Mission/Purpose
The Division of Outreach Services mission is to educate the workforce and leaders of the future, promote the growth of small businesses as a vital economic engine, engage and partner with external organizations and our regional communities to overcome obstacles of growth and robustly improve the quality of life throughout West Alabama.

I. Goals and Outcomes/Objectives, with Any Associations and Related Measures, Achievement 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 Program - 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 productivity of area employers through training, education, and career opportunities for West Alabamians

   a. Measure: Workforce Development - Formulate and implement workforce development strategies
      Formulate and implement workforce development strategies to support economic development efforts to attract and expand targeted industry sectors to the Black Belt Region

      Source of Evidence: Employer survey, incl. perceptions of the program

1. Achievement Target:
   Design and promote quarterly training programs for the unemployed and underemployed in the region. Develop regional workforce through quarterly entrepreneurship training. Implement a minimum of two Certified Nursing Assistant (CNA) programs in the service region. Provide a minimum of two sessions for professional training.

2. Findings (2010-2011) - Achievement Target: Met
   The Certified Nursing Assistant Program was successfully implemented in two locations in the West Alabama Region (Marengo and Choctaw Counties) during our quarterly training programs. The Marengo County Class had 19 to successfully complete the Alabama State Nursing Board requirement of the fifty-hours of class training and twenty-five hours of clinical training. The Choctaw County CNA Class produced twelve graduates. Eighteen known students have received employment upon graduation and certification via this program. Probable Impact: Average hourly wage is $12.00. Average work week is 40 hours. 18 students x $12.00 @ 40 hours = $8,640.00 Monthly = $34,560.00 Yearly = $414,720.00 This represents new income impacting the regional economy.
b. Measure: Workforce Development- Maintain viable and visible working relationships with community resources and employers
Maintain viable and visible working relationships with programs like the Department of Human Resources, career centers, regional community colleges, universities, churches and employers to offer training programs designed to prepare and partner individuals with employment opportunities

Source of Evidence: Employer survey, incl. perceptions of the program

1. Achievement Target:
Work closely with regional partners, with the mission of developing the regional workforce, to provide quarterly programs. (e.g. Dept. of Human Resources, Dept. of Corrections, Alabama Community College System, etc.) Conduct annual survey to identify workforce and training needs of employers within the region and design training programs to address those needs.

2. Findings (2010-2011) - Achievement Target: Met
Presented quarterly job readiness/workforce development presentations and training to board members of Departments of Human Resource programs throughout the Black-Belt Region. These viable working partnerships has allowed for the assessment program to measure and detect clients needs in the areas of workforce development and educational enrichment. As a result, clients are enrolled in the divisions existing or customized training programs and/or referred to educational enrichment.

2. Objective: Workforce Development Program - Address low academic achievement throughout the region
The Division will help to address low academic achievement throughout the West Alabama region.

a. Measure: Workforce Development - Implement programs to strengthen student learning in core areas
Implement programs to strengthen students' learning abilities in core areas such as science, math and technology while exploring career options in such areas as transportation and industrial maintenance.

Source of Evidence: Performance in subsequent schooling feedback

1. Achievement Target:
Offer two semesters of Machine Tool Technology (MTT) instruction and labwork to provide high school students with an opportunity to learn valuable skills while earning college credit hours. Conduct the Garrett A. Morgan Technology and Transportation Education Program (GAMTTEP) for the 2010-2011 Academic Year. Conduct the National Summer Transportation Institute for Summer 2011. Conduct one week-long entrepreneurial camp for Summer 2011. Facilitate at least four financial literacy workshops for UWA students.

2. Findings (2010-2011) - Achievement Target: Partially Met
Partnered with the National Teach for America Program to administer the Higher Achievement Summer School Program. The four week program was designed to enrich high school age students living in the Alabama Black Belt Region to overcome education injustice of the achievement gap during the traditional academic year. The four week curriculum included the complete analysis of two novels, a 6-8 page independently conducted research paper, IT skill building, a grammar boot camp, and a newly developed individualized...
math course that focused on the standards present on the Alabama High School Graduation Exam. In addition to experiencing a rigorous college-prep curriculum, the students were also presented the opportunity to tour colleges and universities within the surrounding area, visit state attractions, and discover the culture of the largest metropolitan area in the state. Offered a semester of the Machine Tool Technology (MTT) Instruction and lab work to high school students with an opportunity to learn valuable occupational skills. Partnered with the local public school system to implement The National Garrett a. Morgan Technology and Transportation Education Program for the 2010-2011 Academic Year. Designed and implemented a week long Summer Entrepreneur Camp on the university campus. The programs' curriculum incorporated a variety of educational training techniques including classroom instruction, interactive activities, computer lab, and field trips to local businesses.

