



Southwest Alabama Workforce Development Council
July 23, 2014



June 2014 Unemployment

Source: Alabama Department of Labor

June 2014 Unemployment					
	%	Labor Force	Employed	Unemployed	% Rate
Mobile	57.4%	182,508	167,686	14,822	8.1%
Baldwin	27.9%	88,739	83,666	5,073	5.7%
Escambia	4.5%	14,149	12,895	1,254	8.9%
Clarke	3.0%	9,436	8,367	1,069	11.3%
Monroe	2.2%	7,144	6,272	872	12.2%
Washington	2.0%	6,419	5,714	705	11.0%
Choctaw	1.6%	4,975	4,522	453	9.1%
Conecuh	1.4%	4,427	3,928	499	11.3%
Region 9		317,797	289,122	24,747	7.8%
Alabama		2,139,528	1,994,537	144,991	6.8%
United States		155,694,000	146,221,000	9,473,000	6.1%
Core (2)	85.4%	271,247	251,352	19,895	7.3%
Non-Core (6)	14.6%	46,550	41,698	4,852	10.4%

2013 Year End Industry Survey

21 Respondents



Cluster	# Responses	% of Total
Aviation	2	10%
Healthcare	3	14%
Construction	3	14%
Maritime	4	19%
General Manufacturing	8	38%
Other	2	10%
Total Number of Employees Represented		23,206
Number of Skilled Workers Needed in Next 12 Months		4,234
Growth Over the Next 12 Months		18.25%

2013 Year End Industry Survey

Workforce & Recruitment



Scale of 1 (poor) to 7 (great)	rating (out of 7)	
Availability of Workers	4.14	
Quality of Workforce	4.19	
Stability of Workforce	4.24	
Weighted Average	4.19	
Recruitment Problems	# Responses	% of Total
Yes	17	81%
No	4	19%
Unfilled Positions	# Responses	% of Total
Increasing	7	33%
Stable	13	62%
Decreasing	1	5%
Recruitment Problems Limited to	# Responses	% of Total
Community	9	43%
Industry	9	43%
Other	2	10%
No response	1	5%

2013 Year End Industry Survey

Qualified Candidates & Time To Fill Open Positions



% Qualified Candidates	# Responses	% of Total
Less than 10%	2	10%
10% (1 out of 10)	3	14%
20% (1 out of 5)	6	29%
25% (1 out of 4)	3	14%
33% (1 out of 3)	4	19%
70%	1	5%
Unknown	2	10%
Weighted Average	24.3%	
Average Time to Fill Positions	# Responses	% of Total
Less than one month	10	48%
one to two months	6	29%
three to four months	4	19%
Weighted Average (in days)	49	

2013 Year End Industry Survey

Employer Training



Investment in Training	# Responses	% of Total
Increasing	12	57%
Stable	8	38%
Decreasing	0	0%
None	1	5%

% Training Budget	Weighted Avg
New jobs skill training	41%
Proficiency training	46%
Remedial skills training	26%

Full Council

45 member council with 75% of members from business and industry

90 ex-officio, non-voting members representing government, education, and philanthropy

8 counties comprise Region 9: Baldwin, Clarke, Conecuh, Choctaw, Monroe, Mobile, Escambia, Washington



Board of Directors

Region 9 Top Clusters:

Energy – Sam Covert, Alabama Power (*Chairman*)

Maritime – Sandra Koblas, Austal USA (*Vice Chairman*)

Aerospace – Joseph Ng, ST Aerospace (*Secretary*)

Construction – Tim Johnson, Central Gulf Industrial Alliance

Healthcare – Owen Bailey, USA Children's & Women's

Manufacturing – Ketrenia Crenshaw, Boise Paper

Region 9 Economic Development:

Baldwin County – Lee Lawson, BCEDA (*Treasurer*)

Mobile and Washington County – Troy Wayman, MACC

Rural Counties – John Johnson, Coastal Gateway

Key Members:

Carolyn Akers, Mobile Area Education Foundation

David Hannan, Maynard Cooper & Gale

Loka Mistretta, Cintas Corporation

Cheryl Williams, Spherion Staffing

Steve Perry, Community Leader

Bob Higgins, Community Leader

Region 9 Implementation Partners:

