



## **Southeast AlabamaWorks Executive Director's Report August 1 – August 31, 2022**

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### **Southeast AlabamaWorks TEAM CPI-Metric Projects Completed August 2022**

#### **CPI 1: Maintain a regional workforce strategic plan.**

- Initial FY23-25 three-year plan draft completed on 8/16/2022 with RWC Executive Committee.
- Final revisions completed and emailed to board on 8/24/2022.
- Plan includes strategies to help meet **Governor's Success Plus educational attainment goal of 500,000 high-skilled employees by 2025.**
- Posted to Southeast AlabamaWorks website under "About" tab.

#### **CPI 2: Educator Workforce Academy (EWA) for Business & Industry Awareness.**

- Presented EWA 2022 highlights to the Wiregrass RC&D board as required for the grant application.
- Submitted Instructional Leadership Professional Study Application (ILPSA) to the ACLD to provide **PLU** to education administrators. Application set to be reviewed on September 20<sup>th</sup>.
- Partnership formed with Troy University's Southeast Alabama Regional Inservice Center's Dr. Robin Bynum to offer Professional Development hours for teachers.
- Outreach to regional Superintendents, CTE Directors, and Career Coaches for FY23 EWA
  - Emails
  - Phone Calls
  - Virtual and in-person meetings
- County dates set from October 2022 – April 2023
  - 10/6/2022: Geneva County (Geneva County/City Schools)
  - 10/19/2022: Pike County (Pike County/Troy City Schools)
  - 12/1/2022: Crenshaw County (Crenshaw County Schools/Crenshaw Christian Academy)
  - 12/8/2022: Barbour County (Barbour County/Eufaula City Schools)
  - 1/18/2023: Coffee County (Coffee County, Elba City, Enterprise City Schools)
  - 1/25/2023: Houston County (Dothan City/Houston County Schools)
  - 2/23/2023: Covington County (Andalusia City, Covington County, Opp City Schools)
  - 2/28/2023: Henry County (Henry County Schools)
  - 4/25/2023: Butler County (Butler County Schools, Fort Dale Academy)
  - 4/26/2023: Dale County (Daleville City, Dale County, Ozark City Schools)

#### **CPI 3: Develop and implement specific solutions for business and industry partners, for new and existing employees across the region. (WBL-apprenticeships, Co-ops, Internships; promote simulated workplace; hands-on Career Expo for students; job fairs, rural workforce)**

#### **SPECIAL PROJECTS EMPHASIZING EDUCATION-WORKFORCE INITIATIVES:**

- Attended Dothan Technology Center Ribbon Cutting and Tour
- Entrepreneurship Council presentation promoting **WBL**.
- Assisting Opp Housing Authority to establish resources for resident youth to include skills training, job search and resume assistance thru collaboration w/LBWCC. (**WIOA Special Populations**)
- Etiquette Softskills Training presented to Slocomb and Hartford High Schools.
- Providing guidance to Fortis College to establish Medical Lab Technician apprenticeship for youth and adults.