3. Action Plan:

**National Summer Transportation Institute**

This goal was partially met: Conduct the National Summer Transportation Institute for Summer 2011

*Established in Cycle*: 2010-2011

*Implementation Status*: Planned

*Priority*: Medium

*Implementation Description*: The Division of Outreach Services partially met this goal because we were unable to implement this summer program due to the grant for this program not being funded. Plans are being made to submit a Summer 2010 NSTI Proposal.

*Responsible Person/Group*: Division of Outreach Services

*Additional Resources Requested*: Funding

*Budget Amount Requested*: $50,000.00

3. **Objective: Regional Center for Community and Economic Development (RCCED)**

- **Serve as a resource agent throughout the region**

The Division will serve as a resource agent in the attraction and retention of industry throughout the region.

a. **Measure: RCCED-Advise and work with regional communities to meet economic requirements of existing and recruited industry**

Advise and work directly with regional communities in meeting pronounced economic requirements and needs expected by existing and newly recruited industry

*Source of Evidence*: Existing data

1. **Achievement Target**: Conduct an annual survey of regional leaders to identify community needs. Facilitate at least two meeting/counseling sessions with regional leaders regarding state and federal resources.

2. **Findings (2010-2011) - Achievement Target: Met**

Conducted annual online survey to more than 200 mayors, county commissioners, and city/town councilmen in the Black Belt Region. This survey is used as a planning tool aimed to learn of desired growth and community impediment throughout region. Division personnel participated in two meeting sessions with regional leaders throughout the Black Belt Heritage Council where various speakers educated community leaders and citizens on
heir property, cemetery preservation, and ways of properly preserving and storing documents and photographs.

4. **Objective: RCCED- Help develop or expand the leadership base in communities and equip leaders with management skills**
   Help develop or expand the leadership base in communities and equip regional leaders with skills to manage and direct change in their own towns and cities

   a. **Measure: RCCED- Increase and advance regional leaders**
      Work closely with regional communities to increase and advance regional leaders

      Source of Evidence: Activity volume

1. **Achievement Target:**
   Conduct Black Belt Mayor's Council Meetings quarterly. Re-establish Leadership Sumter County (training program) over a six-month period.
   Conduct at least one grant writing workshop for regional leaders.

2. **Findings (2010-2011) - Achievement Target: Partially Met**
   The Black Belt Mayor's Council workshops were not held due to the lack of funding. Plans are underway to hold workshops in the next fiscal year. The grant-writing workshop for regional leaders was not held due to the lack of funding. Plans are underway to hold workshops in the next fiscal year. The Leadership Sumter County is in the process of being re-established. Classes are expected to begin October 20, 2011.

3. **Action Plans:**
   **Black Belt Mayors Council**
   The quarterly Black Belt Mayor's Council meetings were unable to be held due to a lack of funding.
   **Established in Cycle:** 2010-2011
   **Implementation Status:** Planned
   **Priority:** Medium
   **Implementation Description:** Plans are currently being made to host these quarterly events during the 2011-2012 Fiscal Year.
   **Responsible Person/Group:** Division of Outreach Services
   **Additional Resources Requested:** Funding
   **Budget Amount Requested:** $3,500.00

   **Grant Writing Workshop**
   The grant writing workshop for regional leaders was not conducted due to a lack of funding.
   **Established in Cycle:** 2010-2011
   **Implementation Status:** Planned
   **Priority:** Medium
   **Implementation Description:** Plans are currently being made to hold the grant writing workshop in the 2011-2012 Fiscal Year.
   **Responsible Person/Group:** Division of Outreach Services
   **Additional Resources Requested:** Funding
   **Budget Amount Requested:** $1,500.00

5. **Objective: Impact Grants Program- Foster economic and community development and sustainability**
   Foster economic and community development and sustainability in Black-Belt Communities through its Economic Development Impact Grant Program.
a. Measure: Impact Grants Program-The outcome of designed plans
The development and implementation of strategies that strengthen neighborhood revitalization that ensures safe and enriched living environments and establish visions for economic growth. The outcome of designed plans for life learning and a vision for the future.

