

# GUILFORD COUNTY WORKFORCE DEVELOPMENT BOARD

PROGRAMS UNDER THE WORKFORCE INNOVATION AND OPPORTUNITY ACT  
&  
NCWORKS CAREER CENTER - HIGH POINT

Chris Rivera, Interim Executive Director

Harley Garrison, WDB Chair – Starr Electric Company

George Jordan, WDB Vice Chair – The MT Company



February 17, 2020

# PURPOSE: WORKFORCE INNOVATION AND OPPORTUNITY ACT (WIOA)

To achieve and maintain an integrated, job-driven workforce system that links our workforce to our businesses and improves the quality of life for our citizens.

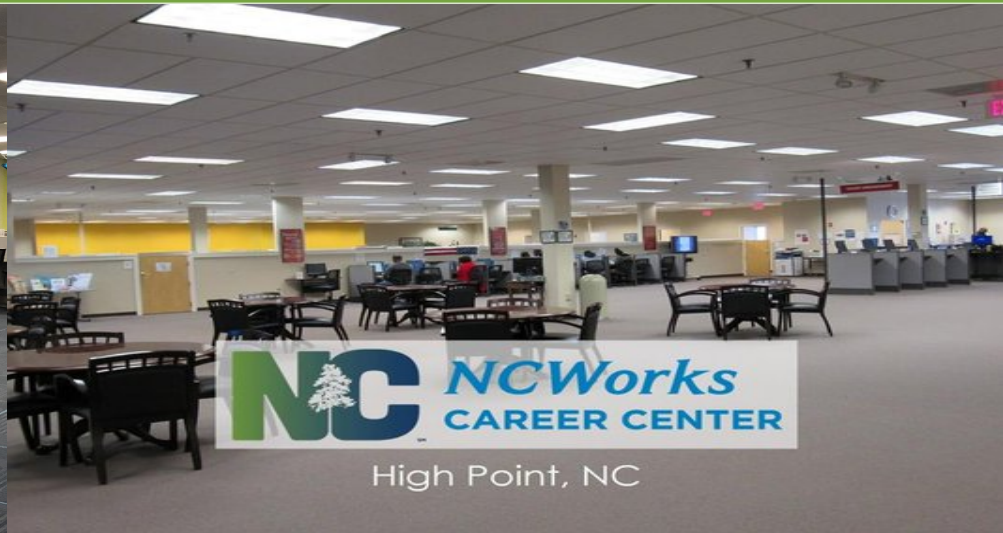


Based on three key pillars of our system:

- One-Stop career centers provide first-rate customer service to jobseekers, workers, and businesses.
- The demands of businesses and workers drive workforce solutions.
- The workforce system supports strong regional economies.

# Guilford County Workforce Development Consortium

- City of High Point
- Guilford County
- City of Greensboro
  - ❖ City of Greensboro is designated as the Administrative Entity with its Mayor serving as the Chief Elected Official for conducting Consortium Business



**Talent  
Engagement**

**Employment  
Solutions**

**Talent  
Development**



## WORKFORCE DEVELOPMENT



- Workforce Development Services:
  - Employability Workshops
  - Career Guidance & Planning
  - Supportive Services
  - Job Placement Assistance
  - Job Retention Services
- Training Services:
  - Scholarships for post-secondary/occupational skills training to obtain credentials in in-demand occupation(s)
- NextGen Young Adult Program: Ages 16-24 with barriers to employment
- Veteran Services: Veterans with Special Barriers to Employment
- Senior Employment Services: Ages 55+



# GUILFORD COUNTY WORKFORCE DEVELOPMENT BOARD

## PERFORMANCE DASHBOARD

July 1, 2018 — June 30, 2019 • Performance Year 2018

### Basic Career Services >>

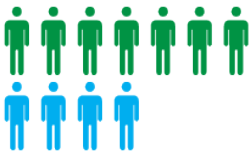
#### Total Visits by Center



Greensboro 17,416  
High Point 10,032

**27,448**

#### Total Jobseekers by Center



Greensboro 6,965  
High Point 3,887

**10,852**

### Case Managed Services >>

**77** Youth Work Experiences

#### WIOA Enrollments by Program



### Returns Exceed Investment >>

Last year (PY18-19), the **Guilford County Workforce Development Board** invested approximately **\$4.02 million** into workforce services throughout Guilford County

