



Quarterly Report: October – December, 2009

Grant Number: WR-15405-06-60

Date: 2/15/2010

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 – Beville 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:

More and more success stories are now emerging from the WAEM Regional Initiative.

In December, the Walmart Foundation notified WAEM that a version of its innovative advanced manufacturing training program developed by East Mississippi Community College to serve dislocated workers is a national finalist for its *America Works Initiative*.

Lockheed Martin plant manager Joe Mercado describes another success. “Phenomenal,” he said, describing the results of Meridian Community College’s basic aircraft assembly skills program. It resulted in a 100% retention rate for new hires at Lockheed.

“When we hire someone, they have to go through a 90-day evaluation,” said Mercado. “We get an opportunity to go over their performance and see how they do and how they are catching on. Some folks get here and this is not the environment for them. So for various reasons, during that early phase, we will have attrition and have to start over. But we were saved a big hit through lost time and productivity going this route,” he noted. “I mean a 100 percent retention rate for those that went through the training- it’s hard to say anything more than that.”

MCC’s partnership in the West Alabama – East Mississippi (WAEM) Regional Initiative supported the equipment and systems utilized in the training.

East Mississippi Community Colleges received a competitive National Science Foundation Grant to introduce high school students to STEM concepts in industrial training. The program is based on the WAEM advanced manufacturing training program. This year EMCC will work with Columbus High School. Twenty-six students will be assessed and enrolled. Teachers will also be enrolled in training on the EMCC Golden Triangle campus in Summer, 2010.

Also during the 4th quarter of 2009, training program completion numbers jumped.

- Career Readiness Certificates: Quarter - 1,168 Cumulative - 7,865
- Advanced Manufacturing Training: Quarter - 489 Cumulative - 1,151
- Entrepreneur Training: Quarter - 41 Cumulative - 70
- M3 Credential Level I Production: Quarter - 127 Cumulative - 568
- M3 Credential Level II Production: Quarter - 12 Cumulative - 162

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.

In partnership with the new Mayor of Meridian, MS, 16 WAEM Mayors met on October 2nd and decided to hold quarterly meetings to share information, hear from experts on issues facing WAEM communities, and collaborate on region building initiatives. The Montgomery Institute will coordinate the meetings and invite speakers. This WAEM Mayors Network will be sustained beyond the end of the WIRED grant.

The Mississippi State University Community Action Team (MSCAT), in partnership with the Mississippi Development Authority and other agencies, has agreed to sustain the WAEM Town program. MSCAT will take the program statewide in Mississippi and rename it Your Town. The WAEM Town program was modeled after the successful Your Town program in Alabama. As part of the transition, WAEM will partner with MSCAT for the first Your Town program, to be held in May, 2010, at Lake Tiak O'Khata.

Goal 1 activities included:

- BEATRICE CHARRETTE: ASCC held the first community meeting for the Beatrice Charrette on October 22nd to gather information on the Alabama town. The attendance for the first charrette meeting was small, but the eleven (11) individuals who did attend were able to share vital information with the Auburn University Urban Design Studio. The second meeting for the Beatrice Charrette was held on November 19th to discuss preliminary drawings and to receive feedback from the twenty-two (22) citizens of Beatrice who attended. The final results for the Beatrice Charrette will be presented on January 14, 2010.
- CARROLLTON CHARRETTE: BSCC staff assisted with the roll-out for Carrollton's Small Town Design Master Plan, which was held on October 13, 2009.
- CARTHAGE CHARRETTE: Carthage, MS. has received a \$100,000 grant that will be matched by the city that will be going toward a redesign of the square strongly urged in the Charrette process that included artist renderings and other recommendations. The WAEM initiative and ECCC were given credit for the Charrette in the announcement of the grant.