- Continued promotion of **Pre-K-12 simulated workforce** at all presentations involving B&I.
- Coordinating September Rapid Response Job Fair for CDL Workers at Borden Dairy.
- Participated in Center on **Rural Innovation** meeting and made introductions to Grow Southeast Partners to expand outreach and resources for rural areas.
- Education Tours
  - Wallace Community College – Dothan Campus
  - Alabama Aviation College – Ozark Campus
- Multiple meetings with Dothan Housing Authority to provide training for youth residents. Follow-up meetings with Wallace Community College and Dothan Career Center to be scheduled. (**WIOA Special Populations**)
- Dothan City Schools Institute Kick-Off for Dothan City, Houston County, and Henry County schools
- Connected Buffalo Rock with Dothan City Schools CTE business class for **WBL** mentorship program.
- Facilitating Dale County Youth Leadership program through strategic planning and implementation, interviews, and presenting at multi-group youth leadership retreat.
- Presented to the Wiregrass RC&D Annual Board Meeting to discuss importance of business and industry engagement with educators and students. Revealed plans to offer **Student Workforce Academies** and **Undercover Boss (Business Workforce Academies)** in FY23.
- Completed TransfrVR Career Discovery training to offer service to both in-school and out-of-school youth as well as adults with barriers to employment (**WIOA Special Populations**). Plans to implement will be forthcoming.
- Actively participating on Workforce and Education Partnership Committee for Enterprise Chamber of Commerce.
- Established goals with Ozark City Schools to provide career exploration, resume writing, job fairs, **WBL** opportunities, and business and industry engagement for 2022-23 school year.
- Assisting Enterprise Chamber of Commerce WFD Committee with pursuing grants for Innovative Grants for Teachers in the Enterprise City School system.
- WOW-East and WOW-West
  - Marketing materials for WOW-East and WOW-West created. Distributed outreach to local schools, colleges, and businesses.
  - 8/17/2022 WOW-East Kickoff Planning Meeting attended by 25 people.
  - WOW-West Andalusia site visits with logistics teams.
  - 8/23/2022 second WOW-West Leadership/Planning Team Meeting attended by 22 people.
  - Investing in technology to connect students with businesses for co-op, part-time employment, internships, apprenticeships, and other **WBL** opportunities. Also allows students to prepare resumes and perform industry research on local companies attending the events.

#### **WORLD OPERATORS AS OF 8/31/2022**

COMPANY	CITY	INUDSTRY	WOW EVENT
CDG, Inc	Andalusia, AL	Science, Engineering	West
Alabama Army National Guard	Dothan, AL	Law, Public Safety, Military	West & East
WCC – Practical Nursing	Dothan, AL	Health Science	West & East
WCC – EMS Department	Dothan, AL	Health Science	West & East
Ben E Keith	New Brockton, AL	Agriculture/Agribusiness	West & East
Flowers Hospital	Dothan, AL	Health Science	West & East

AIDT-Robotics Technology Park	Tanner, AL	Manufacturing	East
WCC – Associate Degree Nursing	Dothan, AL	Health Science	West & East
Georgia Pacific	Cedar Springs, GA	Manufacturing	East
Hardee's	Opp, AL	Hospitality & Tourism	West & East
US Army	Montgomery, AL	Law, Public Safety, Military	West & East
Midsouth Paving	Dothan, AL	Construction-Road	West & East
Eagle Eye Outfitters	Dothan, AL	Retail & E-Commerce	East

#### **CPI 4: Marketing and Public Relations (Website, PR pieces, reliable news source)**

- Entered contract with Ty Rickard Productions and Chmura JobsEQ Connector to create job board for entire region by county, industry, and occupation titles. Paid direct attention to the list of **ACCCP Credentials and Occupations** for Region 6. Roll out should be finished in October.
- Strategic Plan uploaded to website.
- Job flyers updated periodically on website's rotating banner.
- 3 Constant Contact Email Campaigns
  - Leadership Skills Course 2 & 3 Dothan, AL emailed to 1,675 contacts w/554 Open Count
  - August 2022 Newsletter emailed to 1,675 contacts w/461 Open Count
  - Industry Spotlight on the ARTS emailed to 1,674 contacts w/481 Open Count
- Social Media Posts
  - 116 Posts to 3 platforms (Facebook, Instagram, Twitter) = 348 Posts
    - 22 Unique Job Flyers for 18 companies – 48+ occupations
    - 9 Unique Informational Posts
- Speaking Engagements
  - DACC – Dothan City Schools Leadership Training
  - Wiregrass RC&D Annual Board Meeting
  - Geneva Rotary Monthly Meeting
  - Greenville-Butler County Kiwanas Monthly Meeting
  - Hartford High School
  - Slocomb High School
  - Entrepreneurial Council
  - Dothan Area Chamber of Commerce/Houston County Economic Development Project
- Supported and attended Economic Development Announcements
  - Houston County – Hudson Alpha
  - Dale County – Ecore International
- Supported and attended community events
  - Wiregrass United Way Pacesetter Campaign Kickoff
  - Mike Schmitz Nonprofit Marketing Academy
  - Ozark Chamber-Dale County Economic Development Lunch and Learn (ESCC)
  - Dothan Area Chamber of Commerce Conversations with Coach Tuberville
  - Congressional Luncheon with Representative Barry Moore
  - Ozark-Dale County Town Hall Meeting
  - Enterprise Chamber of Commerce Workforce & Education Partnership Committee
  - Crenshaw County Community Arts Council
  - Wallace Community College Hospitality Training
- Forwarded requests for 3 **Storyboard** video recordings for WFD success stories in Region 6.
- Published press release for upcoming Butler County Hiring Event – September 2022.