Community College – Kathy Thompson, BSCC

WoO – Bridget Wilson, MACC

WIB – Richard Davis, Chairman



FY2014 Council Members - Rural Counties

- **Choctaw**

- Jimmy Cowan, *Choctaw General Hospital*
- Kelvin Hill, *Georgia Pacific*

- **Clarke**

- Ketrenia Crenshaw, *Boise Paper*
- Brian Raybon, *Liberty Building Products*

- **Conecuh**

- Mark Burgess, *South Alabama Gas*
- *Evergreen Medical Center*

- **Escambia**

- Bob Jones, *United Bank*
- James (Tim) Martin, *Creek Indian Enterprises*
- Jeff Joyce, *Georgia Pacific – Brewton*

- **Monroe**

- Kenny Ryals, *Gate Precast*
- Partrick Harrigan, *Harrigan Lumber*
- Pete Black, *Retired*

- **Washington**

- Dave Fairchild, *Olin Chemical*
- Tom McAdams, *BASF*

- **Multiple County Representation**

- Tim Johnson, *Central Gulf Industrial Alliance*
- John Johnson, *Coastal Gateway Economic Development Alliance*

SAWDC Strategy Map

Vision: 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: 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

Customers: Business employers and the communities where they exist

SW Alabama has a system for workforce development that I have access to and advocates for my needs in WFD

There is a large qualified candidate pool

Key business processes:

Engage Industry Clusters

Establish workforce partnerships and serve their WFD needs

Influence the System of Education/Training

Align resources to workforce needs

Influence policy and systems change to support regional needs

Inspire the Supply of Future Workers

Create awareness of and market career opportunities in Southwest Alabama

SAWDC Staff, Committees, and Councils

Leverage partnerships to effectively accomplish goals

Engage our council and increase participation

Funding

Ensure government participation

Create business participation

Focus grant funding on mission-related programs

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SAWDC – A NATIONAL FUND FOR WORKFORCE SOLUTIONS (NFWS) SITE

1 of 32 sites in the country

Goal: Career advancement of low-wage workers using a model of substantial employer engagement to increase the potential for successful outcomes.

NFWS Key Elements:

- Align local investments
- Advocate for policies/systems change
- Build capacity of the WFD system to meet employer needs and more effectively provide career advancement services to lower skilled adults



National Fund for Workforce Solutions

NATIONAL INVESTORS:

The Annie E. Casey Foundation



THE KRESGE FOUNDATION



THE SOCIAL INNOVATION FUND

SAWDC Clusters:

- Maritime Cluster
- Aviation and Aerospace Advisory Council
- Rural Healthcare Cluster
- Central Gulf Industrial Alliance



Services provided:

- Cluster management
- Project coordination
- Case management
- Tracking

Clusters:

- Maritime
- Aviation
- Rural Healthcare
- CGIA

Jobseekers	Goal through 9/30/14	Actuals through 7/21/14	Variance
Served	702	887	185
Enrolled Training	596	624	28
Job Placements	487	551	64
Credentials	468	512	44



Incumbent Workers	Goal through 9/30/14	Actuals through 7/21/14	Variance
Served	149	166	17
Enrolled Training	149	166	17
Wage Increase	149	162	13
Credentials	51	117	76



Participant Outcomes

	Goal through 09.30.14	Actuals as of 07.21.14	Variance	# 18-24	% 18-24
JOB SEEKERS					
1. Number of job-seekers served	702	887	185	376	42.39%
2. Total enrolled in training/education	596	624	28	258	41.35%
3. Total job placements	487	551	64	226	41.02%
4. Number of Placements wage < \$9.99	19	22	3	5	22.73%
5. Number of Placements wage \$10.00 - \$12.49	33	32	(1)	10	31.25%
6. Number of Placements wage \$12.50 - \$14.99	238	355	117	157	44.23%
7. Number of Placements wage \$15.00 - \$19.99	188	129	(59)	50	38.76%
8. Number of Placements wage \$20.00 or more	9	13	4	4	30.77%
9. Total six-month job retention	361	374	13	149	39.84%
10. Number of education/industry credentials	468	512	44	206	40.23%
INCUMBENT WORKERS					
1. Total incumbent workers served	149	166	17	29	17.47%
2. Total enrolled in training/education	149	166	17	29	17.47%
3. Participants receiving wage increases	149	162	13	28	17.28%
4. Number of education/skills credentials earned	51	177	126	28	15.82%

Incumbent Worker Training Programs:

“Hire Down, Skill Up” Strategy



Maritime: TA to B Class Fitter

Partners: SAWDC, Maritime Cluster, Austal USA, AIDT

#IW Completed Program: 34

#IW Wage Increase: 34

Retention: 90% after 6 months

Maritime: TA to B Class Fitter

Partners: SAWDC, Maritime Cluster, Austal USA, AIDT

#IW Enrolled: 21

#IW Completed Program: 17

#IW Wage Increase: 17



Incumbent Worker Training Programs:



