



## Worlds of Work at SkillsUSA Executive Summary

**Description:** Between 2001 and 2016, more than 1 million jobs were created across the Birmingham region and surrounding counties due to the influx of new businesses and the expansion of existing companies. Many of these new jobs are categorized within the high demand industry sectors and offer high-wage opportunities. To ensure that our emerging workforce is equipped to compete for these opportunities and improve their quality of life, Alabama Governor Kay Ivey has established an educational attainment goal for sixty-five percent of Alabama's workforce to have a high-quality certificate, credential or degree by 2025. This two-pronged approach includes educating our youth about qualifications and pathways leading to viable careers and developing a supply of talent that matches the demands of industry.

In order to attract and retain young talent for tomorrow's workforce, they must be educated and engaged through activities that reflect real-world situations and capture their attention. Not only must our future workforce be encouraged to perform at a level that matches that of the economy but early exposure to career expectations and opportunities is critical. This past year, Central Six AlabamaWorks!, Alabama Workforce Council Region 4 recognized a gap in engaging our future talent supply with viable local career opportunities and have partnered with AIDT and SkillsUSA to present "Worlds of Work at SkillsUSA." Also known as WOW, this is an exciting, high-energy event designed to introduce 8<sup>th</sup> grade students to potential careers through hands-on displays provided by business and industry representatives. Not only will students connect with industry, but they will also benefit greatly from watching their peers compete in the career and technical trades during the **SkillsUSA** statewide competitions. Combining student interest and abilities, this experience will enable students to "connect the dots" and clearly identify steps toward a college or career pathway.

**Objective:** The objective of "Worlds of Work at SkillsUSA" is to showcase the high demand career fields to 8<sup>th</sup> grade students through interactive demonstrations and displays provided by business and industry representatives. This event will educate the emerging workforce about future career opportunities and help ensure the development of a qualified talent pipeline equipped with the knowledge and skills required to meet industry's standards.

Our goals are as follows:

- Expose 8<sup>th</sup> grade students to high-demand career fields to spark their interest at an early age
- Empower 8<sup>th</sup> grade students to make well informed decisions about their future careers
- Encourage businesses to connect with students about future career opportunities within their industries and the necessary requirements for job readiness

**Date/Time/Location:** April 24-25, 2018, at the North Exhibition Hall of the Birmingham Jefferson Convention Complex

**Target Population:** 8<sup>th</sup> grade students within Blount, Chilton, Jefferson, Shelby, St. Clair, and Walker counties; the Central Six AlabamaWorks! footprint

**Partners:** Central Six AlabamaWorks!, AIDT, SkillsUSA, the Birmingham Business Alliance, the Alabama Community College System, the Project Corporate Leadership B-Strong Team, the K-12 Systems and Career & Technical Education Personnel

Presented by:

