

# Division of Outreach Services

## Detailed Assessment Report 2013-2014

### **Mission / Purpose**

To assist and help promote the region's economy through the growth of economic development, workforce development, and partnerships with external organizations. To help regional communities overcome obstacles of growth aimed at improving the quality of life throughout West Alabama.

### **I. Goals and Outcomes/Objectives, with Any Related Measures, Targets, Findings, and Action Plans**

#### **A. Goal: Address the major economic issues of the region**

Address the major educational, social, cultural, and economic issues of the region and in doing so promote a positive self-image of the institution and the area

#### **1. Objective: Workforce Development Programs -Establish partnerships to enhance skills through training, education, and career opportunities**

The Division of Outreach Services will establish partnerships which integrate resources to enhance the skills of area workers, job seekers and the productivity of area employers through training, education, and career opportunities for West Alabamians. Pursue funding opportunities to allow for the implementation of training programs. Establish MOA's and Service Contracts with federal and local agencies aimed to help reduce unemployment rates.

#### **a. Measure: Workforce Development- Maintain viable and visible working relationships with community resources and employers**

Maintain viable and visible relationships with regional Departments of Human Resources, career centers, community colleges, universities, governments, churches and employers to offer training programs designed to prepare individuals for employment opportunities.

#### **1. Achievement Target:**

Work closely with regional partners with the mission of developing the region's workforce (e.g. Department of Human Resources, Department of Corrections, Alabama Community College System, Alabama Department of Economic and Community Affairs, etc.). Conduct annual surveys to identify workforce and training needs of employers and develop programs to address those needs.

#### **2. Findings (2013-2014) - Target: Met**

The Division maintained a close working relationship with all of the Alabama Career Centers within the University's service area. The partnerships worked to provide career planning and support services through the Career Resource Centers and the University as components of training programs, career counseling and academic advising processes. The Division continued to work with the region's Department of Human Resources, Department of Corrections, and the Alabama Community College System to assess, identify and address workforce and training needs of potential employees. In some cases, Division personnel conducted training seminars to address identified needs. The Division conducted monthly meetings with an Industry Advisory Board to evaluate and discuss the workforce needs of the region. The forum allows industry representatives to assist liaisons, while maintaining open communication and conveying input to the educational, training and workforce needs of their prospective companies.

### 3. Action Plans:

#### a. Division of Outreach Services Relocation

The Division is projected to be relocated to accommodate the growth of the Division. The funds will be used to assist with the move. The funds will assist with the purchase of office furnishings and other office essentials.

**Established in Cycle:** 2011-2012

**Implementation Status:** Planned

**Priority:** High

**Projected Completion Date:** 10/31/2013

**Responsible Person/Group:** Director Division of Outreach Services

**Additional Resources Requested:** Funds

**Budget Amount Requested:** \$50,000.00 (one time)

**Implementation Notes:**

**8/27/2014** There is a need for greater privacy and space due to the sensitive nature of the division's program activities.

#### b. DOS- Enhance Division's Performance

These funds will be used to assist with program related activities and personnel travel to various workshops and conferences.

**Established in Cycle:** 2011-2012

**Implementation Status:** Planned

**Priority:** High

**Responsible Person/Group:** Division Staff

**Additional Resources Requested:** Funding

**Budget Amount Requested:** \$10,000.00 (recurring)

**Implementation Notes:**

**8/27/2014** Professional Development and staff training remains as a high priority.

#### c. Workforce Development Program

These funds will be used to fill the vacant Workforce Development Coordinator position to allow for the continuation of Regional Workforce Development efforts.

**Established in Cycle:** 2011-2012

**Implementation Status:** Planned

**Priority:** High

**Implementation Description:** Hire Workforce Development Coordinator

**Responsible Person/Group:** Director Division of Outreach Services

**Additional Resources Requested:** \$45,000 Base Salary + \$15,750

Fringes/Benefits= \$60,750

**Budget Amount Requested:** \$60,750.00 (recurring)

**Implementation Notes:**

**8/27/2014** This position remains vacant.

#### d. Regional Conferences on Current Issues

Funds will be used to conduct at least one major regional conference on current issues impacting the West Alabama Region.

