



Quarterly Report: April – June, 2009

Grant Number: WR-15405-06-60

Date: 7/31/2009

Project Name: West Alabama/East Mississippi (WAEM) WIRED Project

Grantee: Alabama Department of Economic & Community Affairs/Office of Workforce Development (ADECA/OWD)

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For brevity, the following references are used in this report: ADECA – Alabama Department of Economic and Community Affairs; TMI – The Montgomery Institute; ASCC – Alabama Southern Community College; BSCC – Bevill State Community College; JCJC – Jones County Junior College; ECCC – East Central Community College; EMCC – East Central Community College; MCC – Meridian Community College; SSCC – Shelton State Community College; WCCS – Wallace Community College – Selma; MDA – Mississippi Development Authority; DOL – U.S. Dept. of Labor; ETA – DOL Employment Training Administration; USM – University of Southern Mississippi; WAEM – West Alabama and East Mississippi; WIRED – Workforce Innovation in Regional Economic Development; CRC – Career Readiness Certificate; M3 Credential – Modern Multi-skill Manufacturing Credential.

Summary of General Grant Activities and Successes:

Updates to WAEM’s innovative M3 Credential, a highly successful WAEM Town retreat, growing momentum for charrette-based community planning, concerns about the region’s vital forestry industry, and new state entrepreneurship goals for Mississippi highlighted activities during the last quarter. Training and community development activities continued, as reflected in the performance matrix numbers included in this report.

For the past year, professionals at the eight community and junior colleges in the WAEM Region have worked with their industrial customers and programs to integrate the M3 Credentials and the Amatrol Anytime Anywhere e-Learning System into training and instructional systems.

These efforts yielded the following findings:

- The M3 Production Level Credential by requiring too many skills to be taught and assessed does not meet the entry-level production skill needs of the advanced manufacturing industry in the region. East Mississippi Community College and Shelton State Community College developed stackable credential training programs that are more in-line with industry needs and use fewer e-Learning System modules while still complying with the national standards, multi-skill intent of the M3 Credentials.
- The economic downturn has resulted in employers laying off more people with minimal skills who need support in obtaining GEDs, Career Readiness Certificates (CRCs), and entry-level advanced manufacturing skill training.

- Just as the colleges adapted to changing industry needs in the region, the M3 Credentials need to be adapted to meet both employer and worker needs in the region.

On June 16, 2009, a committee of workforce directors from all eight colleges met to review the current M3 Credential. Guided by their own experiences and feedback from progressive employers and economic development advisors, the committee unanimously agreed that the M3 Credentials needed modification in order to give participants more realistic pathways for earning advanced manufacturing credentials and in qualifying trainees for employment. After hours of analysis and discussion, conclusions were reached to divide the M3 Production Level Credential into two parts, a more basic entry-level and a more advanced entry-level.

On June 30, the WAEM Alliance unanimously adopted these recommendations. The M3 Credentials will now be called the M3 Production Level I, the M3 Production Level II, and the M3 Advanced Production Credentials. The Production Level I Credential will respond to general entry-level employment requirements of advanced manufacturers while providing a realistic time track to participants who also need GED instruction and CRC training. The Production Level II Credential will prepare participants for higher level advanced manufacturing credentials, including the customizable Advanced Production Level M3 Credential as well as Manufacturing Skills Standards Council (MSSC) and other industry-standard credentials.

WAEM Town and charrette successes are described under Goal 1 below.

The WAEM Region is one of the great forest production areas in the U.S. The current economic downturn is causing it to be one of the most devastated, too. A “green” gold rush to biomass energy “may” lie in the near future. These and other points came from research conducted by Ken Muehlenfeld, Phil Steele, and Jim Gober on behalf of the WAEM Region.

Muehlenfeld is director of the Auburn Forest Products Development Center. Steele is professor at the MSU Department of Forest Products. Gober is the principal at Biomass Resource Associates. They reviewed opportunities, challenges, and the status of the region’s forest industry with developers, growers, industry leaders, and others at two sets of roundtables held April 1 and 2 and June 10 and 11.

“Things are as bad as I’ve seen them,” reported Muehlenfeld.

“Biomass energy projects present an economic development opportunity for the WAEM Region,” reported Dr. Steele. “An example is electric companies are changing and willing to buy energy from other sources.”

Muehlenfeld cautioned there may be a noticeable gap between now – when the forestry products industry is suffering a significant downturn – and when biomass production come on line. “These technologies are not ready for production, yet,” he said, pointing to several demonstration projects around the country. He also said the pace of implementation of such new technologies will be encouraged or discouraged by the relative cost of traditional fuels.

The complete report is available at www.waem.us.

