

**MANUFACTURE ALABAMA  
ANNUAL MEETING**

**2023**

**SEPTEMBER 13-15 | THE GRAND HOTEL**

**Workforce Solutions**





**INGRAM STATE**

# **J.F. Ingram State Technical College**

*J.F. Ingram State Technical College is a fully accredited member of the Alabama Community College System*



58

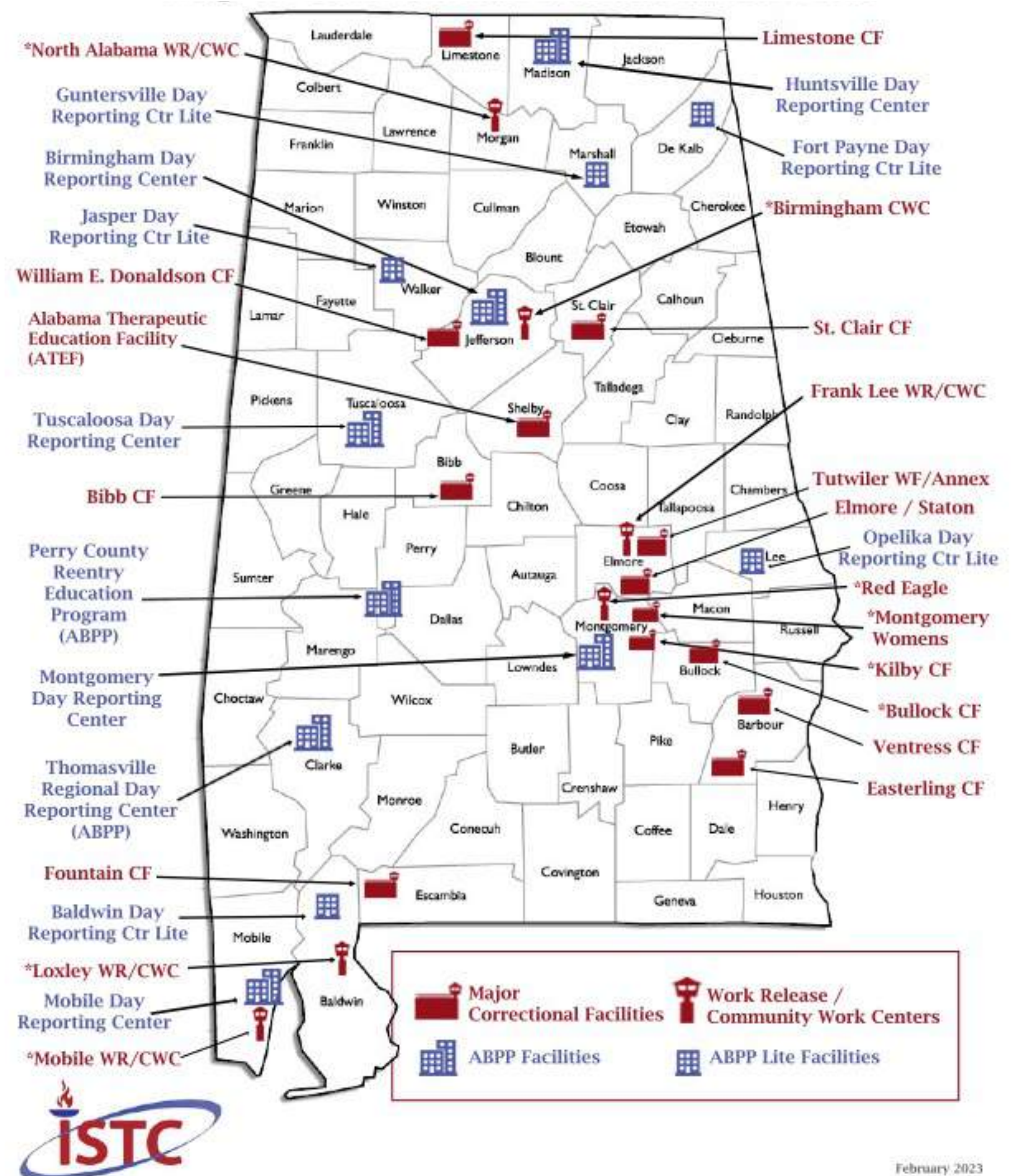
Number of years ISTC has been delivering career technical training to Alabama's incarcerated

43

Percent individuals who participate in technical training are less likely to recidivate than those who do not

1

Number of postsecondary training providers in the U.S. serving incarcerated students exclusively



# Alabama Prison to Workforce Pipeline

J.F. Ingram State Technical College and the Alabama Department of Corrections workforce partnership

## In total...



Students gain  
**\$59.4 million**  
in lifetime earnings



Society gains **\$15.70**  
in added income and  
social savings



## For every \$1...



Taxpayers gain **\$1.70**  
in added tax revenue and  
public sector savings



## Successful Re-Entry



START

1.



**ENROLL** - Incarcerated students enroll in high wage-high demand CTE courses within 10 years from end of sentence or parole

2.



**EDUCATE** - Students learn from industry experts covering 20 training programs; including apprenticeships

3.



**ENGAGE** - Students gain work based learning with ACI\* at in-field related positions

4.



**EMPLOY** - ISTC Re-Entry team will place the individual to work in-field through the ADOC Work-Release Centers

5.



**EXIT** - Individuals are released from the ADOC, and ISTC Job Placement places individuals with in-field careers and provide necessary resources and tools to be successful



FAYETTE  
SHAW  
CAMPUS  
CWA

Always Innovating. Never Imitating.

931 Second Ave. S.E.

Fayette, Alabama

# Career Technical Training Programs

13  
Sites

offer CTE

- Automotive Body Repair
- Automotive Mechanics
- Automotive Service Writer
- Barbering
- Cabinetmaking
- **Carpentry**
- Cosmetology
- **Commercial Truck Driving**
- Diesel Mechanics
- **Drafting & Design Technology**
- Electrical Technology
- Horticulture
- HVAC
- **Industrial Maintenance**
- **Logistics & Supply Chain Technology**
- Marine Technology
- Masonry
- Office Administration
- Plumbing
- **Welding**

Students lacking a high school diploma or equivalent can participate in **adult education/GED preparation** at ISTC. Co-enrollment permits students to participate in adult education while enrolled in career technical training.

**2022-23 Adult Education Enrollment: 978**



# ISTC Job Placement Snapshot

Since August 2021, **421 graduates** were released, and **189 graduates** gained employment across the state.



## Work Opportunity Tax Credit (WOTC)

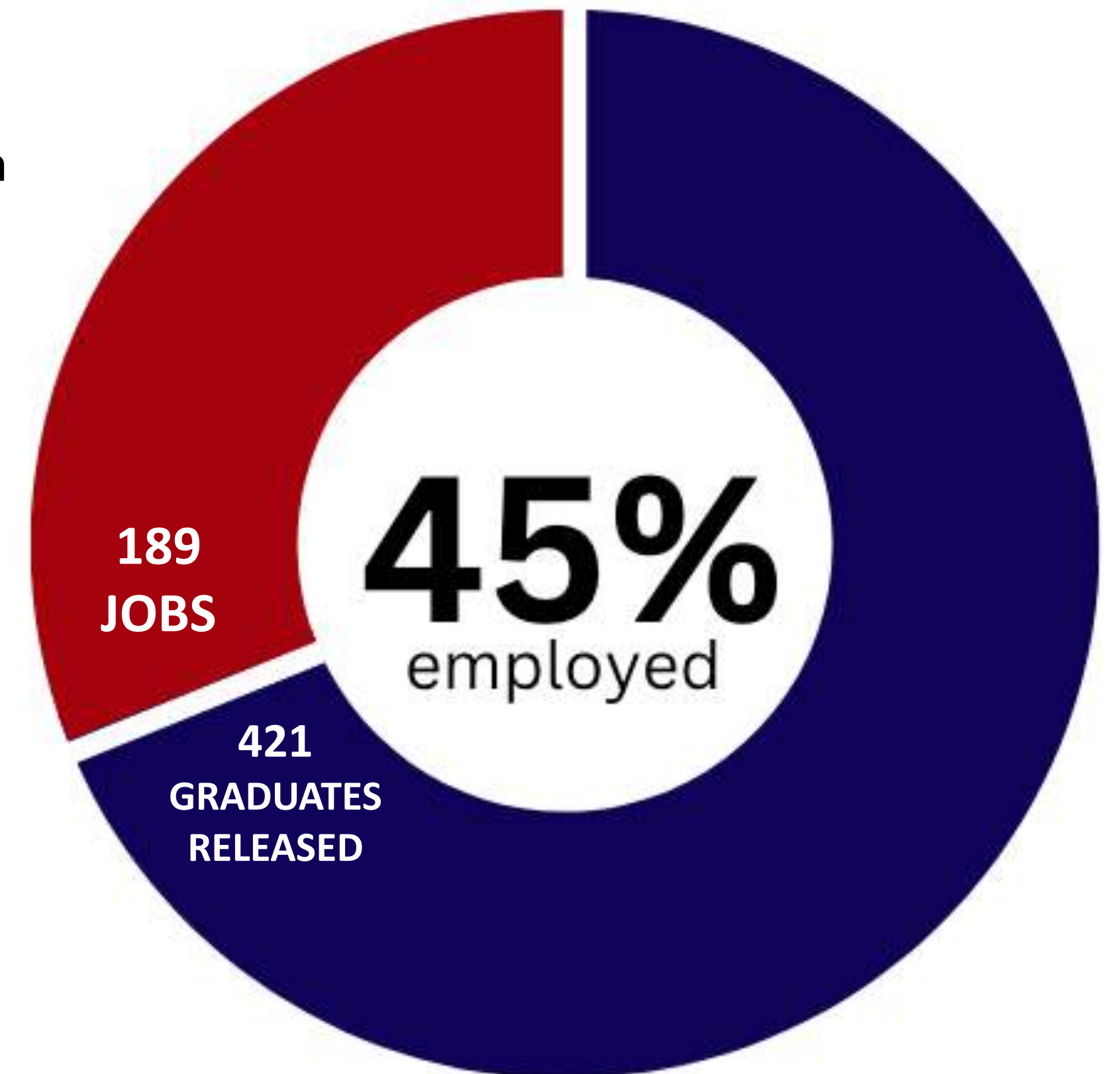
WOTC is a Federal tax credit available to employers who hire and retain justice-involved individuals and other from other target groups that face significant barriers to employment. Employers claim about \$1 billion in tax credits each year under the WOTC program.