**Established in Cycle:** 2012-2013

**Implementation Status:** Planned

**Priority:** Medium

**Responsible Person/Group:** Division of Outreach Staff

**Additional Resources Requested:** Funding

**Budget Amount Requested:** \$8,000.00 (recurring)

**Implementation Notes:**

**8/27/2014** Regional Community Leaders will continue to benefit from projected activities.

**b. Measure: Workforce Development- Formulate and implement workforce development strategies**

Formulate and implement workforce development strategies that support economic development efforts aimed to attract and expand industry sectors to the Black Belt Region.

**1. Achievement Target:**

Design and promote quarterly training programs for the unemployed and underemployed in the region. Help strengthen the region's workforce through quarterly entrepreneurship training. Implement a minimum of two Certified Nursing Assistant (CNA) Programs in the region. Provide a minimum of two professional development sessions for regional leaders and emerging leaders.

**2. Findings (2013-2014) - Target: Met**

The Division was successful in obtaining a grant to continue with the implementation of the Workforce Investment Act Program. The Alabama Department of Economic and Community Affairs Grant allowed for the continued implementation of a Certified Nursing Assistant Program for unemployed residents throughout the Black Belt Region. The Division conducted four classroom training and clinical training classes designed to provide program participants with the education and skills needed to become certified nurse assistants. The Division personnel played a vital role in starting the first class of a 2.1 million dollar Department of Labor Grant. The grant program is providing customized training classes in the area of manufacturing. The Division is working directly with ten of the leading employers across the region to develop a workforce capable of meeting the employment needs of these industries.

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**Responsible Person/Group:** Director Division of Outreach Services

**Additional Resources Requested:** Funds

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**Priority:** High

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**Priority:** High

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**Implementation Notes:**

**8/27/2014** This position remains vacant.

**d. Regional Conferences on Current Issues**

Funds will be used to conduct at least one major regional conference on current issues impacting the West Alabama Region.

**Established in Cycle:** 2012-2013

**Implementation Status:** Planned

**Priority:** Medium

**Responsible Person/Group:** Division of Outreach Staff

**Additional Resources Requested:** Funding

**Budget Amount Requested:** \$8,000.00 (recurring)

**Implementation Notes:**

**8/27/2014** Regional Community Leaders will continue to benefit from projected activities.

**2. Objective: Workforce Development Educational Opportunities Programs - Address low academic achievement throughout the region**

The Division will help address low academic achievement throughout the West Alabama region and identify student learning opportunities with industry and governmental organizations.

**a. Measure: Workforce Development- Implement Programs to strengthen student learning in core areas**

Implement programs to strengthen the learning abilities of students of all ages in core areas such as science, math and technology while exploring career options.

**1. Achievement Target:**

Identify and secure career path programs for regional high school students. Conduct entrepreneurial academy for high school students. Conduct summer enrichment camps/programs for Summer 2014. Facilitate at least two financial literacy workshops for UWA students. Help pursue funding opportunities for university and local organizations aimed to address educational, economic, and social needs.

**2. Findings (2013-2014) - Target: Met**

The Division was awarded a Federal Highway Administration Grant to administer the National Summer Transportation Institute Program. The program was aimed to address the need of a diverse workforce in the 21st century and to promote awareness of career opportunities within the transportation industry, the U.S. Department of Transportation (USDOT) and the Federal Highway Administration (FHWA). The NSTI Program promoted awareness of Science, Technology; Engineering and Math (STEM) educational and career opportunities among disadvantaged and at-risk middle and high school students around the country. The Division conducted eight financial literacy workshops for UWA students. The training sessions assist undergraduate students in understanding the importance of money management, financial concepts

and services. The training is designed to empower students to make informed financial choices during their college years and beyond. The Division offered a Summer Youth Entrepreneur Camp and an Entrepreneur Academy to outstanding high school students from eight Black Belt Counties. The Summer Entrepreneur Camp was conducted on campus over the period of one week. The program's curriculum incorporated a variety of educational training techniques including classroom instruction, interactive activities and computer laboratory learning. The Academy exposed students to business concepts and resources aimed to assist young potential entrepreneurs.

### **3. Action Plans:**

#### **a. Division of Outreach Services Relocation**

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**Established in Cycle:** 2011-2012

**Implementation Status:** Planned

**Priority:** High

**Projected Completion Date:** 10/31/2013

**Responsible Person/Group:** Director Division of Outreach Services

**Additional Resources Requested:** Funds

**Budget Amount Requested:** \$50,000.00 (one time)

**Implementation Notes:**

**8/27/2014** There is a need for greater privacy and space due to the sensitive nature of the division's program activities.

