

# *Promoting Successful Employment*

2008-2009 Annual Report

*Success is on the Horizon*

## **Mission Statement**

The mission of the Southwest Alabama Workforce Development Council Region 9, Inc, is 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.

## **Vision Statement**

The vision of the Southwest Alabama Workforce Development Council Region 9, Inc, is 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.

# Chairman's Letter



**Bob Higgins**

Dear Friends,

In the past year, we have focused on the supply side. We have built strong partnerships at all levels in education with organizations that are willing to modify what they are teaching to better meet the needs of the business community and thereby help their graduates find jobs. For example, Faulkner State Community College and the Mobile public school system have each established a senior level staff position to keep their organizations focused on this.

We and the Governor's Office of Workforce Development have learned together how to fashion a system that provides funding to address the needs we identify. Last year, we were able to apply over \$6 million in state and federal funding toward those needs in our area.

This year, our challenge is to broadly engage the business community to better understand the demand side. We need to know what jobs are difficult to fill today as well as which we expect to

be tough to fill tomorrow. We need to know the entry level requirements for those jobs, and we need to be able to translate those in terms our workforce development partners can act upon. We need to feel the staffing concerns that keep those of us in the business community awake at night.

We have started this process with meetings within each business sector. Some, like shipbuilding, healthcare and hospitality, have been meeting regularly for years. Others are meeting for the first time. We are also doing a series of short one-on-one interviews with many of you and we will continue to use brief online surveys to get your feedback on a regular basis.

*I believe that our basic mission as a workforce development council is to understand demand and to influence supply so that we have enough of the right people with the right skills when we need them to fill the jobs in our region.*

Kudos to the staff and to the hundreds of volunteers who have helped us to accomplish everything that you will read about in here! It has truly been an interesting and productive year.

Sincerely,

Bob Higgins  
SAWDC Chair  
Baldwin County Economic Development  
Alliance

# Executive Director



**Jim Kellen**

First off I want to thank all our investors and partners for your faith, time, talent and money which have enabled the creation of the Southwest Alabama Workforce Development Council, Region 9. We are the leading workforce development region in Alabama and we have the momentum to continue to produce results for our people and employers that will sustain investment and growth for a prosperous future!

So what have we done? Actually a great deal has been accomplished. How about this for return on your investment! For each dollar you invested we have successfully brought in twenty dollars in new workforce development funding! Your \$300,000 investment leveraged over \$6,000,000 in new education and training within Region 9.

Our Employer Relations and Recruiting program is coordinating business and industry leaders going directly into our region's 4th grade classrooms and presenting a brief video, paid for separately by our industry partners, and telling their story about their business career and why success as a student is essen-

tial for all the "cool jobs" featured in the video. Over 350 business leaders made presentations to over 6,300 students so far, and these presentations continue to the 4th graders this year.

In 2010 we have an 8th grade video called "Choices" that our business presenters will show; it encourages our 8th graders to make good "Choices" regarding their studies and career path. This video is a powerful presentation grabbing people's attention! Please consider volunteering to participate as a presenter in your schools. Additionally, we will roll out a 12th grade video called "What Now?" in 2011 featuring a guide to the students "next steps" into education, training and employment.

The fall of 2010 will bring business and industry into the lead again with the "Worlds of Work" hands-on Career Day for our 8th graders. Students will have a passport to explore twelve Worlds of Work and get hands-on experiences while learning about the different types of work in major industries in our region. This "experience" will occur just before our 8th graders begin considering their initial plans for their educational and career paths.

Communicating is key to awareness and understanding and SAWDC has initiated multiple channels to carry our messages to the people of Region 9 and beyond.

Our web site—[www.sawdc.org](http://www.sawdc.org)—lists key information for job seekers, employers, and career exploration. Additionally it features a Resource Guide to workforce development, information about grant applications via SAWDC to the Governor's Office for Workforce Development, and much more.