- **COLUMBUS CHARRETTE:** EMCC staff is continuing to provide charrette follow-up support with officials in Columbus, Mississippi. Columbus officials have finalized their new comprehensive plan, and the City Administrator (who attended the 2009 WaemTown at Lake Tiak-O'khata) has begun meeting with County government counterparts to facilitate a cooperative effort for a city/county comprehensive plan. Columbus has taken the first concrete step in implementing their plan, as City and County officials have purchased the property outlined in the Charrette for the creation of the new Tan Creek Park at the downtown entrance.
- **COVINGTON COUNTY CHARRETTES:** JCJC staff assisted with a county-wide charrette in Covington County during the month of October. The MS Main Street Team worked with leaders in Mt. Olive, Collins, and Seminary to complete the county wide exercise. There were several meetings held in conjunction with the charrette in which citizens were given the opportunity to discuss ideas for community development and the sustainability of the county and each municipality in the county. Recommendations from the charrette team included ideas on branding and marketing, as well as how the county could capitalize on the uniqueness of the individual communities to make Covington County a destination.
- **DEKALB CHARRETTE:** EMCC staff met with the DeKalb Chamber of Commerce director to set up a charrette for the town of DeKalb for May 11-13, 2010.
- **ELLISVILLE CHARRETTE:** JCJC staff assisted the town of Ellisville with their charrette during the month of December. The MS Main Street Team worked with local groups to identify areas of concern in Ellisville. Members from across the community met with the design professionals to discuss the history, as well as the future, of Ellisville. The team left recommendations for façade renovations, streetscapes, and branding/marketing. A zip code analysis was also completed as part of the charrette. This was very helpful information to the local government as well as the citizens of the town.
- **MARION CHARRETTE:** MCC assisted with the facilitation of the Marion charrette, held November 10, 11, and 12. Forty people attended the initial Town Hall meeting held on November 10 and 45 people were in attendance for the November 12 final presentation. MCC staff participated in a December 14 follow-up meeting to discuss implementation strategies with representatives of the Marion Board of Alderman, community leaders, and Jan Miller with Mississippi Main Street.
- **NEWTON CHARRETTE:** The city of Newton community leaders are implementing branding suggestions from the Charrette process. Shopping bags with the Newton brand have been procured by the Chamber of Commerce.
- **NOXAPATER CHARRETTE:** Community leaders in Noxapater have started using Charrette branding recommendations with their local festival.
- **ORRVILLE CHARRETTE:** WCCS assisted the Auburn University Urban Design Studio with a charrette in Orrville October 1, 2, and 3. Over 30 citizens and guests attended the initial information gathering meeting at a local Orrville church, and 45 attended the final presentation by the design team. WCCS staff followed up with a presentation of the designs at another community event (a tractor show), where they also enlisted volunteers to serve on the follow-up committees. WCCS staff later took members of the Orrville Town Council to another community that had recently held a charrette, Linden, to gather ideas for implementing the charrette suggestions.

- PHILADELPHIA CHARRETTE: ECCC was able to give the City of Philadelphia financial assistance and manpower resources to secure a Charrette to be held in the first quarter of 2010. ECCC staff is assisting with setting up the initial Town Hall meeting to be held on January 14, 2010. The second assessment meeting will be held on February 10, 2010, and the actual Charrette will take place March 2-4, 2010. This will be the fourth Charrette in the ECCC district during the grant period.
- ASCC assisted in finalizing the Strategic Plan and the Community Master Plan for the City of Evergreen.
- ASCC played an important role in assisting the City of Monroeville and Monroe County in developing a joint economic development authority. Through networking, building relationships, and “connecting the dots”, the ASCC Team assisted in establishing the role for the Monroeville Monroe County Economic Development Authority (MMCEDA) along with providing information on the overall framework for the operation.
- BSCC staff hosted the Grand Opening of Marion County’s Alabama Entrepreneurial Research Network (AERN) Center in the Guin Senior Center. WAEM Staff had initiated the contact between Marion County and the University of Alabama in 2008. The center houses resources and a computer program that aids entrepreneurs in developing business and marketing plans. Seventeen community leaders and entrepreneurs were in attendance.
- BSCC Staff set up and attended a meeting between Mayor Segraves and Doni Ingram, Director of ADECA, where project financing was discussed for developing the I-22 area and a Comprehensive Plan for Guin. Mayor Segraves was told that if one of his hotel prospects commits, ADECA will assist in acquiring the funds for developing the land
- BSCC staff hosted a training workshop at the Beville State and NW Shoals Community College distance learning facilities in Phil Campbell, Hamilton, Jasper, Fayette, and Carrollton. The workshop introduced a new community economic development website developed by Auburn University and the University of Alabama.
- JCJC WAEM Staff has been actively involved in implementing 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.
- SSCC/UWA staff assisted the Sumter County Chamber of Commerce with developing a BUY LOCAL 2010 campaign that will educate residents about the value of buying locally and where their tax dollars go inside the county. In addition, merchants and the WAEM staff are partnering to create a coupon book for residents to encourage local commerce.
- JCJC staff hosted a public roll-out of the plans developed by the charrette team earlier this summer. A town hall meeting was held with posters depicting the team’s suggestions distributed to all in attendance. An abundant supply of posters was left with the town to be given out to all interested citizens who were not in attendance. Follow-up meetings were held with the mayor and interested town leaders to focus on a game plan. The town’s mayor wrapped up the year’s quarter with a tentative plan in place to implement various suggested improvements.
- JCJC is working with the Town of Quitman following up on the First Impressions results. This has led to the development of strong, citizen-led subcommittees focusing on separate town issues have come to light as a result of the WAEM work. A promising success of the quarter is the selection of the town to be a “real life” client for the Graphic