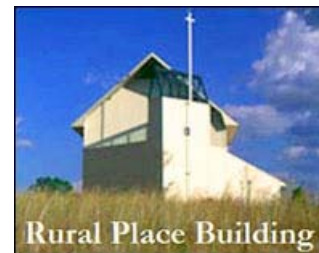
The entrepreneur policy recommendations are described in the “Other Promising Innovation Processes and Success Stories” section below.

Goal 1 – Stand-up and embed the capacity to identify key assets and strengths, target opportunities, and recruit champions to build an Enterprise-Ready region.

Forty community leaders from East Mississippi participated in WAEM Town Designing Our Future workshop at Lake Tiak O’Khata April 22nd – 24th. Community and junior college staff from ECCC, EMCC, JCJC, and MCC recruited key individuals from their service areas to participate in the event.

The workshop included a hands-on design exercise that focused on problem solving in a hypothetical town in Mississippi. Participants were divided into groups where they received key information about their town, were tasked with identifying a vision, and then developed a design plan for the community.

Many of those that participated in WAEM Town will have the opportunity to implement this process in their own communities. Columbus, Covington County, DeKalb, Heidelberg, Marion, Newton, and Noxapater will participate in this place building process with teams from Main Street Mississippi over the next six months.



As more and more communities hold charrettes, more and more communities are asking for charrettes. This innovative program developed in Alabama is bringing excitement to communities in both East Mississippi and West Alabama.

In regard to charrettes:

- The ASCC team, along with the Auburn University Urban Studio, helped facilitate the first phase of the Linden Charrette on April 2nd and the second phase on June 18th. The first phase is designed to gather information from community members. Attendance was low due to severe weather in the area. In the second phase, assets, opportunities, and recommendations were presented to the attendees (21) for feedback and review. The final results will be presented on August 13th.
- The city of Newton, in the ECCC service area, initiated place building with its town hall assessment meeting on May 21st. The community also began and completed the community planning charrettes with ECCC staff and Mississippi Main Street on June 9th, 10th, and 11th. Great enthusiasm generated during the process.
- ECCC staff continues to work with the Carthage Main Street Board as they work towards their short and long term goals established during their charrette last quarter.
- EMCC staff met with over 40 Columbus community leaders, Air Force Community Council, Mississippi Main Street Director of Columbus, and others to brief the plans regarding the community planning charrette in September.

- MCC staff participated in the First Impressions visit, conducted by the Mississippi State Community Action Team (MSCAT), for the community of Marion in April. Staff continues to work with the community for the upcoming community planning charrette.
- WCCS staff continues to participate in ongoing meetings with the town of Orrville in preparation for the community planning charette in October. To strengthen participation and ensure an ease of the charette process, the WAEM Regional Initiative sponsored three members from the Orrville Community to attend Your Town.

WAEM Healthcare Initiative:

Present activity is oriented toward diverse goals for the healthcare sector of the WAEM region: (a) retention of healthcare personnel (b) informed adoption of health information technology-electronic medical records and development of health information exchanges (c) environmentally sustainable healthcare facilities and practice, i.e., “green healthcare” and (d) health professional training opportunities. A complete update of these activities is included on Page 11.

Other Goal 1 activities included:

- ASCC gained four community champions and WAEM Partners during the quarter: Washington County Economic Development Initiative, Auburn Natural Resources Training Center, Senator Marc Keahey, and the City of Thomaston.
- In conjunction with ADECA, ASCC assisted in sponsoring five Community Planning and Resource Development workshops in Choctaw, Monroe, Conecuh, Marengo, and Wilcox counties. These workshops were held on April 7th, April 28th, May 5th, May 19th, and June 9th. 125 people were in attendance.
- BSCC staff partnered with ADECA to bring the “A Toolbox to Successful Grants” workshop to the Fayette Campus on April 16th. Twenty-five elected officials, non-profit organizations, faith-based leaders, educational system leaders, business leaders, and community champions attended the workshop and were given helpful tools for finding funding sources and partnering with each other in requesting those funds.
- In response to the charrette in Newton, Climb Aboard Newton, a volunteer civic group, met on June 30th to discuss ways in which their group can assist in completing projects identified by the charrette.
- In 2008 ECCC staff participated in a First Impressions visit in the community of Forest. One item identified as needing an improvement was the Forest Area Chamber of Commerce website. During the quarter, ECCC staff assisted in obtaining a technology counselor from their college to update and improve the website. This afforded the chamber the opportunity to gain the upgrades they needed at no cost. In addition, the chamber significantly increased the vendor mailing list for their local festivals due to the improvements to the website.
- The JCJC team is actively involved in the Leadership Jones County program. This program identifies leaders in the county and provides them with leadership training as well as community development/involvement training. One requirement of the program is each team will complete a project which will enhance the county. Some of the projects this year were specifically focused on downtown development. The JCJC team was instrumental in developing and implementing these projects in the downtown Laurel area.

