

Gateway Initiative Accountability Plan 2019-2020



A Proud Partner of



Workforce Development + Recruitment

Note: Parenthesis indicate completion date unless otherwise specified

- C PD** Develop marketing strategy and materials for Training Academy program of work, including an offering list of partner organizations (4th Quarter, 2019)
- PD** Facilitate leadership and supervisory development training to 100 individuals annually - beginning 4th Quarter 2019, and ongoing
- PD** Write and complete curriculum for multiple levels of customer service training to include business certification (4th Quarter, 2020)
- A PD** Advocate and explore funding opportunities for customer service training program – beginning 4th Quarter, 2019 and ongoing
- A PD** Identify “Life Skills” training program options – beginning 1st Quarter, 2019 and ongoing
- E PD** Be the lead organization to support youth entrepreneurship and leadership programs (e.g., South Baldwin Chamber Foundation Young CEO’s and Coastal Alabama Business Chamber Junior Leadership) – beginning 1st Quarter, 2019 and ongoing
- PD** Integrate Financial Literacy training options into training academy course offerings and facilitate a schedule of sessions. – beginning 1st Quarter 2020 and ongoing
- A PD** Advocate for and facilitate regular meeting times for regional training and workforce partners (i.e., Alabama Technology Network , South Alabama Workforce Development Council) – beginning 3rd Quarter, 2019 and ongoing
- R** Establish a committee to lead program development for recruitment efforts in the South Baldwin Region – 4th Quarter, 2019 and ongoing
- R** Identify options for recruiting efforts across a variety of demographics (e.g. veterans, disabled individuals) – 1st Quarter, 2020 and ongoing
- R** Co-Host job fair in collaboration with the Baldwin County Career Centers (annually during 3rd Quarter)
- R** Promote and offer programs to prepare businesses to recruit using the “Handshake” program – 1st Quarter 2020 and ongoing

A = Advocacy

C = Communications

E = Entrepreneurship

PD = Professional Development Training

R = Recruitment

Workforce Development + Recruitment

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- CST** Determine Youth Apprenticeship options for non-Hospitality & Tourism career pathways based on results of community assessment (4th Quarter, 2020)
- CST** Host 2nd Annual H&T Youth Apprenticeship Signing Day event and sign 75 new apprentices (2nd Quarter, 2020)
- CST** Increase H&T Youth Apprenticeship sponsor businesses to 25 (1st Quarter, 2020)
- CST** Promote Youth Apprenticeship programs to all virtual, private and home school associations in Baldwin County. (1st Quarter, 2020)
- A CST** Solicit participation for state, elected official (e.g., Governor) involvement in Youth Apprenticeship Signing Day event (1st Quarter, 2020)
- A CST** Be the lead facilitator with educational institutions in collaboration with local business leaders for apprenticeship credentialing opportunities – 4th Quarter, 2019 and ongoing
- PM CST** Populate South Alabama Workforce Development Council Salesforce database with Youth and Adult Apprentice information – beginning 4th Quarter, 2019 and ongoing
- CST** Register 10 businesses as adult apprentice employers (4th Quarter, 2020)
- C CST** Develop collaterals to market Adult Apprenticeship program (4th Quarter, 2019)
- CB CST** Establish a committee to lead program development for a work release and parolee job placement program (4th Quarter, 2019)
- CB CST** Identify and create a database of businesses interested in sponsoring work release and parolee employees (1st Quarter, 2020)
- CB CST** Determine the feasibility of a work release-focused apprenticeship program, including related instruction, in partnership with local high-education institutions. (3rd Quarter, 2020)
- A CST** Execute an advocacy plan to improve work release and parolee opportunities for job skills training, job placement and ancillary services (e.g., post-release housing; 4th Quarter, 2020)

