

SOUTHEAST ALABAMA

# WORKS

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STATE OF THE WORKFORCE REPORT

# REGION 6

## Report



## CREATING A CULTURE OF OPPORTUNITY

in Southeast Alabama

Southeast Alabama, like most of our state, has seen major changes over the last twenty four months as we begin to settle into a new normal with our local workforce. From supply chain issues to worker shortages, it seems no business or industry has been spared.

While the modern worker movement seeks to continue improving the working conditions for all, hiring businesses desperately want to see improvements in the number of people interested in open jobs.

Sadly, across our local area, only a little better than half of our able-bodied available workers choose to participate by regularly working full time jobs.

Most counties in Region 6 have unemployment claims in the hundreds each month, but the number of people who choose not to participate in the labor force can be counted in the thousands and tens-of-thousands.

Southeast AlabamaWorks develops opportunities for our citizens to find training, apply for open jobs, and make better lives for themselves.

## Report Highlights

Changing Culture and Participation

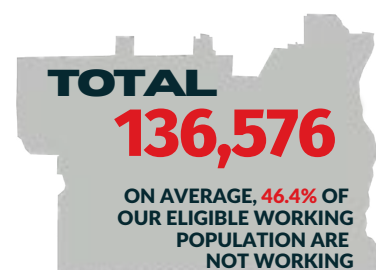
A Half Year in Review: Our Wins and Milestones

More Open Jobs than People to Fill Them

WOW

Economic Indicators

Industry Cluster Meetings



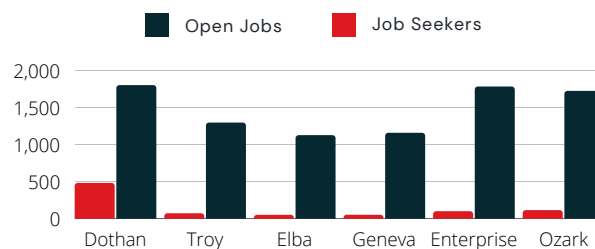
### TOTAL WORKERS NOT PARTICIPATING BY COUNTY

<b>BUTLER</b>	<b>7,333</b>	<b>DALE</b>	<b>17,073</b>
<b>BARBOUR</b>	<b>11,374</b>	<b>GENEVA</b>	<b>12,690</b>
<b>COFFEE</b>	<b>16,438</b>	<b>HENRY</b>	<b>6,681</b>
<b>COVINGTON</b>	<b>13,774</b>	<b>HOUSTON</b>	<b>35,593</b>
<b>CRENSHAW</b>	<b>5,187</b>	<b>PIKE</b>	<b>12,690</b>



With record participation and support from local businesses we can now connect more of our able and willing citizens who want to be employed with opportunities.

Job seeker participation as a ratio to available jobs continues to grow with each rural community we visit.



## A HALF YEAR IN REVIEW: OUR WINS AND MILESTONES

October 2021- April 2022

Following sparsely attended WOW Varsity events in the Spring of 2021, our team realized the need to adjust our strategy and refocus our efforts.

Efforts to connect hiring businesses with job seekers only began to see traction once Alabama stopped participating in the Federal Unemployment Compensation program, drastically reducing the amount of unemployment checks.

Southeast AlabamaWorks capitalized on the momentum and started partnering with local governments and Chambers to bring decentralized career fairs to smaller communities, dubbing these our "Neighborhood Job Fairs".



## A Message from the Executive Director

We have seen the labor market run the gauntlet in the past year as business and industry has constantly had to reposition itself to remain relevant and competitive.

The amount of flexibility and adaptation we have seen from our employers in Southeast Alabama is commendable, and should be celebrated.

From rotating shifts, to swinging off days, and adapted schedules - we have even see some companies adopt changes to hiring policies and onboarding restrictions.

Companies adopting more relaxed attendance policies and allowing their workers flexibility will be the ones we can't wait to see thriving in 2022-2023.



# THAN PEOPLE



## Not Enough

Even though turnout to job fairs has consistently increased, we are still seeing open jobs far exceed the number of participating job seekers.

There aren't enough people to fill all the opportunities.



## Too Many

We find when we work with individual job seekers, they are often unprepared to apply and interview for jobs.

In turn, we spend time with young people across our communities, to mentor and create stronger applicants.