Design department of Mississippi State University (MSU) for its spring semester. This was made possible through the partnership between the MSU Community Action Team (MSCAT), JCJC WAEM WIRED, and the Town of Quitman. In preparation for the branding and marketing focus of the class, the WAEM team and core committee leaders laid out the top ten priorities requested by the town.

The WAEM Healthcare Initiative:

Recruitment and Retention of Healthcare Personnel

WAEM has been working with Alabama leaders to establish an “AHEC-Like” organization for West Alabama to work in tandem with the East Central MS AHEC/HealthNet to develop programs for the entire WAEM region – the West Alabama Primary Medical Care Alliance, which comprises eleven entities that have each agreed by letter to form this alliance. A proposal was submitted to HRSA to form the alliance, but as of Dec. 31, no answer had been received. WAEM will continue to develop a health partner alliance for West Alabama.

Health Information Technology

Much time was spent during the months of October through December following the development of ARRA funded HI-TECH (Health Information Technology) plans within both Mississippi and Alabama. With multiple ARRA-funded HIT programs being devised during the past three months, the challenge has been to stay current with plans being issued by the Office of the National Coordinator for Health Information Technology (ONC), as well as continuing to remain in the loop with state and local healthcare organizations and providers. While the lay of the land is ever changing, during the past three months WAEM ascertained that state-level institutional endorsements for separate statewide HI-TECH programs were being issued both for health information exchanges and regional extension centers. Therefore, a WAEM regional health information exchange is no longer being considered.

There remains a significant need for education and training related to the transition to electronic medical records. To ensure that the WAEM region healthcare providers have access to necessary educational and training WAEM will offer guidance/assistance to entities receiving ARRA HiTECH funding, particularly those related to the Regional Extension Center (REC) program. RECs will be the primary conduit for up to date training and education deemed necessary for managing the transition to national system for electronic medical records. In Mississippi, the organization having state level endorsement for their REC plan is IQH (Information and Quality in Healthcare). IQH also manages the MSCHIE. WAEM will work closely with IQH to assist in regional distribution of training for East Mississippi. WAEM will discuss Alabama possibilities with the leadership of Rural Alabama Health Alliance at their Feb 23rd board meeting.

Workforce Training

The state-supported East Central Mississippi Trauma Region (ECMTR) would like to offer its ten facilities a training program for 2010 that would include on-site training in Advanced Cardiac Life Support (ACLS) and Pediatric Advanced Life Support (PALS). Given the success of WAEM/EC AHEC in managing these training events in the past, they were asked to coordinate these activities. Certifications will be provided through the qualified American Heart

Association training center at Laird Hospital. This plan will provide four training events at each facility (twice per year, for each certification). Twelve providers (doctors or nurses) will be trained at each day long session. Combined, these events will comprise a total of 3840 hours of training. Participating facilities include Newton Regional Hospital, Laird Hospital, Neshoba County General Hospital, Choctaw Health Center, Winston County Medical Center, Noxubee General, HC Watkins Memorial Hospital, Anderson Regional Medical Center, Rush Foundation Hospital, and Riley Hospital.

Goal 2 – Cultivate community and regional entrepreneurship.

Comprehensive entrepreneurship education programs have been established at six of the eight WAEM community colleges. Five of those colleges have adopted the Southern Entrepreneurship Program developed by Dr. Brent Hales, a partner with the WAEM MyBizAM Network. In the 4th quarter, 41 participants completed an entrepreneurship course at a partner community college – a 140% increase in completers over all previous quarters combined.

