

NCWORKS COMMISSION

August 8, 2018
Asheville, North Carolina



Welcome and Opening Remarks

Kevin Trapani
Chair



The background features a light blue gradient with two faint silhouettes of human heads facing each other. Between the silhouettes is a dense collection of colorful icons representing various concepts like technology, communication, and social media. The text is centered and styled in a bold, italicized serif font.

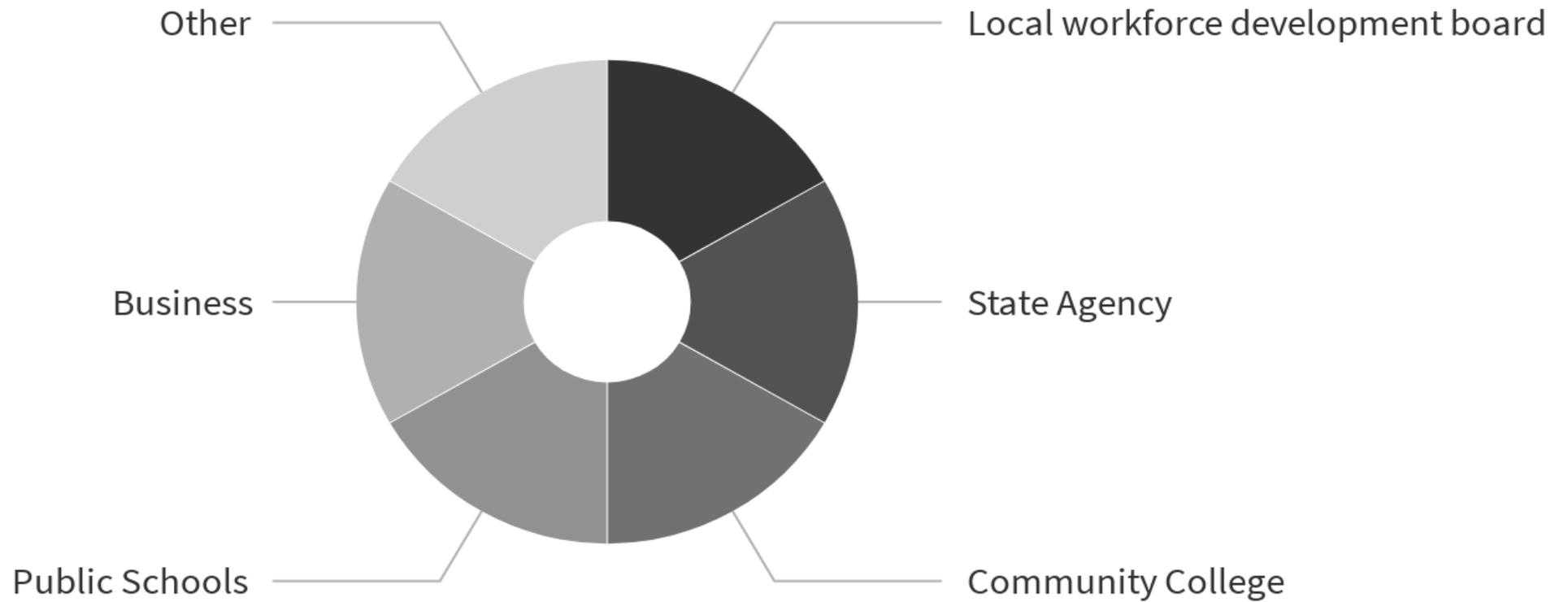
Let your voice be heard.

Log in now for today's polling question

PollEv.com/neworks471

Please select which organization you represent:

Local workforce development bo... State Agency Community College Public Schools Business Other



Welcome and Opening Remarks

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Helping Students Cross the Finish Line

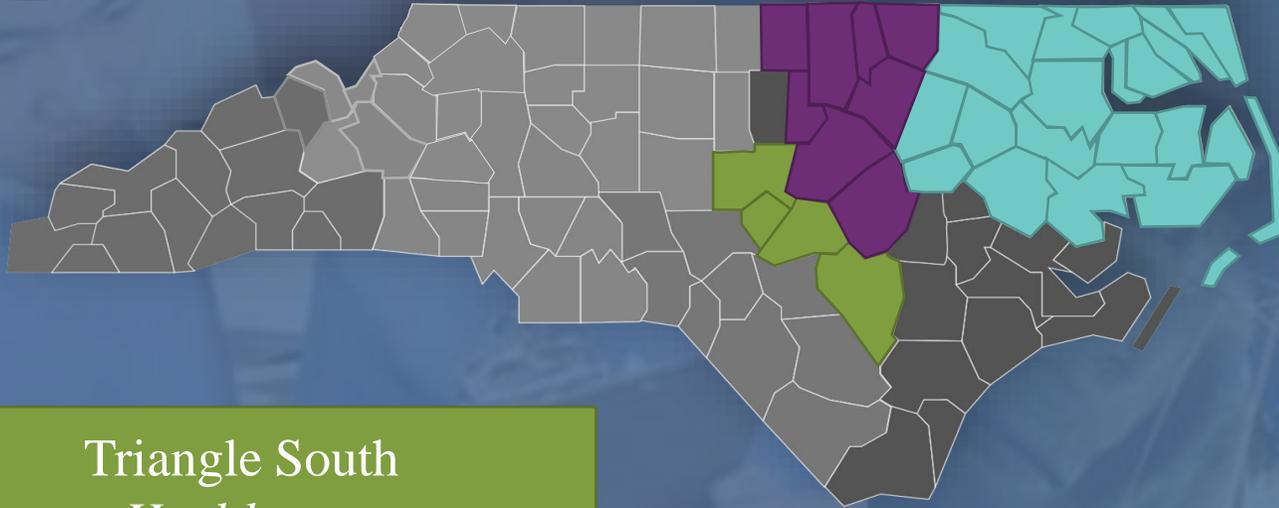
Finish Line Grants will help community college students who face unforeseen financial emergencies complete their training.

The program will use up to \$7 million in federal funds to help students pay for course materials, housing, car repair, medical needs, dependent care, or other financial emergencies students face through no fault of their own.



