

CENTRAL SIX ALABAMA WORKS! STRATEGIC PLAN | 2024-2026



GOALS

STRATEGIES

INITIATIVES

1 PROMOTE WORKFORCE ALIGNMENT WITH STRATEGIC INDUSTRY PARTNERSHIPS

- A** Harness regional data and employer input to prioritize and address industry's workforce needs
- B** Assess and strengthen the bridge between K-12 education system and employers to more effectively meet their collective needs

- 1** Collaborate with workforce partners to gather and develop a comprehensive regional dataset that informs strategic workforce planning.
- 2** Utilize regional data and direct input from employers to identify key workforce needs and spearhead strategies for effective implementation
- 3** Facilitate connections between employers and available resources to address their specific workforce challenges
- 4** Actively participate in statewide and national workforce networks to acquire and integrate best practices for addressing local workforce issues
- 5** Continuously monitor progress towards collective strategies through employer feedback, surveys, and other means
- 6** Coordinate and support education exposure activities in the K-12 system, including Worlds of Work
- 7** Host Educator Workforce Academy to reach 150 educators with representation from all 6 counties within 3 years
- 8** Support industry-informed career readiness education, including expansion of the Modern Manufacturing Program

2 SERVE AS A KEY REGIONAL CONVENER OF WORKFORCE-SERVING ORGANIZATIONS

- A** Identify barriers to entry to the workforce and mobilize stakeholders to address those barriers
- B** Convene workforce-serving organizations to foster shared learnings and elevate worker voices
- C** Support industry-recognized training opportunities for adult learners

- 9** Conduct a needs assessment (assets and gaps) alongside partner organizations to support jobseekers
- 10** Identify multiple state and national opportunities to address local and regional barriers and gaps
- 11** Share findings and mobilize employers and jobseekers to implement solutions to address identified barriers and gaps and to advocate for improvement of the workforce system
- 12** Actively participate on the Region 4's Workforce Innovation and Opportunity Act (WIOA) Board to improve coordination of services
- 13** Host multiple jobseeker roundtables with priority audiences in partnership with community organizations
- 14** Increase public awareness of the Governor's Success Plus Plan through multiple regional convenings
- 15** Create a regional platform to better connect training providers, employers, and jobseekers

3 STRENGTHEN ORGANIZATIONAL INFRASTRUCTURE AND GOVERNANCE TO PROMOTE C6'S CONTINUED GROWTH AND LONGEVITY

- A** Grow and diversify funds to support the organization
- B** Optimize board engagement and governance
- C** Establish repeatable processes to support C6's core activities and staff
- D** Develop a comprehensive branding, marketing, and public relations strategy to support C6's goals

- 16** Secure multiple philanthropic and private grants at the federal, state, and local levels
- 17** Launch committee structure to drive additional engagement and output at the board level
- 18** Increase industry representation on the board to above 75%; attain representation from all six counties
- 19** Diversify expertise of the board to provide critical functions (financial, legal, fundraising, human resources)
- 20** Identify repeatable initiatives and/or tasks for which C6 needs support in their implementation
- 21** Develop a comprehensive process document library for all associated initiatives and/or tasks and train staff
- 22** Conduct bi-annual reviews of the processes to identify areas for improvement and make necessary adjustments
- 23** Support continued professional development of staff; support strategy-aligned growth of staff to drive priority initiatives
- 24** Inventory C6's current methods for marketing to stakeholders; adjust as needed
- 25** Capture metrics for individuals engaged via social media, website, newsletter, and public media
- 26** Conduct an audit of C6's brand to determine necessary changes in messaging and visual identity