Ayres Forestry  
Employed 2023



Pinky's Automotive  
Employed 2019



*Some graduates reported were released prior to August 2021.*

# ISTC Apprenticeship Program – Diesel Mechanic

ISTC is proud to partner with FourStar Freightliner, the Alabama Office of

the

part of  
program  
Apprenticeship



opportunity.

The apprenticeship is part of a comprehensive program designed to prepare students for the transition from **classroom to workforce.**

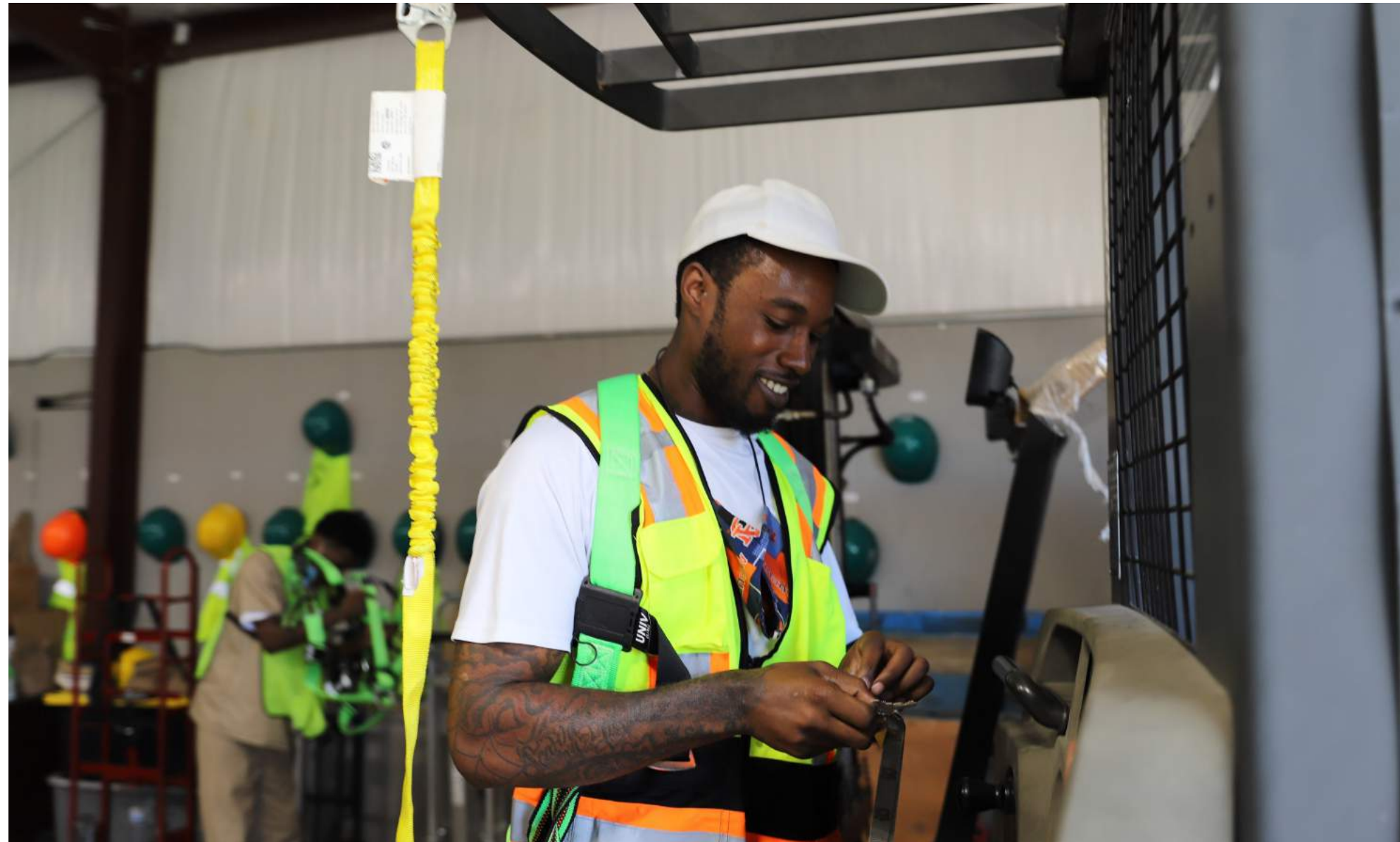
Participants complete college courses and earn select lab credit hours as apprentices

## Student Enrollment Process





# Industry Certifications



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CERTIFICATION	Fall 2022 – Summer 2023
Alabama Certified Worker (RTW)	44
Alabama Plumbers & Gasfitters Journeyman License	4
OSHA 10-Hour	172
EPA 608 Refrigerant Handling	18
MSSC Certified Logistics Associate	32
MSSC Certified Logistics Technician	15
NCCER CORE	105
PREP – Prison Entrepreneurship Program	184
Class “A” CDL	34
Forklift	708

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# Contact Information

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Ingram State Technical College  
Post Office Box 220305  
Deatsville, AL 36022-0350  
334-290-3265  
annette.funderburk@istc.edu**



# HR

at the heart of  
the business

Manufacturing Alabama - Sept 2023

Nicholas Simpson - HR Operations Director.

**AIRBUS**



**4,000+**

Airbus employees



**2,000+**

U.S. suppliers in 40+ U.S. states



**\$15B+**

Annual Airbus spend in the U.S.



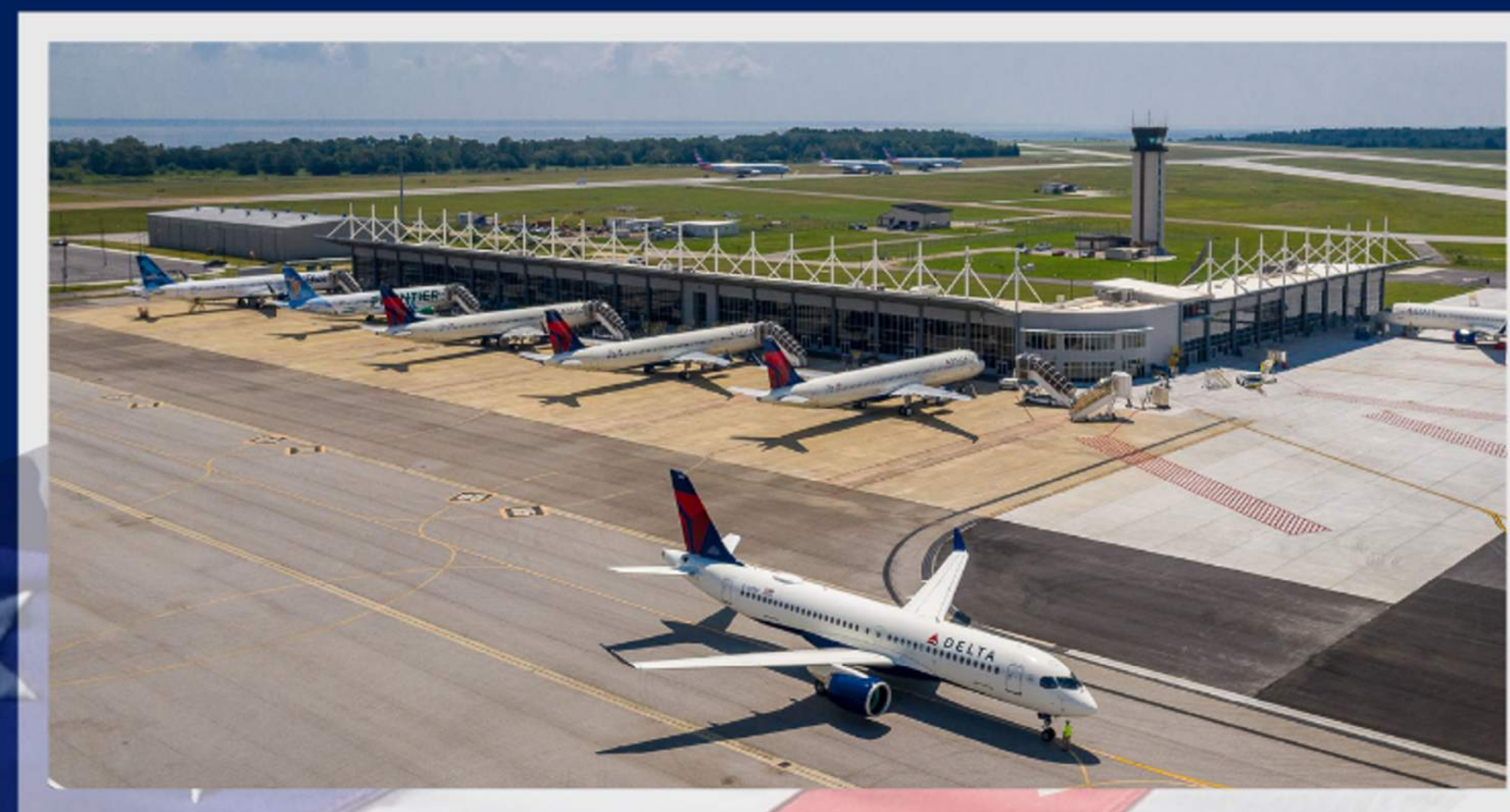
**275K+**

American jobs supported by Airbus spending in the U.S.