“A car repair should not determine your future.” –Governor Cooper

NCWorks Career Pathways



Northeastern Region *Business Support Services*

- | | |
|------------------|--------------------|
| <i>Beaufort</i> | <i>Hyde</i> |
| <i>Bertie</i> | <i>Martin</i> |
| <i>Camden</i> | <i>Nash</i> |
| <i>Chowan</i> | <i>Northampton</i> |
| <i>Currituck</i> | <i>Pasquotank</i> |
| <i>Dare</i> | <i>Perquimans</i> |
| <i>Edgecombe</i> | <i>Pitt</i> |
| <i>Gates</i> | <i>Tyrell</i> |
| <i>Halifax</i> | <i>Washington</i> |
| <i>Hertford</i> | <i>Wilson</i> |

Triangle South *Healthcare* *Advanced Manufacturing*

- Chatham*
- Harnett*
- Lee*
- Sampson*

Triangle Region *Construction & Skills Trades*

- | | |
|------------------|---------------|
| <i>Durham</i> | <i>Person</i> |
| <i>Franklin</i> | <i>Vance</i> |
| <i>Granville</i> | <i>Warren</i> |
| <i>Johnston</i> | <i>Wake</i> |



Work-Based Learning Continuum

Work based learning strengthens the state's talent pipeline by providing North Carolinians with career awareness, career exploration, and real-world career experience to build employability and technical skills.



Committee Updates

Executive Committee – Olalah Njenga

Business Engagement – Stephen Rosenburgh

Performance and Accountability – Mel Chernoff

Education and Training – Stan Sherrill

Governance and System Alignment - Susan Jackson

Spotlight on Innovations

SPOTLIGHT ON LOCAL WORKFORCE INNOVATIONS | NCWORKS COMMISSION

Helping Recent College Graduates Find Jobs

BACKPACKS TO BRIEFCASES

We all know that higher education should lead to a higher skilled and higher paying job, right? College students typically expect to find a job shortly after they graduate. They've invested in their futures, and now, they are ready to make some money. But sometimes, things don't go as planned, and recent college graduates find themselves unemployed, or with a low-paying job that doesn't even require the college degree they just attained.

This is where Backpacks to Briefcases comes in.

BACKPACKS TO BRIEFCASES

Capital Area
NCWorks NextGen Program
1649 Old Louisburg Rd.
Raleigh, NC 27604
capitalareanetworks.com



SPOTLIGHT ON LOCAL WORKFORCE INNOVATIONS | NCWORKS COMMISSION

Enhancing Career Awareness for Burke County Youth

FIND A FULFILLING CAREER IN BURKE COUNTY

A common misconception in many rural towns is that citizens must move away to urban areas to secure gainful employment and advance their careers. As a result, many young people all across North Carolina leave their hometowns after high school in pursuit of what they perceive as better education, training, and employment opportunities. This pervasive trend of youth rural-urban migration limits the talent pool of qualified candidates for jobs in rural communities. Burke County particularly felt the burden of this trend in the 2010s when manufacturing companies – an industry which represents 30% of the local economy – experienced rapid retirement of their veteran workers and had trouble recruiting younger workers to fill open positions.

WORK IN BURKE

workinburke.com
info@workinburke.com



SPOTLIGHT ON LOCAL WORKFORCE INNOVATIONS | NCWORKS COMMISSION

Industry-Driven Training for Careers in Furniture

TOGETHER, WE ALL WIN

In 2014, the furniture industry – which had practically defined the Catawba Valley region for generations – was experiencing a critical shortage of skilled workers. As many veteran employees retired, furniture manufacturers in Catawba and Alexander counties saw a need to change the public perception of careers in their industry and train students who could successfully fill their 3,000 open positions.

Faced with an aging workforce, with 28% of their skilled labor force aged 55 and over, and growth in the local furniture industry, business leaders began conversations with the career center and education programs to look for ways to address these challenges. Through these conversations, the partners developed a number of strategies to share information about furniture careers with students. Also, employers began working with Catawba Valley Community College (CVCC) to revamp their training program to start filling the skills gap.

CATAWBA VALLEY FURNITURE ACADEMY

2550 US Hwy 70 SE, Hickory, NC
(828) 327-7000, ext. 4294
cvcc.edu/CCE/Workforce_Development/Industrial/furniture-Academy.cfm



SPOTLIGHT ON LOCAL WORKFORCE INNOVATIONS | NCWORKS COMMISSION

Developing Local Students of All Ages to Meet Workforce Demands

CULTIVATING A LOCAL WORKFORCE SUPPLY FROM KINDERGARTEN THROUGH RETIREMENT AGE

Rural counties nationwide are experiencing declines in their working-age population as more young adults move to urban areas. The outmigration of young people presents a pressing challenge for employers in rural communities as they seek to recruit qualified, work-ready employees to meet their current hiring demands. For example, employers in Catawba County, North Carolina are currently seeking to fill more than 3,000 jobs across a variety of industries and expect to add 10,000 new jobs by 2035. However, it is estimated that Catawba County will have a net loss of 1,105 employable workers aged 18-64 by 2035.

K-64 LEARNING

k-64learning.com



What is the best way to better inform businesses about the services that NCWorks provides?

 Respond at **PollEv.com/ncworks471**  Text **NCWORKS471** to **22333** once to join, then **A, B, C, D, or E**

