

Southwest Alabama Workforce Development Council Region 9, Inc, Strategic Plan (Approved September 15, 2008)

Goals

Initiatives / Action Steps (Lead Agencies)

Vision Statement
The vision of the Southwest Alabama Workforce Development Council Region 9, Inc, is to develop a comprehensive, integrated workforce development system which creates a skilled diverse, motivated, adaptable workforce that better meets the needs of employers and leads to a better quality of life for our citizens.

Mission Statement
The mission of the Southwest Alabama Workforce Development Council Region 9, Inc, is to develop strategic partnerships which attract, educate and train students and workers to better meet employer needs and foster economic growth in a global marketplace.

Guiding Principles
-Meaningful Partnerships
-Visionary Leadership
-Customer Focus
-Excellence
-Focus on the Future
-Respect, Responsibility
-Management-by-Fact
Accountability

Task forces have developed more detailed and comprehensive implementation plans to support the major initiatives listed here.

1
Goal: To develop effective strategic partnerships among business, education, training, economic development, government, and faith- and community- based organizations.

- 1.1 Formulate a vision and blueprint for the partners in the overall Region 9 workforce development initiative.
- 1.2 Establish a mechanism for continued dialogue and collaboration among leaders in industry, education, government and community organizations within Region 9 to discuss workforce and economic development issues.
- 1.3 Participate actively in workforce development initiatives outside Region 9.
- 1.4 Develop strong partnerships with Career Center/One Stops.

2
Goal: To understand market demands through dynamic and innovative approaches.

- 2.1 Identify "best practices" both regionally and nationally.
- 2.2 Develop and implement a system for data collection and analysis.
- 2.3 Review forecasting data at least annually with industry clusters to ensure accuracy.
- 2.4 Report to the Council key performance indicators.
- 2.5 Track training outcomes related to employment demand.

3
Goal: To influence and facilitate the availability of people to enter the workforce.

- 3.1 With input from business and industry, establish standards for high school graduation that reflects workforce readiness and promotes multiple education pathways.
- 3.2 Establish an accountability infrastructure to ensure strong and sustainable partnerships among industry, education and training providers.
- 3.3 Secure broad based community support.
- 3.4 Identify from industry: education and training needs and requirements.
- 3.5 Design a career pathway model for the region.

4

Goal: To integrate fully a workforce development system that unites all resources into a streamlined delivery process for the employees and employers in region 9.

- 4.1 Devise and implement a comprehensive communication plan.
- 4.2 Promote secondary and post-secondary curriculum alignment in order to expand career-tech programs.
- 4.3 Promote activities to recruit, serve and help in the integration of legal foreign/international workers.
- 4.4 Develop policies to tie career guidance services and funding more closely to targeted occupations.
- 4.5 Encourage industry/business to develop on the job training through:
 - Apprenticeships
 - Scholarships
 - Dual enrollment
 - Co-Ops/Interns
- 4.6 Encourage utilization of the state's comprehensive network of career employment and recruitment agencies. (Alabama's Career Center System)
- 4.7 Utilize the business and industry cluster infrastructure as the primary communication/marketing link within the system.

5

Goal: To identify and seek all internal and external resources to support implementation plans developed in pursuit of goals 1-4 above.

- 5.1 Ensure fiscal responsibility and management.
- 5.2 Seek and secure external funding.
- 5.3 Develop and maintain relationships with local, state and national public and private funders.