## Airbus in the U.S.

Airbus continues to grow its American footprint. Among its key U.S. businesses: commercial aircraft, helicopter and satellite manufacturing; engineering; pilot training; spares and services; air traffic management; and more.

Airbus opened its first commercial aircraft production site in the United States in 2015.



**Airbus Ramps Up Production Output**

**Airbus ramps up production as it eyes post-Covid recovery**



**Airbus to hire 13,000 extra staff to ramp up aircraft production rate**



**AIRBUS TO RAMP UP A320 PRODUCTION**

**AMID RISING DEMAND**

How are we expanding our capacity and capability to meet increasing market demand?

# SECURING THE TALENT

Developing a world-class workforce development stream



# INTEGRATING ROBOTICS

Fueling the growth through smart automation solutions



# Flight Works Alabama



Ensuring early engagement and interest in aerospace among youth



15,000 sq. ft. aerospace exhibition and education center



Hands-on exhibits, classrooms, drone aviary and more

# WE • BUILD IT • BETTER



All-inclusive curricular experience that engages middle school students in a work-life STEAM environment



Impacted more than 20,000 students in two years; Will be in 11 states and in the United Kingdom in 2023-2024 school year



Curriculum will be available for elementary school students in 2023



# FlightPath9

- Pre-employment training in partnership with local colleges
- Students earn 18 credit hours in Aviation Manufacturing Technology

## Apprenticeships

- Manufacturing-focused
- Registered apprenticeship with the State of Alabama and hired first 50 apprentices in 2022
- Hire 75 apprentices in 2023 and 100 in 2024

## On Board

- Path to full-time career in manufacturing at Airbus for professionals with 5+ years of career experience
- Launched in 2022; 800 applications for 50 positions



# The Return-on-Investment (ROI) of Child Care Benefits

Allison Muhlendorf,  
Director of Outreach + Gov. Affairs  
September 14, 2023

**TOOTRIS**<sup>®</sup>  
Powering Absolute Potential

Presented to:

**MANUFACTURE**  
**ALABAMA**





# Do you know **this** employee?

School is closed today, **I can't work.**

Can't find a babysitter, **I'm calling in sick.**

Have Child Care issues, **I can't accept the job.**

While school's out **I'll stay home this summer.**

Child Care problems, **I'll be late today.**

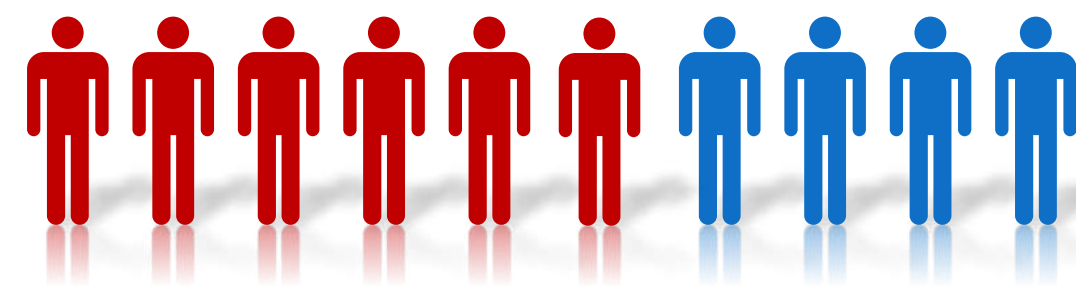
Because of daycare **I must leave early.**

Daycare is too expensive; **I need to quit.**





59%

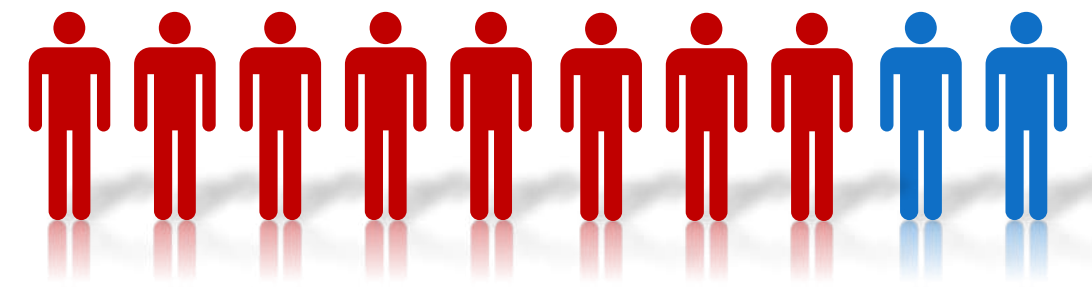


Of working parents  
can't afford Child Care

**Child Care is more expensive than college in most states.**



82%



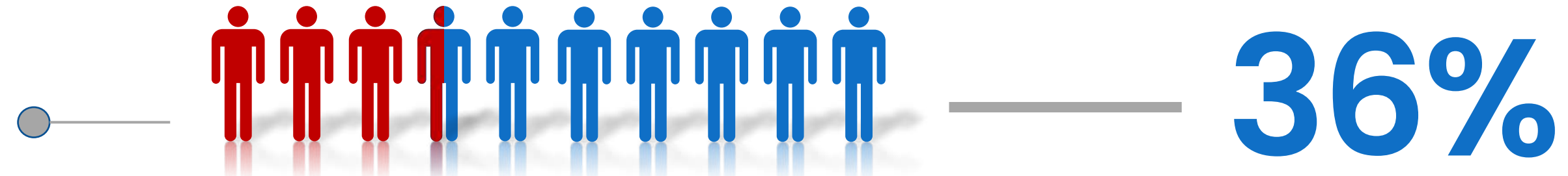
Of all parents struggle  
to find Child Care  
that fits their needs

**Child Care is the leading reason working parents miss work.**

# The annual cost of inaction hurts a business & its workforce DEI

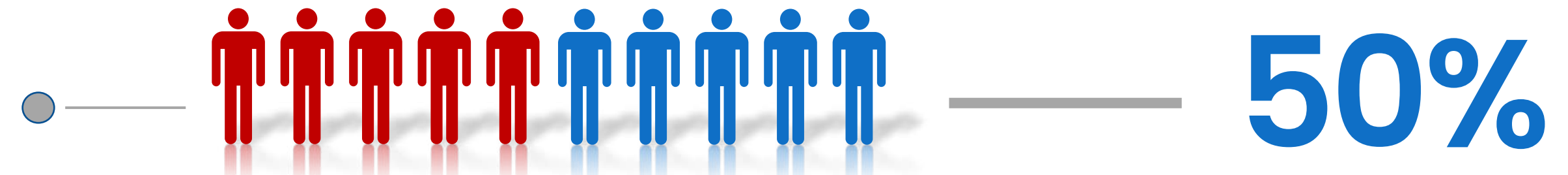
## Less Diversity

Women of color who are more likely to need to take time off to care for a child.



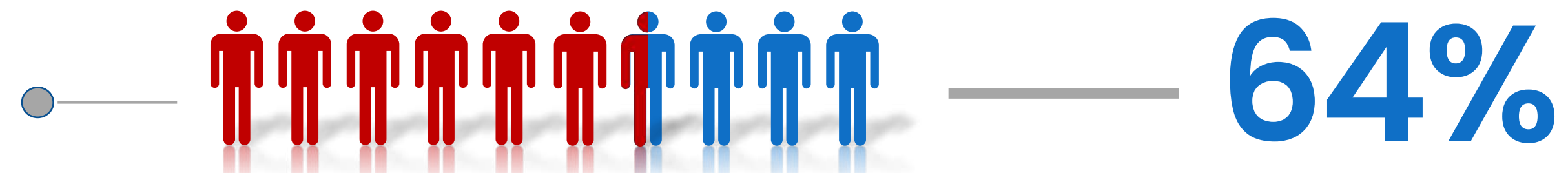
## Reduced Retention

Almost half of mothers who left the workforce cited Child Care as the reason.