#### **b. DOS- Enhance Division's Performance**

These funds will be used to assist with program related activities and personnel travel to various workshops and conferences.

**Established in Cycle:** 2011-2012

**Implementation Status:** Planned

**Priority:** High

**Responsible Person/Group:** Division Staff

**Additional Resources Requested:** Funding

**Budget Amount Requested:** \$10,000.00 (recurring)

**Implementation Notes:**

**8/27/2014** Professional Development and staff training remains as a high priority.

#### **c. Workforce Development Program**

These funds will be used to fill the vacant Workforce Development Coordinator position to allow for the continuation of Regional Workforce Development efforts.

**Established in Cycle:** 2011-2012

**Implementation Status:** Planned

**Priority:** High

**Implementation Description:** Hire Workforce Development Coordinator

**Responsible Person/Group:** Director Division of Outreach Services

**Additional Resources Requested:** \$45,000 Base Salary + \$15,750

Fringes/Benefits= \$60,750

**Budget Amount Requested:** \$60,750.00 (recurring)

**Implementation Notes:**

**8/27/2014** This position remains vacant.

#### **d. Regional Conferences on Current Issues**

Funds will be used to conduct at least one major regional conference on current issues impacting the West Alabama Region.

**Established in Cycle:** 2012-2013

**Implementation Status:** Planned

**Priority:** Medium

**Responsible Person/Group:** Division of Outreach Staff

**Additional Resources Requested:** Funding

**Budget Amount Requested:** \$8,000.00 (recurring)

**Implementation Notes:**

**8/27/2014** Regional Community Leaders will continue to benefit from projected activities.

**3. Objective: Impact Grants Program- Serve as community outreach partner**

Serve as community outreach partner throughout the region. Solicit and help promote economic and educational interests throughout the region.

**a. Measure: Community Impact Grants Program- Community Outreach**

Provide professional service opportunities for university faculty, students and staff while helping to develop and promote community service projects. Develop and implement strategies that strengthen neighborhood revitalization, ensure safe environments, and establish visions for economic growth.

**1. Achievement Target:**

Solicit at least 25 potential grant/funding opportunities from Black Belt communities. Award a minimum of six professional service grants. Assist in the development of educational enrichment programs through the creation of learning and computer laboratories.

**2. Findings (2013-2014) - Target: Partially Met**

The Division conducted a mail out to more than 50 Black Belt communities inviting their participation in the Division's Impact Grant Program. The Division achieved 4 of its targeted 6 professional service grants due to a reduction in program funding. Other service requests were achieved through university personnel and student support. These opportunities will remain open to address economic and community needs.

**3. Action Plans:**

**a. Community & Economic Impact Professional Development Training**

Funds will be used to conduct two regional professional development training programs for regional leaders in the West Alabama Region.

**Established in Cycle:** 2011-2012

**Implementation Status:** In-Progress

**Priority:** Medium

**Relationships (Measure | Outcome/Objective):**

**Measure:** Community Impact Grants Program- Community Outreach |

**Outcome/Objective:** Impact Grants Program- Serve as community outreach partner

**Responsible Person/Group:** Coordinator of Impact Grant Programs/Division Staff

**Additional Resources Requested:** Funding

**Budget Amount Requested:** \$5,000.00 (recurring)

**Implementation Notes:**

**8/27/2014** This event was conducted and will remain as an on-going activity.

**b. Division of Outreach Services Relocation**

The Division is projected to be relocated to accommodate the growth of the Division. The funds will be used to assist with the move. The funds will assist with the purchase of office furnishings and other office essentials.

**Established in Cycle:** 2011-2012

**Implementation Status:** Planned  
**Priority:** High  
**Projected Completion Date:** 10/31/2013  
**Responsible Person/Group:** Director Division of Outreach Services  
**Additional Resources Requested:** Funds  
**Budget Amount Requested:** \$50,000.00 (one time)  
**Implementation Notes:**  
**8/27/2014** There is a need for greater privacy and space due to the sensitive nature of the division's program activities.

**c. DOS- Enhance Division's Performance**

These funds will be used to assist with program related activities and personnel travel to various workshops and conferences.

**Established in Cycle:** 2011-2012

**Implementation Status:** Planned

**Priority:** High

**Responsible Person/Group:** Division Staff

**Additional Resources Requested:** Funding

**Budget Amount Requested:** \$10,000.00 (recurring)

**Implementation Notes:**

**8/27/2014** Professional Development and staff training remains as a high priority.

**d. Regional Conferences on Current Issues**

Funds will be used to conduct at least one major regional conference on current issues impacting the West Alabama Region.