# Testimonials

## A Job Well Done

The Southwest Alabama Workforce Development Council Region 9 (SAWDC) convened a meeting on June 23 of all our region's community college workforce development representatives and Alabama Industrial Development Training (AIDT), along with four human resource department leaders from Austal to discuss their critical need for aluminum welders and ship-fitters for the years 2010-2012. Al Etheridge, SAWDC Workforce Coordinator, arranged the meeting held in the President's Conference Room at Bishop State Community College in Mobile.

Sandra Koblas, Manager of HR for Austal, conducted a presentation on the company's expansion of its shipyard and the potential for new module manufacturing techniques in building the 21<sup>st</sup> century vessel for our defense forces as well as the private sector. This could well require the hiring of approximately 80 welders, ship-fitters and multi-craft people per month over the next three years beginning in 2010.

Sandra had this to say about SAWDC, *"We are very pleased to have SAWDC as a strategic partner in our workforce development plan. The meeting organized by SAWDC with our training providers was a reflection of how committed they are to integrating the workforce development system throughout the region. We were very pleased with the number of partners represented at the meeting and are excited about the training programs they will be providing the students and workers to meet our hiring needs."*

[www.sawdc.org](http://www.sawdc.org)

*"We are very pleased to have SAWDC as a strategic partner in our workforce development plan."*

The community college representatives responded with their assessments of existing training capacity and pressed Austal to define their needs in terms of quality, technical and soft-skills necessary for successful hiring and low turnover.

Austal intends to review all welding training facilities in the region. The colleges indicated a strong desire to "ramp up" their programs both qualitatively and quantitatively to meet Austal's demands from our Region 9 workforce. It was a healthy, worthwhile exchange of views, needs and expectations by all present.

## Great Newsletter

*I am [Marty Perkins] the Executive Director of CARES of MS, a non profit agency located in Pascagoula, MS. I am writing to tell you how pleased I am to be receiving your newsletter. It has to be one of the most well put together newsletters I've ever seen. You are doing a great job.*

## Helping Hand

*Your letter nailed it for us. WE*



*GOT THIS GRANT!!! Thank you so much. We will now be able to help those who are significantly disabled obtain jobs in the community. You have no idea what the words "You're hired" will mean for these people.*

*We could not have got this without your help. I am forever in your debt. Thank you.—Melanie Miller, Director of Employment Services, Volunteers of America.*

## Looking Ahead

Neither the economic downturn nor rising unemployment has hindered efforts of the region's workforce development group or stalled its critical mission to develop a regional employer-led, employer-driven workforce development system to meet area business and industry needs. In fact, the Southwest Alabama Workforce Development Council - Region 9's (SAWDC) members are ramping up efforts to prepare for the area's anticipated job growth. – Mobile Area Chamber of Commerce *Business View* - June 2009

## Career Awareness

*Thank you for allowing me to participate in this venture we call "Wouldn't It Be Cool." In addition, while I was attending the MCPSS dual enrollment meeting on the evening of 05/13/09 a little boy made his way through the sea of people with his mother in tow. He introduced me to her saying that this is the man that works on airplanes and that he wants to be a mechanic one day too. Kevin Atkins—MAE*

# Partners

## Council Members

Bob Higgins, Chair  
Owen Bailey, Vice Chair  
Bill Seifert, Treasurer  
Chester Vrocher, Secretary  
Sam Covert, Strategic Chair  
Kelvin Hill, Member-at-Large  
Sheila Hodges, Member-at-Large  
Troy Wayman, Member-at-Large  
Carolyn Akers  
Steve Asbill  
Wiley Blankenship  
Joe Bolda  
Mark Burgess  
Matthew Burinskas  
David Clark  
Mike Colquett  
Dr. Bernard Eichold II  
Vivian Figures  
Robert Humphrey  
Bob Jones  
Jeff Joyce  
Marc Keahey  
Sandra Koblas  
James Martin  
Ron McAlear  
Andy Newton  
Steve Perry  
Joe Pridgen  
Jeff Raley  
Brian Raybon  
Michael Rice  
Rob Rice  
Craig Romanelli  
Jackie Sewell  
Bill Sisson  
Harry Shiver  
Tony Stringer  
David Trent  
Damen Wickware  
Cheryl Williams