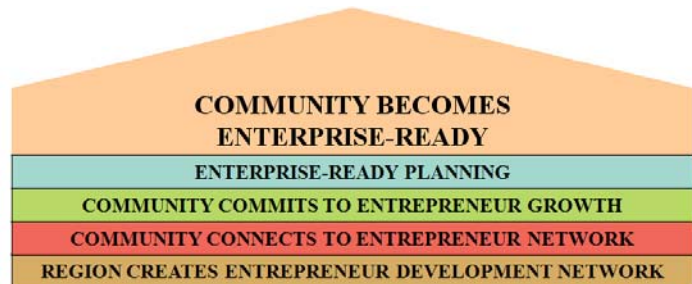
- Extensive works has been done by the JCJC team in Covington County to identify and developed leadership as well as build a network of resources for the community planning charette in October.
- JCJC staff coordinated with the community of Quitman, the Mississippi Development Authority, and the Mississippi State Community Action Team to conduct Asset Mapping and First Impression Assessments in the town. The exercise took place during April.
- WCCS staff participated in roundtable meeting on April 7th with Alabama Technology Network leadership team and key business leaders in the area to discuss how WCCS and ATN can partner to provide services for business and industry.

Best Practice: The distance learning capabilities used by BSCC to present ADECA’s “A Toolbox to Successful Grants” is a practice Gov. Bob Riley wants to take across Alabama. Grady Batchelor, presenter of the Community Leadership workshops for the Economic Development Association of Alabama (EDAA), met with Governor Bob Riley on June 17th to report how the BSCC staff successfully conducted the workshops using their distance learning capabilities. The Governor is interested in taking the idea to all regions in the state of Alabama. A conference call between all parties is set for July 2nd to discuss how to proceed with the project.

Goal 2 – Cultivate community and regional entrepreneurship.

Goal 2 highlights for the quarter include:

- ASCC secured Washington County Economic Development Initiative as a resource partner for the MyBiz Entrepreneur Network.
- ASCC partnered with the Alabama Rural Heritage Foundation and Alabama Cooperative Extension Services, to present a small business workshop entitled, “Selling on Ebay” on June 30th in Thomaston, AL, 25 people were in attendance.
- ASCC presented a community development and entrepreneurship piece to 37 individuals on the fundamentals of entrepreneurship and starting a business on June 30th.
- ECCC added two resource partners to the MyBiz Entrepreneur Network: Winston County Library and the Carthage WIN Center.
- May 11th a ribbon cutting ceremony was held at ECCC’s new Career Advancement center in Louisville, MS. The center was made possible through a collaborative effort between the Winston County Economic Development District Partnership, ECCC Workforce Development Center, and the WAEM Regional Initiative. The center will offer training and small business counseling services available to those individuals and businesses affected by the uncertain economic times.



- The ECCC staff hosted a professional training program, by the Mississippi Technology Alliance, for East Central Mississippi Economic Council members, board members, and area elected officials. Participants learned that regions can benefit from a strong focus on innovation, high performance entrepreneurship, and capital formation as part of their overall economic development strategy; as well as assessing regional innovation assets and social networks.
- EMCC purchased materials to start the entrepreneurship class in workforce services.
- MCC staff distributed Start-It! Cards to 40 entrepreneurs at a marketing seminar on April 23rd. Staff also discussed the MyBiz Entrepreneur Network and navigated participants through MyBiz.am.
- MCC staff continues to work with the Small Business Specialist from Mississippi State University to target possible entrepreneurs and distributing Start-It! Cards.
- The WCCS team assisted a segment of the Alabama Black Belt Action Commission in presenting a small business fair on campus, June 30th.
- WCCS hosted community computer training programs on April 24th and May 1st. AIDT facilitated this training to 25 individuals.
- WCCS secured the Fort Deposit Library as a new Community Connector for the MyBiz Network in Lowndes County.

Goal 3 – Credential, certify, and transform to a regionally-branded workforce.