## **CPI 5: Provide enhanced Customer Service to B&I (Job fairs, training, rural initiatives, assess needs, client case management)**

- Organized and implemented Leadership Skills 2-Dothan in collaboration with AIDT.
  - 11 Participants
  - 8 Companies
  - 6 Industries
- **AWSP (Alabama Workforce Stabilization Grant)**
  - Initiated and facilitated discussions with multiple companies.
    - Crenshaw County – SMART
    - Dale County – Oakview Manor
    - Houston County – DSI
    - Covington - Opp Housing Authority
    - Houston County – Dothan Housing Authority
    - Dale County – Ecore International
  - Organized and scheduled 3-party panel review and approval for Florida Sign Erectors
    - Industry: Construction
    - Trainees: 5 Incumbent Workers
- B&I In-Person Engagement (*unless otherwise noted*)
  - Butler County
    - Butler County Commission for Economic Development
    - Alabama Department of Rehabilitation Services
    - USDA (Virtual)
    - Southern Alabama AHEC
    - Regional Medical Center of Central Alabama (Phone)
  - Coffee County
    - Frog Printz Screen Printing
    - Milky Moos
    - Enterprise Chamber of Commerce
    - Enterprise City Schools
    - Ben E Keith
  - Covington County
    - Andalusia Chamber of Commerce
    - CDG
    - Southeast Gas
    - CCB Bank
    - Opp Housing Authority
  - Crenshaw County
    - Crenshaw County Economic Development Authority
    - City of Luverne
    - Crenshaw Community Hospital
    - Cspire
    - Crenshaw County Commission
    - Chowel
  - Dale County
    - Ecore International (Zoom)
    - M1 Support Services (Email)
    - Ozark-Dale County Economic Development Corporation

- Geneva
  - Wiregrass RC&D
- Houston County
  - Dothan Housing Authority
  - WTVY
  - Buffalo Rock
  - Dothan-Houston County Library
  - Dunbarton
  - Georgia Pacific
  - Flowers Hospital
  - Southeast Health
  - Houston County/Dothan Chamber Economic Development Project x2
  - Personnel Resources
  - Wayne Farms
  - Fortis College
  - Visit Dothan
  - Martin Environmental (Phone)
  - M.Y. Cakes and Pastries
- Henry County
  - Great Southern Wood
  - Henry County Economic Development Authority
- Pike County
  - Troy-Pike Center for Technology
  - Pike Chamber of Commerce
  - Troy University
- Job Fairs
  - Organizing, facilitating, and marketing Butler County Hiring Event – Sept. 2022
  - Organizing and marketing Borden Dairy Rapid Response Truck Driver Hiring Event – Sept. 2022
- Case Management – Provide resume writing, job search matching, and referrals to training.
  - Resume Writing/Job Search: 7
  - Training Referrals: 3

#### **CPI 6: Maintain 75% B&I RWC Membership - YES**

#### **CPI 7: Establish and maintain Industry Clusters**

- Government/Public Sector Cluster:
  - Monthly Workforce Alliance Business Services Team Meeting sharing best practices and workforce solutions
- Education Cluster:
  - Career Coach Meeting/Regional CTE Director Meeting 8/23/22
  - Dothan City, Houston County, Henry County School System Institute 8/3/22
  - Workforce & Education Partnership Enterprise Chamber 8/11/22
- Military/Public Service:
  - Veterans Resource Group Meeting 8/24/22