**10,904** individuals accessed and received services

**6,915** individuals obtained employment

**\$163 million** estimated annual earnings were returned to the community

For every **\$1** invested, **\$40.55** was returned to the community

Source of data: NC Division of Workforce Solutions Future Works System (9/10/19)

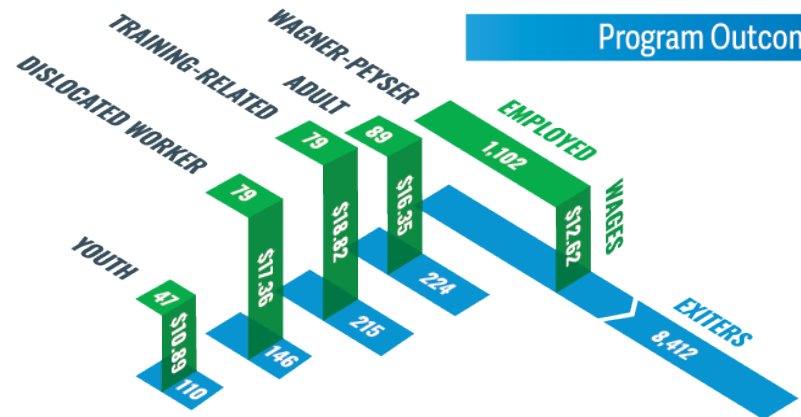
### Business Services >>

**868**  
Employers Served



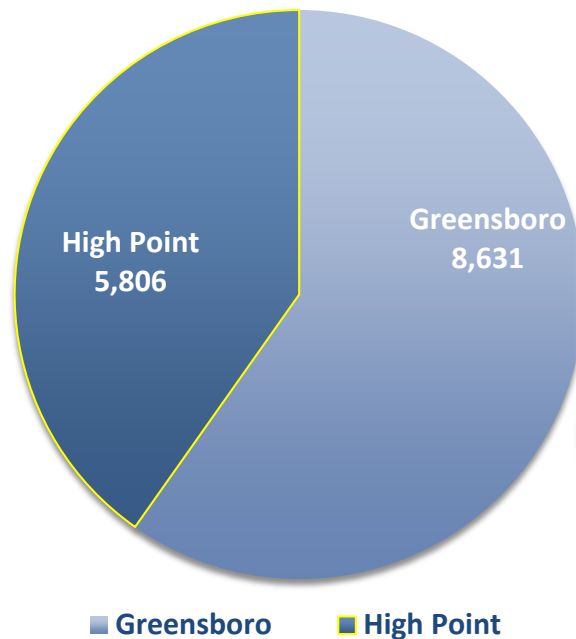
**Job Placement Outcomes**

### Program Outcomes >>



# Guilford County NCWorks Career Centers

## Customer Visits



*Total Customer Visits: 14,437*

July 1, 2019 – January 31, 2020

# PY19-20 Trends

## Customer Visits

**14,437**

- Greensboro: **8,631**
- High Point: **5,806**

• Represents 7,067 **unique** customers

## Staff Assisted Services

**23,565**

- Orientation/Initial Assessment
- UI Assistance
- Career Guidance/Planning
- Job Placement Assistance

## Work Readiness Workshops

**1,090**

- Working Smart
- Employability Skills
- Navigating NCWorks
- Job Search Skills

## Job Orders Listed

**5,574**

- Office and Administrative Support
- Business and Financial Operations
- Transportation and Material Moving
- Manufacturing