Goal 3 highlights for the quarter include:

- As of June 30, BSCC has 97 people enrolled in some form of the Amatrol E-Learning System.
- On May 14th ten Technology Application students from Leake County Technical Center earned the M3 Production Level I and Production Level II certification through ECCC. This was the first technology applications class in the nation to earn the M3 Credential.
- Through EMCC’s workforce development, 13 employees from Holcim Cement of Artesia, MS, received their M3 Production Level I certification on May 29th.
- Due to the economic downturn, there have been numerous lay-offs in Jasper County and the surrounding area. The JCJC team is working with local business and industry to meet the needs of the dislocated workers by offering services for people to enhance their skills during this time.
- JCJC enrolled 50 new students into the Amatrol E-Learning System. These students are working toward the M3 Production I Certification.
- Construction of phase 1 of MCC’s Workforce Training Center (WTC) was completed. Two instructors hired under the WAEM Regional Initiative moved into office spaces located in the WTC in preparation for fall classes.



- Representatives from Hinds Community College (Rankin campus and Raymond campus) visited MCC's Career Development Center to learn more about the college's best practices including how the CRC is marketed to business and industry in Lauderdale County. MCC's business and technology students are now being encouraged to get their CRC as part of their professional portfolio.
- In response to recent economic situations, MCC's welding instructors (hired under the WAEM Regional Initiative) conducted a free welding course for nine individuals from the region. The opportunity for individuals to investigate a new skill when they were already or about to be laid off was greatly appreciated by all students involved.
- Both MCC welding instructors attended a train-the-trainer program at Lincoln Training school in Ohio. This opportunity to use leveraged funds to support the advancement of the instructors' skills and abilities will support these vital programs beyond the end of the grant period.
- Twenty students completed Basic Aircraft Assembly Operations training at MCC. This training includes several of the M3 Credential skills.
- MCC continues pre-employment training with Lockheed Martin using leveraged funds.
- MCC's portable welding lab was onsite at Mississippi Rail Car to provide opportunities for training, conducted by the MCC welding instructor, to company employees.



- Construction of walls, sliding doors, electrical additions, sprinkler system modifications, and other items for the short-term welding shop at MCC were completed. This construction project used funds provided by the Lauderdale County Board of Supervisors. This provides the space for the WAEM sponsored Welding and Cutting Technology program to begin as a 1 year certificate program in August.
- WCCS staff's participation in the Campus Wide Spring Fling Event April 9th, served as a means to recruit students into the Industrial Maintenance Program which will allow for more M3 certification. Over 700 students participated in this event.
- WCCS enrolled 23 students in the summer Industrial Maintenance Program.
- The WCCS team was featured in a video highlighting the Ready To Work (RTW) Program. The video discussed the high employment rate in the region and how WCCS's RTW program is combating this devastation through job training and skills development. This video was shown as a segment on the local news and is streamed daily as part of campus videos.

Goal 4 – Engage high schools and youth in regional branding and Enterprise-Ready activities.

Community and junior college teams from ECCC, EMCC, JCJC, and MCC attended the Southern Entrepreneurship Program's (SEP) Train-the-Trainer Institute April 23rd at the University of Southern Mississippi. The program is designed to train community college personnel in the tactics, techniques, and strategies of training successful entrepreneurs. This four

day training enabled participants to experience the fundamentals of SEP and the MyBiz Entrepreneur Network.

Other Goal 4 highlights for the quarter include:

- MCC Advanced Manufacturing Trainers conducted eight informative sessions for local high schools and businesses during the quarter. Over 423 individuals received knowledge on advanced manufacturing skills training programs available at the community college.
- EMCC staff met with Noxubee High School principal and counselors to discuss the entrepreneurship curriculum which will be added for the 2009-2010 school year. Staff also assisted the superintendent with an ARC grant to fund the purchase of the entrepreneurship materials.
- SSCC's entrepreneurial training program has generated much excitement and an overwhelming interest from students. The entrepreneurial training program is based on the Southern Entrepreneurship Program (SEP) with the goal of creating jobs through the creation of successful local businesses. Three sessions of classes (all a maximum capacity) began the week of June 15th and met for two hours once a week for twelve weeks. The main target audience is a diverse group made up of displaced workers looking to create their own jobs, older workers who are seeking guidance and new skills to help them start their own businesses, and technical students who are receiving training in fields that will lead to their self employment.
- Twenty-five students from the Tuscaloosa Center for Technology were awarded the CRC on April 9th at SSCC as part of a pilot program that may pave the way for all technical students to receive the CRC as an approved credential for career tech students.
- JCJC participated in the business plan competition held April 9th at the University of Southern Mississippi.
- The WCCS team, Dallas County School System and Dallas County Teen Court sponsored a dropout conference at WCCS on May 5th. Over 300 students participated in this one day event. Reginald Beatty and Tony Small for the Foundation for Academic Success were the facilitators for this conference.
- WCCS sponsored their first Youth Business Plan Competition as part of the annual ACE competition April 3rd. Over 300 students from 25 school systems participated in over 50 events as part of this yearly competition. The goal of the Business Plan Competition was to expose teams to entrepreneurship and give those students the opportunity to put those ideas into motion. Included for the first time as part of the ACE competition was the Industrial Maintenance Competition. Several teams participated in both events.
- WCCS hosted a high school Career Tech Day on April 20th. WCCS staff provided information on the M3 Credential to students from seven local area high schools.
- The WCCS team participated in the Selma High School Career Day May 1st. Their display focused on entrepreneurship and the M3 Certification. Over 800 students participated in this event.

