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MADE IN  
ALABAMA

**Question:**

What's the big deal  
about manufacturing?



# Impact:

**Manufacturing DRIVES  
Alabama's economy.**

**\$44 Billion**

Valued Added Contribution

**16%**

Share of State GDP



# Impact:

**Manufacturing's scope is massive in Alabama.**

**275,000**

Employees

**4,000+**

Manufacturers

**\$82,500**

Avg. Annual Salary,  
Manufacturing Employees  
(vs. \$67,600 State Average)



# Impact:

Manufactured goods were responsible for most of Alabama's record **\$22.6 Billion** in exports in 2022.

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# Impact:

Manufacturing projects helped  
Alabama set a new record for in-  
bound capital investment in 2022  
— **\$10.1 Billion.**

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# Novelis — Baldwin County

First integrated aluminum mill in U.S. for four decades

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Selected a “Corporate Impact” Project of Year by  
Trade & Industry Development

**\$2.5 Billion**

Capital Investment

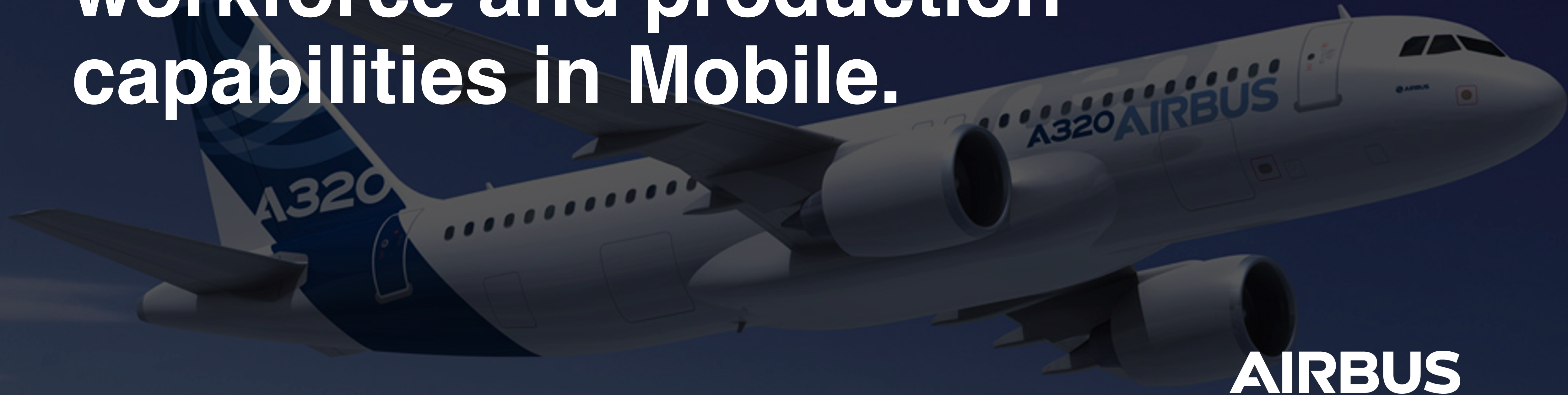
**1,000**

Jobs

Novelis

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**Airbus' new A320 Final Assembly Line will boost the company's workforce and production capabilities in Mobile.**



**AIRBUS**



# First Solar — Lawrence County

**Largest rural investment project in years**

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**\$1.1 Billion in Capital Investment**

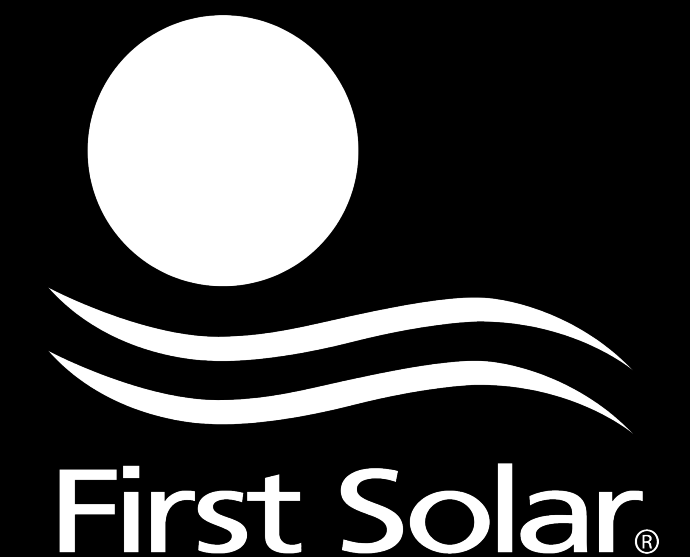
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**715 new jobs**