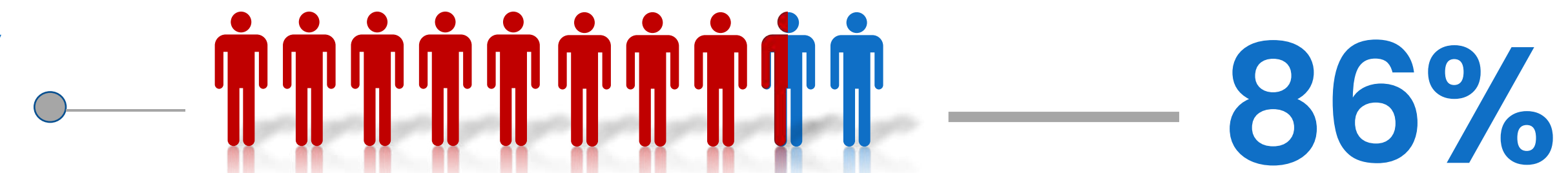
## Absenteeism

Parents of children under age five who miss work due to Child Care issues.



## Diminished Productivity

Primary caregivers who say Child Care hurts their efforts at work.





# Working parents look to their employer to help support them as workplace & family demographics change

## 69%

say Child Care Costs are impacting their career decisions



## 74%

Of women exiting the workforce cited care duties as main reason



## 80%

think that employers should be providing Child Care help



U.S. Chamber of Commerce

## 82%

Feel their employer doesn't understand their care challenges





### Build On-Site

#### More Convenience, but requires:

- Building + construction costs
- High cost of management
- High liability and risk
- Heavy administrative burden
- Serves limited parents

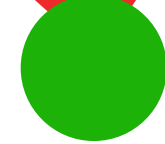
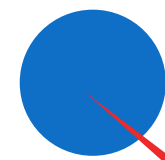


### Contract w/Provider

#### Less costly than on-site, but:

- Requires substantial HR resources
- Doesn't fit with all parent needs
- Not enough inventory of Child Care slots
- Limited options to meet unique needs
- Heavy administrative burden
- Serves relatively few parents

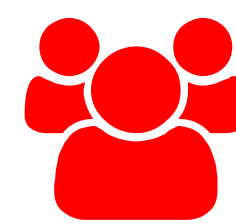
Until now, your options have been flawed and limited, failing to solve the three biggest issues:  
**AFFORDABILITY, ACCESS, and ADMINISTRATIVE BURDEN.**



### Child Care FSA/ Allowance

#### Helps affordability, but requires:

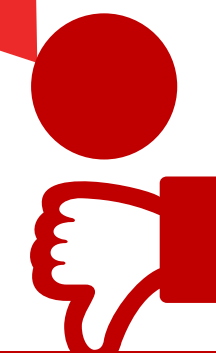
- Substantial HR resources
- Substantial effort by parents
- Heavy administrative burden
- Doesn't solve access issue



### Backup Care

#### Ad-hoc check box solution, but:

- Low usage / low value
- Limited - doesn't fit all parent needs
- Most parents don't use
- Primarily babysitters & nannies
- Heavy administrative burden
- Doesn't solve affordability issue



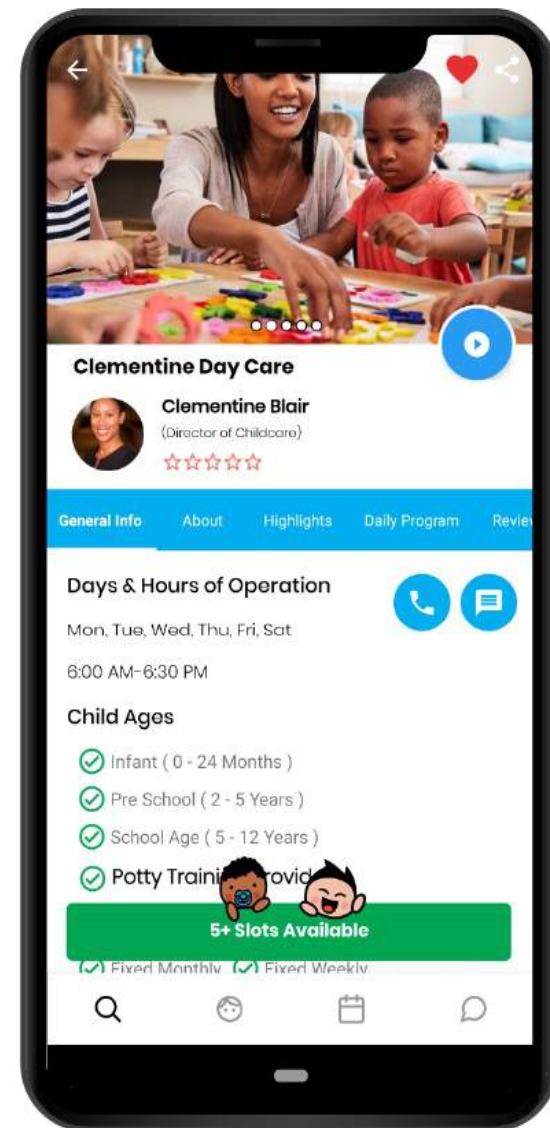
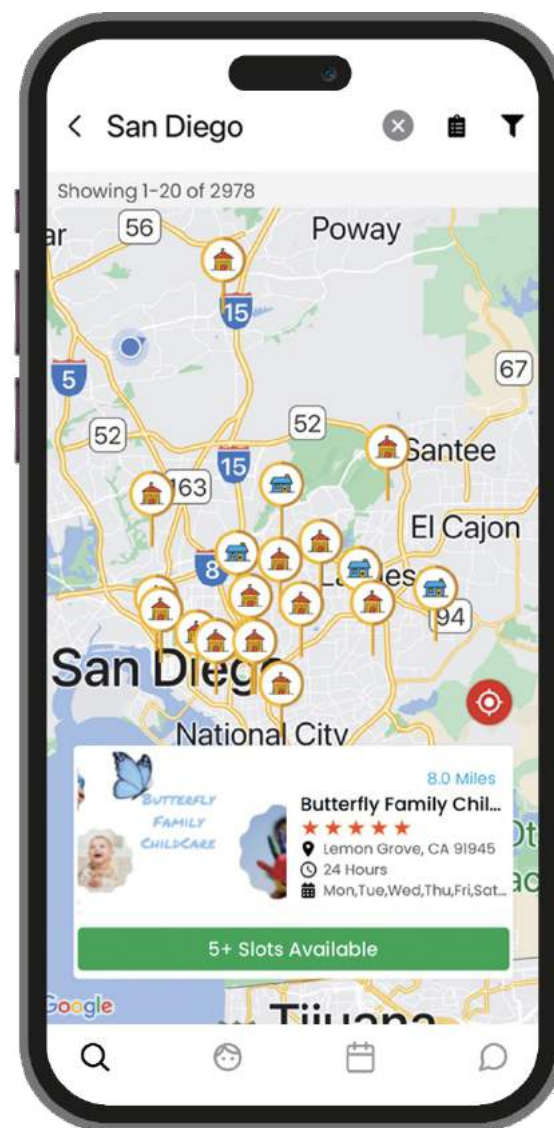
### Do Nothing

- Stays with status quo
- Solves nothing

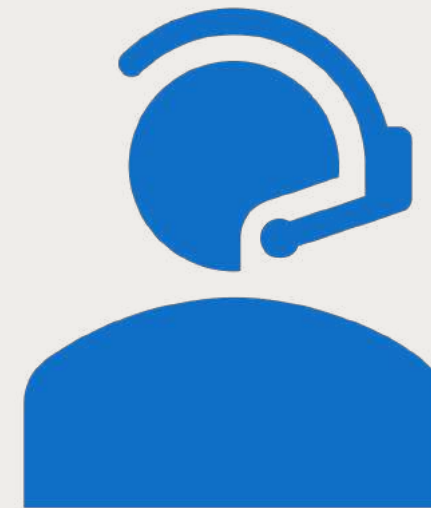


# TOOTRiS connects employers, parents and providers in ONE TECH PLATFORM to solve your team members' Child Care challenges