## Ex-Officio

Vic Adkison  
Dr. William Blow  
Dr. Gary Branch

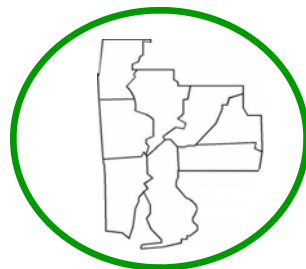
Ronnie Brogden  
Dr. Nancy Chandler  
Byron Dunn  
Dr. Donald Eply  
Billy Hines  
Dr. Faron Hollinger  
Brad James  
Dr. John Johnson  
Rose Johnson  
Sam Jones  
John Koniar  
Dr. Douglas Littles  
Dr. James Lowe  
Merceria Ludgood  
Dr. Susan McBride  
Sue Moore  
Dr. Roy Nichols  
Sydney Raine  
John Riggs  
Tim Savage  
Lynn Smith  
Opal Smith  
Dr. Wayne Vickers  
Woody Pugh  
Russ Wimberly

## Staff

Jim Kellen - Executive Director  
Al Etheridge - Field Coordinator  
Melissa Creighton - Administration  
Gerald Friedlander - Project Manager  
Hubert Brandon - Grant Consultant

## Mobile Area Chamber of Commerce Staff

Dr. Leida Javier-Ferrell - WF Dir.  
Carol Lambert - Project Manager



## Partners

### Business & Industry

Alabama General Contractors  
Alabama Power  
Atlantic Marine  
Austal  
Boise  
Business & Industry Executives  
Georgia-Pacific  
Goodrich Aerostructures  
Infirmary Health System  
Manpower  
St Aerospace Engineering

### Economic Development

Baldwin Co Economic Dev. Alliance  
Coastal Gateway Authority  
Mobile Chamber of Commerce  
Monroe Co. Industrial Dev. Board  
South AL Region Planning Commission  
Tri Co. Industrial Dev. Board  
Washington Co. Economic Development Initiative Board

### Education

Baldwin Co. Board of Education  
Choctaw Co. Board of Education  
Mobile Education Foundation  
Region 9 School Superintendents  
Region 9 Community College Presidents

### Government

Alabama Career Centers  
City of Mobile  
Governor's Office of Workforce Development  
Mobile Works  
Region 9 County Commissioners  
Region 9 Local Government  
State Legislative Delegation  
WIB - Career Centers