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**“Community Impact” Project of Year**

*-Trade & Industry Development Magazine*



# Impact:

**The momentum isn't slowing — manufacturing projects announced during 2023 are packing a punch.**

**Sierra Nevada** (Phenix City)

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**Ultra Safe Nuclear** (Gadsden)

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**Kronospan** (Oxford)

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**Samkee** (Selma)

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**Big Question:** How do we help these companies find the one thing they need most — a workforce?

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**The first step  
is simple.**

**AIDT is our not-so-secret  
secret weapon.**

Top 3 Workforce Development  
Agency in U.S.

—Business Facilities



# AIDT was a workforce development powerhouse in 2022.

Assisted 176 Companies

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Trained 30,000 Citizens for New Careers

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Hosted 48 Job Fairs

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Direct/Indirect Impact on 93,000 Jobs

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Boosted Wages by \$1.8 Billion



# Impact:

**AIDT is at the heart of the Airbus growth project in Mobile that's adding 1,000 jobs.**

FlightWorks Alabama

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FlightPath9/We Build It Better

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Expanding Apprenticeships

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Expansion of Aviation Center

**AIRBUS**



# Impact:

**AIDT relaunched its 'Shift' campaign to expand employment in Alabama's auto industry.**

Targets workers for 11,000 industry positions

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Recruitment across Alabama and neighboring states

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Seeking candidates for all types of positions







# **AIDT is already preparing workers for Manufacturing 4.0 jobs**

**Virtual Reality-based training**

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**Partnerships with manufacturers & AR developers**

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**Alabama Robotics Technology Park**



# Alabama's workforce development team isn't resting on its laurels.

## Alabama Office of Apprenticeship

- Funding incentives for new apprenticeships
  - Created nation's first RN and LPN registered apprenticeships
  - Teamed with every Alabama community college to launch apprenticeships
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## Regional Workforce Councils

- Redesigned performance metrics on Gov. Ivey's Success Plus initiatives
  - Launched Modern Manufacturing Program around each OEM and expanded MMP in Region 3
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# Workforce Development Milestones

**Labor Force Participation**

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**Self-Sufficiency Tool**

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**Success Plus progress report**

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**National Model, College and Career Readiness**

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**Commerce supports a broad-based effort to increase Alabama's labor participation rate.**

**57%**

Current Rate

**62%**

National Average



# What's behind the low rate?

Transportation challenges

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Low educational attainment/skills mismatch

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Low pay

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Child-care issues

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**The Alabama team is  
working to develop pathways  
that will get more people  
into the workforce.**

# One Example: Child-care

## Understanding the problem

20% of employed Alabamians missed work due to child-care challenges in 2021.

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Four in 10 Alabama kids lack access to childcare

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85,000 Alabama families need access to childcare but have no quality, affordable options.

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# One Example: Child-care

Businesses need more tools to support child-care for their employees — and we need to boost workforce participation to help ensure Alabama's children are put on a path to success.

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# One Example: Child-care

**Legislative proposals have been floated to expand access to child-care:**

Tax credit for building on-site centers

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Stipend for employee child-care expenses.

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Enhanced support for child-care centers based on quality ratings

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# Looking ahead, there are plenty of reasons for optimism as we approach 2024.

Strong state economy

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Record employment


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Promising economic development pipeline

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New “Game Plan” tools (SEEDS Act)





**Shout-out to our  
manufacturers because  
you're making sure  
the future is...**

MADE IN  
ALABAMA