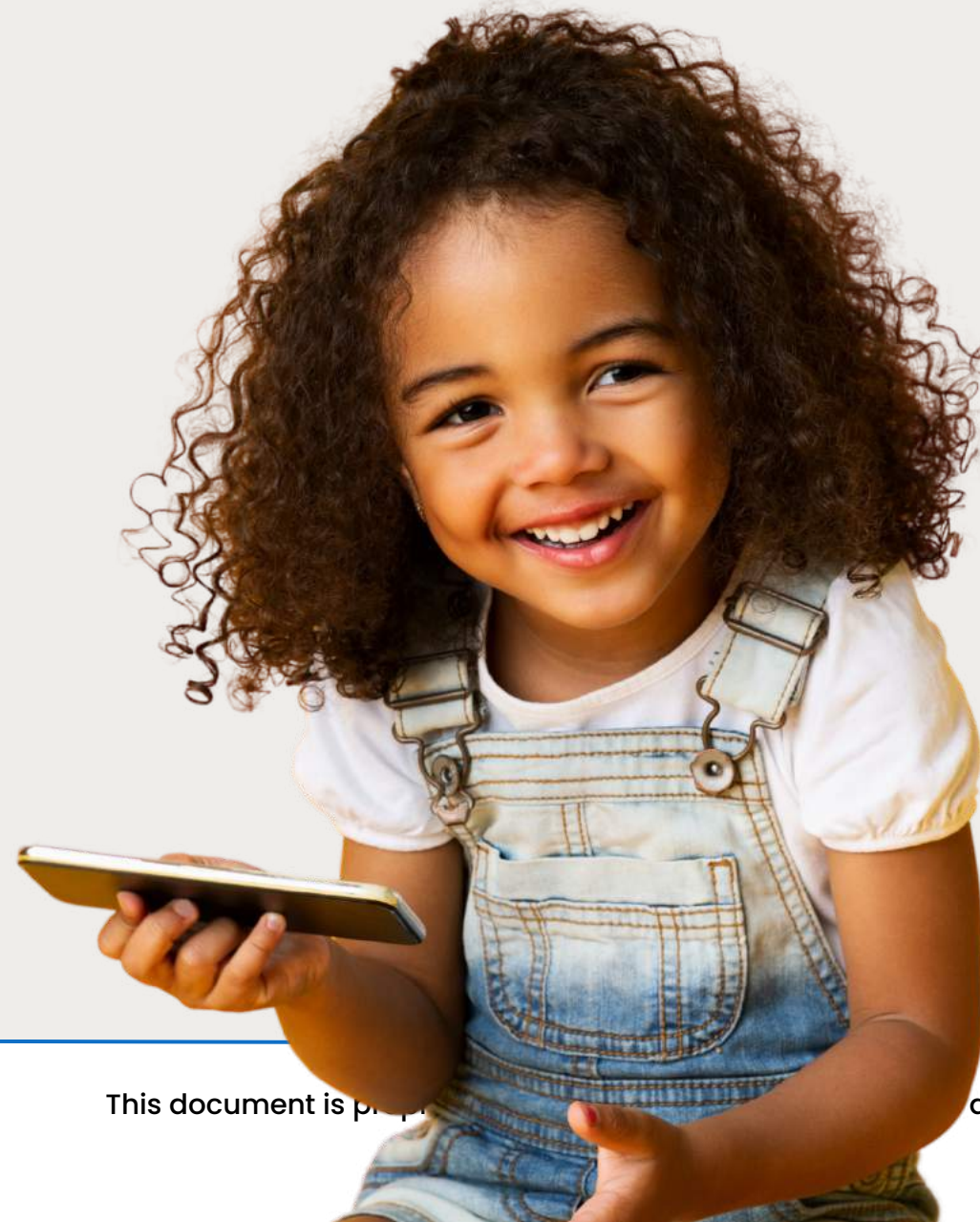
Easy-to-use  
Technology Platform



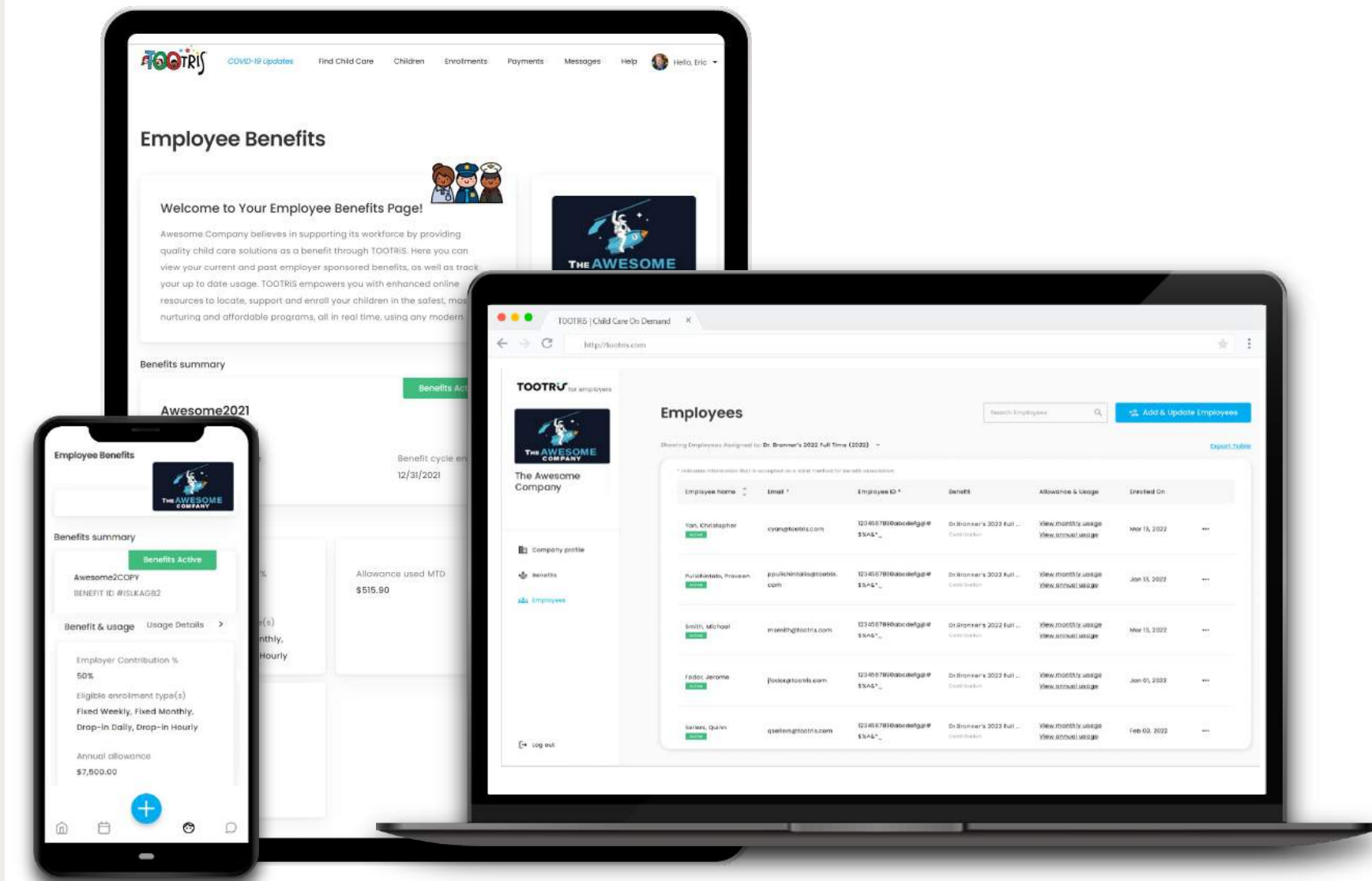
Human-Based Support



Dedicated, 24/7 Multilingual  
Child Care Concierge Service



Member and  
KPI Reporting Portals



Self-service with real-time utilization data

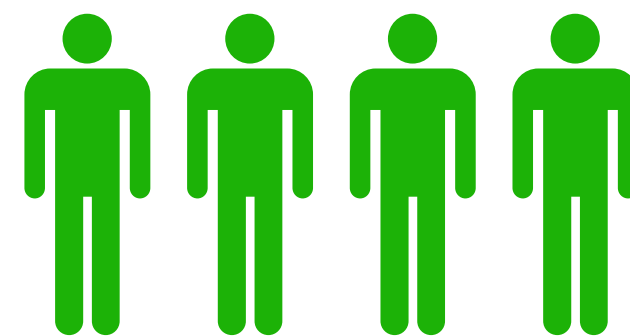
- **Built-in:** API for every HRIS platform
- **Built-in:** DCFSA support for members
- **Built-in:** Member staff stipend support

# TOOTRiS delivers for every parent situation.

We provide the flexibility needed for the next generation workforce who expect more options and greater work/home balance.



Parents with  
children  
ages 0-12



Parents  
working  
remotely



Parents with flex  
schedules or  
variable shifts

*“Access to Child Care – when they need it – is one of the biggest challenges that our working parents face. This partnership with TOOTRiS enables our employees with children to quickly locate the best care in their area.”*

- Kristine Figueroa, VP HR, Maravai LifeSciences

**TOOTRiS**

# TOOTRiS Child Care Benefits have been recognized nationwide for



## RETURN ON INVESTMENT

Kind of like Uber for Child Care, companies using TOOTRiS are regaining employee productivity and increasing their ROI.



**U.S. Chamber of Commerce**

## ON-DEMAND PLATFORM

TOOTRiS is an online platform for working parents to use in finding local, on-demand Child Care

**FASTCOMPANY**

## AFFORDABLE CHILD CARE

Businesses and TOOTRiS are joining forces to ensure employees have affordable, quality and convenient Child Care.



## NATIONWIDE CARE COVERAGE

A platform that helps companies administer and offer on-demand Child Care through a network of providers across the country.



**THE HECHINGER REPORT**

## INCREASE IN STAFF RETENTION

Employers increasingly see flexible Child Care options as essential to increasing workforce participation and retention.



## IMPROVED CARE ACCESS

Many parents struggle to work and juggle Child Care while on the job. Employers are partnering with TOOTRiS to fill that gap.



# TOOTRiS recent national press coverage:

## CNN Features TOOTRiS



**May 2023 (CNN):** As the cost of Child Care continues to rise, parents are finding it increasingly difficult to balance work and family lives. CNN reports that TOOTRiS benefits put affordable and reliable Child Care within reach of parents.

(Click Link to view):

<https://www.cnn.com/videos/world/2023/05/15/exp-childcare-costs--fst-051508aseg2--cnn-us.cnn>

## The Wall Street Journal Features TOOTRiS



**May 2023 (WSJ):** Interview with client Mazda Toyota highlights that since launch of their Child Care benefit program, **workforce attrition rates have dropped 11% for men & 20% for women**, despite the rural conditions of their factory and parents.