## Jobs per Job-Seeker

*How do we get more people to join the workforce?*

Turnout as determined by Jobs per Job-Seeker at our local events for 2021-2022:

Dothan	3.72
Elba	21.2
Enterprise	17.5
Geneva	21.4
Ozark	14.7
Troy	17.5

# SOUTHEAST WORLDS OF WORK



OVER  
**5,400**  
STUDENTS  
ATTENDED



## THIS YEAR, WE WERE BACK AND BIGGER THAN EVER

Two hands-on career exploration events for 8th graders in 2022.

**MARCH 1-2 | ANDALUSIA**  
**MARCH 9-10 | DOTHAN**

Helping the future workforce find their path, planting seeds now that can grow into a quality workforce.

## TWO LOCATIONS


By splitting this group of 8th grade students into two events, we were able to deliver better interactions and enhanced facetime with employers.

## 8TH GRADE STUDENTS

We target 8th graders so they can know what courses to plan to take in high school starting in 9th grade to stay on the path to their chosen career.

## 11TH GRADE STUDENTS

We circle back to those 8th grade students as Juniors, and invite 11th grade CTE students to revisit WOW and their career pathway options.



<b>166</b>	Vendors
<b>5,497</b>	Students Total
<b>2,892</b>	Students from East/Dothan
<b>2,605</b>	Students from West/Andalusia



## NEED TO CONNECT WITH STUDENTS?

*Connect with us, make it easy*

Wow Varsity is career fairs for high school Juniors spread across the areas we serve.

Year round our organization has opportunities and resources to get businesses in front of students to promote available careers.

Spring events in 2022 focused on those graduating.



**APRIL 07 @ COVINGTON COUNTY CENTRAL OFFICE**  
Covington County, Andalusia City, Opp City Schools



**APRIL 12 @ GREENVILLE HIGH SCHOOL**  
Butler County Schools, Fort Dale Academy



**APRIL 14 @ CHARLES HENDERSON HIGH SCHOOL**  
Pike County, Troy City, Crenshaw County Schools



**APRIL 19 @ ENTERPRISE HIGH SCHOOL**  
Enterprise City, Coffee County, Geneva HS, Samson HS, Elba City Schools



**APRIL 21 @ EUFAULA HIGH SCHOOL**  
Eufaula City Schools, Barbour County Schools



**APRIL 25 @ DOTHAN HIGH SCHOOL**  
Dothan City, Houston County, Henry County, Geneva Co HS, Slocomb HS



**APRIL 26 @ CARROLL HIGH SCHOOL**  
Ozark City, Dale County, Daleville City Schools

SCHOOLS  
PARTICIPATING

32

BUSINESSES  
PARTICIPATING

84

TOTAL STUDENTS  
ATTENDING

1,340

TOTAL  
JOB OPENINGS

2,726

Full or Part-Time, and Summer jobs





## recap WBL Events

# WORK BASED LEARNING

*Local Best Practices*

### 2-YEAR

*LBWCC best practice:*

**Alabama RISE, job skills for special needs students**

### K-12

*Houston Career Academy best practice:*

**Cooperative Learning for high school students**

### 4-YEAR

*Troy University best practice:*

**Internship Placement Program**

Business and education came together in February to share best practices, and answer questions about work-based learning education in southeast Alabama.

In April business leaders came together to see which best practice was awarded the Governor's Seal of Excellence.

Whether it is using traditional On-The-Job Training programs, or signing unprecedented agreements between colleges, these presenters have created innovative solutions to find their students work experience opportunities.

Did you know there are several different kinds of work-based learning?

## TYPES OF WBL

*Work-based learning combines classroom instruction with real work experience.*

- |                  |                         |                             |
|------------------|-------------------------|-----------------------------|
| ✓ Job Shadowing  | ✓ Apprenticeships       | ✓ Pre-Apprenticeships       |
| ✓ Industry Tours | ✓ Simulated Workplace   | ✓ Externships / Internships |
| ✓ Co-Ops         | ✓ Clinicals, Practicums | ✓ On-the-Job Learning       |



**ALABAMA  
OFFICE OF  
APPRENTICESHIP**

Phone: (334) 467-8820  
Local Rep Tawanna Robinson  
Website [www.alapprentice.org](http://www.alapprentice.org)



