

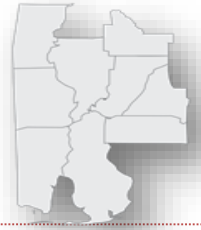


# Creating a Workforce Development Map for Regional Prosperity Partners Council- Output

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# Partners Council Regional Strategy Map



**Mission:** Grow and maintain a workforce that meets the needs of Southwest Alabama

**Our constituents:** the citizens in the region and the organizations that employ them

**Employers:** A pool of qualified candidates

**Residents:** Opportunities for development, employment, and advancement

**Our Focus:** The full spectrum of workforce development

## Healthy Community

Social Services

Inspired Workforce

Basic Values

Safe Environment

## Relevant Education

Survival Skills

Basic Technical Skills

Advanced Technical Skills

Job Advancement

## Robust Economy

Supply/Demand Forecasting

Investment in Infrastructure

Global Business Commitment

Local Leadership

**Our Commitment to Partnership**

Leverage common board memberships for resources/alignment/etc.

Institute systems for sharing resources and successes with partners

Identify replicated activities and improve cooperation

**We owe it to our community to create an environment where our residents can find work if they try.**

# Constituents

Objectives	Definition
Employers: A pool of qualified candidates	This strategy map covers a range of issues involving workforce development, but we must not forget that the employers are key. We are trying to build a functioning workforce development system so that employers can have qualified candidates to hire for all positions. As of now, the biggest gap is technical skills, so that is the other focus you will see across the map.
Individuals: Opportunities for development, employment and advancement	Of course, in order to have a pool of qualified candidates, we must focus on the candidates. Individuals in this region must see opportunities for development (or training), employment, and then advancement in their jobs. We must be viewed as a region that works for all of its citizens that are looking for work, and we should be able to help define a career path for these individuals.

# Our Focus Areas – Healthy Community

Objectives	Definition
Social Services	A healthy community is at the foundation of helping put individuals in a position to become ready to work. Our region must have vibrant social services to provide a support system for the less fortunate families and communities in their time of need. If we can take some of the stress out of poverty, we can help individuals see that working is an option for that better life.
Inspired Workforce	We can all play a role to inspire the workforce of today and the future. This may mean explaining to children the value of work, showing them the interesting jobs in the region, or defining a career path for adults looking to re-enter the workforce.
Basic Values	Part of becoming a healthy community means that we need to work as a community to instill basic values into our citizens. These are values and not skills. We are talking about honesty and integrity, and they are sometimes referred to as family or core values.
Safe Environment	A safe environment is one of the lower rings in Maslow's Hierarchy. Individuals cannot focus on work or a career if they are worried about their or their family's safety. At first blush, this looks like a job of the city to provide police, fire, and infrastructure (lighting/housing/transportation), but there are many nonprofits that also provide after-school programs and other activities that keep citizens safe.

# Healthy Community – Roles

	Social Services	Inspired Workforce	Basic Values (honesty, integrity)	Safe Environment
Community Foundation of S. A.	Grants for direct services	Workforce training facility: scholarships		
ACCS	Future: Connect students with providers	Future: Facilitating career opportunities	Future: Incorporate into curriculum	
CGIA		Recruitment, Go Build AL, Build your future, WOO	Training program evaluation	
Chamber	Encourage members to partner with SSO	Inspire innovation and entrepreneurship, Summer Scrubs, etc.		
ATN	Future: Referrals for services	CITraining, WOO		
AIDT		Recruitment	Training	
Mobile Works	Referrals to SSO	Funding opportunities for new and existing WF (training programs)	Scholarship opportunities	
SAWDC	Project specific case management	Project specific case management, woo		
Austal				
Career Centers / DOL	Referrals to SSO, case management	Case Management		
GSSC	Referrals during boot camps	Boot Camps, training programs, WOO, recruitment		
City of Mobile	Future: Community disorganization, mapping, platform	Framework for Youth Jobs Initiative	Rebuilding community center structure	Map for Mobile, infrastructure, police & fire

# Our Focus Areas – Relevant Education

Objectives	Definition
Survival Skills	With survival skills, we are talking about the most basic level of employability. Candidates must be drug free. They must be able to dress for the job they are applying for. They must be able to show up on time and work a full shift. They must be able to understand how to interact with a boss and work on a team. Meeting these criteria is critical to being considered for work or even a training program.
Basic Technical Skills	Basic technical skills are critical. They show that a person has the foundation to be trained for a technical job. These skills include reading a ruler, understanding measurement, and some level of critical thinking (or how to apply the basic math concepts to a real world problem). In theory, these skills should come out of secondary school, but when they do not, we need to have additional opportunities to help our potential workforce gain these skills.
Advanced Technical Skills	Advanced technical skills are those that are needed for specific jobs in specific industries. We expect our employers to participate in the process of training, but also, we know there are opportunities in our regional and state systems to transfer these skills through community colleges, and training centers.
Job Advancement	Many of the in-demand jobs require work experience, and so we need to be able to get individuals into the basic technical jobs and then continue to train them so that they can take on some advanced manufacturing roles. This training helps organizations grow and expand, and the training may come from within or outside of the organizations.