(Click Link to view):

<https://www.wsj.com/articles/a-crisis-over-child-care-is-holding-back-companies-and-blue-collar-workers-a951147b>

Our differentiator:  
comprehensive  
Child Care choices  
to fit the individual  
needs of employees.

**Flexible Scheduling Choices:**

- Full-time/Part-time
- Backup/Drop-In Care
- Night Shift/Weekends
- Emergency Care
- Seasonal Care

**Endless Program Options:**

- Child Care Centers
- Family Child Care Homes
- Before/After-School
- Babysitter/Nanny
- Special Education
- Learning Centers
- Summer Camps
- And more

**TOOTRiS** makes child care more accessible with  
more than 200,000 providers in all 50 states

**St. John's Head Start**  
Center  
★★★★★  
Chula Vista, CA 91902  
Drop-in:  Weekend:  8:00AM-5:30PM  
Afterhours:  Overnight:  Holiday:   
5+ Slots Available

**Ana's Family Child Care**  
In Home  
★★★★★  
Chula Vista, CA 91902  
Drop-in:  Weekend:  8:00AM-5:00PM  
Afterhours:  Overnight:  Holiday:   
2 Slots Available

**Mini World Child Care**  
In Home  
★★★★★  
Chula Vista, CA 91902  
Drop-in:  Weekend:  12:00AM-5:30PM  
Afterhours:  Overnight:  Holiday:   
2 Slots Available

**Little Birdies Child Care**  
In Home  
★★★★★  
Chula Vista, CA 91902  
Drop-in:  Weekend:  8:30AM-5:30PM  
Afterhours:  Overnight:  Holiday:   
Check Availability

**Mathnasium Learning Center**  
The Math Learning Center

**Competitive Edge Academic Learning Center**  
Competitive Edge Learning Center

**Montessori Hills Academy**

**Bradford KinderCare**

**Happy Kids Daycare**

**Emma's Family Child Care**

**Pattycake babysitting services**  
Pattycake Babysitting Services

**Program Distinction**  
 Chicano Federation  Curriculum Based  
 Faith Based  Head Start  
[+ More Options](#)

**Languages**  
 Arabic  Armenian  
 ASL  Cambodian  
[+ More Options](#)

**Specialties**  
 Allergies  Cognitive Disabilities  
 Eco-Healthy Environment  Emotional & Behavioral  
 Physical Disabilities  Wheelchair Access

**NHA Broadway Head Start**

# TOOTRiS helps make Child Care affordable

## Employer Sponsored Child Care Contribution:

- Average employer stipend toward care via TOOTRiS is \$250/per employee per month (\$3,000/yr)

## Common Payments:

- ACH/Bank of Choice
- Credit Card/Debit Card

## Integrated Payments:

- Financial Aid Integration
- DCFSA Integration

**On-demand options to pay only for the hours needed**

**Large & diverse Provider network to meet the needs of all budgets**

**Helps parents locate available financial assistance programs**

**Parents save with flexible employer sponsored plans**

**Utilize Existing Flexible Spending Accounts (DCFSA)**

**Accepting Financial Assistance**

- ✓ Apex Subsidy
- ✓ Children's Council ...
- ✓ Head Start
- ✓ CAPP
- ✓ Early Head Start

**Ka-ching!**  
Your employer, Awesome Company, will contribute \$119.25 to your enrollment fee!

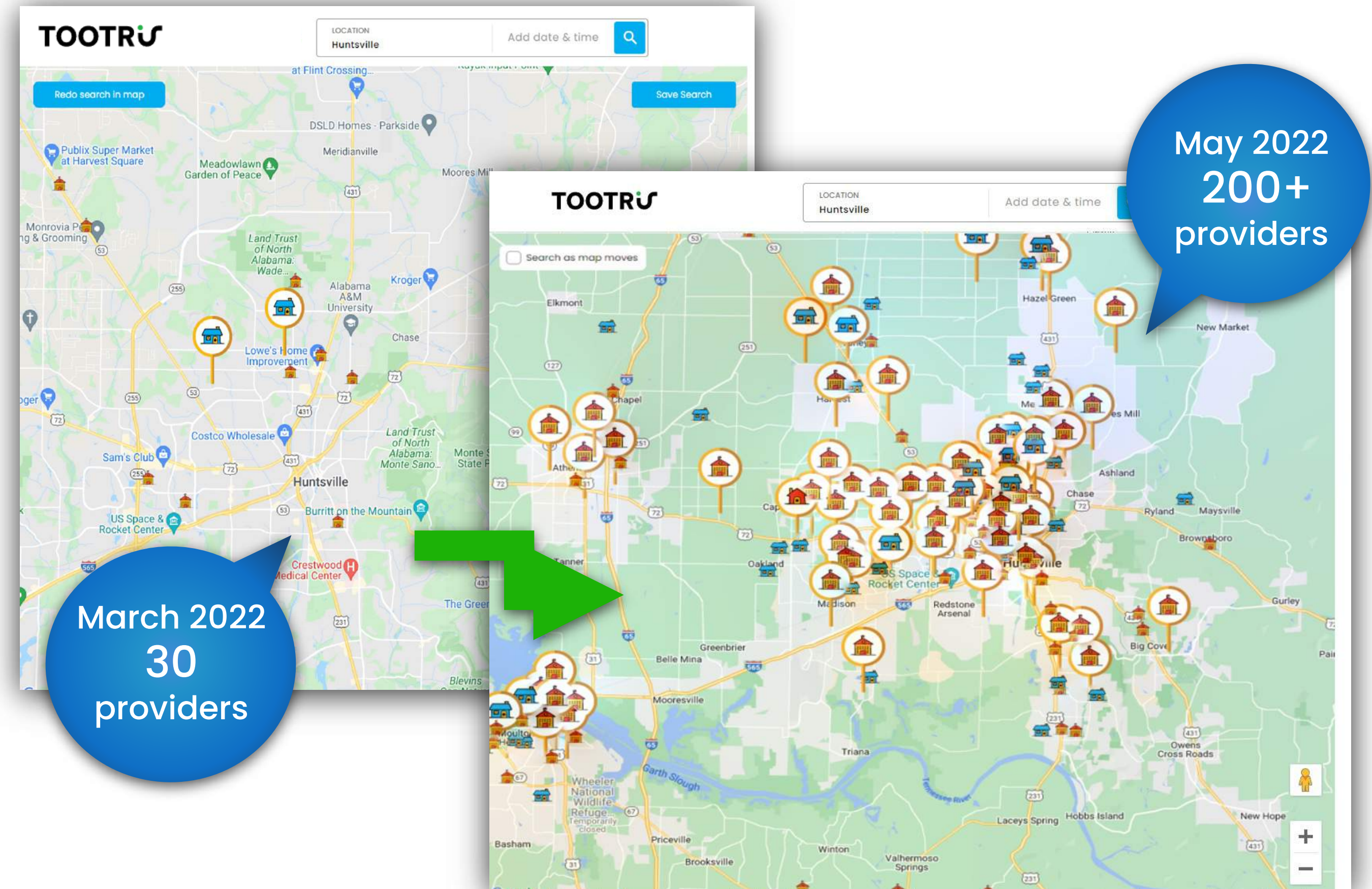
**Payment Methods**

Description	Payment Method	Status
Weekly Enrollment Fee Jun 27, 2022 - Jul 1, 2022	FSA **** 7134	Processed

