



INDEPENDENT ELECTRICAL CONTRACTORS PRESENTS

2022 **business summit**

SAVANNAH, GA | JANUARY 24-26


Southwire 12 for Life Road Map

Bill Fowler, Manager Industry Partnerships



Southwire®

Registered Trademark and Trademark of Southwire Company, LLC.



SOUTHWIRE IS STILL HEADQUARTERED IN CARROLLTON, GA

*Where we got our start over
70 years ago.*



Today, we are one of the world's largest
privately owned producers of wire and cable.



Southwire
WE DELIVER POWER

WE DELIVER... LEGACY



WORKFORCE
Nearly **8,000**
Employees



FACILITIES
34 Plants
10 CSCs



ORGANIZATION
Wire & Cable, Tools,
Components, Assembled
Solutions, Operations,
Metals

WE DELIVER...
AS ONE



Southwire is one of the world's largest manufacturers of wire and cable and an emerging influence in the industrial electrical space.

\$6.1 billion in revenue in 2018



**BUILDING
BETTER LIVES
THROUGH
EDUCATION &
EMPLOYMENT**



AT A GLANCE



Origination

12 for Life program is a natural extension of Southwire's commitment of [Giving Back](#)

Southwire partnered with Carroll County Schools in 2004 to create program to receive credit for working

Southwire purchased the 12 for Life building in 2006 with plans to locate a reel assembly shop and other operations within the plant

On January 4, 2007 school officials chose the first group of 71 participants for the program



Vision

Building better lives through education, employment and opportunity

GEORGIA PARTNERSHIP



Currently partnering with four local school systems

Carroll County Schools
Carrollton City
Haralson County
Heard County

ALABAMA PARTNERSHIP



Currently partnering with two local school systems

Florence City Schools
Lauderdale County Schools

STUDENT-LED OPERATIONS

- Safety
- Industrial Maintenance
- Quality
- Homewire
- THHN
- Ovens
- Labels
- Reel Shop
- Engineering
- Supervision Support
- Inventory Control
- Administrative Support





THE CONCEPT

- **Manufacturing setting**
- **High school students**

12 for Life students attend school for a portion of the day and work in a Southwire manufacturing facility for another portion of the day. Students spend their time learning important work and life skills from Southwire supervisors and dedicated school system-employed educators. They receive real-world training such as exam preparation, graduation planning, resume building, interview skills, and more.



Financial



Academic



Social

THE RESULT

**Employable, educated young people
prepared to enter the workforce**

It all adds up to a successful model that other businesses and school systems can – and should – use to improve graduation rates and improve the long-term earning capacity for the community

THE MODEL



School Resources

- Bus Transportation
- Free & Reduced Lunch Delivery
- Principal
- Counselor
- Rotation Classes
- Recruiting
- Class Credit



Work Resources

- Wages
- Plant Management
- Mentoring
- Personal Resources
- EAP Counselor
- Employee Engagement Activities
- Meals During School Breaks
- Graduation Ceremony
- Scholarship Opportunities

STUDENT SELECTION PROCESS



- Graduation Counselors
- Application
- Rubric
 - Five Areas Considered For Selection
 1. Credit Deficiency
 2. Poor Attendance
 3. Economically Disadvantaged
 4. Good Discipline Record
 5. Priority Rating

MOTIVATION

- **Students Earn \$9.00 an hour**
 - \$1.00/hour incentive for Attendance
- **\$125 Bonus every nine weeks for perfect Attendance**
- **Attendance and Discipline checked daily for all classes**



IMPACT

- Scholarships awarded annually to students
- Students complete core high school and college degree-level courses taught on-site at 12 for Life or at their local high school

Featured In:

National Public Radio, Harvard Business School, Forbes Magazine, The Wall Street Journal, Washington Monthly Magazine, Womenetics, Georgia Trend, ED.gov, National Drop-out Prevention Tour, CBS This Morning, U.S. Secretary of Education Back-to-School Bus Tour, 11 Alive News





12 FOR LIFE RESULTS

Graduation Rate Increases:

2007		2020
65%	►	93%

Overall Group

55%	►	93%
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Economically Disadvantage
Subgroup Group





"12 FOR LIFE IS A PART OF MY LIFE MORE NOW THAN WHEN I WAS WORKING THERE. THE IMPACT IS SO SIGNIFICANT TO PUT INTO WORDS IS VERY DIFFICULT. I AM THE PRODUCT OF 12 FOR LIFE AND I AM VERY PROUD TO SAY I WAS A PART OF SUCH AN AMAZING PROGRAM."

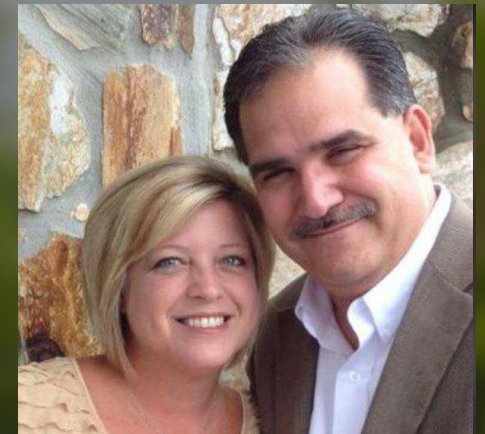
Toni Kirby, class of 2008



SOUTHWIRE COMPANY, LLC.

You Can Do It

- Feeder program for your company and IEC.
- Be willing to Sacrifice and make it sustainable
- Look for schools with College and Career Acad.
 - CCA's already have career path done
 - CTAE director as starting point
- Talk to Work base Learning Coordinator at HS
 - Look at Career Cluster you fill
 - Look at mentoring help from school
 - Be prepared to monitor the student
 - (report back to school on student)



Bill Fowler, CSI-CDT
Sr Instructor/Manager
Industry partnerships

Denise Fowler, SHRM-CP,
HRCI, CPP, MBTI
Professional/Life Skills
Facilitator CC Schools

“A journey of 1000 miles Starts with the first step. Take that step, and you are on your way!”
Roy Richards



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12 For Life 10 [Year](#) Video