



# **GATEWAY** INITIATIVE

# **ACCOUNTABILITY PLAN**

2022



**SOUTH BALDWIN**  
CHAMBER OF COMMERCE



COASTAL ALABAMA  
**BUSINESS  
CHAMBER**

# Accountability Plan

## INTRODUCTION

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Since the initiative has grown to include investors from the Coastal Alabama Business Chamber (the collaboration efforts that kicked-off in 2019), the Gateway Initiative has been guided by a set of strategic objectives called our [Accountability Plan](#).

These items derive from the original [Case Statement](#), which was developed by South Baldwin Chamber leadership with guidance from Funding Solutions in 2017.

The Accountability Plan is revised bi-annually by the internal team and then approved by the Oversight Council (four investor representatives from each chamber). Internally, every item is filed within a larger project plan, a spreadsheet we use to track every aspect of our work. This spreadsheet includes each variation of the Accountability Plan and links back, by number, to the original Case Statement.

Each item within the Accountability Plan is also connected to our [Evergreen List](#), so we are able to calculate how much of our efforts were put into each sub initiative and project and which members of the team were involved. Our team has reviewed the Plan and removed items that are 'complete' and updated items that may no longer be relevant (according to direct business investor feedback). We will complete this process again in January 2023.

# Workforce Development & Recruitment

- PD** 1. Facilitate leadership, customer service and supervisory development training to 100 individuals, annually - 4th Quarter, 2022
- PD** 2. Collaborate with Gulf Shores & Orange Beach Tourism, Coastal Alabama Community College, Gulf Regional Early Childhood Services, Auburn Technical Assistance Center, Tri-City Leadership on the development of the South Baldwin Workforce Training Campus - 4th Quarter and ongoing 2022
- PD** 3. Collaborate with TransferVR to develop additional VR training opportunities to support training for south Baldwin businesses. - 3rd Quarter, 2022
- A** 4. Regular meetings and advocacy efforts with/for regional training and workforce partners (i.e., ATN, SAWDC, CACC, AIDT, SBLC) - 4th Quarter, 2022 and ongoing
- R** 5. Explore timeline and work plan for developing a recruiting, hiring, and job sharing platform for local businesses and workforce - 1st Quarter, 2022
- R** 6. Co-host job/career fairs in collaboration with Baldwin County School and Career Centers - 2nd Quarter, 2022
- CST** 7. Determine Pre Apprenticeship and Apprenticeship options and career pathways in local business roles or connect employers with industry expert sponsors (e.g., CACC or AOA) - 4th Quarter, 2022 and ongoing
- R CST** 8. In order to promote local job opportunities for Baldwin County's youth, support and participate in SAWDC Worlds of Opportunity (WOO; and senior event) and other similar events (in GS/OB), including promotion of pre apprenticeship and apprenticeship - 1st Quarter, 2022
- A CST** 9. Continued partnership with educational institutions and local business leaders to create and promote apprenticeship credentialing opportunities - 4th Quarter, 2022 and ongoing
- CST** 10. Sponsor 50 Apprentices in key industry clusters in Baldwin County (including marketing, set up / administration, and tracking of apprentice progress) - 4th Quarter, 2022 and ongoing
- A CST** 11. Continue to foster relationships with local educational institutions and employers in order to influence curriculum opportunities that align with local business needs (including regular meetings with career coaches and guidance counselors and promoting career tech opportunities to students and caregivers) - 4th Quarter, 2022 and ongoing

**A = Advocacy   CST = Career Skills Training**  
**PD = Professional Development Training   R = Recruitment**

# Business Engagement & Incubation

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- I BE** 11. Continue to provide engagement services and solutions or provide referral services to start-up entrepreneurs or existing businesses - 4th Quarter, 2022
- I M** 12. Continue to partner with existing local SCORE representatives to recruit SCORE mentors in order to aid local entrepreneurs - 4th Quarter and ongoing 2022

## Business-Driven Needs Assessment + Solutioning

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- A** 13. Facilitate meetings with industry cluster consortiums to better understand local workforce and educational needs as well as increase advocacy efforts on a variety of other regional topics - 4th Quarter and ongoing 2022
- A** 14. Publish the results of the 2021 bi-annual industry salary survey to better report current industry wage and benefit trends in our region- 1st Quarter, 2022