Increase social media and/or online presence **A**

Face-to-face contact between local staff and businesses **B**

Conduct more local community events to connect employers with jobseekers **C**

Distribute more printed material **D**

Increase public outreach methods (TV, radio, billboards, etc.) **E**

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2018

Annual Program Review

Annie Izod
Performance and Accountability Committee

COMMERCE

- WIOA Title I
- WIOA Title II
- TAA
- Wagner Peyser

PUBLIC INSTRUCTION

Career Technical Education

ADMINISTRATION

Native American Workforce
Development Program

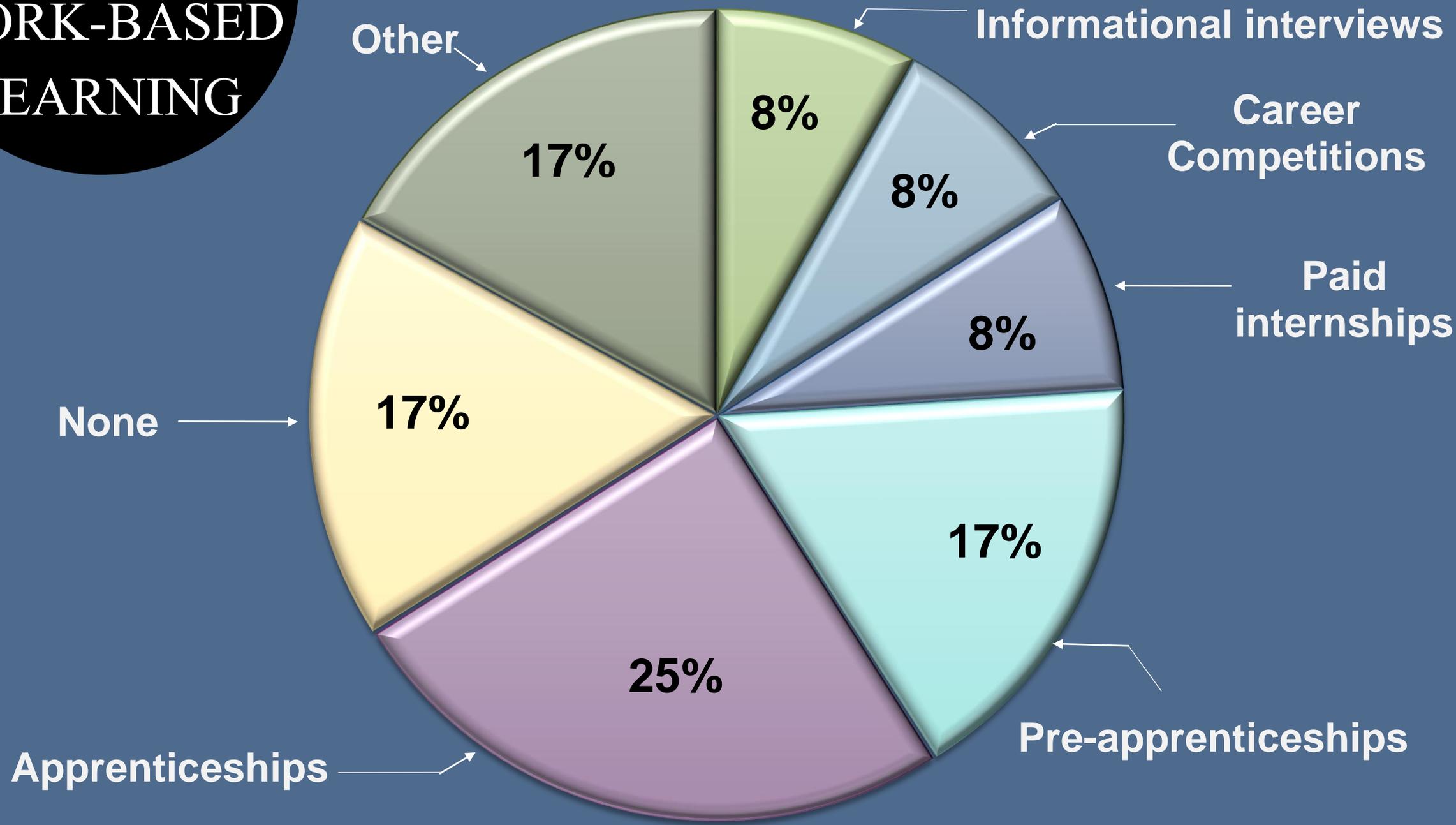
COMMUNITY COLLEGE

- Apprenticeship
- Customized Training
- Small Business
- WIOA Title II, Basic Skills
- Occupational Career Education
- Post Secondary, Career Technical and Vocational Education

HEALTH & HUMAN SERVICE

- Community Block Grant
- Food and Nutrition Services
- TANF (Work First)
- WIOA Title
- Services for the Blind
- Long Term Vocational Support Services
- Senior Community Service Employment

WORK-BASED LEARNING



TARGET POPULATIONS

MOST

Adults

Unemployed and
underemployed

Veterans

LEAST

Reentry populations

Youth

Older workers over
age 55

SERVICES FOR INDIVIDUALS

- Over 68% of programs provide job search assistance
- Over 79% of programs provide education and/or training
- Close to 30% of programs provide supportive services

SERVICES FOR BUSINESSES

MOST

Employee Assessment

Training

Work-Based Learning

Recruitment Services

LEAST

Subsidized Employment

Development of Training
Programs

North Carolina's Workforce Development Programs

2015-2016

\$1.39 Billion

2016-2017

\$1.64 Billion

2017-2018

\$1.38 Billion



2018 Measuring the Performance of North Carolina's Workforce Development System Report

Measures include:

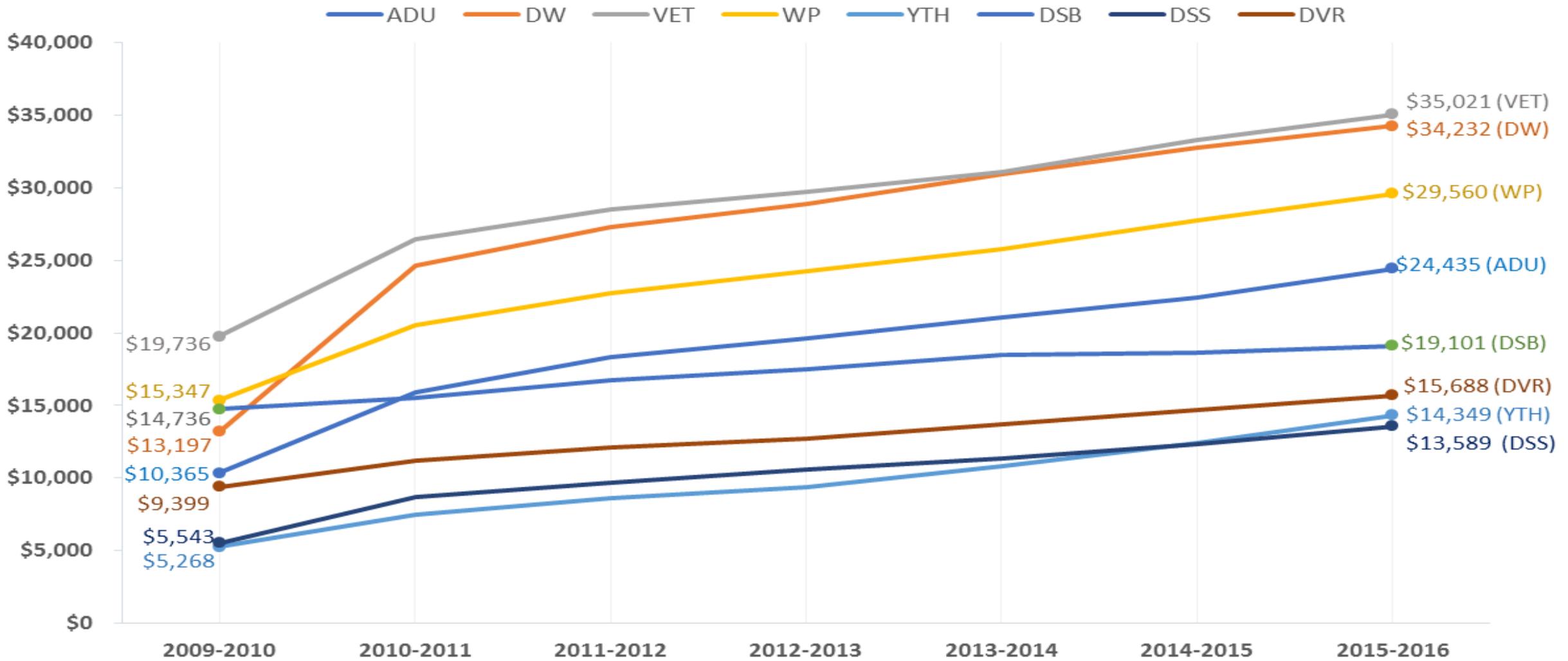
- Percent of former program participants who are employed
- Wages
- Enrolled in the UNC and/or Community College Systems
- Enrolled in another workforce program