# How TOOTRiS Optimizes Child Care Providers

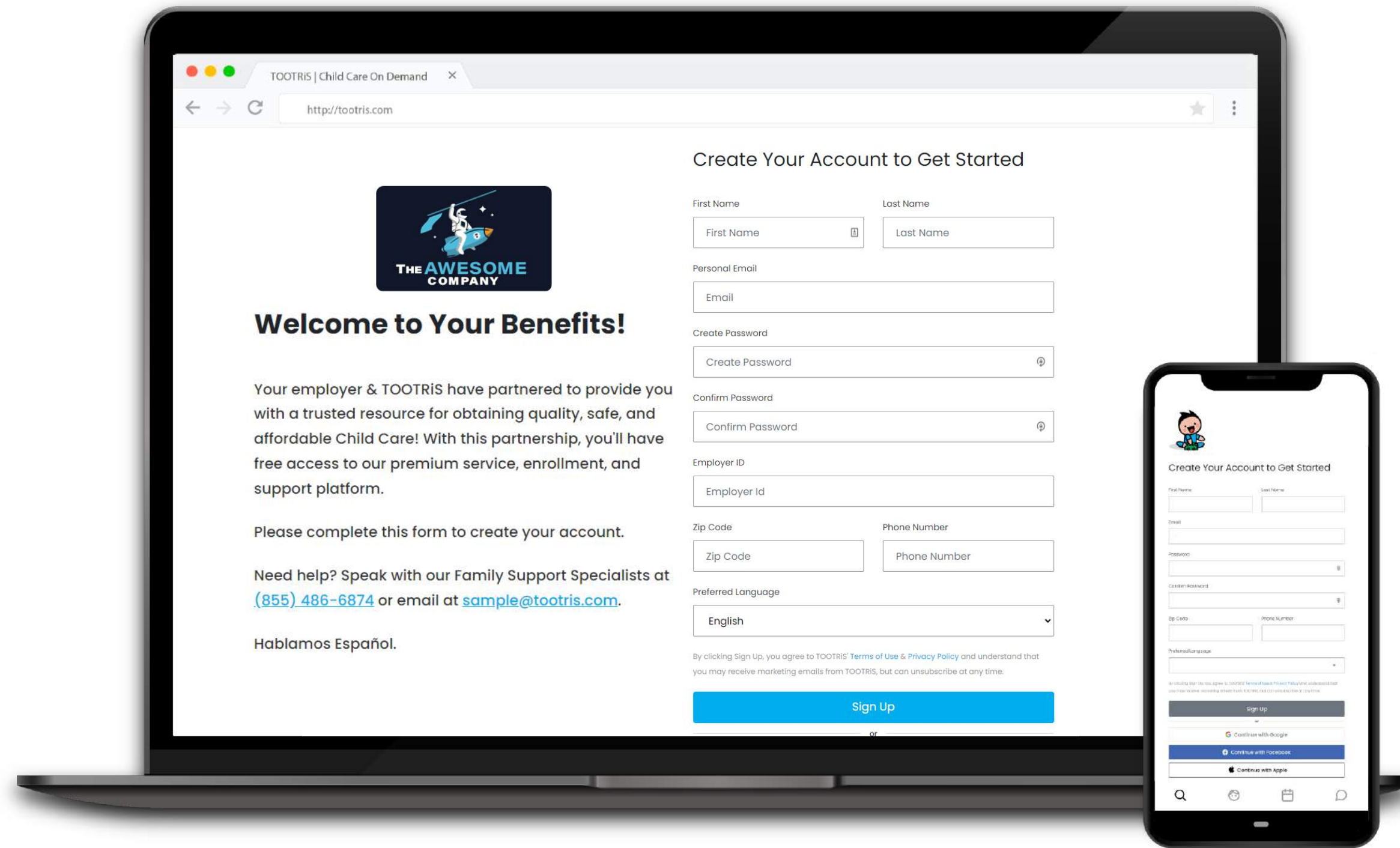
## In Partnership, TOOTRiS Will Increase New Child Care Supply in Your Region by:

- ❑ **Leveraging TOOTRiS Availability Technology** to maximize and expand existing provider's schedule, creating more open slots & access to non-standard hour care.
- ❑ **Supporting Providers in Increasing Capacity** by upgrading their licensing or hiring additional staff.
- ❑ **Building New in-Home Licensed Care Programs** with our initiative, the *Childcare Micro-Enterprise Empowerment (CMEE)* program.
- ❑ **Partnering, on Your Behalf, with Local Stakeholders** including alternative payment providers, business chambers, EDC's & municipalities, to create joint public/private care programs.
- ❑ **Establishing More Brick & Mortar Facilities** via alliances with corporate care providers.

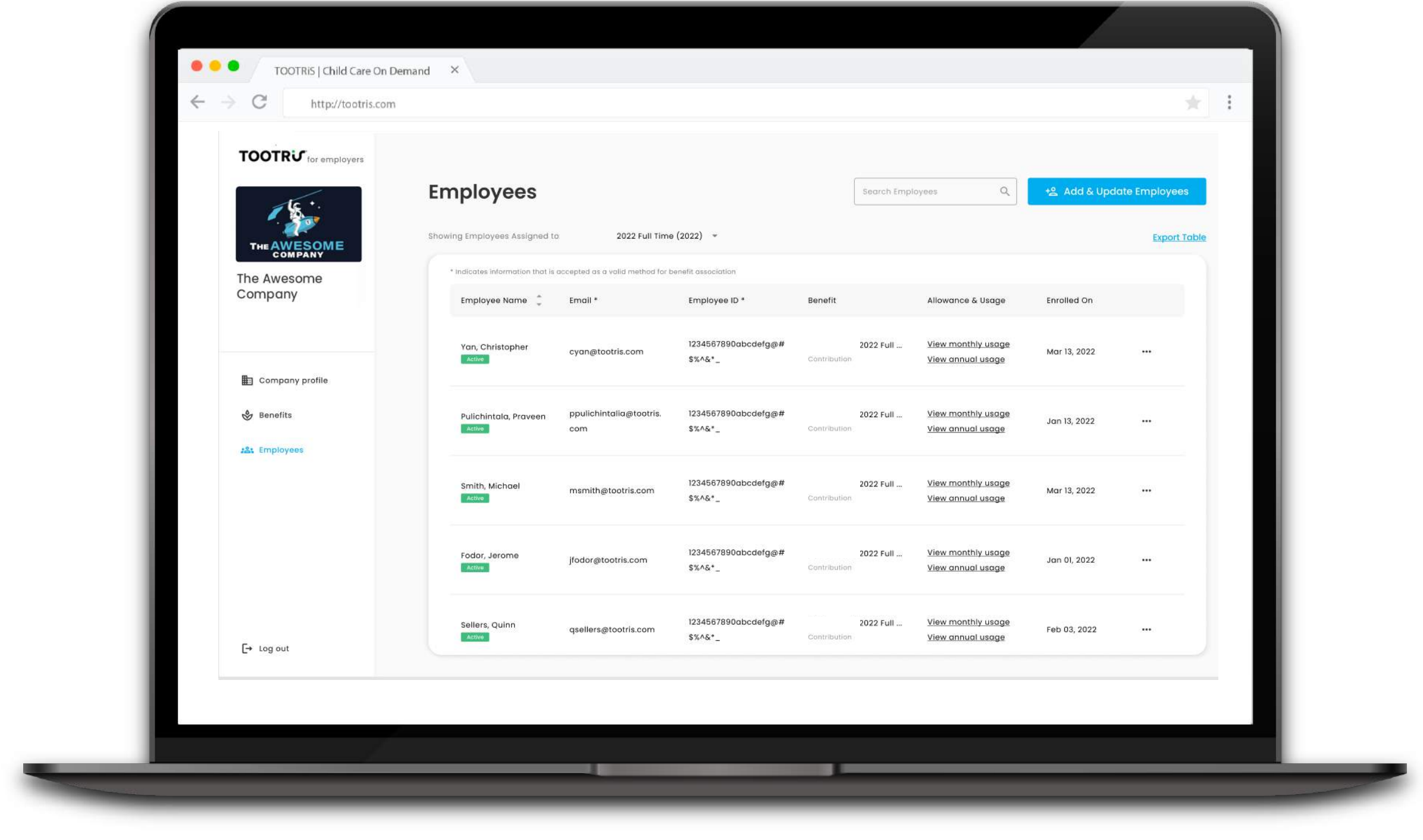


**Case Study:** TOOTRiS quickly expanded supply of enrollment slots for a manufacturing partner in Huntsville, Alabama. Diagrams above show the TOOTRiS network, before and after optimization.

# Employers love how TOOTRiS “just works” as a benefit.



Your team members access TOOTRiS on your branded self-service employee portal.



You view employee utilization and reporting directly from your HR dashboard.

**TOOTRiS is a seamless turn-key solution that provides everything needed to roll out and on-board your team.**



# Implement in a matter of days – not months.

Since TOOTRiS is not an elective benefit you can roll it out any time of the year.

## Step 1: Design a Tailored Benefit for Your Team

- Define who is eligible
- Customize a contribution
- Set your target start date

## Step 2: Prepare for On-Boarding

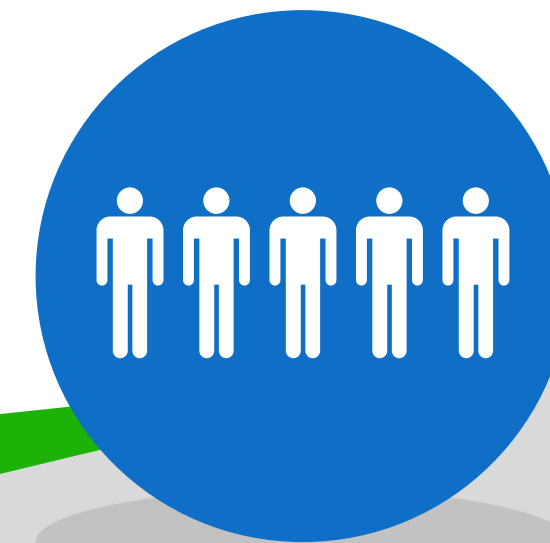
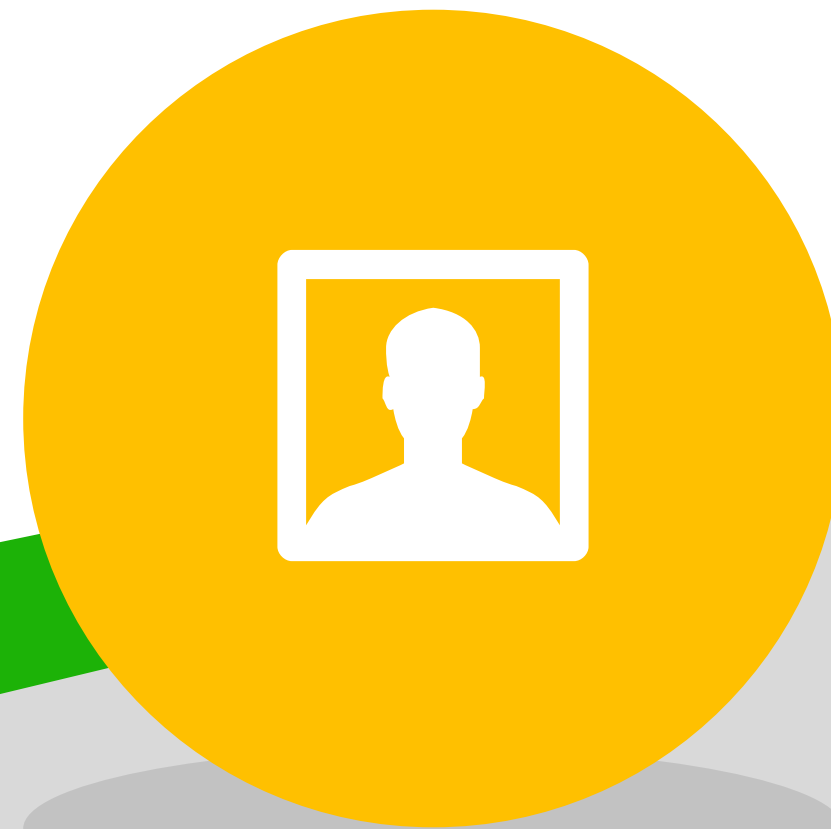
- Define who are the primary contacts
- We prepare on-boarding communications
- Define HRIS tech & API details (as applicable)
- Confirm your benefit start date

