

## CENTRAL SIX Strategy Map

**Vision:** To be the premiere regional leader connecting business and industry with education to develop a diverse workforce.

**Mission:** Create a 21st Century workforce that is proactive, responsive, and results driven; supports the region's diverse population and employers; and, provides quality job opportunities in support of a vibrant regional economy.

**Stakeholders:** Business, Industry, Educators, Workforce and the communities where they exist

Central Alabama strives for a workforce development system that gives stakeholders access to and advocates for WFD needs

To develop and maintain a pool of qualified candidates

**Key Business Processes:** (what do we need to do well?)

Engage Business and Industry Clusters (Partnerships)

Establish workforce partnerships and serve their WFD needs

Connect and Collaborate with the system of Education/Training

Align resources to workforce needs

Advocate for policy and systems change to support regional needs

Help Ensure the Supply of Future Workers

Support education in and connection of workers to marketable career opportunities

Facilitate youth engagement opportunities

**Central Six Staff, Committees, and Councils**

Leverage partnerships to effectively accomplish goals

Engage our council and increase participation

**Funding**

Seek government participation at all levels

Create business participation

Focus grant funding on mission-related programs

## **Central Six Development Council – Region 4 – Top Occupations and Target Industries**

### **Top 5 Target Industries:**

1. Manufacturing
2. Healthcare
3. Energy
4. Service Industry
5. Logistics

### ***Emerging Industry: BioTech***

### **Top Occupations:**

1. Welders/Fitters
2. Machinists
3. Industrial Maintenance
4. Nursing
5. Allied Health
6. Green Technology
7. IT
8. Customer Service (Jobs)
9. Culinary
10. Drivers

## CENTRAL SIX Scorecard

Perspective	Objectives	Measures	Initiatives
<b>Stakeholders</b>	Central Alabama strives for a workforce development system that gives stakeholders access to and advocates for WFD needs	Business user satisfaction survey	Working closely with Birmingham Society of Human Resource Management to engage HR directors in Central Six and let them know it exists to help them more effectively and efficiently fill their personnel needs.
	To develop and maintain a pool of qualified candidates	Time to fill technical/open positions in top employers	Feedback from partner industries about 'time to fill'; improving?
		% qualified (hireable) vs. total applied in top employers	Feedback from partner industries about '% qualified in total pool'; improving?
		Number of constituency members trained	Work to meet workforce development needs of traditionally underserved constituencies by partnering with community organizations and business to establish pipeline
	To train and connect the incumbent workforce with living wage employment	Increase in average wages of those served	Work to identify incumbent worker training opportunities and make those connections to allow the workforce to train and improve their wage status.
<b>Key Business Processes:</b>			
1. <i>Engage Business and Industry Clusters (Partnerships)</i>	Establish workforce partnerships and serve their WFD needs	# of actively managed workforce partnerships	Collaborate with BBA to activate and actively manage selected industry partnerships
2. <i>Connect and Collaborate with the system of Education/Training</i>	Align resources to workforce needs	\$ and % grant money directed via Central Six (community colleges)	Advocate for funding of industry-responsive applications from community colleges in our footprint
		% of clients who got jobs (within case manager-supervised cohorts)	Enlist case managers to work with cohorts of individuals and design customized pathways to living-wage employment
	Advocate for policy and systems change to support regional needs	# of policies/systems change influenced	Work within national and state networks to advocate for policies beneficial to local workforce development
3. <i>Help Ensure the Supply of Future Workers</i>	Support education in and connection of workers to marketable living wage career opportunities	# students/potential workers reached by Central Six events	Work with AL DSE to enhance Career EXPO Event to include extra day for 8 <sup>th</sup> and 9 <sup>th</sup> graders; secure sponsorship to reduce/eliminate student fees. Also development youth engagement events in outlying counties.
	Facilitate youth engagement opportunities	# of teacher development trainings	Development soft skill-focused teacher development programs
<b>Council, Staff, &amp; Others</b> <i>Key Activity-Hire Executive Director</i>	Leverage partnerships to effectively accomplish goals (e.g. PARCA/DOL for data and NFWS for seed funding and technical assistance)	# Active Partners (non-business participation in the last 12 months)	Position Central Six for invitation to be National Fund for Workforce Solutions (NFWS) site; attend NFWS site directors and annual meetings
	Engage our council and increase participation	% Council members on committees	Grow actively engaged voting membership and develop committees focused on our key business processes (3)
		Attendance at council meetings by business members	Make quarterly meetings responsive to the most urgent workforce issues and needs of industry partners
<b>Funding</b>	Ensure government participation	% of funding from government	Actively explore core funding partnerships with counties in the Central Six footprint
	Create business participation	% of top employers participating	Engage leadership of industry clusters for core funding
		% of funding from businesses/industry	Business support should represent at least 50% of core funding
	Focus grant funding on mission-related programs	% of funding from grants	Engage institutional philanthropy for startup support, transitioning to project support and possibly creation of an operating endowment