**Established in Cycle:** 2012-2013

**Implementation Status:** Planned

**Priority:** Medium

**Responsible Person/Group:** Division of Outreach Staff

**Additional Resources Requested:** Funding

**Budget Amount Requested:** \$8,000.00 (recurring)

**Implementation Notes:**

**8/27/2014** Regional Community Leaders will continue to benefit from projected activities.

**e. Impacts Grants Program**

As funding becomes available and the position of Impact Grant Coordinator is filled, the Division will re-evaluate the needs of the communities throughout the Black Belt Region. Division will also solicit grant applications and award professional service grants for qualified programs.

**Established in Cycle:** 2013-2014

**Implementation Status:** Planned

**Priority:** High

**Responsible Person/Group:** Division Staff

**4. Objective: SBDC- Providing entrepreneurs with education and information to build successful businesses**

The Small Business Development Center (SBDC) will help to grow the economy in the Black Belt communities by providing entrepreneurs with the education, information and tools necessary to start and expand business operations.

**a. Measure: SBDC- Business Counseling and Training**

The Small Business Development Center will provide business counseling to assist in meeting business start-up and growth challenges.

**1. Achievement Target:**

Provide counseling to small business clients in the service area and make monthly visits to satellite offices in Marengo, Clarke, Choctaw, and Wilcox counties. Conduct a minimum of ten workshops during the 2013-2014 Fiscal Year with a minimum of 175 attendees. Attend at least one national training conference for the purpose of staff professional development.

**2. Findings (2013-2014) - Target: Met**

The Division continues to provide training to existing industries throughout the region. The Division's Small Business Development Center provides a vast array of technical assistance to small businesses and aspiring entrepreneurs. By supporting business growth, sustainability and enhancing the creation of new business entities, SBDC fosters local and regional economic development through job creation and retention. SBDC conducted a minimum of 13 workshops during the 2013-14 Fiscal Year with a minimum of 279 attendees. The SBDC and division staff attended at least one national training conference to pursue staff professional development to enhance the quality of service provided to individuals in the service area.

**3. Action Plans:**

**a. Division of Outreach Services Relocation**

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**Established in Cycle:** 2011-2012

**Implementation Status:** Planned

**Priority:** High

**Projected Completion Date:** 10/31/2013

**Responsible Person/Group:** Director Division of Outreach Services

**Additional Resources Requested:** Funds

**Budget Amount Requested:** \$50,000.00 (one time)

**Implementation Notes:**

**8/27/2014** There is a need for greater privacy and space due to the sensitive nature of the division's program activities.

**b. DOS- Enhance Division's Performance**

These funds will be used to assist with program related activities and personnel travel to various workshops and conferences.

**Established in Cycle:** 2011-2012

**Implementation Status:** Planned

**Priority:** High

**Responsible Person/Group:** Division Staff

**Additional Resources Requested:** Funding

**Budget Amount Requested:** \$10,000.00 (recurring)

**Implementation Notes:**

**8/27/2014** Professional Development and staff training remains as a high priority.

**c. SBDC - Enhance Center Performance**

Funds will be used to hire a secretary to assist program director and business counselor with day-to-day responsibilities.

**Established in Cycle:** 2013-2014

**Implementation Status:** Planned

**Priority:** Medium

**Implementation Description:** Hire a secretary

**Responsible Person/Group:** Small Business Development Center Instructor

**Additional Resources Requested:** Funding



**Budget Amount Requested:** \$22,500.00 (recurring)

**Implementation Notes:**

8/27/2014 The center's need remains for clerical/administrative assistance.

## II. Other Plans for Improvement

### A. Community & Economic Impact Professional Development Training

Funds will be used to conduct two regional professional development training programs for regional leaders in the West Alabama Region.

**Established in Cycle:** 2011-2012

**Implementation Status:** In-Progress

**Priority:** Medium

**Relationships (Measure | Outcome/Objective):**

**Measure:** Community Impact Grants Program- Community Outreach | **Outcome/Objective:** Impact Grants Program- Serve as community outreach partner

**Responsible Person/Group:** Coordinator of Impact Grant Programs/Division Staff

**Additional Resources Requested:** Funding

**Budget Amount Requested:** \$5,000.00 (recurring)

**Implementation Notes:**

8/27/2014 This event was conducted and will remain as an on-going activity.