Goal 2 highlights for the quarter include:

- ASCC – Certain portions of the ASCC district are showing signs of entrepreneurial growth. For example, the Monroeville/Monroe County Chamber of Commerce completely ran out of Start It! cards for five communities in Monroe County. Additional Start It! cards were re-stocked.
- BSCC WAEM personnel visited all Start It! card locations this reporting period and replenished cards as needed.
- ECCC staff developed and printed new Start It! Cards for the town of Chunky, MS. Additionally, a new community Connector has been identified for the town of Hickory. Cards were replenished for Newton, Sebastopol, Hickory and Decatur.
- EMCC staff presented the first Entrepreneurship class held on the EMCC Scooba campus. Seven participants started and four completed the class and were awarded certificates. One restaurant in DeKalb has been started by one of the students and another student has bought a building to establish a bed and breakfast operation in DeKalb.
- JCJC staff has served on the Committee to Preserve and Revitalize Bay Springs (CPR). Through the efforts of this committee, there has been an interest in retail coming back into the downtown area. Efforts have begun to emerge with the purchase of empty store fronts in its core by a lead CPR member. One retail business is in the midst of opening its door now after renting of one of these store fronts. Another business – a restaurant – is currently in communication with store owners for possible rental availability. CPR is a small committee of business owners interested in revitalization and was formed out of the efforts of the WIRED staff.
- MCC developed a SEP-based class entitled “How to Start and Operate a Business.” Fifteen students graduated from this initial class on November 16, 2009.
- MCC staff, with assistance from WAEM staff at ECCC and JCJC, presented the second annual “MCC Youth Entrepreneur Business Camp” on November 20, 2009. 132 participants from four high schools in two area counties attended the business camp.

- WCCS staff partnered with the Dallas County Extension Office and Leadership Selma-Dallas to host a youth forum that discussed financial, career readiness, academic and entrepreneur opportunities. Over 600 students participated in this event.

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

Colleges received their last shipments of training equipment during the 4th quarter. After a slower than expected adoption period – due primarily to layoffs, hiring freezes, and plant shutdowns caused by the economic downturn – the M3 Credential is now embedded in several high school and community college career-technical curricula as well as three of the regional Ready-to-Work programs. The M3 Credential and the Career Readiness Certificate form the basis for a regional, stackable credential program, which provide dislocated workers with proof they have mastered the basic skills required for an entry-level modern manufacturing position.

Goal 3 highlights for the quarter include:

- ASCC staff reported that all Amatrol equipment had been delivered prior to the end of the quarter. Activities are underway to begin providing remote M3 training in Monroeville, in partnership with the Alabama Career Center.
- BCCS staff reports federal monies were received as of October 12 to complete the Jasper Business Incubator. Amatrol equipment is on hand for the site and training is pending approval due to a minor clerical issue at the issuing agency (Small Business Administration) in Washington, DC. They have had to cancel the first grant and reissue the grant under a new number.
- BCCS has started Level I M3 Qualification training at the Pickens County Educational Center (Carrollton) on December 14 with 14 students. They will continue into Level II as soon as they complete Level I.
- BCCS has received a state grant to expand the M3 to all of four of their campuses. After many delays, BCCS now has 211 persons who have enrolled in and/or completed some form of the Amatrol Online courses as of December 31, 2009. Forty have completed the Level I M3 and 21 have completed a phase of Advanced Manufacturing.
- ECCC has opened another assessment lab at its location in Newton, MS. This was done after the community of Newton requested a partnership to assist their dislocated workers in M3 training and small business training.
- ECCC staff has completed the groundwork to offer WAEM classes at three off-campus locations – Louisville, Philadelphia, and Newton. The Southern Entrepreneurship Program classes, Small Business Success Series sessions, MS-CRC review/assessment, M3 Training/Assessment classes, and online learning for advanced manufacturing employees will be offered in the first quarter of 2010.
- JCJC was able to purchase a truck and trailer for a Mobile Amatrol Lab during the 4th Quarter of 2009. This will allow much easier access to Amatrol Training. JCJC staff will be able to work with local industry to identify specific needs and then take the equipment to the local community so that needs can be met in a more efficient manner.

