**SAWDC’s Linkeage to Success Plus Strategies**

### Success Plus
- **Awareness**
- **Access and Success**
- **Pathways**
- **Leadership and Collaboration**
- **Assessment and Continuous Improvement**

### SAWDC Plan
- **Ensure Quality Training For Job Seekers**

#### Strategies

1. **Develop public awareness campaigns to high-demand jobs.**
2. **Develop information about earning certificates, credentials, and degrees that lead to high-demand jobs.**
3. **Simple and consistently communicate the importance of earning certificates, credentials, and degrees across the state.**
4. **Educate and engage champions from education (career coaches, teachers, and administrators), employers (business, industry, career centers), government, and community partners (churches, libraries, nonprofits) to play a role in increasing educational attainment.**
5. **Revamp website to display high demand jobs in the region and run aggressive social media campaigns targeting members of the public to bring awareness to jobs.**
   - Documented meeting with Academy Specialist, career coaches, speak on local podcast about jobs in the region. Reference Metrics 1, 4, 6 and 7.

#### 1A. Develop public awareness campaigns to high-demand jobs
1B. Develop information about earning certificates, credentials, and degrees that lead to high-demand jobs
1C. Simply and consistently communicate the importance of earning certificates, credentials, and degrees across the state.
1D. Educate and engage champions from education (career coaches, teachers, and administrators), employers (business, industry, career centers), government, and community partners (churches, libraries, nonprofits) to play a role in increasing educational attainment.

#### 2A. Provide education about financial aid
2B. Develop strategies to support affordability of education and training.
2C. Identify barriers to access and success, such as transportation, family healthcare, and childcare, and develop innovative and creative programs to address those barriers.

#### 3A. Design and communicate clear pathways from education and training to high-demand jobs.
3B. Expand CTE and dual-enrollment programs across the state and invest in training excellent teachers for these programs.
3C. Expand work-based learning programs across the state.
3D. Expand apprenticeship opportunities.
3E. Integrate life and employment skills in curriculum.

#### 4A. Develop a collaborative structure and process to support implementation of the strategic plan
4B. Engage regional leaders and workforce councils and their membership.
4C. Integrate attainment goals into regional workforce council strategic plans.
4D. Evaluate current resources and funding related to educational attainment efforts, and identify and commit resources.
4E. Identify best practices within Alabama and across other states and replicate these models.

#### 4F. Formally review and update the strategic plan annually

**Implemented a Workforce Academy for Educator and Ready to work identified as best practices. Utilize data and cluster feedback to support grant process for ACCS. Reference Metrics 1, 2, 3, 4, 5, 6, 8, 9, and 10.**

**5A. Develop a dashboard to track and share progress for the strategic plan on a regular basis.**
5B. Strengthen data collection and reporting.
5C. Analyze data and use the outcomes to continuously improve programs.
5D. Develop a process for forecasting high-demand jobs at the state and regional levels annually.
5E. Promote development of educational and credential attainment targets.

**Developed an innovative system based on salesforce platform to be able to generate leads and convert to jobs and be able to track.**

**Utilize and cluster feedback to support grant process. Reference Metrics 1, 2, 3, 4, 5, 6, 8, 9, and 10.**

**Launched ready to work model with assistance of the Onin group. Reference Metrics 2, 3, 4, 5, 6, 7, 8, 9, and 10.**

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**Ensure Quality Training For Job Seekers**

- **Create awareness and pathways directing the emerging workforce into high demand occupations**
- **Create innovative practice to meet industry needs**
- **Ensure Quality Training For Job Seekers**