Update on Leveraged Resources in Support of WIRED Activities:

MCC reported \$64,725.27 in leveraged funds expended for WIRED related advanced manufacturing training. ECCC reported \$140,867.34 expended for WIRED related entrepreneur training and small business assistance.

Challenges to Project Process:

One obstacle the ASCC team has encountered over the last couple of months is the bureaucratic state policies that are in place regarding procurement. An example is the extra ordinary amount of time it has taken to purchase the second round of M3 equipment; from getting everything documented and organized to getting the topic on the State Board of Education agenda.

Community and junior college teams are beginning to feel the burden of trying to complete so many tasks with so little time remaining in the grant period. There is a substantial amount of work that needs to be completed prompting requests for an extension of the grant period.

Other Information

Shelton State Community College is partnering with the University of West Alabama to provide WIRED services. Angelia Mance, a UWA employee, will work towards completing the objectives of Goal 1 and Goal 2 for the SSCC district.

Other Promising Innovation Processes and Success Stories:

An outgrowth of the WAEM MyBiz entrepreneur program has been Gov. Haley Barbour's interest in Mississippi's support, or lack of, for emerging entrepreneurs. At his behest, MyBiz pulled together a multi-agency workgroup to identify and review current state policy. The result of this study was a recommendation to adopt new, comprehensive entrepreneur policies for the state. These recommendations have been delivered to the Governor for further action. The recommended policies are shown on Page 10.

APPENDIX – An Appendix showing the Community Involvement Matrix from each community and junior college partner for the region is provided as a separate document.

METRICS – See Metrics beginning on Page 13.

Recommended Entrepreneur Policy Action Items for the State of Mississippi

1. Include Entrepreneurship in State Economic Development Efforts by:

- Adding entrepreneurship to the mission of economic development and business development organizations at state and local levels;
- Forming a coordinating council of entrepreneur support organizations to recommend policy and best practices to the Governor and the State Legislature and to better coordinate service delivery among the organizations...MDA, SBDC, MTA/MEP, MDES/WIN Centers/SWIB, MDE, IHL/MURA, SBCJC/MACJC, MEDC, PDDs, non-profits, SBA/USDA, etc.;
- Encouraging regional approaches to entrepreneur support and development;
- Deploying workforce and unemployment systems to support entrepreneurs and promote entrepreneurship as an alternative to traditional employment;
- Providing technical assistance to communities to help them develop *grow-your-own* small business strategies on par with industry recruitment strategies;
- Supporting entrepreneurial, workforce, capital, and research networks;
- Strengthening or introducing programs that support and reward innovation, technology and process improvement at start-up and existing businesses;
- Providing consistent multi-year funding and incentives for programs engaged in entrepreneur training and development.

2. Utilize Education and Training Systems to Nurture and Encourage Future Entrepreneurs by:

- Public colleges and universities providing entrepreneurship education, training, and technical assistance, to include infusing entrepreneurship into existing curricula where feasible;
- Building entrepreneurial readiness through the State's K-12 schools;
- Supporting and encouraging faculty entrepreneurship and commercialization of university-developed technologies;
- Increasing access (e.g. distance learning) to technical assistance and lifelong learning programs that encourage entrepreneurship, with special attention to rural areas.

3. Invest in Diverse Sources of Risk Capital (Debt and Equity) for the State's Entrepreneurs and Growth Companies by:

- Developing regional strategies to ensure existing and startup businesses have access to capital and other incentives, with special attention given to rural and economically distressed areas;
- Providing tax credits and financial backing to angel investors and angel networks;
- Diversifying sources of seed and venture capital through state incentives and investment;
- Increasing access to risk capital for early stage and growth-oriented companies and encouraging development of small businesses and minority-owned firms through further development of the Capital Access Program.

4. "Get Out of the Way" through Regulatory Reform and Streamlining by:

- Streamlining regulations and procedures.

5. Incubate Entrepreneurial Companies by:

- Promoting development of physical, virtual and innovative business incubators;
- Encouraging regional public-private partnerships for sustainable business incubation;
- Developing regional approaches to service delivery for business incubation.