### B. Division of Outreach Services Relocation

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**Established in Cycle:** 2011-2012

**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Community Impact Grants Program- Community Outreach | **Outcome/Objective:** Impact Grants Program- Serve as community outreach partner

**Measure:** SBDC- Business Counseling and Training | **Outcome/Objective:** SBDC- Providing entrepreneurs with education and information to build successful businesses

**Measure:** Workforce Development- Formulate and implement workforce development strategies | **Outcome/Objective:** Workforce Development Programs -Establish partnerships to enhance skills through training, education, and career opportunities

**Measure:** Workforce Development- Implement Programs to strengthen student learning in core areas | **Outcome/Objective:** Workforce Development Educational Opportunities Programs - Address low academic achievement throughout the region

**Measure:** Workforce Development- Maintain viable and visible working relationships with community resources and employers | **Outcome/Objective:** Workforce Development Programs -Establish partnerships to enhance skills through training, education, and career opportunities

**Projected Completion Date:** 10/31/2013

**Responsible Person/Group:** Director Division of Outreach Services

**Additional Resources Requested:** Funds

**Budget Amount Requested:** \$50,000.00 (one time)

**Implementation Notes:**

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### C. DOS- Enhance Division's Performance

These funds will be used to assist with program related activities and personnel travel to various workshops and conferences.

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**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Community Impact Grants Program- Community Outreach | **Outcome/Objective:** Impact Grants Program- Serve as community outreach partner

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**Measure:** Workforce Development- Formulate and implement workforce development strategies | **Outcome/Objective:** Workforce Development Programs -Establish partnerships to enhance skills through training, education, and career opportunities

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**Measure:** Workforce Development- Maintain viable and visible working relationships with community resources and employers | **Outcome/Objective:** Workforce Development Programs -Establish partnerships to enhance skills through training, education, and career opportunities

**Responsible Person/Group:** Division Staff

**Additional Resources Requested:** Funding

**Budget Amount Requested:** \$10,000.00 (recurring)

**Implementation Notes:**

**8/27/2014** Professional Development and staff training remains as a high priority.

#### **D. Workforce Development Program**

These funds will be used to fill the vacant Workforce Development Coordinator position to allow for the continuation of Regional Workforce Development efforts.

**Established in Cycle:** 2011-2012

**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Workforce Development- Formulate and implement workforce development strategies | **Outcome/Objective:** Workforce Development Programs -Establish partnerships to enhance skills through training, education, and career opportunities

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**Responsible Person/Group:** Division of Outreach Staff

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As funding becomes available and the position of Impact Grant Coordinator is filled, the Division will re-evaluate the needs of the communities throughout the Black Belt Region. Division will also solicit grant applications and award professional service grants for qualified programs.

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#### **G. SBDC - Enhance Center Performance**

Funds will be used to hire a secretary to assist program director and business counselor with day-to-day responsibilities.

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**Relationships (Measure | Outcome/Objective):**

**Measure:** SBDC- Business Counseling and Training | **Outcome/Objective:** SBDC- Providing entrepreneurs with education and information to build successful businesses

**Implementation Description:** Hire a secretary

**Responsible Person/Group:** Small Business Development Center Instructor

**Additional Resources Requested:** Funding

**Budget Amount Requested:** \$22,500.00 (recurring)

**Implementation Notes:**

**8/27/2014** The center's need remains for clerical/administrative assistance.

### **III. Analysis Questions and Analysis Answers**

#### **A. What specific strengths did your assessments show? (Strengths)**

The Division of Outreach Services is recognized as a resourceful and helpful agent in addressing vital needs such as workforce, employment and development needs particularly

among underserved communities throughout the Black Belt Region. The Division has continued its ability to establish and maintain partnerships with entities throughout the region. The respect and resourcefulness of division personnel has generated noble attention to the university.

**B. What specific weaknesses or challenges did your assessments show? (Weaknesses)**

The Division's limited office and work space remains to be a significant challenge. The division's program operations generate a great deal of traffic from both the general public and university community which causes overcrowding and limited confidentiality during interactions. The need for greater space and private working environments for staff members remains to be the division's greatest challenge.