- JCJC WAEM WIRED partnered with other college programs to sponsor a booth at the South MS Fair. They were able to use the fair as an opportunity to introduce people to the Amatrol Anytime Anywhere e-Learning System. They were able to distribute information about the WAEM programs to people in the area.
- JCJC staff distributed literature promoting the CRC and M3 credentials at the Jasper County Learning Center Career Day conducted in November.
- MCC Distribution training operations in conjunction with the WAEM sponsored train the trainer program began in the Workforce Training Center this quarter with 12 completers. This portion of the facility was equipped through donations by local industry. In a cluster meeting with other distributors, it became evident this program will continue to grow. This will provide opportunities for under/unemployed individuals to gain much needed skills in 40 hours and be prepared to begin a rewarding career in distribution operations.
- MCC presented training to nine Career and Technical instructors this quarter on the availability and use of the Amatrol Anytime Anywhere e-Learning system.
- SSCC reported their final round of Amatrol equipment has arrived. This new equipment is part of a lab which will be used for M3 training

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

Goal 4 highlights for the quarter include:

- ECCC is offering high school students dual enrollment in WAEM skills programs at the Philadelphia/Neshoba County Career and Technical Center.
- EMCC is working with Columbus High School and Noxubee High School Entrepreneurship classes, and both will be participating in the SEP Entrepreneurship Symposium to be sponsored by EMCC in February 2010
- JCJC reports West Jasper Schools will be involved with the Southern Entrepreneurship Program again this year. Two high schools will complete the entrepreneurship curriculum in the first semester and QuickBooks in the second semester. East Jasper and Heidelberg High School will also continue the SEP program. QuickBooks is to be added the second semester beginning in January.
- SSCC recently received a grant from the Governors’ Office of Workforce Development to offer dual enrollment to 20 high school students. Many of these will be trained on WAEM purchased equipment.

Update on Leveraged Resources in Support of WIRED Activities:

MCC report \$10,564 in non-federal leveraged funds from the following resources: \$9,491.19 from Mississippi WET Funds for training and \$1,073.00 from the Lauderdale Board of Supervisors to help install Amatrol equipment.

Challenges to Project Process:

Nothing new to report.

Other Information – METRICS REVISION

As reported last quarter, TMI has moved the website www.MyBiz.AM to a new platform. This allows more precise counting of activities by users. Last quarter we updated the unique hits to the Resource Navigator. This quarter we are revising the figures on line 11 a “Total unique hits to MyBiz.am entrepreneur referral website.” The old figures counted every unique hit to each page on the website. The new figures only count every unique hit to the front page of the website. We believe this is a better indicator of growing usage of the site.

As a result of this and the prior changes, the target goal numbers are overstated. They were based on the old measurement system.

The revised numbers show 11,331 unique hits to the MyBiz.am front page, 2,888 registered users, and 1,067 unique uses of the Resource Navigator. For our rural region these are good numbers.

During December, a survey was sent to registered users seeking to determine how many users have started businesses. We regret that responses to the survey were minimal. We will review the survey process, upgrade it, and repeat it prior to the end of the grant in June.

Other Promising Innovation Processes and Success Stories:

One of the success stories in WAEM WIRED has been the adoption by Mississippi Main Street of the *Small Town Design* charrette process developed by the Auburn Urban Studio. This occurred through a sub-contract between Mississippi Main Street and the University of Alabama, a WAEM WIRED partner, to provide charrettes to WAEM communities.

Mississippi Main Street has added a technology innovation to the process. Consultant Randy Wilson, president of Community Design Solutions, works with the charrettes. He is able to use computer graphics to immediately show design impact to communities. The impact of this immediate tool is hard to measure, but it is significant. The following link is to a downloadable PowerPoint. In the middle of the presentation you can see several of the immediate change slides prepared by Randy. www.communitydesignsolutions.com/public/MarionCharrettePPT.zip

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 next page.