July 1, 2019 – January 31, 2020





NCWorks  
**INEXTGEN**  
*Your Future Starts Here*

 **GUILFORD COUNTY**  
**workforce**  
development board

# PY19-20 Trends

## Youth Adult Customer Visits

**1,556**

- Greensboro: **1,059**
- High Point: **497**

• Represents 1,116 unique customers

## Staff Assisted Services

**2,692**

- Work Readiness
- Basic Education Remediation
- Career Guidance/Planning
- Job Placement Assistance

## Training & Work Based Learning

**160**

- Occupational Skills Training
- Work Experiences
- Pre-Employment Training
- GED Tutoring

## Critical Barriers Removed

**639**

- Basic Skill Deficient
- Justice Served
- Pregnant/Parenting
- High School Dropout

July 1, 2019 – January 31, 2020



## NCWORKS CAREER CENTER HIGH POINT

A place for people in the High Point community and surrounding areas to:

- *Explore career paths in various industries*
- *Find and access applicable education and training services*
- *Develop necessary skills for to successfully enter the workforce*

Services offered at the Career Center empower job seekers to pursue careers that energize and fulfill them, while enhancing their ability to live a self-sufficient lifestyle long-term.

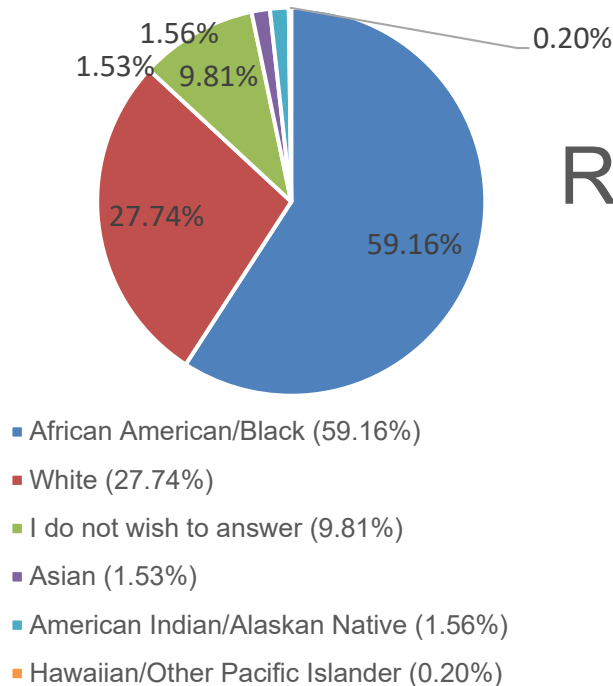


607 Idol Street  
High Point, NC 27262  
336-882-4141

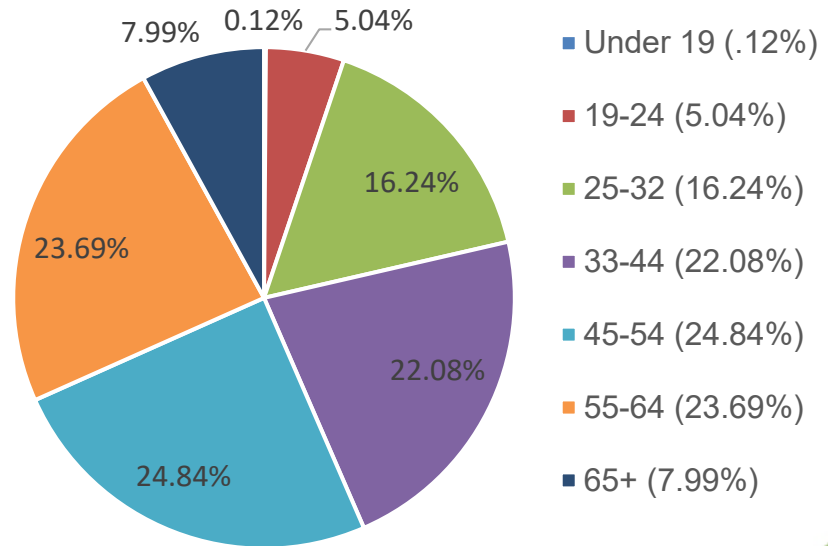


# High Point Demographics

## Race

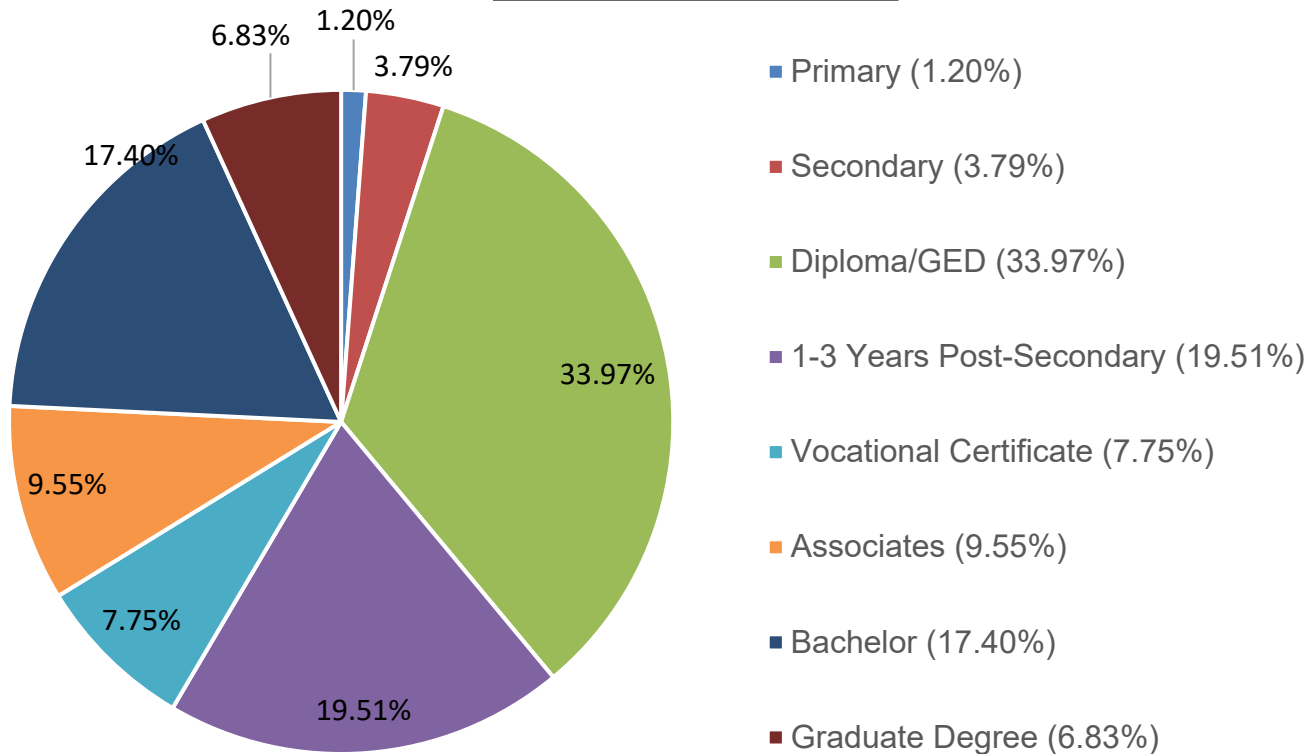


## Age



# High Point Demographics

## Education Level





# High Point Career Center WIOA Individualized Career Services

	Adult/ Dislocated Workers	Youth
Number of WIOA Enrolled Individuals	<b>135</b>	<b>75</b>
Workshop Attendees	<b>724</b>	<b>139</b>
Number of Individuals Enrolled in WIOA Training Services	<b>70</b>	<b>6</b>
Number of Participants Receiving Credentials	<b>10</b>	<b>2</b>
Total Number of Credentials Received	<b>10</b>	<b>3</b>
Work Based Learning Participation	<b>19</b>	<b>23</b>
Placed into Employment	<b>61</b>	<b>18</b>
Average Wage at Placement	<b>\$14.65</b>	<b>\$10.72</b>
Employment Retention	<b>80.6%</b>	<b>62.8%</b>