**C. What plans were implemented?**

The Division maintained a close working relationship with all of the Alabama Career Centers with the University's service area. The Division was successful in renewing a grant to continue with the implementation of the Workforce Investment Act Program. The Division was awarded a Federal Highway Administration Grant to administer the National Summer Transportation Institute Program. The Division offered a Summer Youth Entrepreneur Camp and an Entrepreneur Academy to outstanding high school students from eight Black-Belt Counties. The Division continues to provide training to existing industries throughout the region. The Division's Small Business Development Center provides a vast array of technical assistance to small businesses and aspiring entrepreneurs.

**D. What plans were not implemented?**

Through its Impact Grant Program the division continues to work to assess and help address economic needs within communities across the Black Belt Region. This program requires communities to submit grant proposals that reveal their need for professional assistance from the university. Funds for the program have diminished over the past few years. This funding reduction caused the division to miss the desired numbers of grants awarded this past year.

**E. How will assessment results be used for continuous improvement?**

The Division of Outreach Services will use these assessment results to help plan the division's annual strategic plan for the 2015-16 fiscal year. The division will use these results to set realistic and more attainable goals as well as search for additional funding to complete these goals.

## **IV. Annual Report Section Responses**

**A. Key Achievements**

The division continues to secure state appropriation funding to help address economic and workforce needs in West Alabama. For four consecutive years the division has been successful in securing the Federal Highway Administration National Summer Transportation Institute Grant. The division's NSTI program was recognized as one of two best programs in the nation out of forty-four NSTI Program. The division was successful in the renewing the Alabama Workforce Investment Grant to provide Certified Nursing Assistant Training across the Black Belt to unemployed or under-employed Black Belt residents. The division conducted several business and workforce development training programs in more than ten Black-Belt counties. The Small Business Development Center is recognized as one of the more active centers in the state helping to create and expand several business ventures throughout five Black-Belt counties.

**B. Staff Achievements**

*Andrea White*- Greene County Workforce Development JOBS Task Force Member; Office of Sponsored Programs Advisory Committee Member; Received Career Pathways for Youth

grant: Certified Nursing Assistant (CNA) Program, Workforce Investment Act (\$115,207.40); Successfully coordinated WIA: Career Pathways for Youth: Certified Nursing Assistant (CNA) Program (4 community-based programs): Total number of participants = 47; Total number Certified = 19 (estimated); Total number Employed/Education = 15 (estimated); Attended Workforce Development Training; Attended Region 3 Youth Training Forum; Attended Alabama Statewide Youth Training Workshop

*Donald Mills*- Keynote Luncheon Speaker for the University of South Alabama's SBDC Gulf Coast Procurement Conference, February 2014; Alabama Black Belt Commission's Small Business Committee Chairman; Member of Alabama Micro-Business Enterprises Network (AMEN) Board of Directors; Member of Tuscaloosa Black Chamber of Commerce; ASBDC Certified Business Counselor; SBA Regular Small Business Development Center grant; ASBDC State Funding for SBDC grant;

*Sanquetta Thompson*- Youth Entrepreneur Summer Camp 2014 (July 28, 2014); Financial Literacy (Freshman class); Composing Resume and Cover letter workshop to Automotive Technician and Industrial Maintenance students; Black Heritage Council, Board Member; Sumter County Alabama Chamber of Commerce, Board Member; Alabama Communities of Excellence Associates Council; Local Coordinator for the City of Livingston (Alabama Communities of Excellence Program); Main Street Alabama, Board Member; Alabama Community Leadership Network Council; Service Learning Committee; Sumter County Community Education Advisory Board; Sumter County Extension Office Community Planning Committee; Served as judge for the Town of Gainesville's Christmas Almost on the River (2013); Sumter County Community In Action Coalition member; Composed a Strategic Prevention Framework strategic plan to reduce underage drinking for the Sumter County Community In Action Coalition; Assisted the Boyd Community in obtaining assistance from the Tuskegee University Architectural Department's students in creating various community center designs; Assisted with organizing Boyd Day; Provided assistance to community members as a certified navigator in obtaining health insurance (Affordable Healthcare Insurance); Assisting Boyd Community with obtaining a community center and 501 (3) c status; Discussed with mayors and community-at-large the available resources the Division of Outreach Services offer; Leadership Sumter County graduate, 2004; Sumter County Community Education Advisory Council Star Award; Outstanding Alabama Communities of Excellence Local Coordinator Award (2012); Applied for a Alabama Grassroots Initiative grant on the behalf of the Town of Epes (\$5,500); Heir Property and Cemetery Preservation Workshop at the Galilee Baptist Church in Panola, AL

