


NORTH ALABAMAWORKS!

STRATEGIC PLAN 2022-2025



MISSION	INITIATIVES	STRATEGIES	ACTIONS
<p>Provide a trained workforce focused around North Alabama's business and industry requirements</p> <p>The purpose of the regional workforce development system is to facilitate the establishment and implementation of a comprehensive, coordinated, seamless workforce development system for the region that supports economic and workforce training activities.</p> <p>The Workforce Development Council shall be business led and industry driven.</p>	<p>1 Business & Industry</p>	<p>1A Connect Business & Industry to resources</p> <p>1B Increase business partnerships to include small businesses</p>	<ul style="list-style-type: none"> ● Create a B&I Project Manager position ● Provide a forum for information sharing to and from B&I ● Facilitate and grow Industry Clusters
	<p>2 Education & Training</p> 	<p>2A Partner with educators to expand in-demand career pathways</p> <p>2B Facilitate partnerships to increase labor force participation</p>	<ul style="list-style-type: none"> ● Expand programming that supports career pathway development (Modern Manufacturing, Work-Based Learning, Educator Workforce Academy, etc.) ● Execute a regional Worlds of Work and support local work-based learning career programs and events ● Meet quarterly with workforce-related nonprofits and service agencies
	<p>3 Fund Development</p>	<p>3A Fundraise to increase staff and programming capacity</p> <p>3B Build organizational collaboration & support</p>	<ul style="list-style-type: none"> ● Develop and implement fundraising campaign ● Identify and execute fundraising opportunities (grants, events, special projects, etc.) ● Advocate for increased regional funding
	<p>4 Advocacy & Outreach</p>	<p>4A Influence workforce development policy</p> <p>4B Foster relationships to enhance regionalism</p>	<ul style="list-style-type: none"> ● Increase communication with legislators and other officials ● Strengthen engagement with regional economic development & workforce development partners ● Coordinate and convene stakeholders to achieve workforce development goals for North Alabama