Number of Participants by State Agency, Program Year 2016

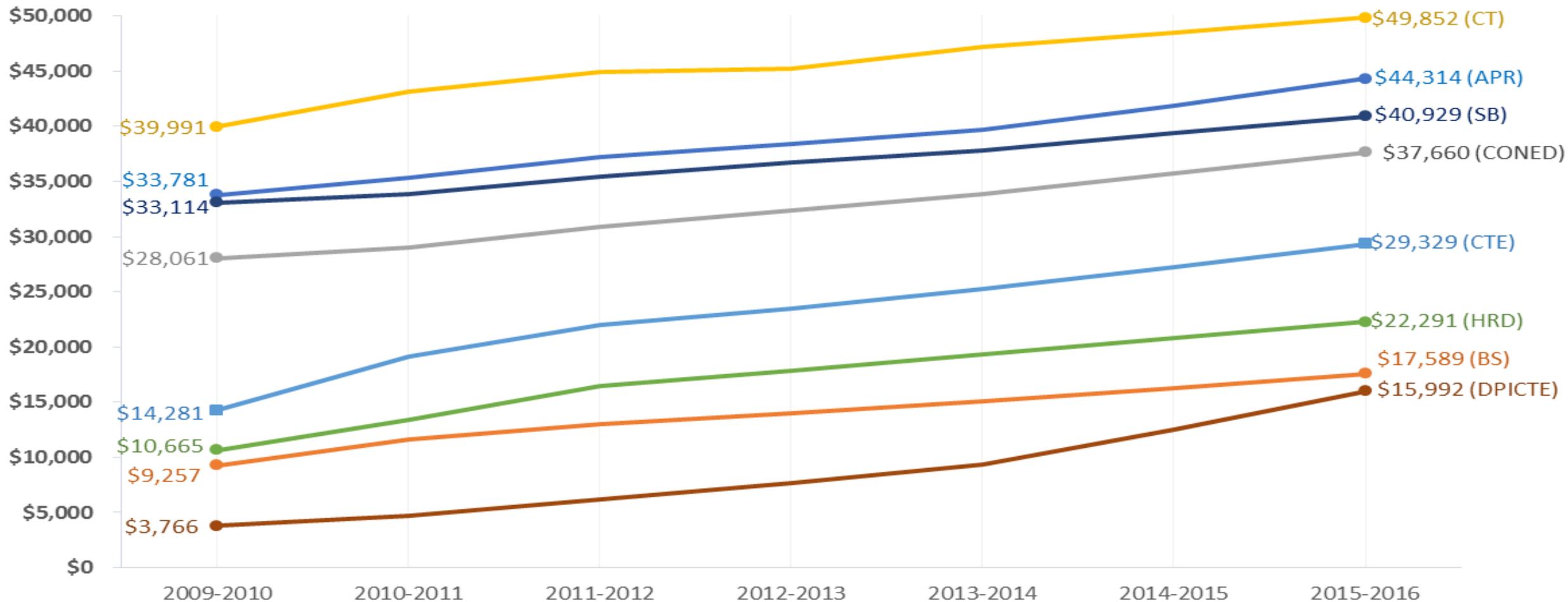
Agency	Number Served	Percentage of Cohort
Department of Commerce	399,945	46.9%
Department of Health and Human Services	71,142	8.3%
Department of Public Instruction	68,503	8%
Community College System	408,295	47.9%

