

**JUMPSTARTAL**  
A WORKFORCE INITIATIVE



**TRAINING  
CERTIFICATION**



**LOWER RISK  
OF INJURY OR  
DAMAGE**



**LOWER  
TRAINING COSTS**



**HIGHER  
RETENTION  
RATE**



**MORE  
ACCESSIBLE**



**HIGHLY  
SCALABLE**

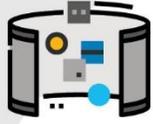
## A Next Generation Workforce Solution

Virtual reality (VR) is changing the landscape of how we learn. JumpStartAL is a new and exciting, VR-based education and training program designed to develop Alabama's next generation of skilled labor. By partnering with schools, companies and other workforce development programs, JumpStartAL is highlighting career paths and working to meet the state's labor needs of tomorrow.

Alabama must add 500,000 highly skilled workers by 2025 to compete for new industries and fill current labor needs. Join the new workforce initiative that plans to make it happen.

**Learn more at our booth or [JumpStartAL.com](http://JumpStartAL.com).**





## JumpStartAL | External Launch Strategy Recommendation

### Overview

JumpStartAL is a virtual reality-based workforce development initiative created through a public-private partnership to develop the next generation of skilled labor by using innovative technology solutions. The initiative is part of Alabama's goal to add 500,000 highly skilled workers by 2025 to meet workforce needs. JumpStartAL will provide a virtual reality education and training system to a broad range of audiences to successfully meet the state's current and future need for skilled labor. The accelerated program will focus on training retention, innovation and career awareness. Virtual reality training allows educators to meet students where they are, providing hands-on experience and benefits, such as a higher retention rate, lower training costs and decreased risk of injury or damage to equipment.

### Public-Private Partners

- Ready to Work/Alabama Industrial Development Training (AIDT)
- Alabama Community College System
- Alabama Department of Postsecondary Education
- Governor's Office of Workforce Development
- TRANSFRVR
- Alabama Power
- Business Education Alliance
- Altec
- Kamtek
- 58 Inc
- Central Six AlabamaWorks
- Alabama Department of Commerce

### Communication Objectives

- Announce JumpStartAL as a public-private partnership focused on providing innovative workforce development solutions and training.
- Raise awareness on program to recruit more industry partners and funding.

### Target Audience

- Commercial and Industrial Companies in Alabama
- Community Organizations
- Alabamians

### Communications Tactics

- JumpstartAL.com webpage
- Alabama NewsCenter story/Amazing Alabama story
- Partner communication platform amplification (TRANSFRVR, Made in Alabama, Alabama Community College System, Economic Development Partnership of Alabama newsletter)
- Media kit with video including virtual interviews and b-roll
  - Virtual interviews (to share only with broadcast media):  
<https://vimeo.com/435104393/23010b2540>
- Social media announcement video
  - Can be downloaded and posted on websites and social media:  
<https://vimeo.com/434823943/abdbaa478b>
- Social media promotion (Alabama Power Facebook, Twitter, Instagram; Amazing Alabama LinkedIn; JumpstartAL LinkedIn)

## Launch Plan: Announcement Timeline and Tactics

*The recommended announcement strategy outlines external tactics and timing, and how Alabama Power will work with JumpStartAL partners to amplify announcement on each organization channels.*

### July 13/Pre-announcement

- Embargo news release/announcement with select media partners.
- Media kit shared with JumpStartAL partners for additional planned outreach.

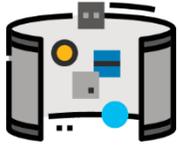
### July 15

- 10 a.m. – Announcement embargo lifted for select media partners; Alabama NewsCenter, Amazing Alabama and Made in Alabama stories on JumpStartAL posts.
- 10:30 a.m. – Announcement video posted on Alabama Power and Amazing Alabama social media accounts tagging key stakeholder organizations; Key external stakeholders engage with announcement stories (Alabama Community College platform posts; Made in Alabama posts) and social media posts.
- 11 a.m. – Announcement and media kit shared with statewide media list, pitches to media partners by APC PR and Division Representatives.

### Ongoing/Post-announcement

- Alabama Power PR responds to media inquiries, coordinates with JumpstartAL partners for media interview opportunities.
- Alabama Power PR provides announcement wrap up, including links to media coverage.
- Story inclusion in EDAA newsletter.
- Additional promotional opportunities identified.

## ANNOUNCEMENT



**JUMPSTARTAL**  
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July 15, 2020

# JumpStartAL launches innovative workforce development initiative

***Public-private partnership uses VR-technology, job strategy to train and place participants.***

**Birmingham, Ala.** – Representatives today announced JumpStartAL, a private-public partnership to help carry out Alabama’s strategy for the future of workforce development. Using leading edge virtual reality (VR) training solutions from job simulator [TRANSFRVR](#), JumpStartAL will offer new education and training programs to develop the state’s next generation of highly skilled workers.

“Alabama is focused on the future,” Governor Kay Ivey said. “JumpStartAL will help ensure that we are positioned to attract the jobs of tomorrow by educating and training Alabamians to take advantage of the opportunities those jobs will provide.”

The initiative will highlight career paths needed for Alabama to meet its goal of increasing its workforce by 500,000 highly skilled workers by 2025.

JumpStartAL training modules are created with input from industry partners and will help participants develop specific skills needed for jobs, beginning with manufacturing and expanding into other industries in the future. Training is available for anyone interested in a career in the skilled trades, including high school students, veterans, workers in existing industries, the unemployed and underemployed.

JumpStartAL will initially roll out at five Alabama community colleges, with more campuses and training facilities added in the future:

- Coastal Alabama Community College
- Enterprise State Community College
- Jefferson State Community College
- Lawson State Community College
- Shelton State Community College

“Now, more than ever, we must be engaged in new and inventive ways to train the next generation of skilled workers,” said Alabama Community College System Chancellor Jimmy H. Baker. “Our colleges are committed to meeting students where they are and helping them achieve a better future. Hands-on virtual reality training is a means of achieving that goal.”

The statewide network of partners in the JumpStartAL initiative includes the Alabama Community College System; Ready to Work, which is operated by Alabama Industrial Development Training (AIDT); the Alabama Department of Postsecondary Education; the Governor’s Office of Workforce Development; the Business Education Alliance; TRANSFRVR; Shelby County economic development organization 58 INC; Central Six Alabama Works; and the Alabama Department of Commerce.

Alabama Power, Altec and Kamtek are among the private sector leaders of JumpStartAL. The statewide business community is supporting the initiative both through job placement strategies and financial efforts.

“It is a great privilege for Altec to be partnering with so many outstanding companies and organizations throughout Alabama on such an innovative workforce development initiative”, said Jay Eichelberger, General Manager for Altec Industries. “JumpStartAL demonstrates Alabama’s leadership role in developing skill-aligned training programs that help broaden employment and economic opportunities. It will ensure that those entering the workforce are much better prepared to succeed, while allowing employers within the state to utilize state-of-the-art training technology that is focused on specific job skills and requirements.”

JumpStartAL also will focus on addressing new challenges and opportunities that arise as a result of the coronavirus pandemic.

“The organizations and companies that make up JumpStartAL have a shared vision of ensuring Alabama and its citizens are well positioned for a prosperous and inclusive future in the 21<sup>st</sup> century economy,” said Leigh Davis, vice president of economic and community development for Alabama Power. “We are honored to join with them to help make this vision a reality.”

Companies interested in joining the partnership can visit [jumpstartal.com](http://jumpstartal.com). Individuals wanting more information on training locations and how to sign up can learn more at [jumpstartal.com/training](http://jumpstartal.com/training).

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