A = Advocacy

CST = Career Skills Training

CB = Community Betterment

C = Communications

PM = Project Management

Business Engagement + Incubation

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- I** **BE** Administer a formal program of work (i.e. flow or process) for business acceleration and incubation services, including verbiage, relevant titles and marketing materials (4th Quarter, 2019)
- BE** Facilitate engagement services and solutions or provide referral services to 25 start-up entrepreneurs or existing businesses (4th Quarter, 2020)
- M** Stand up a South Baldwin Senior Core of Retired Executives (SCORE) chapter to aid entrepreneurial acceleration and incubation efforts (3rd Quarter, 2020)
- BE** Design and maintain a database to track mentors, peers, funding sources, and subject matter experts for business acceleration and incubation program – by 2nd Quarter, 2020 and ongoing
- I** Partner with regional entrepreneurial program providers to co-host a pitch contest to engage local entrepreneurs with start-up potential (4th Quarter, 2020)

Business-Driven Needs Assessment + Solutioning

- A** Align South Baldwin industry cluster groups with national and region 7 workforce council focus areas (e.g. advanced manufacturing, hospitality and tourism, maritime & boating, construction; 4th Quarter, 2019)
- A** Identify participants to join regional industry cluster groups, including members of an Executive Alliance Council (4th Quarter, 2019)
- A** Facilitate the formation of an Executive Alliance Council to increase advocacy efforts on a variety of regional topics, including alternative daycare options, workforce transportation, and workforce housing (1st Quarter, 2020)
- A** Design, schedule, and facilitate cluster group sessions to meet quarterly – beginning 4th Quarter, 2019 and ongoing
- A** Contribute to the State Community Curriculum Assessment by marketing scheduled dates to regional businesses for their participation (3rd Quarter, 2019)
- A** Design, facilitate, and report-out a Gateway Initiative-owned Community Curriculum Assessment with industry cluster groups, in order to feed State curriculum assessment (4th Quarter, 2019)

A = Advocacy

BE = Business Engagement

I = Incubation

M = Mentorship

Advocacy + Community Participation

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- CA** Facilitate the development of a Ministerial Committee to assist in advocacy efforts relating to issues and projects such as, ALDOC parolee housing, recruitment efforts, and entrepreneurial programs (4th Quarter, 2019)
- A** Engage Baldwin County Chamber Coalition in relevant pro-business advocacy efforts, including legislative communications, events, and community education opportunities (1st Quarter, 2019 and ongoing)
- A** Develop and share 2020 Baldwin County Legislative Agenda for local elected officials, including distribution of Baldwin legislative survey (4th Quarter, 2019)
- CB** Participate through partnership with municipal, community volunteer, business, and educational support for a community garden project in Foley, including funding, design, implementation, and marketing efforts (2nd Quarter, 2019 and ongoing)

Governance + Administration

- PM IR** Develop a system to track and plan interactions with and financial pledges for individual investors, including communication and billing preferences (4th Quarter, 2019)
- PM IR** Work with entire project team (viz., communication and project management) to use marketing materials for investor communication, including email campaigns and investor events – beginning 1st Quarter, 2019 and ongoing
- C** Develop and manage Gateway website and other online content, including social media and email marketing campaigns (Beginning 4th Quarter 2019 and ongoing)
- C** Develop deliverables for presentations, events, investor meetings, and other face-to-face stakeholder events – beginning 2nd Quarter, 2018 and ongoing
- C** Design and deliver quarterly newsletter to investors and other key stakeholder – beginning 4th Quarter, 2018 and ongoing
- PM C** Track program progress using ‘Evergreen List’; to deliver to investors and other stakeholders (1st Quarter, 2018 and ongoing)

A = Advocacy

C = Communications

CA = Community Awareness

CB = Community Betterment

IR = Investor Relations

PM = Project Management



GATEWAY INITIATIVE

CHAMBER DRIVEN BUSINESS SOLUTIONS

TOP LEVEL INVESTORS

Chairman's Circle Investors



GULF SHORES & ORANGE BEACH



PERDIDO BEACH RESORT



avizo



CEO Council Investors



COLUMBIA SOUTHERN UNIVERSITY



SOUTH BALDWIN REGIONAL MEDICAL CENTER



Leaders Forum Investors



VOLKERT



Riviera Utilities



SOUTH BALDWIN CHAMBER OF COMMERCE



COASTAL ALABAMA BUSINESS CHAMBER