Source of Evidence: Existing data

1. Achievement Target:
   Conduct mailout of Impact Grant applications to at least 50 communities. Award a minimum of five professional service grants to Black Belt communities.

2. Findings (2010-2011) - Achievement Target: Met
   Solicited applications from more than 100 communities to compete for the funded economic and community impact grants. Six communities in the Black Belt Region were awarded Impact Grants for the purpose of fostering development and sustainability through of the professional services grants. Services rendered including workforce development projects, industry requirement activities, professional development training for community government/community leaders, educational resources and other outreach support aim to help communities achieve genuine economic growth.

6. Objective: Small Business Development Center (SBDC)- Providing entrepreneurs with education and information to build successful businesses
To grow the economy in the Black Belt communities by providing entrepreneurs with the education, information and tools necessary to build successful businesses.

a. Measure: SBDC- Business Counseling and Training
Through the Small Business Development Center the division's staff will provide business counseling to assist in meeting business challenges and developing action plans.

Source of Evidence: Existing data

1. Achievement Target:
   Provide counseling to clients in the base area and make monthly visits to satellite offices in Marengo, Clarke, and Wilcox counties. Conduct a minimum of ten workshops during the 2010-2011 Fiscal Year with a minimum of 150 attendees total. Attend at least one national training conference to pursue staff professional development to enhance the quality of service provided to individuals in the service area.

2. Findings (2010-2011) - Achievement Target: Met
   The Small Business Development Center conducted ten workshops in the five county service area with a total number of attendees being 242. The Small Business Development Center logged 176.5 counseling hours to small business clients looking to start or expand a small business. The Small Business Development Center conducted 73 counseling sessions to date. SBDC Personnel attended one and will attend a second national training conference to pursue staff development to enhance the quality of service provided to individuals in the service area.
II. Analysis Answers

A. What specific strengths did your assessments show? (Strengths)
One of the strengths that our assessment shows is that we have a unique ability to create and maintain partnerships with several entities throughout the region which helps us complete our goals and fulfill our mission.

B. What specific weaknesses or challenges did your assessments show? (Weaknesses)
The Division of Outreach Services wishes to hold more outreach programs throughout the region. One weakness that we see is the amount of funding we have to complete these programs. Additional funding will allow us to hire additional staff and have additional operating expenses.

C. What plans were implemented?
Conducted two Certified Nursing Assistant programs in our region with a total of 31 participants during the 2010-2011 fiscal year. Presented quarterly job readiness development programs presentations to board members of Debarment of Human Resources throughout the Black Belt region. Partnered with three Teach for America teachers to administer the Higher Achievement Summer School program. Offered the Machine Tool Technology program to high school students with an operation to learn valuable skills while earning college credits. Designed and implemented a week long summer entrepreneur camp on the UWA campus. Conducted an annual survey of regional leaders to identify community needs. Planned to implement the re-established Leadership Sumter County program expected to begin October 20, 2011. Awarded six impact grants to communities in the Black Belt. SBDC conducted ten workshops in the five county region with a total of 242 attendees. SBDC logged 176.5 counseling hours to small business clients. SBDC conducted 73 counseling session to date. SBDC personnel and division staff attended professional development training to enhance the quality of services provided to individuals in the service area.

D. What plans were not implemented?
The quarterly Black Belt Mayor's Council meetings were unable to be held due to a lack of funding. The grant writing workshop for regional leaders was not conducted due to a lack of funding. The National Summer Transportation Institute for Summer 2011 was not conducted because the grant written for this program was not funded.

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 2011-2012 fiscal year. We will use these results to set realistic and more attainable goals as well as search for additional funding to complete these goals.