WAEM Healthcare Initiative Status Report By Dr. Ed Snodgrass

Retention of Healthcare Personnel

Presented proposal to MS AHEC network on behalf of the East Central MS Health Network, for the expansion ECHN's MS Health Professional Placement Service (online compatible matching system) via the existing AHEC network. A basic framework for operation was developed to include 3 additional AHECs (Central, Southern, and Northeast) to expand services geographically throughout the state. Legal planning and marketing strategy will be developed by this new MHPPS/AHEC network. Each AHEC will re-allocate personnel time/duties to capitalize on this opportunity, however current AHEC budgets are limited and thus may only allow for temporary startup period. Sustained yearly funding of approximately \$300,000 will be needed for optimum success. A launch date will be set for this fall after AHEC personnel are trained to use the system. Implementing this service at a statewide level will provide Mississippi healthcare facilities with an alternative system of recruiting--based on compatibility, and proven to lead to higher job satisfaction and retention. Systems using the same software are already fully implemented in Louisiana and Alabama.

Perhaps more important, is the persistent need for substantial pipeline programs to encourage health career exploration among young people in the WAEM region. The "grow your own" approach to recruiting/placement, particularly in rural communities is shown to be a highly effective strategy. Given the long lead times involved, it is the well-established pipeline programs that show evidence of their success (i.e., students graduated and practicing in rural communities in their home states). The University of Alabama's pipeline programs (Rural Health Leaders Pipeline, Rural Health Scholars Pipeline, and the Minority Rural Health Pipeline Program) are proven success stories. The University of Mississippi Medical Center has created similar programs and recently partnered with U of A to target the delta regions of each state. A similar combined effort targeting the WAEM region is needed in response to current and projected needs. Dr. John Wheat at U of A and Dr. Robin Rockhold at UMMC have each expressed interest in such a project. A logic model, objectives, program guidelines and budget benchmarks are established for the delta regions could be adapted for a new program.

Health Information Technology

Currently, in Mississippi and Alabama, Healthcare facilities are at various levels of adoption of electronic medical records (EMR). The capabilities of EMRs are cumulative leading through at least seven separate stages of development. The types of hardware and software needed vary to some extent, according to the needs of practices. Incentives for adopting EMRs have been presented, yet hesitance remains common, especially among clinics and rural hospitals. At a regional level and beyond, it is important for widespread adoption of EMRs to take place soon. However, the full benefit of EMRs will not be possible without the formation of health information exchanges (HIE).

There is considerable interest among healthcare stakeholders in the WAEM region to develop an HIE, and there is an advantage to beginning the process now. An HIE network, or regional health information organization (RHIO), for West Alabama and East Mississippi could serve to facilitate proper HIT planning among its member facilities, as well as develop a technological safety net of sorts, providing opportunities for shared training and IT staff. The technological safety net would prove its worth to small, low-tech healthcare facilities with limited resources. Many of these hospitals and clinics need more than incentives to offset costs. They need guidance in their choice

of EMR. Not only can membership in RHIO provide guidance through peer to peer interaction, there are also clear financial benefits: group purchasing arrangements can be made for both software and training. Unfortunately, RHIOs aren't easily established due to competing interests across organizations paired with extraordinary initial costs for setup (\$2-3MM).

Through partner stakeholders within the East Central MS Health Network and the Rural Alabama Health Alliance, we are currently exploring the possibility of a WAEM -region health information exchange. There are many complex considerations in such a venture and the importance of careful planning cannot be overstated. In the *Report to the State Alliance for e-health: Public Governance Models for a Sustainable Health Information Exchange Industry*, five critical elements are presented as leading to the successful framework: full participation of important private and public healthcare stakeholders, a formal organizational structure with representative governance, an "architecture" that facilitates HIE, standards of exchange considering security and privacy issues, and financing to development and operation of the HIE. As of now, we've conducted informal meetings and telephone conversations with stakeholders or partners. Differing views of preferred architecture exist. To some extent there may be competing organizational issues at hand. Small rural facilities do not seem to have strong concerns regarding competition, but rather concerns about cost and training. There is still work to be done in building collaborative relationships before a network will easily be formed.

Greening Healthcare

This domain of effort is not as well developed as the previous two, yet interest seems to be growing as we enter a new era of environmental sustainability. Areas of focus within the green healthcare movement are divers-ranging from energy efficiency of HVAC systems, to level of ambient natural sunlight and exposure to green plants in patient rooms. There are many resources available to inform organizational change within the healthcare sector, however most facilities do not have employees whose job it is to attend to sustainability issues. Yet, given the return on investment for some "green" practice, it is likely that the healthcare sector *will* adopt system changing policies as they fit within the priorities of the organization. In the short term, a series of workshops for facility managers and healthcare maintenance personnel is recommended.