# ECONOMIC INDICATORS



Alabama vs Region 6  
**17.7 VS 19.9**  
 PUPIL PER TEACHER

Alabama vs Region 6  
**\$9,717 VS \$9,062**  
 SPENDING PER PUPIL

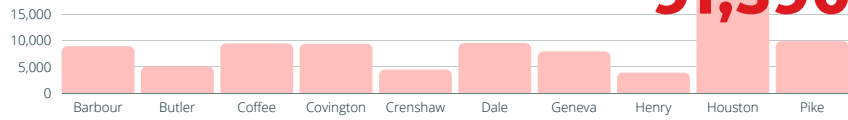
Alabama vs Region 6  
**260K VS 22K**  
 HOUSES ON FOODSTAMPS

Alabama vs Region 6  
**392K VS 32.5K**  
 SINGLE PARENT FAMILIES

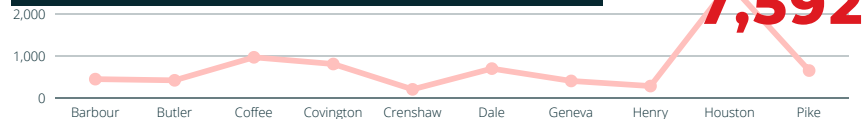
Alabama vs Region 6  
**113K VS 8,963**  
 HOUSES W/O VEHICLES

Alabama vs Region 6  
**6,966 VS 634**  
 DISCONNECTED YOUTH

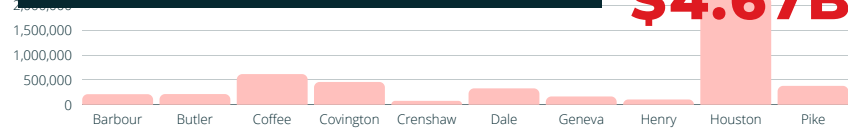
## PEOPLE WITHOUT BROADBAND INTERNET



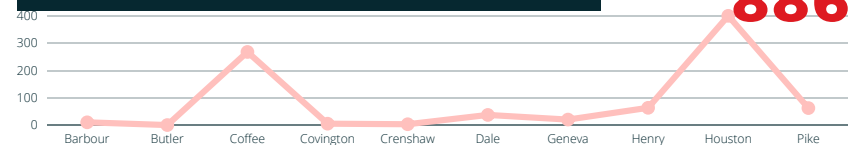
## NUMBER OF EMPLOYERS



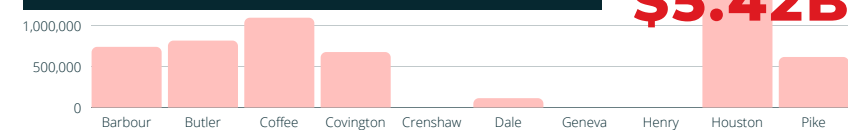
## TOTAL RETAIL SALES (\*1000)



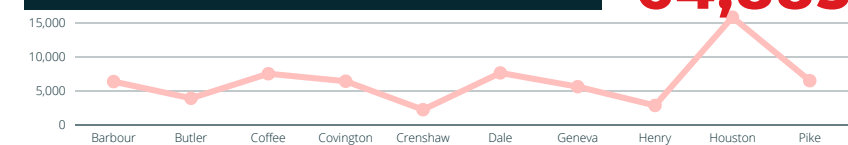
## 2020 BUILDING PERMITS ISSUED



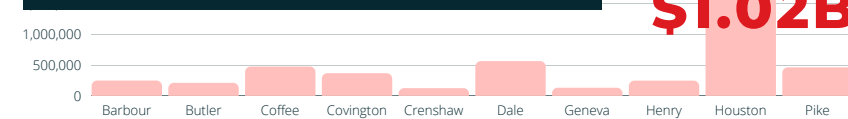
## MANUFACTURING SHIPMENTS (\*1000)



## PEOPLE IN POVERTY



## ANNUAL PAYROLL (\*1000)





# Which fork do you use?

## AND OTHER PROFESSIONAL ETIQUETTE LESSONS

As important as the work an employee does, is how well they fit into their work environment. With the future of our workforce at stake, we have to help prepare the next generation of employees in some non-traditional ways.

Being able to function socially - introducing yourself to others, making small talk, maintaining eye contact, starting conversations - are things many of us take for granted, yet many students miss the opportunity to learn.