III. Annual Reports

A. Key Achievements
Through the Division of Outreach Services the University continues working with regional communities to improve the quality of life in West Alabama by assuring effective leadership as a means of advancing community and economic development in the region. The Community Economic Impact Grants Program annually solicits grant proposals from Black Belt cities, towns, or communities seeking to achieve genuine economic and community growth through professional service grants rendered by University faculty and staff members. The program provides consultation and professional service on community projects considered to have a positive and long-term impact. The Small Business Development Center provides consulting services and educational programs to entrepreneurs looking to start or grow small business operations. From helping aspiring entrepreneurs turn ideas into business, to helping small firms expand, to providing the information every business person needs to make critical decisions the SBDC is the resource entrepreneurs in all industry sector can turn to for help. Illustration of 2010-11 Conduct Programs and Workshops Job Readiness: The
Division of Outreach Services at The University of West Alabama conducted a nine-course Career Development Plan Program that provided clients from the Sumter County Department of Human Resources an opportunity to learn and develop the necessary skills to engage in life/career planning. The program courses were instructed on the UWA campus by an array of professionals and/or certified instructors in each subject area. Students were also provided one-on-one career counseling by instructors and program/career coaches. Small Business Start-up Workshop: This Small business program will cover researching your business from idea to inception, using a formal business planning process. Director of the SBDC at UWA, Donald Mills will discuss sources of research, legal structures, technical assistance, all about the business plan and local resources for business development. Small Business Resource Fair and Entrepreneurial Summit: During the resource fair, concurrent workshops were offered in the following areas: Agriculture, Small Business Administration Loan information among many other interesting topics. Vendors were available to speak with each workshop participants and some offered one-on-one counseling to participants. This year’s vendors include Small Business Administration, UWA SBDC, International Trade Center, USDA, Dallas County Extension Services, ALACOM Finance, Wallace Capital Finance and SEEDCO. Strategic Marketing for the Holiday Season: This workshop aims to provide information and resources to small business owners on marketing their products or services this holiday. Presenters will examine marketing strategies that will allow their business to achieve a competitive advantage this holiday season! CORE Four Business Planning Course: This class aims to provide information and resources to small business owners on how to write a successful business plan. Procurement Conference for Southwest Alabama: This workshop aims to provide information and resources to regional small business owners and industry leaders about government contracting opportunities in West Alabama. Certified Nursing Assistant Program: The Division of Outreach Services and the Division of Nursing at The University of West Alabama (UWA), in conjunction with the School of Social Welfare at Stony Brook University, have designed and administered a non-credited educational program to produce Certified Nursing Assistants among those who are socially and economically deprived. The program is aimed at developing a set of employable skills among underemployed and unemployed residents in the West Alabama Region. Website Designs - The division have designed websites for regional towns in attempt to promote tourist. The designed websites are also use to communication governmental affairs and support economic activity. Youth Entrepreneurial Success Summit: Students were taught business start-up techniques and were inspired by true entrepreneurs. Customer Service Workshop- Jackson, AL: This workshop focused on developing skill sets that will help participants deliver exceptional customer service skills which enable the customer to feel well "taken care of". Customer Service Workshop- Butler, AL: This workshop focused on developing skill sets that will help participants deliver exceptional customer service skills which enable the customer to feel well "taken care of". Seniorcise Program: Exercise is important for all age groups, particularly for the older adult. In fact, since chronic disease processes are more common in the elderly, the senior population may derive even more benefits from exercise that younger people. For these reasons alone, the West Alabama Seniorcise Program was created. The program was initially established in four West Alabama communities through a partnership with the Division of Outreach Services. Summer Camps Higher Achievement Summer School: The Higher Achievement Summer School (H.A.S.S.) commits to the principles of leadership, scholarship, community, and responsibility in order to produce a well-rounded student capable of success in both high school and higher education. Students spent one week on their four weeks on the UWA campus learning reading and writing skills, technology skills and math skills. Entrepreneur Summer Camp: The University of West Alabama's Division of Outreach Services in conjunction with the Tuskegee Cooperative Extension Office sponsored The West Alabama Youth Entrepreneur Summer Camp from July 25-29. The five-day camp provided seventeen students from the Black Belt the opportunity to learn real-world business skills through an interactive curriculum and field trips.
B. Staff Achievements
Please see attached Staff Achievement Reports for: Donald Mills, Veronica Triplett, Sanquenetta Thompson

Documents in the Document Repository:
- San Thompson Staff Achievement Report
- Donald Mills Staff Achievement Report
- Veronica Triplett

C. Public/Community Service
Tornado Relief - Supply Dissemination - The Division was contacted by the Houston, Texas Transit Authority to oversee donations allocated for Alabama's tornado victims. The Division converted its office space to receive Texas donations. Staff members worked with local community members to identify families/individuals in need of the donated resources.
Tornado Relief - Cash Relief - Alabama faith-base organizations solicited help from the Division to help identify citizens throughout West Alabama in dire need of cash contributions raised by these organizations. The Division partnered with local governments, community leaders and federal agencies to identify cash strapped victims impacted by the storms.