Aviation: Basic and Advance Composites Training

Partners: SAWDC, Aviation and Aerospace Advisory Council, VT Mobile Aerospace Engineering, Enterprise State Community College

#IW Completed Program: 12
#IW Wage Increase: 12
Retention: 100% after 6 months



Aviation: Leadership and Project Management Training

Partners: SAWDC, Aviation and Aerospace Advisory Council, VT Mobile Aerospace Engineering, Alabama Technology Network

#IW Enrolled: 12
Guaranteed wage increase
Begins July 28, 2014



Healthcare: CNA Training Program

Partners: SAWDC, Bay Area Healthcare Coalition, Infirmary Health System's Mobile Infirmary, Bishop State Community College

IW Completed Program: 99
IW Wage Increase: 99
Retention: 92% after 12 months





Rural Jobseeker Training Programs:

Rural Healthcare West: CNA Training Program

(Washington, Clarke, Choctaw)

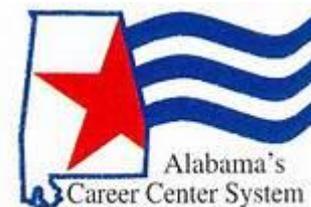
Partners: SAWDC, Washington County Hospital and Nursing Home, Jackson Healthcare Facility, Thomasville Healthcare and Rehabilitation Center, Bishop State Community College, Alabama Career Center - Jackson

Enrolled: 15

Completed: 11

Certification Earned: 9

Job Placement: 9



Rural Healthcare East: CNA Training Program

(Monroe, Conecuh)

Partners: SAWDC, Englewood Healthcare Center, Monroe Manor Health and Rehabilitation Center, Evergreen Nursing and Rehabilitation Center, Reid State Technical College, Alabama Career Center - Monroeville

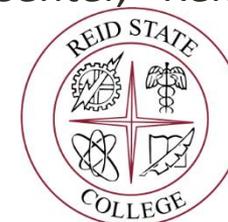
Enrolled: 15 (underway)

Rural Healthcare East: CNA Training Program

(Escambia)

Partners: SAWDC, Westgate Village Nursing Home, and Atmore Nursing Center, Reid State Technical College, Alabama Career Center - Brewton

Enrolled: 15 (underway)



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Key Policy/Systems Change Agenda:

- Case management
- Tracking mechanism
- Build capacity of the system to serve industry needs
- Alignment of state and federal resources



Return on Investment – Adding Value



Industrial Trades Program Review

Element One: Staffing

Element Two: Training Facilities & The Learning Environment'

Element Three: Training Course Materials & Content

Element Four: Safety

Element Five: Employer Engagement

Element Six: Training & Overall Program Evaluation

Industry Confidence Index



Return on Investment – Adding Value



Gold Endorsement

- Ability to utilize CGIA Logo on all school marketing materials
- CGIA member companies to serve on School Advisory Council
- CGIA to assist in school/program/and workforce education advocacy
- CGIA member company employment assistance for program graduates
- CGIA member companies to provide guest instructors, host field trips, and serve on program advisory councils

Silver Endorsement

- Ability to utilize CGIA Logo on construction program marketing materials
- CGIA member company employment assistance for program graduates
- CGIA member companies to provide guest instructors, host field trips, and serve on program advisory councils for endorsed programs

Bronze Endorsement

- Ability to utilize CGIA Logo on endorsed program marketing materials
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Training Programs

Bishop State Community College

Electrical Technology

Welding



Reid State Technical College

Industrial Maintenance

Welding

Jeff Davis Community College

Welding



Faulkner State Community College

Industrial Maintenance

Welding

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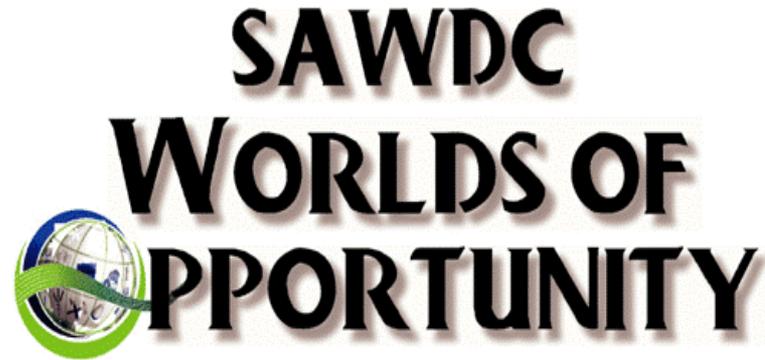
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SAWDC Worlds of Opportunity Career Expo for 8th Grade Students

- A fun, educational, hands-on opportunity for all 8th grade students in Region 9
- A broad overview of jobs available in the area showcased in 12 “Worlds”
- Beginning of career preparation
- Upon completion of the Expo, participating 8th grade students develop career portfolios and select "plans of study" for their 9-14 educational experience.