Partnering with Pike County Extension Office, South Alabama Electric Cooperative, and Pike Liberal Arts School, we will be delivering pilot professional etiquette lessons to high school students and testing their applied knowledge at a luncheon May 5th.

Students will receive in-classroom instruction in preparation of sharing a meal with influential business, school, and community leaders.

***This pilot program can be duplicated across our region.***

***A \$600 Sponsorship covers a 50-person event in partnership with a school(s) of the Sponsor's choosing.***



## *Etiquette Luncheon*

May 5th, 2022

11:30 - 1:00

South Alabama Electric Co-op  
US Highway 231  
Troy, Alabama

We will be pursuing grant funding to bring these initiatives to more high school students in the 2022-2023 school year.

What can make the difference when you're in final consideration for a new position?

“

*Your  
manners.*



Social Media is a valuable tool at our disposal connecting us to job seekers and hiring businesses alike.

## Region 6

# Up to 80K people at a time

Leveraging social media accounts and creating a recognizable presence has been the key to our abundant success engaging the public across social platforms.

We are telling the story of Southeast Alabama's workforce challenges and accomplishments, one post at a time.

We often find a disconnect between the number of open jobs, and the level of awareness of job seekers. Since we started bridging that gap in 2020, our social accounts now reach between 65-80K people every month.



# Social Impacts

Addressing the disparity of opportunity awareness in our communities

7,882

An impressive 7,882 people have visited our Facebook page in the last calendar year.

21%

21% of our audience is from Dothan, and a staggering 78.6% are female.

199,367

We have reached an audience of almost 200,000 people across our platforms in the last 90 days.

# INDUSTRY CLUSTER

Meetings



## Bringing Like-Minded People Together

Industry Cluster Meetings bring company representatives together from multiple businesses across an industry to discuss workforce challenges and find common ground.

The objective is to start conversations that reveal common challenges, then create common goals to work toward. Clusters also guide training dollars for our local community college workforce development grants.

## ACTIVE CLUSTERS

Aviation  
Construction  
Education  
Healthcare  
Manufacturing  
Transportation

*coming soon*

Military & Public Service

## "The more voices at the table, the better the results,"



says Katie Thomas, who began her career with Southeast AlabamaWorks organizing industry clusters groups and meetings,

"When we start to find commonalities within an industry, that's when we can start working toward solutions."

We are actively looking for Cluster Chairs for each of our groups to keep these conversations going.

If you're interested in leading the charge, contact Katie to learn more:

334-268-0863 or via email,  
[kt@southeastalabamaworks.com](mailto:kt@southeastalabamaworks.com)



## DALE COUNTY & OZARK CITY SCHOOLS

# EDUCATOR WORKFORCE Academy

Southeast AlabamaWorks partnered with Ozark Dale Economic Development to offer a program for local educators from Dale County and Ozark City Schools.

Each school system sent teachers and administration to an immersive day of connecting with business and industry to shape the future workforce of Dale County.

**HELPING EDUCATORS APPRECIATE THE IMPORTANT ROLES THEY PLAY IN PREPARING OUR FUTURE WORKFORCE.**

Students learn basic employability skills starting in grade school, but we have not been doing a good enough job helping them understand the concept.

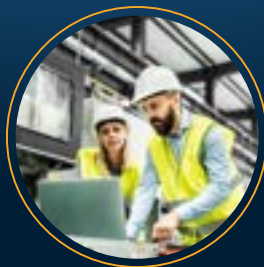
**COMING TO CLASS ON TIME MEANS YOU LEARNED HOW TO COME TO WORK ON TIME, TOO.**



### THREE INDUSTRY TOURS & PANEL DISCUSSION



**Dale Medical Center**  
HEALTHCARE



**ESCC Mechatronics**  
MANUFACTURING



**Bell Helicopter**  
AVIATION

**PARTICIPATION FROM  
30 LOCAL EDUCATORS**



**2022 EVENT  
APR 13**

## REGION 6

### LOCAL BUSINESS LEADERS ADDRESS EDUCATORS

*Hunter Dubose, Motobilt*  
*Jennifer Holland, Motobilt*  
*Vernon Johnson, Dale Medical Center*  
*Tony May, ALSDE WBL Coordinator*  
*Bob Harry, Aabon Home Health*

#### **A TAILORED APPROACH TO OUR REGIONAL EVENTS**

The concept of Educator Workforce Academies is not new to our area, in fact our organization has been holding these events since 2019.