### Philanthropy

J. L. Bedsole Foundation  
Living Cities  
M. L. Moorer Foundation  
The Community Foundation of South Alabama

# Region 9 Finances

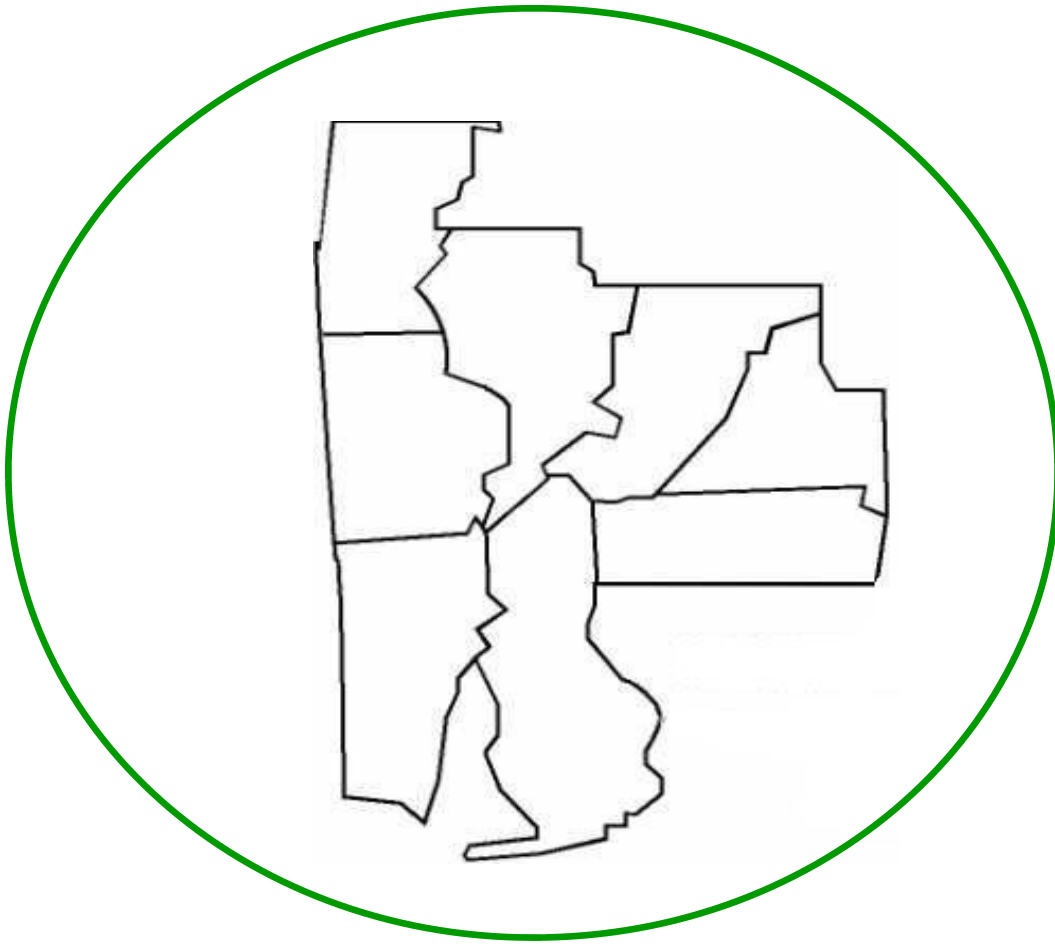
## McKean & Associates, P.A.

### **Audit Findings 2008-2009 Fiscal Year End: September 30, 2009**

Assets		
Cash		\$102,124
Equipment, net of accumulated depreciation of \$694		1,991
<b>Total Assets</b>		<b>\$104,115</b>
Liabilities and Fund Balance		
Liabilities		
Payroll Liabilities		\$3,331
Net Assets		
Fund balance, unrestricted		56,225
Fund balance, temporarily restricted		44,559
<b>Total Net Assets</b>		<b>100,784</b>
<b>Total liabilities and net assets</b>		<b>\$104,115</b>

### Statement of Activities

	Unrestricted	Temporarily Restricted	Total
<b>Changes in unrestricted fund balance</b>			
Support and Revenue			
Contributions	\$287,812	\$49,750	\$337,562
	\$287,812	\$49,750	337,562
Expenses			
Payroll	183,375	—	183,375
Payroll Taxes	14,046	—	14,046
Travel	19,506	—	19,506
Professional Services	7,923	5,191	13,114
Dues & Subscriptions	6,969	—	6,969
Accounting & legal	6,438	—	6,438
Telephone	6,058	—	6,058
Insurance	4,069	—	4,069
Office	3,886	—	3,886
Employee Benefits	3,000	—	3,000
Conferences	2,483	—	2,483
Depreciation	537	—	537
	258,291	5,191	263,482
Excess of support and revenue over expenses	29,521	44,559	74,080
Fund balance, September 30, 2008	26,704	—	26,704
Fund balance, September 30, 2009	\$56,225	\$44,559	\$100,784



**Southwest Alabama Workforce Development Council**  
**212 Saint Joseph Street, Mobile, Al 36602**  
**(251) 445-2090**