Cohort 2009-2010 Wage Growth by Program and by Program Year



Cohort 2009-2010 Wage Growth by Program and by Program Year

— APR
 — BS
 — CONED
 — CT
 —■ CTE
 — HRD
 — SB
 — DPICTE



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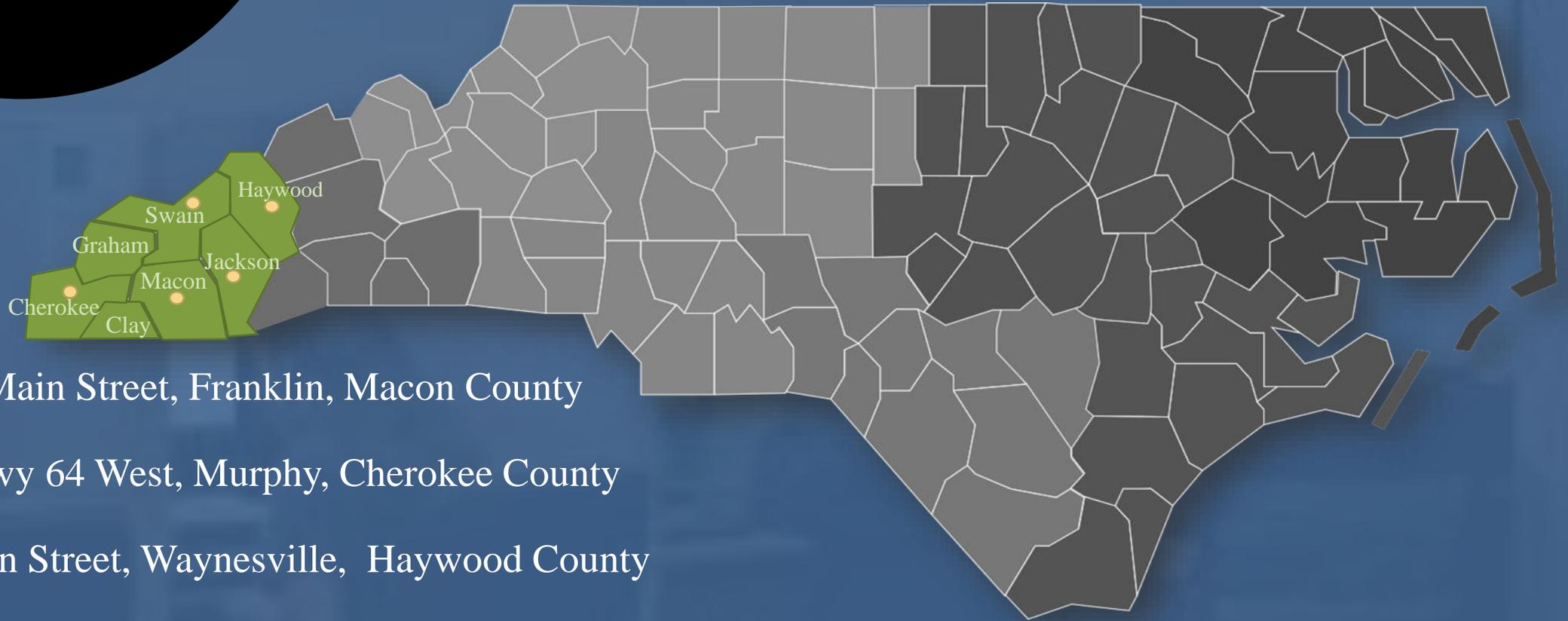
Governance and System Alignment - Susan Jackson

NCWorks Career Center Certification



NCWorks Career Center Certification

Southwestern Workforce Board



5 West Main Street, Franklin, Macon County

800 US Hwy 64 West, Murphy, Cherokee County

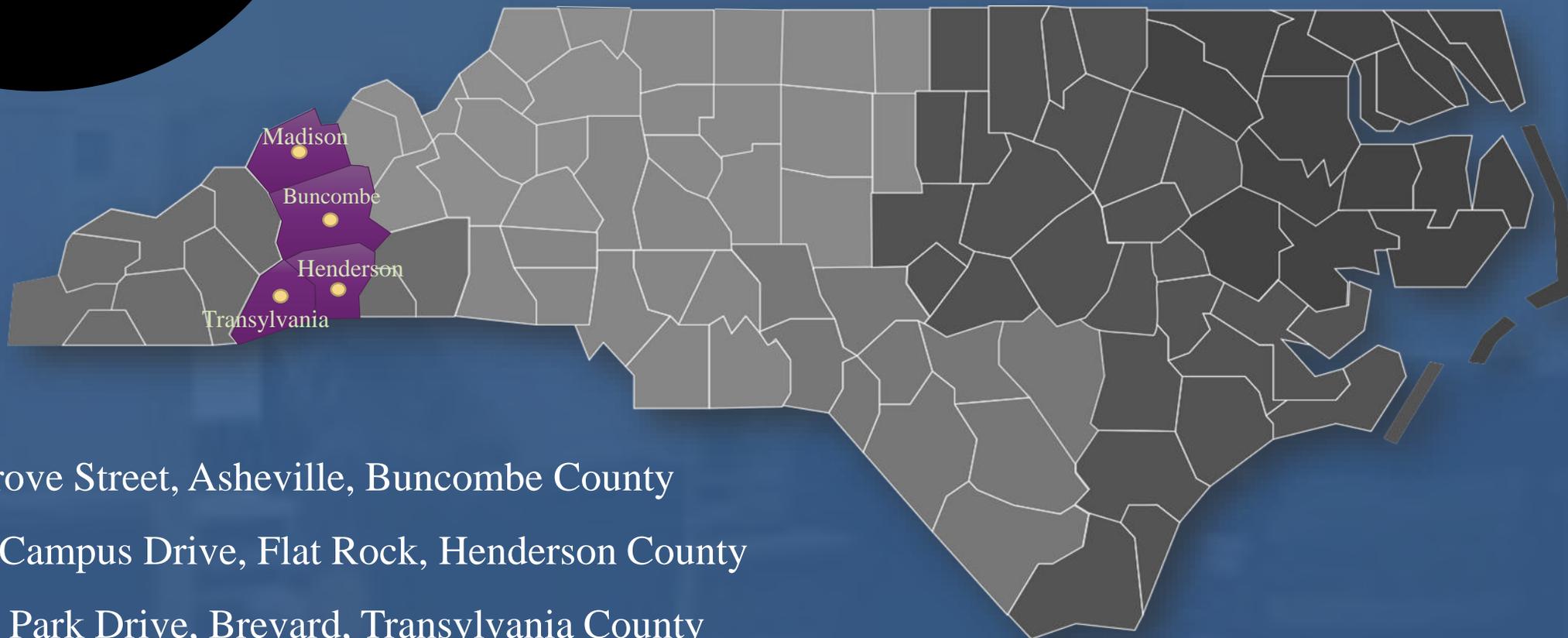
1170 N. Main Street, Waynesville, Haywood County

