsible Party</b>	<b>Target Date</b>
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### **WORKFORCE DEVELOPMENT**

1. Analyze Industry Guides (Alabama Success) to educate schools & students on opportunities for success and report findings to Council, schools, etc.
2. Meet with K-12 and colleges to discuss opportunity for seamless education system
3. Research agencies that will fund desired programs

### **COLLABORATION/PARTNERSHIPS**

1. Collect preliminary contact information
2. Evaluate progress of partnerships
3. Develop a questionnaire on the workforce council
4. Meet with potential and or established partners to garner interest

### **COMMUNICATION/MARKETING**

1. Arrange regular meetings with career tech
2. Develop a parental involvement committee; establish an advisory committee
3. Establish a business and industry plan for improving Involvement

### **EDUCATION**

1. Meet quarterly among multi-counties at central location  
i.e. Wilcox High School, Sumter, Marengo, Dallas, Choctaw
2. Generate meeting agenda to focus on respective structure and needs of business and industry and education
3. Have/invite employers to come to high schools so students can take pre-employment tests in each school System

### **FUNDING**

1. Explore 501 (c) (3) opportunities
2. Identify grant writing possibilities
3. Arrange meeting with legislative delegation and educate local (city/county) governments on workforce

development issues

4. Contact potential new business partners and arrange meetings to discuss workforce development needs