## Step 3: Roll Out the Child Care Benefit to Your Team

- Launch event in-person or virtual
- Announcement to all eligible staff
- We provide concierge support to parents
- We create on-boarding kit for future employees

## Step 4: Employees Begin Accessing the Benefit

- Team has full digital access
- TOOTRiS manages and administers benefit
- We continue 24/7 concierge support
- Meet monthly to review KPI



We give you  
everything you need.

- Self-service employee portal
- HR admin dashboard
- Operations support
- Multilingual enrollment help
- Child Care experts
- Technical assistance
- Subsidy investigation
- Benefit manager
- Care coordinator

# How we'll help you build excitement & awareness.

## On-Boarding Success Kit

### Informational Flyers

- Parent Benefit Overview
- Parent Refer Provider Instructions
- 24/7 Concierge Overview
- DCFSA Enablement Instructions

### Internal Email Assets

- Pre-launch announcement
- Launch announcement
- Engagement email series
- Engagement email series banners

### Internal Marketing Assets

- Business Cards with QR Code
- Posters
- Postcards

### HR Assets

- Employee Handbook Insert
- Benefit Intro Slides
- Benefit link QR code
- Benefit Launch/Utilization Playbook

### Videos

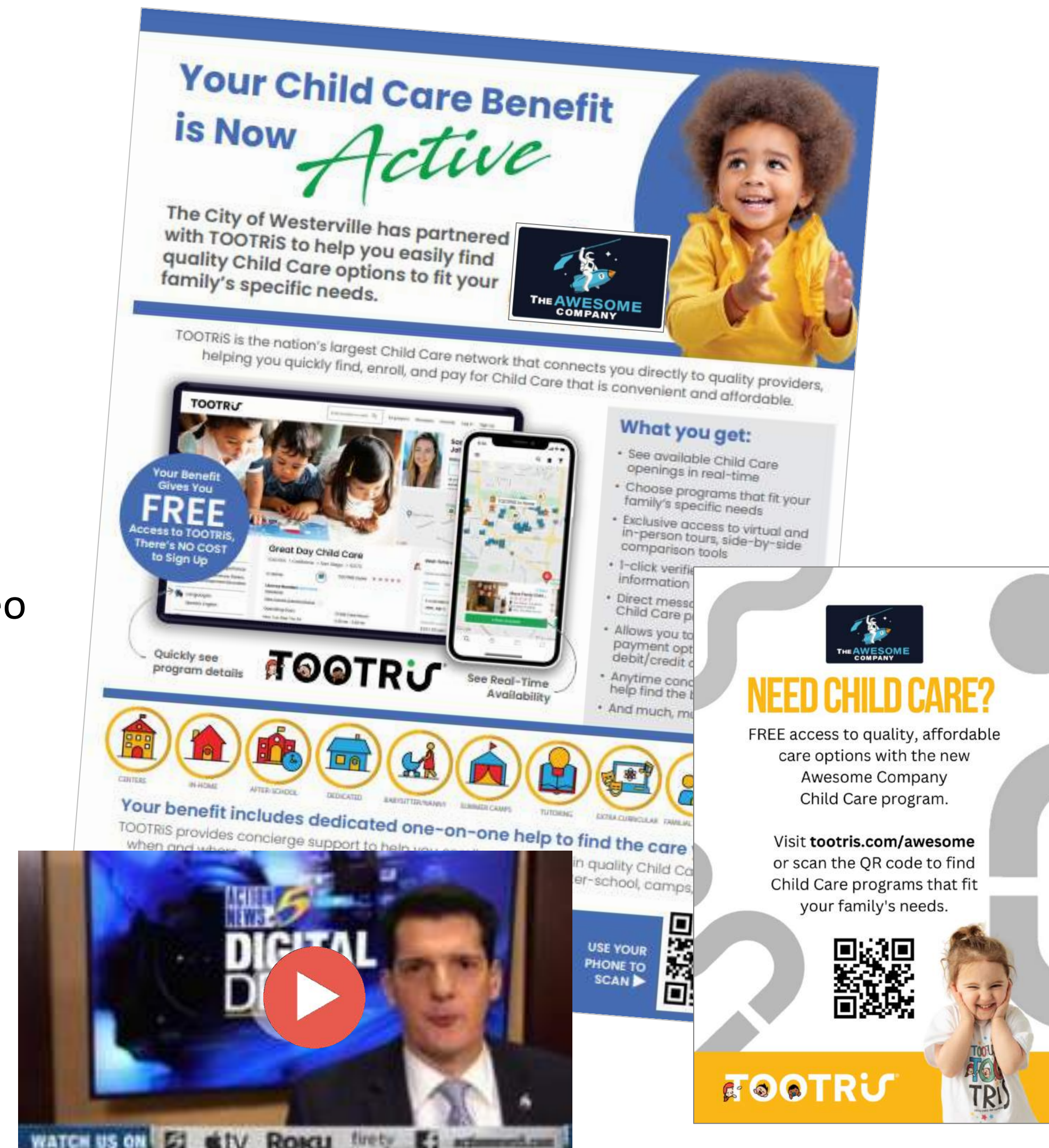
- 20s, 60s, Full length onboarding video
- Recording of employee demo

### Bonus PR/Media Outreach

- Press Release
- Local/National News Outreach

### Language (Optional)

- Spanish



# How we'll help you build excitement & awareness.

## On-Boarding Success Kit

### We'll kick it off with live events!

TOOTRIS will provide a combination of elements for your kickoff:

**Live Scheduled Zoom:** At set intervals within the first 30 days, TOOTRiS will perform the live webinars at times most convenient for members.

**Live On-Site Demo:** Optionally, TOOTRiS can perform a live, in-person demonstration of TOOTRiS for members.

- A representative to answer any questions LIVE
- Swag to sport the TOOTRiS benefit your company now has!
- Printed handouts and onboarding instructions

**Benefits Fairs:** TOOTRiS can also attend special in-person or virtual benefit fair events to directly answer questions employees may have.



# Tax Credits Can Help Offset Cost of Child Care Benefits

## Federal Level:

- The Employer-Provided Child Care Tax Credit allows employers to claim 25% of qualifying child care expenses and 10% of costs associated with child care search and referral services.
- The credit is capped at \$150,000.
- Employees can exclude some childcare benefits from their taxable wages
- **Bipartisan Bill introduced July 2023 in Congress to expand Employer and Family Child Care Credits. Contact TOOTRiS for more information.**

## State of Alabama:

- **House and Senate Bills introduced by Republican and Democrat in 2023 Alabama Legislative Session would establish the Employer Tax Credit and the Child Care Provider Tax Credit.**
- Manufacture Alabama lead proponent of legislation.
- Bills expected to be reintroduced and move with bipartisan support in 2024, but your lawmakers need to hear from YOU!



# See TOOTRiS client success stories



**Mazda Toyota Gives Unique Child Care Solution for Employees** – U.S. Chamber of Commerce

(Click Link to view):  
<https://www.uschamber.com/on-demand/childcare/how-companies-can-find-unique-solutions-to-provide-employee-childcare>



**Dairy Company Schreiber Foods Provides Employees with \$5K Toward Child Care** – NBC

(Click link to view):  
<https://www.nbc15.com/2023/01/07/richland-center-dairy-company-provide-employees-with-5k-toward-childcare/>



**Manufacturing Company Dr. Bronner's Offers Workforce Child Care Solution** – ABC

(Click link to view):  
<https://www.10news.com/news/making-it-in-san-diego/well-known-san-diego-soap-maker-helps-employees-by-paying-share-of-child-care>



**Global Plastic Packaging Manufacturer Launches Child Care Benefits to Accelerate U.S. Growth** – NW

(Click link to view):  
<https://www.newswire.com/news/global-plastic-packaging-manufacturer-launches-child-care-benefits-to-21978484>

# TOOTRIS<sup>®</sup>

Powering Absolute Potential

**To receive a copy of this presentation contact:**

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