26 Ridgeway Street, Sylva, Jackson County

50 Main Street, Bryson City, Swain County

NCWorks Career Center Certification

Mountain Area Workforce Board



48 Grove Street, Asheville, Buncombe County

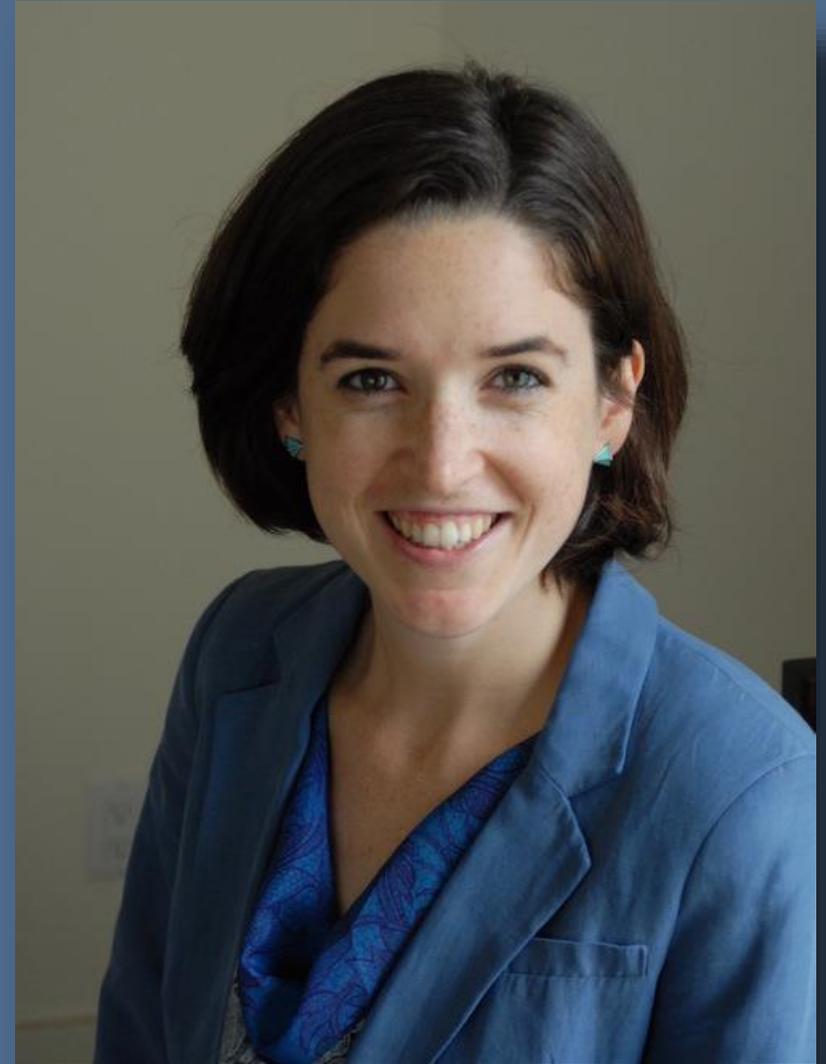
180 West Campus Drive, Flat Rock, Henderson County

45 Oak Park Drive, Brevard, Transylvania County

4646 US Hwy 25/70, Marshall, Madison County

Sector Strategies

Francie Genz
Genz Consulting



Sector Partnerships: What They Are, How They're Different, and Why They Matter in Building Strong Communities

