

# a smart place<sup>®</sup>

## HUNTSVILLE AL • USA

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## TALENT



**ASmartPlace.com**, the official website of ASmartPlace, serves as the hub for the Chamber's Economic Development and Talent Recruitment activities. For job seekers and newcomers to our region, it shows what it is like to live, work, play, and grow in the Huntsville region. This site is the focal point of the Chamber's marketing campaign designed to reach qualified regional and national candidates. Sponsorship opportunities are available for more exposure, and we promote on all of our social media platforms. These resources are structured to support your recruitment teams with information about the region that can be easily shared with potential candidates and new talent.



**Guiding Stars** help newcomers navigate Huntsville by offering personalized community onboarding and connections. The program links new residents with local volunteers who can answer questions, share insights on things to do and places to explore, and provide a welcoming first point of contact. Together, they make relocating to Huntsville smoother, more informed, and more connected. Learn more at [stars.asmartplace.com](http://stars.asmartplace.com)



**ASmartPlace for Veterans** focuses on recruitment and retention of military connected talent in the Rocket City. This includes collaboration with partners like the U.S. Chamber of Commerce Foundation Hiring Our Heroes Corporate Fellowship program, Still Serving Veterans, NextOp, and collaboration with transition assistance offices to inform them of job opportunities in our community. We seek to increase awareness of careers with our local companies while enhancing our community profile among service men and women.



**Huntsville: ASmartPlace College Career Fair** connects students from local and regional colleges/universities with career opportunities in the Rocket City! This December event targets college students who are local to the Huntsville area and those who attend out-of-area schools and may be home for the holidays. Students have the opportunity to visit employers offering full-time roles, co-op positions, and internships with the goal of retaining our early talent.



**Senior Sprint Career Fair** is a collaborative program with Huntsville City Schools, Madison City Schools, Madison County Schools, community agencies, and local employers to provide career opportunities for graduating high school seniors who have not enrolled in a post-secondary college or university or made firm post-graduation plans. Senior Sprint creates a bridge from high school to the workforce by providing graduates with several career and training opportunities while raising awareness about employment opportunities which will guide them toward long-term post-graduation careers.



**ReLaunch Job Fair** provides opportunities for individuals who are unemployed, underemployed, have dropped out of high school, are not achieving their full potential, or are in need of a relaunch of their career, to connect with local employers and opportunities. The mission of this initiative is to assist our local companies in finding capable workers and to empower members of our community by improving their quality of life and financial stability. The Chamber hosts this event in collaboration with the Alabama Career Center, the Alabama Community College System, nonprofits, and community agencies to help bridge the gap between the under resourced job seeker and our employers.

# COMMUNITY



**GO Rocket City!** is an initiative to share about life in Huntsville. Our video series spotlights the great quality of life in our region, from the food and festival scene to the great outdoors. This is an engagement and retention initiative to spotlight some of Huntsville's favorite local arts, entertainment, dining, and recreation options.

**GO Rocket City! Intern Program** helps connect early talent in our community by engaging summer interns and co-op students working in the Rocket City. The main goal of this programming is to allow students to connect with one another while learning more about our community and the career opportunities available to them through social, professional development, and service opportunities.



**Wage & Benefits Survey** is conducted each spring. The survey enables local employers to gauge their compensation and benefit data against other companies in our region. The survey data is valuable to companies to use as a pricing tool for bidding contracts, and, most importantly, as a human resources guide for benchmarking wage and benefit rates.

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## PATHWAYS



**State of the Schools** is an annual event that focuses on the mission, vision, data and strategic goals for the future of public education across Huntsville City Schools, Madison City Schools and Madison County Schools. In partnership with The Schools Foundation, this event features the superintendents of each district along with student and teacher voices to highlight the Pre-K-12 education programs that are preparing students for long-term success in our region. This is an excellent opportunity for the business community to hear directly from educators about programs, policy, and performance in our local systems, which is relevant to our workforce of today and the future.



**Industry Insights** allows 100+ teachers, career coaches, and educators from across Huntsville City, Madison City and Madison County public schools to step outside the classroom and participate in on-site tours of industry locations. We focus on smart careers in target industries, ranging from advanced manufacturing and construction to cyber, supply chain, healthcare, and more. Educators are taken on tours of a business, factory floor, production plant, or construction site to witness first-hand how an industry looks, works, and feels while also hearing directly from hiring managers about that industry's workforce needs and ways for students to pursue applicable career paths or ready-to-work initiatives.



**Smart Careers** in ASmartPlace is an initiative that connects students, teachers and parents with information about high-growth, high-demand occupations in our community and the pathways to reach them. We work across our K-12 school districts and our post-secondary institutions and with our business and industry to align resources and identify challenges and opportunities.



**State of Higher Education** is an event focused on the mission, vision, and strategic goals of public higher education across Madison County, featuring the presidents of Calhoun Community College, Drake State Community & Technical College, Alabama A&M University, and the University of Alabama in Huntsville. Attracting and retaining post-secondary talent is critical to our community's long-term talent and economic development success. This event highlights the post-secondary education and training programs across our community that are preparing students for long-term impact in their careers and in our region. This is an opportunity for the business community to hear directly from public higher education partners about programs and partnerships with their institutions.