July 1, 2019 – January 31, 2020

# High Point Community Impact

	Served	Earned Credentials	Employed Q2 Post Exit	Earnings 2nd Qtr Post Exit (in Millions)	Estimated Annual Earnings (in Millions)
<i>Guilford County</i>	<i>10,904</i>	<i>226</i>	<i>6915</i>	<i>\$40.9</i>	<i>\$163.6</i>
<b>HIGH POINT</b>	<b>3,093</b>	<b>53</b>	<b>1446</b>	<b>\$8.0</b>	<b>\$32.1</b>
27260 HIGH POINT	1,213	16	536	\$2.3	\$9.3
27261 HIGH POINT	26				
27262 HIGH POINT	713	14	301	\$1.6	\$6.6
27263 HIGH POINT	267	6	154	\$0.9	\$3.4
27265 HIGH POINT	874	17	448	\$3.2	\$12.6

July 1, 2018 – June 30, 2019

# Workforce Development Department

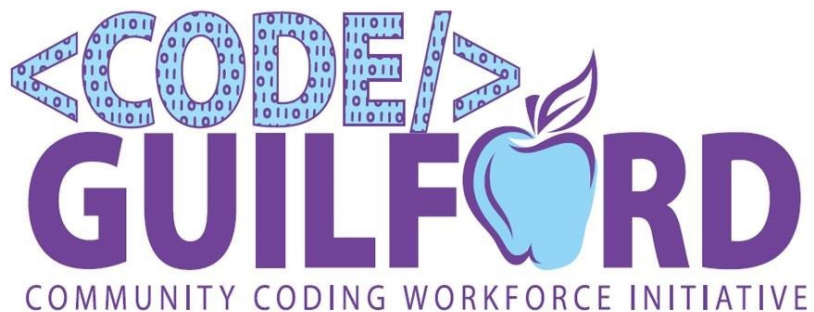
## Business Services Unit

- Serve as the WDB liaisons with Guilford County businesses by:
  - Assisting employers in solving workforce challenges
  - Promoting and administering small business grants and workforce recruitment options
  - Maintaining expertise in high growth occupational areas  
*(Aviation, Advanced Manufacturing, Healthcare, Transportation and Logistics)*
- Support Economic Development projects (new and expanding)
  - Gathering workforce intelligence to assist in strategic planning
  - Support Regional Certified Career Pathways to develop stronger talent pipelines

# Services to High Point Businesses

<u>Company</u>	<u>Awarded</u>	<u># to receive training</u>
Vomela	\$7,995	15
Carson's Contract	\$13,125	17
Case Paper	\$20,000	10
Baker Furniture	\$4,350	20
KAO Specialties	\$15,000	24
Cascade Die Casting	\$10,900	33
AkzoNobel	\$14,740	28
<b>Total</b>	<b>\$86,110</b>	<b>105</b>

- **7 High Point Businesses Received Incumbent Worker Training Grants**
- Business Services held 4 Work Based Learning Breakfasts; hosting 20+ employers
- Assisted with the recruited for more than 1,900 job postings for HP businesses
- On the Job Training Job Fair

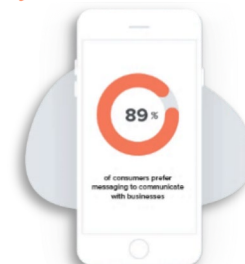


NCWorks  
CAREER CENTER

*Partners Network of Guilford County*



STAY ON COURSE TO GRADUATE  
WITH A FINISH LINE GRANT



# Goals

- Comprehensive Workforce Planning – Develop and implement 4-year local and regional workforce plan
- Rebranding – Implement marketing strategies to enhance awareness of workforce development and Career Center services
- Virtual Reality Career Exploration – Deploy VR software/equipment to enhance exposure to in-demand careers throughout Guilford County
- Expand Reentry Services throughout local area
- Access Points – Identify 2-3 community access points to provide workforce development services within