**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 City <u>Montgomery</u> State <u>AL</u> 36103-5690			5. Report Quarter End Date: 12/31/2009	
			6. Report Due Date: 2/15/2010	
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.		2094	394	2488
2 Total Number Beginning Training in Advanced Manufacturing or Entrepreneurship Workforce Education/Training Programs Using WIRED Funds.	4855	1885	321	2206
a. Number beginning Advanced Manufacturing education/training	4500	1656	299	1955
b. Number beginning Entrepreneur education/training	355	229	22	251
3 Total Number Completing Training in Advanced Manufacturing or Entrepreneurship Workforce Education/Training Using WIRED Funds.	2627	691	530	1221
a. Number completing Advanced Manufacturing education/training	2451	662	489	1151
b. Number completing Entrepreneur education/training	176	29	41	70
4 Number of Entrepreneurs Completing Education/Training Who Create Their Own Businesses, as Identified by Survey.	80	1	2	3
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	1507	118	1625
b. Number beginning M3 Production Level II assessment	1200	212	51	263
c. Number beginning M3 Advanced Production Level assessment	600	377	23	400
6 Number Attaining an M3 Credential Using WIRED Funds by Level				
a. Number attaining Production Level I M3 Credential	1620	441	127	568
b. Number attaining Production Level II M3 Credential	800	150	12	162
c. Number attaining Advanced Production Level M3 Credential	400	35	0	35
7 Investment in WAEM WIRED Education/Training/Assessment.	\$4,430,000	\$4,639,975	\$299,342	\$4,939,317
a. Investment of WIRED Funds in education/training/assessment	\$4,430,000	\$3,521,201	\$ 288,778	\$3,809,979
b. Federal Funds Leveraged by Partners for education/training/assessment		\$0	\$ -	\$0
c. Non-Federal Funds Leveraged by Partners for education/training/assessment		\$1,118,774	\$ 10,564	\$1,129,338
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	115	16	131
c. Number attending outreach/networking events	2760	6759	1121	7880

d	Number of communities initiating Place-Building planning (including strategic planning, entrepreneur support planning, and Small Town Design Initiative and related MainStreet planning)	53	73	5	78
e	Number of Place-Building plans completed	25	24	3	27
f	Number of community leader contacts by Community College/Junior College (CCJC) staff (duplicated)	3135	7510	699	8209
g	Number of newsletters published	15	15	0	15
h	Number of presentations on WAEM initiatives and innovations at conferences	12	19	0	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	815	11	826
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	1	40
d	Number of MyBiz Entrepreneur Network partners	3	6	0	6
e	Number of MyBiz Resource Partners added to network	100	212	1	213
f	Number of MyBiz Community Connectors recruited and trained	163	192	6	198
g	Number of MyBiz Network Navigators identified and trained	48	27	3	30
h	Number of Workforce partners (SWIBs, Local WIBs, one-stops, etc.)	21	50	0	50
i	Number of business and industry training partners	40	192	0	192
j	Number of high schools and youth program partners that have agreed to offer WAEM skills in their programs	61	48	0	48
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 (front page)	50000	10058	1273	11331
b.	Total registered users of MyBiz.am	27800	2471	417	2888
c	Total times MyBiz.am Resource Navigator accessed	25000	1014	53	1067
d	Total MyBiz Users self-reporting they started their own business within the WAEM Region	90	10	2	12
e	Total number of communities for which MyBiz Community Start It Cards have been developed and distributed	146	158	7	165
f	Total Community Connector referrals	660	1005	83	1088
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	6697	1168	7865
b.	Total number of individuals registered in the Amatrol "anytime, anywhere" on-line advanced manufacturing training system	4275	2091	171	2262
c	Total number of M3 Assessment labs opened at WAEM colleges	8	10	3	13
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	585	0	585
b.	Total number of high school students dual-enrolled in WAEM Skills programs in community and junior colleges.	79	93	0	93
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	74,265		
b.	Entrepreneurship	Data not available	Data not available	Data not available	
15	Average Wage by Industry Cluster				
a.	Advanced Manufacturing Clusters	\$19.43	\$19.99		
b.	Entrepreneurship	Data not available	Data not available	Data not available	
16	Unemployment Rate	5.49%	6.68%	8.15%	

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	no data	64%	
b.	Employment Retention Rate (adult common measure)	ADECA	no data	no data	
c.	Average Earnings (adult common measure)	ADECA	no data	no data	
18	Number Receiving a Degree or Certificate from a WAEM Community or Junior College in one of the WAEM Target Areas				
a.	Advanced Manufacturing	→	569	489	
b.	Entrepreneurship	0	0	0	
19	Number of New Business Startups or Expansions	713	600		