## Pro-Business Advocacy

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- A** 15. Participate in local, regional, and state-wide Advisory Committees in order to advocate for South Baldwin businesses - 4th Quarter and ongoing 2022
- A** 16. Play a lead role in facilitating local communication and info sharing forums for members and investors to include participation from local leaders and representatives during critical times - 4th Quarter and ongoing 2022
- A** 17. Engage Baldwin Chamber Coalition in relevant pro-business advocacy efforts, including legislative communications, and community education opportunities - 4th Quarter and ongoing 2022
- A** 18. Develop and share 2022 Baldwin County Legislative Agenda for local elected officials, including distribution of Baldwin Legislative Survey - 4th Quarter, 2022

**A = Advocacy    BE = Business Engagement**  
**I = Incubation    M = Mentorship**

# Governance + Administration

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- PM IR** 20. Track and plan interactions with and financial pledges for individual investors, including communication and billing preferences - ongoing
- PM IR** 21. Work with entire project team (viz., communications and project management) to use marketing materials for investor communications, including email campaigns and investor events - ongoing
- C** 22. Transfer and production of a new Gateway website and other customized online content, including social media and email marketing campaigns - ongoing
- C** 23. Co-develop deliverables for all programs and sub initiatives (e.g., training e-blasts, etc.) - ongoing
- C** 24. Design and deliver reports for investors and other key stakeholders (e.g., annual reports, status updates, etc.) - ongoing
- C** 25. Track program progress using 'Evergreen List' (or similar); deliver to investors at annual meetings - ongoing
- PM C** 26. Organize and produce content for website and social media (One Baldwin Project; including relevant updates, news, and stories) - ongoing
- PM C** 27. Facilitate and participate in quarterly Oversight Council meetings; discuss progress and programming updates - ongoing

# Business-Driven Needs Assessment + Solutioning

**1** Prospective  
Investor/Member  
Meeting

**2** Gateway  
Introduction +  
Needs Assessment

**3** Offer Applicable  
**Solutions** Based  
on Assessment



## CAREER SKILLS TRAINING

Linking Training  
Programs to  
YOUR Business  
Needs

Help Accessing  
Training Funding  
+ Incentives

Apprenticeship  
Modeling  
+ Administration

*Complimentary*  
Gateway to Great  
Customer Service

Line-Level,  
Supervisory  
+ Leadership  
Classes

## PROFESSIONAL DEVELOPMENT TRAINING



## ADVOCACY + RESEARCH

Baldwin County  
Chamber  
Coalition  
**Legislative  
Agenda**

Technical  
Education  
Committee  
+ Workforce  
Council Presence

Wage + Benefit  
Survey  
Administration  
+ Analysis

Facilitating  
Collaboration  
between Peer  
Business Leaders

Defining  
Education  
+ Training  
Opportunities

## INDUSTRY CLUSTER NETWORKING



## RECRUITMENT + PLACEMENT

Sponsored  
Employment  
+ Career Fairs

Development of  
Career Pathways  
Relevant to Local  
Business

# MEET OUR TEAM



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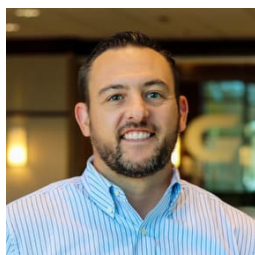
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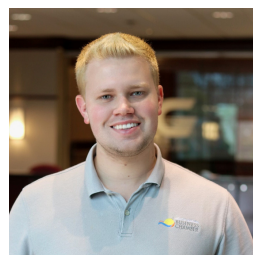
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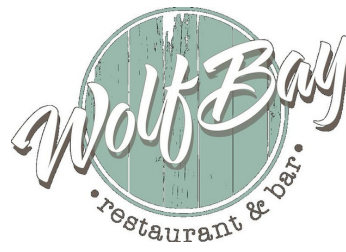


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# A Special Thank You To Our Top Investors



Investor logos displayed (on Gateway collaterals) are Leader's Forum-level investors and above.  
Contact our team for more details about what you receive when you invest in Gateway!





# GATEWAY INITIATIVE



SOUTH BALDWIN  
CHAMBER OF COMMERCE



COASTAL ALABAMA  
BUSINESS  
CHAMBER



AUBURN UNIVERSITY  
HARBERT COLLEGE OF BUSINESS



Gateway Training Academy



COASTAL ALABAMA  
COMMUNITY COLLEGE