Greening the curriculum of healthcare workforce training will come later. A significant resource for planning is the *Green guide for healthcare* (www.gghc.org). We also have support from Dr. Jeremiah Dumas, Director of the Environmental Collaborative Office (ECO) at Mississippi State University. The ECO team comprises many professionals from complementary fields all oriented toward creating a "sustainable campus" for MSU. These experts are a tremendous resource, given the crossover between sustainable healthcare facilities and sustainable campuses.

Health professional training opportunities

The most pronounced need for training in the healthcare sector stems from what will be a rapid acceleration of the adoption of electronic medical records along with the frequently shifting standards of practice related to *meaningful use*. Training at all levels of effort will be necessary. Provider training, to some extent, is likely to be conducted by the software platform corporations (e.g., McKesson, Allscripts, Medicity, etc). However, the highest quality of training—one on one, side by side trouble shooting will have a high cost. Further, with simultaneous implementation of EMRs across hundreds of facilities, the quality of training may be lowered. This should be of great concern for the WAEM region healthcare facilities and consumers. It is recommended that along with the development of an HIE network, EMR certification standards are adopted and administered through The Montgomery Institute's workforce alliance.

**WORKFORCE INNOVATION FOR REGIONAL ECONOMIC DEVELOPMENT (WIRED)
WAEM METRICS PROGRESS REPORT ADDENDUM TEMPLATE**

GRANTEE IDENTIFYING INFORMATION

1. Grantee Name: Alabama Dept. of Economic & Community Affairs/Office of Workforce Development (ADECA/OWD)		2. Grant Number: WR-15405-06-60	
3. Program/Project Name: West Alabama/East Mississippi (WAEM) WIRED Project			
4. Grantee Address: P O Box 5690		5. Report Quarter End Date: 6/30/2009	
City <u>Montgomery</u> State <u>AL 36103-5690</u>		6. Report Due Date: 8/15/2009	

GRANTEE RESULTS

Progress Report Performance Categories and Measures	1/31/2010 Target	Previous Quarters	Current Quarter	Cumulative Grant-to-Date
Category 1: Education/Training/Assessment				
WAEM WIRED targeted advanced manufacturing (education, training, credentialing) and entrepreneurship (networking, training, support) as its top priorities.				
1 Total Number of Intakes into Advanced Manufacturing or Entrepreneurship Workforce Education/Training Programs and M3 Assessments Using WIRED Funds.		1234	246	1480
2 Total Number Beginning Training in Advanced Manufacturing or Entrepreneurship Workforce Education/Training Programs Using WIRED Funds.	4855	997	124	1121
a. Number beginning Advanced Manufacturing education/training	4500	949	114	1063
b. Number beginning Entrepreneur education/training	355	48	10	58
3 Total Number Completing Training in Advanced Manufacturing or Entrepreneurship Workforce Education/Training Using WIRED Funds.	2627	277	47	324
a. Number completing Advanced Manufacturing education/training	2451	268	43	311
b. Number completing Entrepreneur education/training	176	9	4	13
4 Number of Entrepreneurs Completing Education/Training Who Create Their Own Businesses, as Identified by Survey.	80	1	0	1
5 Number Beginning Assessment toward an M3 Credential Using WIRED Funds by Level (M3 is a national standards based, modern multi-skill manufacturing credential based on assessed competency).				
a. Number beginning M3 Production Level I assessment	3065	1248	230	1478
b. Number beginning M3 Production Level II assessment	1200	95	0	95
c. Number beginning M3 Advanced Production Level assessment	600	261	65	326
6 Number Attaining an M3 Credential Using WIRED Funds by Level				
a. Number attaining Production Level I M3 Credential	1620	167	60	227
b. Number attaining Production Level II M3 Credential	800	75	0	75
c. Number attaining Advanced Production Level M3 Credential	400	25	10	35
7 Investment in WAEM WIRED Education/Training/Assessment.	\$4,430,000	\$4,099,099	\$208,632	\$4,307,731
a. Investment of WIRED Funds in education/training/assessment	\$4,430,000	\$3,239,909	\$ 3,040	\$3,242,949
b. Federal Funds Leveraged by Partners for education/training/assessment		\$0	\$0	\$0
c. Non-Federal Funds Leveraged by Partners for education/training/assessment		\$859,190	\$ 205,592	\$1,064,782
Category 2: Capacity Building				
8 Other Funds Leveraged by WIRED Partners (excluding 7b), see quarterly reports for details.		\$4,188,433	\$ -	\$4,188,433
9 Region Building Activities -- WAEM WIRED was challenged to build the capacity of its partners while at the same time building a sense of region in 37 mostly rural counties in West Alabama and East Mississippi.				
a. Number of WAEM WIRED staff training events	48	46	0	46
b. Number of outreach/networking events (regional roundtables, WAEM Town retreats, summits, conferences, community roll-outs, teacher/business leader sessions, etc.)	42	82	18	100
c. Number attending outreach/networking events	2760	4834	811	5645