While the concept has remained the same, the approach has been refined to deliver the most relevant outcomes for our partners in education.

What started as a region-wide event spanning our 10-county coverage area turned into two regional events for the educators participating in 2021.



Through the generous support of **Wiregrass RC&D grant funding**, we were able to extend our Educator Workforce Academies to have East and West events to divide participants between.

Allowing for East and West territories also means we can make a stronger impact by showing educators more accurate job opportunities for their students who may be going straight to work after school.

So where do we grow from here? In 2022 we had the opportunity to work with Dale County to do an even more decentralized event.

Dale County Schools and Ozark City Schools brought everyone - Superintendents, Principals, Teachers - on a day tailored for their future workforce.

Not only did they learn about careers, scholarships, and multi-million dollar training equipment available for their students, **but they also never stepped foot outside of Dale County.**



*Estimated Cost for an Educator Workforce Academy limited to 50 people: \$750*

2022  
**FEB 03**

# WOMEN'S *Symposium*



## DISCUSSION & INSIGHT

In partnership with higher education, we collaborated to organize a panel comprised of "female movers and shakers" from Troy, Alabama to have an open discussion in February about ambition, overcoming obstacles, and following your dreams.

Local business leaders, entrepreneurs, and artists talked candidly about seizing opportunities, and the different pathways available to young women to create their own success.

## PANELISTS

Lyndsay Taylor, Sips Beer Garden

Kristina Griffin, LBWCC

*Katie Thomas, Moderator*

Stephanie LaBonte, CGI

*Janice Hawkins, Opening Remarks*

Dana Sanders, Pike County Chamber

Angi Horn, Viritus Solutions & Bama in a Box

Donna Horn, Horn Beverage Company

Stephanie Campbell, Judith March

SORRELL **(360)** CENTER  
FOR PROFESSIONAL LIFE



**TROY**  
UNIVERSITY™

**SOUTHEAST  
ALABAMA  
WORKS!**





# LEADERSHIP CLASSES



LEVEL 1



LEVEL 2 & 3

## THREE LOCATIONS IN 2022

GREENVILLE	DOTHAN	TROY
<b>LEVEL 1</b> APRIL 20-21	<b>LEVEL 1</b> JULY 12 -13	<b>LEVEL 1</b> OCT 12-13
<b>LEVEL 2</b> MAY 19	<b>LEVEL 2</b> AUG 11	<b>LEVEL 2</b> NOV 17
<b>LEVEL 3</b> JUNE 21	<b>LEVEL 3</b> SEPT 14	<b>LEVEL 3</b> DEC 14

## REGISTER YOUR TEAM

[seaw.me/22\\_greenville](https://seaw.me/22_greenville)

[seaw.me/22\\_dothan](https://seaw.me/22_dothan)

[seaw.me/22\\_troy](https://seaw.me/22_troy)

For more information, contact  
[acarr@southeastalabamaworks.com](mailto:acarr@southeastalabamaworks.com)



**\$17.8 MILLION GRANT AWARD BY U.S. DEPARTMENT OF EDUCATION**  
funded through the Coronavirus Aid, Relief and Economic Securities (CARES) Act

## ALABAMA WORKFORCE STABILIZATION PROGRAM FUNDING IS CURRENTLY AVAILABLE LOCALLY TO 6 INDUSTRIES:



HEALTHCARE



MANUFACTURING



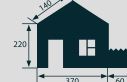
INFO TECHNOLOGY



TRANSPORTATION



HOSPITALITY



CONSTRUCTION

“ IF YOU PAY NEW HIRES \$12+/HR  
YOU'RE ELIGIBLE FOR \$9/HR  
REIMBURSEMENT FOR 225  
HOURS

---

OR UPSKILL CURRENT  
EMPLOYEES AT NO COST

”

Employers wanting more information about Alabama's AWSP  
funds locally, visit [alabamaworks.com/awsp](https://alabamaworks.com/awsp) or contact:

Trudi Boyd, RWC Liaison at [tboyd@aidt.edu](mailto:tboyd@aidt.edu)

**APPROVED TO DATE IN REGION 6**  
**\$533,617**



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