2013 in Numbers.....



- 10,600 students
- 1,060 teachers, counselors and parents
- 78 schools from eight counties
- 173 partners, exhibitors, sponsors including
- 121 Southwest Alabama companies
- 723 volunteers with over 10,000 volunteer hours of service
- 125 community leaders and visitors





Platinum Sponsors

Mobile Civic Center
September 24-25, 2014



A SOUTHERN COMPAN



Georgia-Pacific



Gold Sponsors

Mobile Civic Center
September 24-25, 2014

ExxonMobil™



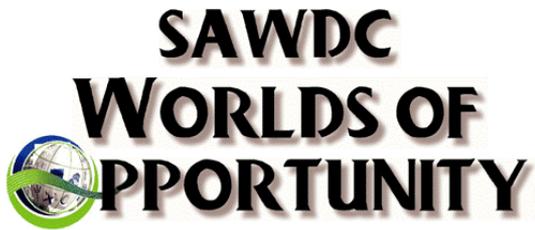
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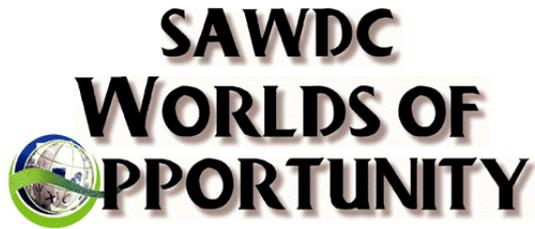
Silver Sponsors

Mobile Civic Center
September 24-25, 2014



Senator Vivian Figures





Bronze Sponsors

Mobile Civic Center

September 24-25, 2014

Airbus Americas Engineering, Inc.

Alabama Southern

Alabama Technology Network

AM/NS Calvert

BASF

Boise Paper

Brasfield & Gorrie

Enterprise Community College

G.A. West

Gulf States Shipbuilders Consortium

Mobile Area Water & Sewer System

Mobile Airport Authority

Mobile Gas

Maynard Cooper & Gale, PC

Outokumpu Stainless USA, LLC

PowerSouth Energy Cooperative

Senator Trip Pittman

SSAB

VT Mobile Aerospace Engineering

Thompson Engineering

UTC Aerospace System

Contributors

Associated General Contractors

BAE Systems

Central Gulf Industrial Alliance

Remington College

Lessons Learned

Cluster Strategy Based on Meeting Employer Demands.....

Employers Lead – Always!

- Ensure Industry Partnerships are Dominated by Employers
- Manage Relationships with Non-Industry Partners

Maximizing Existing Resources

- Utilize Existing Training Dollars More Effectively
- Utilize SAWDC Dollars to Fill in Gaps

Leverage Points Matter

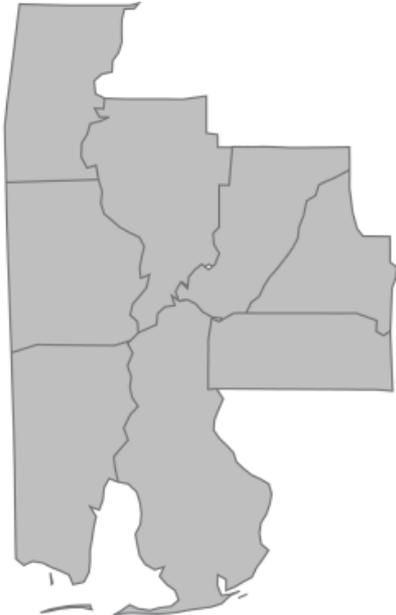
- Councils and Community College Funding
- Even Limited Resources Can Make a Difference

Ability to Communicate Data Matters

- Focusing on Correct Metrics
 1. Job Placement vs. Program Enrollment
 2. Return on Investment
- Maintaining Individual Level Longitudinal Data



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Southwest Alabama Workforce
Development Council

605 Bel Air Blvd. Suite 32

Mobile, AL 36606

251) 445-2090

www.sawdc.org