d	Number of communities initiating Place-Building planning (including strategic planning, entrepreneur support planning, and Small Town Design Initiative and related MainStreet planning)	53	59	9	68
e	Number of Place-Building plans completed	25	16	0	16
f	Number of community leader contacts by Community College/Junior College (CCJC) staff (duplicated)	3135	4863	1134	5997
g	Number of newsletters published	15	13	0	13
h	Number of presentations on WAEM initiatives and innovations at conferences	12	17	2	19
10	Total Number of WAEM Partners -- WAEM WIRED is heavily dependent upon Partners to accomplish its mission...indeed, building the bi-state partner network for this rural region is one of the main transformation goals. (Sum of 10a - 10k)	571	786	6	792
a.	Number of college, university, state, and federal agency partners	18	22	0	22
b.	Number of WAEM region Mayors participating in the WAEM Mayors' Network	80	27	0	27
c	Number of Place Building partners (MainStreet, Urban Center, tourism, etc. excluding university and agency depts. included in 10a)	21	39	0	39
d	Number of MyBiz Entrepreneur Network partners	3	6	0	6
e	Number of MyBiz Resource Partners added to network	100	205	4	209
f	Number of MyBiz Community Connectors recruited and trained	163	182	0	182
g	Number of MyBiz Network Navigators identified and trained	48	24	0	24
h	Number of Workforce partners (SWIBs, Local WIBs, one-stops, etc.)	21	50	0	50
i	Number of business and industry training partners	40	185	2	187
j	Number of high schools and youth program partners that have agreed to offer WAEM skills in their programs	61	46	0	46
k	Number of business partners receiving Governors' Seal awards	16	0	0	0
11	Entrepreneur Development Activities -- WAEM WIRED connects communities to entrepreneurs to local, regional, state and national resources and training opportunities.				
a.	Total unique hits to MyBiz.am entrepreneur referral website	50000	358230	118247	476477
b.	Total registered users of MyBiz.am	27800	1457	493	1950
c	Total times MyBiz.am Resource Navigator accessed	25000	119308	32279	151587
d	Total MyBiz Users self-reporting they started their own business within the WAEM Region	90	4	6	10
e	Total number of communities for which MyBiz Community Start It Cards have been developed and distributed	146	148	10	158
f	Total Community Connector referrals	660	644	215	859
12	Other Workforce Education/Training, Assessment Outcomes -- Including activities emphasized and encouraged by WIRED but for which WIRED dollars were not expended.				
a.	Total number of Career Readiness Certificates (CRCs) Awarded in the WAEM Region by state workforce agencies	3335	4578	1089	5667
b.	Total number of individuals registered in the Amatrol "anytime, anywhere" on-line advanced manufacturing training system	4275	1431	254	1685
c	Total number of M3 Assessment labs opened at WAEM colleges	8	9	0	9
13	Youth (16+) Enterprise Ready Activities -- A goal of WAEM WIRED is to engage youth in WAEM Skills programs while still in high school.				
a.	Total number of students reached by schools implementing WAEM Skills programs	350	441	0	441
b.	Total number of high school students dual-enrolled in WAEM Skills programs in community and junior colleges.	79	74	0	74
Category 3: Economic Indicators - Annual Figures		2007 Baseline	2008	2009	2010
14	Employment by Targeted Industry Cluster				
a.	Advanced Manufacturing Clusters (including non-manufacturing employment related to clusters)	78,073			
b.	Entrepreneurship	<i>Data not available</i>			
15	Average Wage by Industry Cluster				
a.	Advanced Manufacturing Clusters	\$19.43			
b.	Entrepreneurship	<i>Data not available</i>			
16	Unemployment Rate	5.49%	6.68%		

17	Performance Improvement on Common Measures by WIRED Participants Region Wide as Reported by the Workforce Investment System				
a.	Entered Employment Rate (adult common measure)	ADECA			
b.	Employment Retention Rate (adult common measure)	ADECA			
c.	Average Earnings (adult common measure)	ADECA			
18	Number Receiving a Degree or Certificate from a WAEM Community or Junior College in one of the WAEM Target Areas				
a.	Advanced Manufacturing	<i>in process</i>			
b.	Entrepreneurship	0			
19	Number of New Business Startups or Expansions	713			