THE GOAL

People Getting
Good Jobs
in their Communities

THE GOAL

Businesses
Creating Good
Jobs

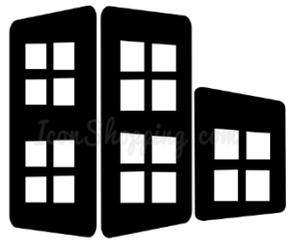
+

Education & Training
Aligned to Business
Needs

People Getting
Good Jobs
= in their Communities

**ONE
GOAL**

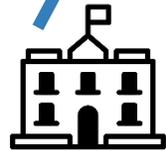
**BUT WHOSE
JOB IS IT?**



A TYPICAL STATE OF PLAY

EDUCATION

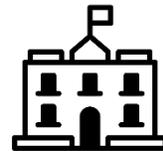
WORKFORCE DEVELOPMENT



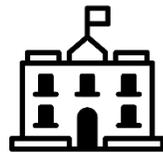
Community College



Community-Based Organization



Workforce Development



K-12 CTE



4-Year University

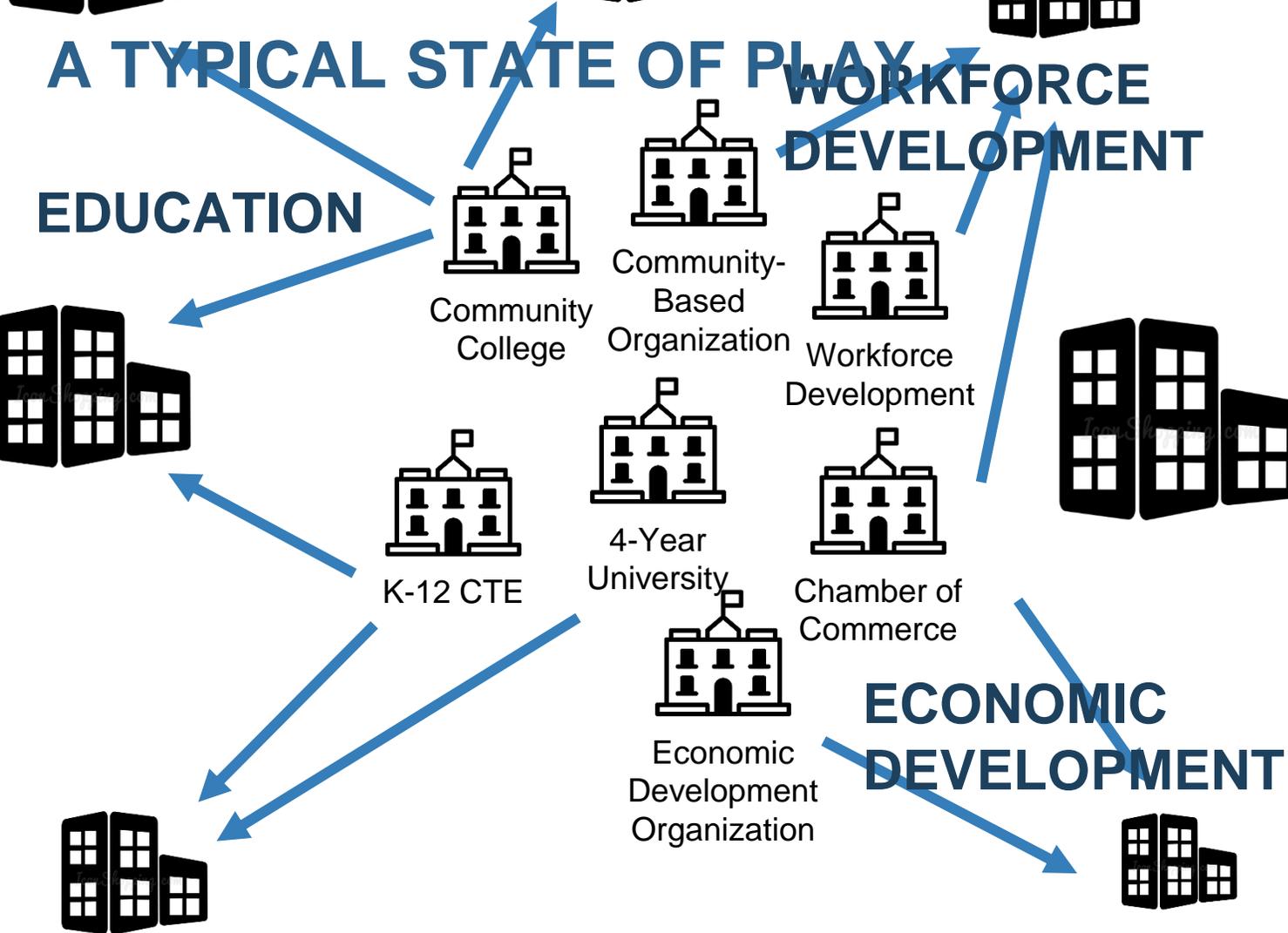


Chamber of Commerce



Economic Development Organization

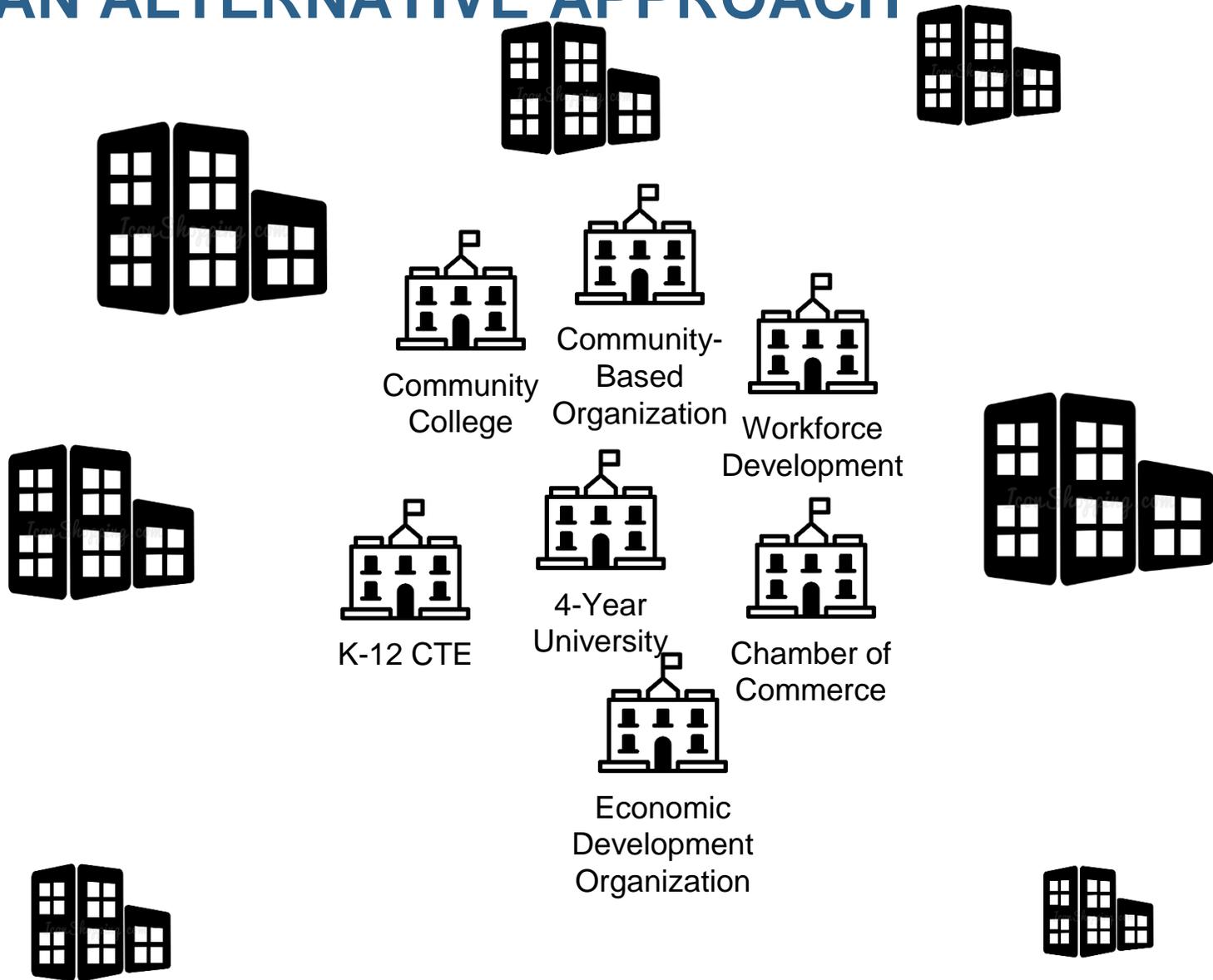
ECONOMIC DEVELOPMENT

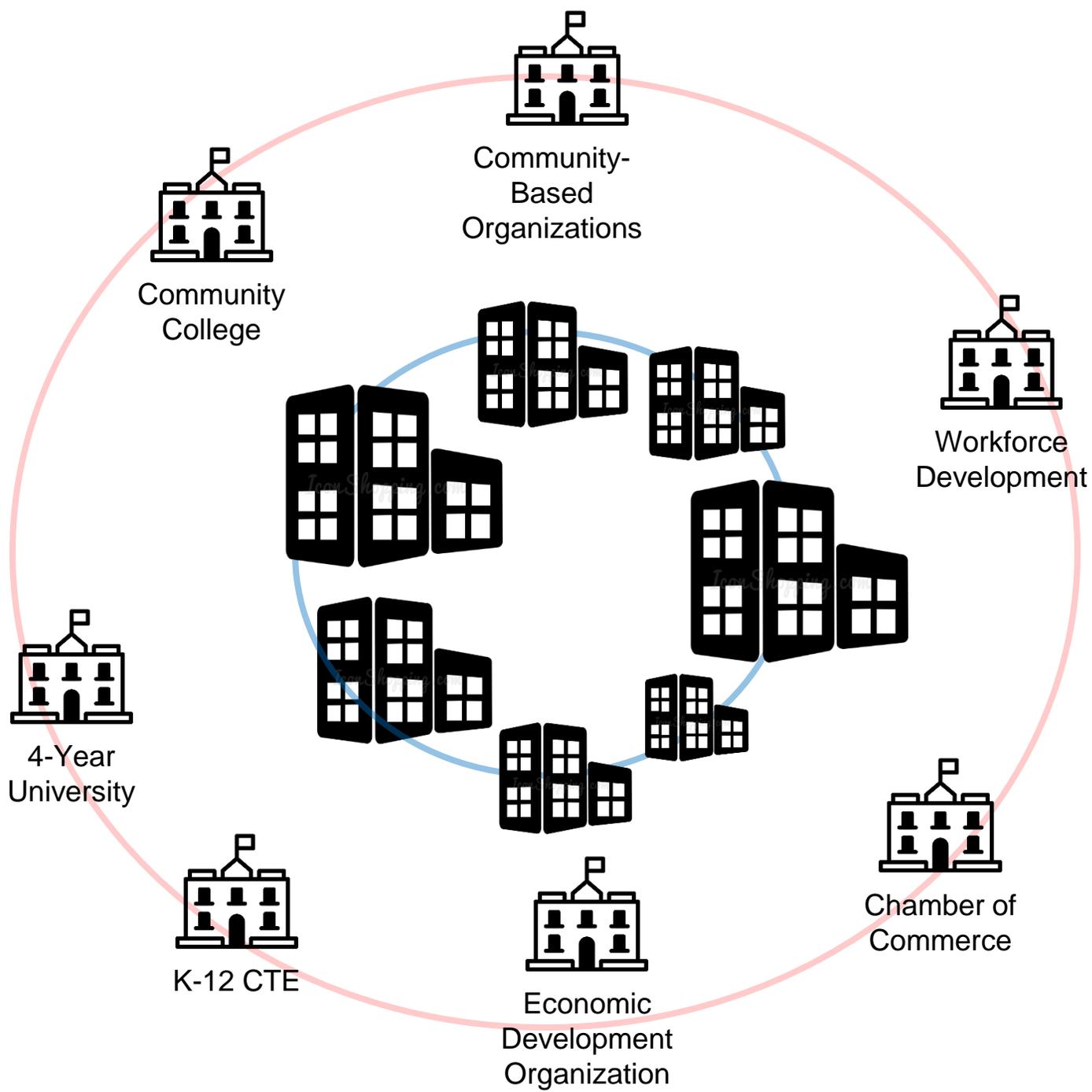


THE CONSEQUENCES

- Industry burnout and fatigue leads to disengagement
- Some businesses over-solicited while others ignored
- Programmatic decisions based on incomplete information
- No common point of accountability

AN ALTERNATIVE APPROACH





NEXT GEN SECTOR PARTNERSHIP

- At the regional labor market level
- A partnership of business leaders within one industry sector or cluster, supported by a team of public partners in workforce development, economic development & education
- Agenda driven and championed by industry
- Address the workforce and other competitiveness needs of industry
- An ideal “home” for continuous development and improvement of career pathways

DISTINGUISHING CHARACTERISTICS

- ▶ **Agenda driven entirely by business leaders** (vs organized around parameters of grants and public programs)
- ▶ **A way of doing business** (vs a special initiative)
- ▶ **Addresses broad competitiveness needs** (vs workforce only)
- ▶ **Business leaders to craft their own solutions** (vs. input only)
- ▶ **Go-to, shared table to understand and respond to industry's needs** (vs. one more meeting)

EXAMPLES

- **Phoenix Health Care Sector Partnership** Phoenix, Arizona
- **Greater Cumberland County Health Care Sector Partnership** Fayetteville, North Carolina
- **Gallatin Valley Manufacturing Sector Partnership** Bozeman, Montana
- **Central Pennsylvania Manufacturing Sector Partnership**, Central Pennsylvania
- **Livingston Hospitality and Tourism Sector Partnership** Livingston, Montana