# Relevant Education – Roles

	Survival Skills (Employability)	Basic Technical Skills	Advanced Technical Skills	Job Advancement
Community Foundation of S. A.	Scholarships and grants	Scholarships and grants	Scholarships and grants	
ACCS	Incorporated in all curricula	Remedial opportunities	Develop and deliver based on cluster needs	Incumbent worker provider
CGIA	Evaluate/partner with training programs	Evaluate/partner with training programs	Evaluate/partner with training programs	
Chamber				Economic Development, retention, expansion
ATN		Incumbent worker tr.	Incumbent worker tr.	Incumbent worker tr.
AIDT	Industry-specific training programs	Industry-specific training programs	Industry-specific training programs, leadership training	
Mobile Works	Financial resources	Financial resources	Aligned financial resources	Financial resources
SAWDC	Industry facilitation and coordination; Identify skills, align resources, monitor results	Industry facilitation and coordination; Identify skills, align resources, monitor results	Industry facilitation and coordination; Identify skills, align resources, monitor results	Industry facilitation and coordination; Identify skills, align resources, monitor results
Employers	Signature academies – define skills, internships	Involvement in communicating skills, internships	Partner with training centers, internships	In-house training
Career Centers / DOL				
GSSC	Boot Camps	Boot Camps, curriculum	Boot Camps, curriculum	
City of Mobile	Space for evidence-based programs, tutoring programs			
MCPSS, MAEF, others				

# Our Focus Areas – Robust Economy

Objectives	Definition
Supply/Demand Forecasting	A healthy workforce development system needs a robust economy to function. One critical aspect of that economy is to understand where it is growing. If you can pinpoint the growth needs and forecast it well, you can allow or encourage the education organizations to focus on these opportunities to help supply meet demand in the workforce. This typically requires a lot of data in usable formats from across different industry clusters.
Investment in Infrastructure	For us to have a vibrant economy, we must have good infrastructure, including roads, bridges, waterways, and power. We must also have good infrastructure within our cities and within our workforce development system (training centers, community colleges, etc).
Global Business Commitment	We have the privilege of having many global organizations in the region. These organizations are not headquartered here, so we need to work to ensure that they are committed and investing in the success of the region as a whole. The better the region, the better the climate and workforce will become for their businesses.
Local Leadership	We also need to encourage and develop leadership at the local level. It is important for our local businesses to grow their leadership skills, and enhance their organizations. But also, it is important for local businesses to become leaders in the community, to enhance the community and the workforce system as a whole.



# Robust Economy – Roles

	Supply Demand Forecasting	Investment in Infrastructure	Global Business Commitment	Local Leadership
Community Foundation of S. A.	Share SWALA.org, data for counties	Map for Mobile, Advanced Mfg Center		Forums on leadership, engage businesses to create funds
ACCS		Part of infrastructure		
CGIA	Facilitation, information, industry feedback	Advanced Mfg Center, equipment supply		
Chamber		Identifying needs, convening role	Economic dev strategy, FDI	Voice of business, biz trips, leader dev.
ATN				Training and support
AIDT		Part of infrastructure	Economic dev tool	
Mobile Works	Labor market info		Economic dev tool	
SAWDC	Facilitation		Economic dev tool	Employers on board
Employers	Provide demand data	Investment (AL Power), funding	Jobs	Jobs
Career Centers / DOL	Labor market info			
GSSC	Surveys			
City of Mobile	Monitor	Invest in all areas	Marketing	

# Our Commitment to Partnership

Objectives	Definition
Leverage common board memberships for resources/alignment etc.	Across our respective boards of directors, we sit on the boards of so many other organizations related to workforce development, that we can gather a full picture of all of the activities across the system. If we take the time to learn from each other, we could find ways to work more collaboratively at the state, region, and local level.
Institute systems for sharing resources and successes with partners	We need to focus less on who gets the credit and more on creating successes across the region. In order to make that work, we will focus first on sharing our own strategies and plans for the next year, and then create a mechanism to share, on a regular basis, our successes as they occur.
Identify replicated activities and improve cooperation	As we get to know all of our organizations better, we will see that there are many places where we have overlapping activities. We do not want to change the missions or key activities of organizations, but if we could cooperate more across the system, we could be more effective.

# Issues to be addressed

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- ▶ How do we create stackable standards?
  - Let's have a common set of survival skills and basic skills.
  - Then as individuals can pass these skills, they can move on to the technical skills. We should not be teaching basic skills in every education system, but we do need to make sure people are learning the skills.
- ▶ What about those who apply but do not get jobs?
  - How are we doing case management for the hundreds/thousands of applicants who do not meet the minimum standards?
  - There is an opportunity to help these people that want to get a job, but still need more skills (or social services).
- ▶ Are we taking a truly regional approach?
  - Our focus has been on some of the more densely populated regions (Mobile/Baldwin).
  - But when we fan out into the other 7 counties, the needs are bigger, and our ability to service is smaller.
- ▶ Are all the right people at the table?
  - Who is missing, and how can we connect?
  - Do we create a bigger group or leverage our connections to bring in the groups outside of these meetings?

# Next Steps

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## ▶ Test the output

- Talk through the strategy map, make improvements to the definitions
- Share with staff/board/volunteers
- Be open with feedback

## ▶ Share strategic plans

- We discussed sharing our strategy for 2017. Should we create a template for consistency and detail?
- How do we then share successes quarterly?

## ▶ Take this to the next level

- Should we create joint measures?
- How often should we meet?
- How should we think about accountability?
- How can we celebrate success? What does it look like?