

REGION 7 WORKFORCE DEVELOPMENT FY2016 STRATEGIC PLAN

Vision Statement

Region 7 has a quality workforce with the skills, knowledge, and ability to meet the needs of current and future employers.

Mission Statement

To facilitate the development of a viable and sustainable workforce for regional employers and recruit and retain businesses in order to strengthen Alabama's Economy.

Top Occupations

Computer Skills
Customer Service Reps
Engineering Technician
Industrial Maintenance
Logistics
LPNs
Mechanics
RNs
Truck Drivers
Welding

Top 5 Target Industries

Agriculture
Healthcare
Manufacturing
Service/Tourism
Transportation/Warehousing/Distribution

GOAL 1: Workforce Development: Provide employment opportunities for citizens in Region 7 that meet the needs of employers.

Objectives

- Increase industry participation on Council by 50% by end of FY16
- Increase dual enrollment by 10% by end of FY16
- Complete funding applications for targeted training according to the schedule established by GOWD

Critical Success Factors

- Must maintain good Council leadership
- Must have participation and enrollment in programs
- High school counselors must be on board
- Council has to deliver; industry must benefit
- Must be action, assignment and feedback
- Must market

Barriers

- Not being accessible
- Failure to meet the expectations of business and industry
- Poor communication and marketing

Strategies

- Submit applications to secure funding for targets
- Identify target industries
- Invite industry to meeting
- Develop a marketing plan for dual enrollment program
- Develop a recruitment plan

GOAL 2: Partnerships: Maximize partnership benefits by expanding key stakeholders in Region 7 workforce development area.

Objectives

- Increase the number of key stakeholders in Region 7 by 50% by September 30, 2016
- Retain at a minimum, 20% of new participants through September 30, 2016
- Ensure that poorly represented areas (secondary and industry) are informed of Council's existence by increasing communication output in those areas by 25% by end of FY16

Critical Success Factors

- Must identify stakeholders
- The Council's mission and objectives must be clearly defined and communicated
- The stakeholders needs must be known
- Must have active participation from Council and stakeholders

Barriers

- Lack of participation (time, location/city)
- Region unaware of Council's existence
- No immediate gratification (quick fix, need it now)
- Denial of funding (request didn't meet Council's objective)

Strategies

- Develop an outreach/mentor program for Council and industry (follow up calls reminding of meeting, discussion of needs)
- Devise a membership campaign
- Utilize media to champion the Council's cause through free TV, advertising, e-mail campaign, brochures

GOAL 3: Communication/Marketing: Enhance internal communication between the Council, community colleges, business and industry.

Objectives

- Increase awareness of Council's activities by 50% by September 30, 2016 (community colleges)
- Increase awareness of Council's activities by 50% by September 30, 2016 (business and industry)

Critical Success Factors

- Business and industry must participate in survey process
- The Council must have a successful marketing campaign
- Must have full Council support

Barriers

- Lack of survey participation from business and industry
- Lack of support from the Council
- Unsuccessful marketing of Council to region

Strategies

- Create a survey instrument for business and industry
- Create a marketing plan for the Council
- Create a communication plan for the Council

GOAL 4: Funding: Secure funding necessary to promote workforce development through job training that will lead to increased economic development.

Objectives

- Maximize marketing and communication strategies
- Build and increase the relationship(s) between industry and Region 7

Critical Success Factors

- Must have increase in funding participation
- People involved with Council and industry must be dedicated
- Must have teamwork among Council, business, industry, region
- Must have participation from business and industry

Barriers

- Complacency
- No funding to support targets
- Lack of participation from business and industry
- No communication between, Council, community, etc

Strategies

- Utilize federal training funds to support targeted industries
- Work to advocate Region 7 needs through our legislator
- Create surveys to present to target industries to find out job placement, numbers
- Sell local government and the private sector on the importance of workforce development

Committees

Executive Committee
Strategic Planning Committee
Nominating Committee

Grant Review Committee
Membership/Marketing Committee

ACTION PLAN

Opportunity / Task

Responsible Party

Target Date

WORKFORCE DEVELOPMENT

1. Review and submit grants
2. Develop a list of target industries
3. Contact industry and extend invitation to attend council meeting
4. Gather information and create survey to be sent to industry
5. Assemble information and create marketing and recruitment plan

PARTNERSHIPS

1. Develop a list of key stakeholders in Region 7
2. Coordinate a media campaign
3. Utilize the mentor/buddy system
4. Contact council members and other businesses to remind of meetings and to discuss needs

COMMUNICATION AND MARKETING

1. Collect information and develop marketing plan
2. Collect information and develop communication plan
3. Develop survey instrument

FUNDING

1. Utilize local government, industrial and private sector to spread awareness of funding importance
2. Develop literature for targeted industries on goals of Region 7
3. Survey industry to collect data at end of FY16 on success of Region 7