

REGION 1 WORKFORCE DEVELOPMENT STRATEGIC PLAN

Vision Statement

Region 1 workforce is educationally prepared and highly motivated to adapt to the ever changing demands of the 21st Century.

Mission Statement

To provide leadership and access to educational resources to train, sustain, and acquire skilled workers for the business and industry of Region 1.

Top Occupations

Advance Manufacturing
Engineering Technicians
Green Technicians
Logistics
Nursing Field

Top 5 Target Industries

Automotive
Metals Manufacturing
Distribution
Energy Related
Service Related Industries

GOAL 1: Workforce Development: Expand the pool of highly skilled workers.

Objectives

- Decrease high school dropout rate by 2% by May 31, 2016
- Increase the skill level of workers by 2% by May 31, 2016
- Increase the skill level of existing workforce by 2% by May 31, 2016
- Complete funding applications for targeted training according to the schedule established by GOWD.

Critical Success Factors

- Funding must be made available for training programs
- Training must be offered at reduced rate
- National and global economy must improve
- Government in region must build up infrastructure
- Must have willing participants
- Funding must be available for tech-training
- Must make students aware of benefits and opportunities of completing their education

Barriers

- Lack of understanding by workers that they need training
- Double dip in economy is possible
- Lack of motivation from workforce

Strategies

- Establish Career Coaches early enough to overcome curriculum barriers
- Create interest in technical training

- No workers understanding the changing world
- Lack of curriculum flexibility; must follow curriculum
- Existing industry hiring high school dropouts at 16+

- Develop internships for students (co-op)
- Establish ongoing partnerships with bordering states

GOAL 2: Education: Develop an educated workforce.

Objectives

- Increase the rate of 2013 high school graduates by 2% by June 2013
- Increase by 5% the number of people earning a GED by May 31, 2013
- Increase by 5% the number of high school graduates/equivalency entering post-secondary training

- Increase by 5% the fall-spring retention of post-secondary students by May 31, 2013
- Increase by 5% the number of TBEN training opportunities by May 31, 2013

Critical Success Factors

- Must assess existing training needs
- Must develop initiatives to increase GED enrollment

- Must recruit high school graduates/equivalency to enter PS training
- Must have prior dual enrollment opportunities

Barriers

- Lack of good communication between all parties involved
- Lack of funding to establish new training or expand existing training

- The existence of apathy throughout the Region

Strategies

- Establish a life simulator exercise to target the existing 11th grade classes throughout the region
- Create a retention contract for high school, GED and PS students
- Create and push awareness campaign depicting the importance of education

GOAL 3: Communication/Marketing: Improve communication of mission of Region 1 Workforce Development Council.

Objectives

- Increase (double) participation by business and industry and K-12 (double) meetings by March 31, 2016
- Increase awareness by business and industry and K-12 by 50% by March 31, 2016

Critical Success Factors

- Must improve communication with business and industry and deliver
- Must reach correct personnel to get response

Barriers

- Disconnect between changing needs of business and industry and education providers; lines of communication not open
- Poor communication with other regions/entities

Strategies

- Contact businesses and industries
- Increase communication/contact with other councils, states, workforce agencies
- Communicate to K-12 educators/councils of initiatives and resources

GOAL 4: Funding: Secure funding for workforce and economic development for Region 1.

Objective

- Increase funding by identifying and securing sources for each target industry sectors and Career Coaches by September 30, 2013

Critical Success Factors

- Funding must be available
- Must have adequate opportunity to pursue funding for targeted sectors

- Must have adequate interest and participation to form non-profit

Barriers

- Economic conditions of state and nation
- Lack of understanding of changing world
-

- No funding available

Strategies

- Visit Mobile Region 9 and 10 to learn how they setup or established a non-profit

- Gain cooperation and participation from companies to support workforce development

Committees

Workforce Development
Education
Communication/Marketing
Funding

ACTION PLAN

Opportunity / Task

Responsible Party

Target Date

WORKFORCE DEVELOPMENT

1. Utilize dual enrollment opportunities for career tech education
2. Assess incumbent workforce training need
3. Develop and improve programs and curriculum to address targeted training
4. Analyze existing Career Coaches Program
5. Meet with area HS, BOEs, Chambers

6. Meet with Regional Planning Councils in bordering states

EDUCATION

1. Assemble information needed to establish life simulator exercise
2. Develop retention contract
3. Develop awareness campaign

COMMUNICATION

1. Develop website for Region 1
2. Promote website through HR list
3. Develop a market list for HR Immediately
4. Identify top 10 employers per county and visit
5. Develop promotional market piece (electronic and print)
6. Analyze and determine appropriate contact K-12 method

FUNDING

1. Collect a list of funding sources
2. Analyze and identify funding sources for each target industry sector
3. Collect funding requirements for each funding source
4. Prepare applications and packages for each funding source
5. Hold a meeting to determine interest in establishing Region 1 as non-profit