



## PRESS RELEASE

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### **Mobile's Business Community & Educators are Collaborating to Build a Robust Workforce**

**MOBILE, Ala.** - The Mobile Chamber Economic Development team is dedicated to bolstering the local labor market by attracting projects and expansions that create new jobs. Over the past five years, the Mobile area experienced a remarkable growth of 7,257 jobs, and this trend is expected to continue with 6,362 new jobs over the next five years.

Mobile Chamber is proactively addressing the challenge of filling these positions by establishing the Mobile Area Workforce Alliance (MAWA). The alliance first met in the fall of 2022 with the goal of producing a skilled and qualified workforce capable of meeting the demands of the Mobile area's growing economy.

"I firmly believe collaboration is the key to unlocking our region's true potential. Through this collective effort, we can foster a dynamic workforce ecosystem, and empower our community with the knowledge, skills, and opportunities needed to seize on job growth in the Mobile area," Mobile Chamber President & CEO Bradley Byrne.

The Mobile Area Workforce Alliance brings key educational institutions and business entities together with a shared mission to align classroom learning with practical industry needs.

The alliance includes the Chickasaw City School System, the Mobile County Public School System, the Saraland City School System, the Satsuma City School System, the Mobile Area Education Foundation, Bishop State Community College, Coastal Alabama Community College, the University of South Alabama, Spring Hill College, the University of Mobile, Alabama Industrial Development Training, Southwest Alabama Partnership for Training and Employment, the South Alabama Workforce Development Council, and the Mobile Chamber.

"The educational providers in the Mobile area are committed to providing diverse opportunities for individuals to realize their academic and career goals. It is crucial that we collaborate and align these endeavors as a united front to bridge the gap between classroom knowledge and real-world demands, guaranteeing a smooth transition into the professions that are essential for our economic growth," said Kellie Snodgrass, workforce and career development manager for the Mobile Chamber. "Providing clear paths to careers will enhance the overall quality of life for our community for generations to come."

Ahead of the 2023-2024 school year, MAWA provided an update on education levels and fields of study in Mobile.

To achieve their goal, the Alliance has formulated four pillars, measurable objectives, and action steps to achieve them.

**Alignment:**

The Alliance seeks to develop an integrated and seamless system for education and workforce development programs that focuses on business needs and worker preparation. Key objectives include ensuring education and training address skill and competency needs, aligning curriculum offerings with the demands of local employers, and focusing resources on career pathways leading to in-demand occupations.

**Responsiveness:**

MAWA aims to enhance Mobile's competitive advantage by expanding and improving career pathways and providing alternative educational pathways for non-academic degree-seeking students. The Alliance also plans to enhance career counseling services to guide individuals at different stages of their education and career journey.

**Engagement:**

The Alliance aims to improve collaboration between educational institutions and employers, increase support for Career & Technical Education in the Mobile area, and offer more job shadows, internships, work-based learning, and career exploration activities.

**Awareness:**

MAWA aims to develop uniform career awareness and mapping information to improve enrollment, completion, and migration to employment in high-demand sectors. The Alliance will conduct outreach and marketing campaigns to promote awareness of career opportunities, local growing industries, and available resources.

The Mobile Area Workforce Alliance is committed to building a skilled workforce and fostering economic growth in the Mobile area. [Click here](#) to read the full plan.

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**About the Mobile Chamber**

The Mobile Chamber is a private business organization with more than 1,700 members and the economic developer for the City of Mobile and Mobile County. Since 2011, Mobile's economic development efforts have created 8,070 new jobs, retained 632 existing jobs, recruited 33 new businesses and expanded 62 area companies. Capital investments for projects have topped \$6.3 billion. Public and private investors support these economic development achievements through the Chamber's Partners for Growth campaign. Additional information is on the Chamber's [website](#), [Facebook](#), [Instagram](#), [LinkedIn](#), [Twitter](#) and [YouTube](#).