- **Licking, Coshocton, Knox Counties Manufacturing Sector Partnership**, Ohio
- **Northern Colorado Manufacturing Sector Partnership** Fort Collins, Colorado
- **Calumet Manufacturing Sector Partnership** Chicago, Illinois
- **Phoenix Service Center Sector Partnership** Phoenix, Arizona
- **Texarkana Manufacturing Partnership** Texarkana Texas and Arkansas
- **West Texas Manufacturing Industry Partnership** West Texas
- **Kauai Food and Agriculture Sector Partnership** Kauai County, Hawaii
- **Technology Sector Partnership** Eugene, Oregon
- **And others...**

NEXT STEPS

Sector Strategy Working Group forming this month to:

- ▷ Clarify NC's state vision and strategy for aligning employer engagement efforts, and;
- ▷ Develop a plan for supporting the development of regional, industry-led sector partnerships

Working Group will finalize initial strategy by end of 2018

Questions?

Francie Genz
francie@genzconsulting.com
(510) 828-5819

Workforce Updates

SAVE THE DATE! SAVE THE DATE! SAVE THE DATE!

NCWORKS PARTNERSHIP CONFERENCE 2018 | NCWTC.COM

NC Job Ready: *All In!*

October 10 - 12, 2018 | Greensboro, NC



Employer Lunch ‘N’ Learns

- August 24th 11am-2pm Edgecombe Community College in Tarboro, NC
- September 4th 11am-2pm Robeson County Emergency Operations Center Lumberton, NC
- September 11th 10am-1pm Foothills Higher Education Conference Center Morganton, NC
- September 12th 11am-2pm The Research Campus Kannapolis, NC
- September 19th TBD Durham Tech Durham, NC
- September 26th 10am-1pm Greensboro NCWorks Career Center Greensboro, NC



Let your voice be heard.

Log in now for today's polling question

PollEv.com/neworks471

What do you consider to be the greatest workforce development challenge?

Aging Workforce

Keeping up with technological changes

Changes to the structure of employment (e.g., the gig economy)

Shortage of people with technical skills

Shortage of people with employability or soft skills

Need for work-based learning

Alignment between education and industry

Public Comments

- Sign in at podium
- Limit time to 2 minutes
- Comments are relevant to workforce issues
- Additional comments may be sent to the commission at:

ncworkscommission@nccommerce.com



Next Steps

Kevin Trapani, Chair

Next Meeting

November 14, 2018

Onslow County Government Complex

234 NW Corridor Boulevard

Jacksonville, NC