### **C. Public/Community Service**

Community Development: The Division has helped with the development of several tutorial services throughout the Black Belt Region. The Division's strong relationship with the Federal Deposit Insurance Corporation (FDIC) continues to prove beneficial in helping to deliver financial literacy training and support resources to the West Alabama Region. The Division partnered with FDIC on several object specific projects this year. The Division worked closely with several other resource partners to enhance the quality of life in this region. Those resource partners include AIDT, the public school system, local, county, and state government, as well as Black Belt Industries. The Division works closely with AIDT in providing training opportunities and deploying resources for workforce development and recruiting in the Black Belt. The Division's community service involvement impacts the public school system in the areas of educational attainment and workforce development. The Division is a viable resource for local elected officials, county officials and state level government providing support and resources in the areas of community, workforce, small business, and economic development. The Division's SBDC has an active role in small business development and assistance through its role on the Governor's Black Belt Commission. Division staff is active on several of the Commissions Committees to include the Small Business Committee, Education Committee, Communications Committee, and the

Manufacturing Committee. The Division continues to impact the university's service area in many capacities. The Division partnered with Sumter County Health and Wellness Center to register individuals with the Affordable Health Care Act.

Planning and Assessment Approval

Department or Division: Outreach Services

Chair or Director: Mr. Ken Walker

Dean or Vice President: Mr. Ken Walker (Director)

ANNUAL PLAN		
Item	Approved	Remarks
<p><b>Goals</b> Goals are broad statements describing what the unit wants to accomplish. Goals relate to both the unit's mission and the University's mission. The goal(s) is stated as the University goal(s) a unit is attempting to meet.</p>	<p>YES <u>    <i>KW</i>    </u> NO _____</p>	
<p><b>Outcomes/Objectives</b> Outcomes and objectives are statements that describe in some detail what the unit plans to accomplish. Outcomes/objectives are associated with all applicable goals, strategic plans, standards, and institutional priorities.</p>	<p>YES <u>    <i>KW</i>    </u> NO _____</p>	
<p>Objectives are active-verb descriptions of specific points or tasks the unit will accomplish or reach. Outcomes are active-verb descriptions of a desired end result related to student learning and the unit's mission.</p>	<p>YES <u>    <i>KW</i>    </u> NO _____</p>	
<p><b>Measures</b> Measures are statements to judge success in achieving the stated outcome or objective. Measures contain information on the type of evidence and assessment tool that a unit will use to verify if stated outcome/objective has been met.</p>	<p>YES <u>    <i>KW</i>    </u> NO _____</p>	
<p><b>Achievement Targets</b> Achievement targets are the thresholds that the measures must meet for the unit to determine that it has been successful in meeting its specified outcomes/objectives. Achievement targets are measurable statements.</p>	<p>YES <u>    <i>KW</i>    </u> NO _____</p>	

**SELF-STUDY**

Item	Approved	Remarks
<b>Findings</b> Findings are indications whether an outcome/objective was met or not. Findings are put into the system under each achievement target. Findings include an interpretation of results, possible uses of results, reflection on problems encountered, indicated improvements/changes and strengths or weakness.	YES <input checked="" type="checkbox"/> _____ NO _____	
<b>Action Plans</b> Action plans are detailed plans created by the unit to meet an outcome/objective that was only partially met or not met or to make improvement to those outcomes/objectives that were met but still need some strengthening. The plan includes a projected completion date, implementation description, responsible person(s)/group, resources required, and budget amount (if applicable).  Action plans created in previous cycles have been updated with implementation notes.	YES <input checked="" type="checkbox"/> _____ NO _____  YES <input checked="" type="checkbox"/> _____ NO _____	
<b>Annual Report</b> The Annual Report section contains information on key achievements, faculty and/or staff achievements, and community/public.	YES <input checked="" type="checkbox"/> _____ NO _____	
<b>Analysis Report</b> The unit has reflected on and created narratives for each of the following areas: specific strengths and progress made on outcomes/objectives, specific weaknesses or challenges, plans that were and were not implemented, and how assessment results will be used for continuous improvement.	YES <input checked="" type="checkbox"/> _____ NO _____	

Approved by: *Keith Walker*  
 Signature of Dean or Vice President

Date: 12/2/14

Received by OIE: *Rayley S. Johnson*  
 Signature of Coordinator of Planning and Assessment

Date: 12/2/14