

Capital Area Workforce Development Board



2013-2014 Annual Report

*Providing innovative solutions to match
workforce skills with employer needs*

www.capitalareawdb.com

Message from the Executive Director

About Us

Capital Area Workforce Development Board (CAWDB) is a partnership of business leaders and public organizations committed to the economic development of Wake and Johnston counties.

Mission

To create a highly skilled workforce system that will provide employers with productive, skilled workers and offer citizens training and employment opportunities that promote job satisfaction and economic stability.

Vision

The leader in providing innovative solutions to match workforce skills with employer needs.

PY 2013 Strategic Accomplishments

- Delivered eight presentations reaching over 200 business professionals and community leaders throughout Wake and Johnston Counties.
- Hosted a Roundtable on Transitioning Veterans to Employment.
- Implemented new integrated service delivery strategy.



Pat E. Sturdivant
Executive Director

Capital Area Workforce Development Board

Dear Colleagues, Partners, & Friends,

Capital Area Workforce Development Board is pleased to present our annual report for program year July 1, 2013-June 30, 2014.

Program year 2013 was a year of change. We hired a new adult service provider, ResCare, nationally known for providing excellent workforce services. We also implemented a new integrated service delivery system with our key partner, Division of Workforce Solution. As with any major change, we had our challenges; however, we finished the year having met all performance goals.

I thank our many partner agencies, service providers, staff, Board members, and volunteers; for without their continued hard work and commitment, we would not be celebrating another successful year.

Sincerely,

Executive Director, Capital Area Workforce Development Board

Contents

Message from the Director.....	2
Board Members.....	3
Career Centers.....	4
Adult Services	5
Youth Services	6
Business Services.....	7
Access Workforce Development AmeriCorps	8
Financial Information.....	9

PY 2013 Board Members



Susan E. Jackson, Board Chair
 Director, Health Delivery Redesign
 Blue Cross and Blue Shield of NC

Organization	Sector	Member
Cisco Systems, Inc.	Private	Zena Anderson, Human Resources Manager
Progressive Business Solutions	Private	Tim Catlett, President
PeopleFluent	Private	Cindy Chunn, Senior Relationship Manager
Capital Associated Industries	Private	Bruce Clarke, President
Wake County Public School System	Education	Joy Frankoff, School-to-Career Coordinator
NAI Carolantic Realty	Private	Scott Hadley, Broker
Rex Healthcare	Private	Lou Ann Hobbs, Workforce Planning and Development Program Administrator
Global Knowledge Training LLC	Private	Brian Holland, General Counsel
NC Association of Educators	Organized Labor	Mark Jewel, Vice President
Johnston Community College	Post-secondary Education	Dr. David Johnson, President
Caterpillar, Inc.	Private	Heidi Kimbel, HR Manager, Building Construction Products Division
Community Anchors Limited, Inc.	Community Organization	Dr. Terence Leathers, President & CEO
Dorcas Ministries	Community Organization	Howard Manning, Executive Director
Innovative Systems Group	Private	Tony Marshall, President & CEO
Novo Nordisk Pharmaceutical Industries, Inc.	Private	Stephen Miller, HR Business Partner
NC Division of Workforce Solutions	Public	Renee Taylor, Regional Manager
Equity Resources, Inc.	Private	Faruk Okcetin, Business Development Manager
Time Warner Cable	Private	Valerie Sachariat, Senior Manager, Talent Acquisition
Wake Technical Community College	Education	Sam Strickland, Senior Vice President Economic & Workforce Development
NC Div. of Vocational Rehabilitation	Public	Stephanie Vinson, Unit Manager
Community Action, Inc.	Community Organization	Marie Watson, Executive Director
The Hales Group	Private	Lydia Walton, Human Resources Manager
Economic Development Partnership, NCSU	Economic Development	Tom White, Director
Wake County Northern Regional Center	Public	Ross Yeager, Director

Career Centers

Career Centers

Capital Area Workforce Development Board (CAWDB) provides oversight of the Career Center System in Wake and Johnston counties.

Career Centers, also referred to nationally as 'One-Stops', are designed to provide high quality, customized employment related services in one convenient location. Workforce professionals from various partner agencies all work together under one roof to help local businesses find talent and job seekers find employment.

Career centers provide a number of workforce development services to businesses including,

- Job Matching
- Pre-screening
- Labor Market Information
- Subsidized Training
- Wage Reimbursement
- Downsizing Assistance

In addition, career centers also provide a number of employment related services to job seekers, including:

- Job Listings
- Career Guidance
- Job Search Assistance
- Resume Preparation
- Skill Assessments
- Case Management
- Specialized Workshops
- Access to Training

Customer Visits

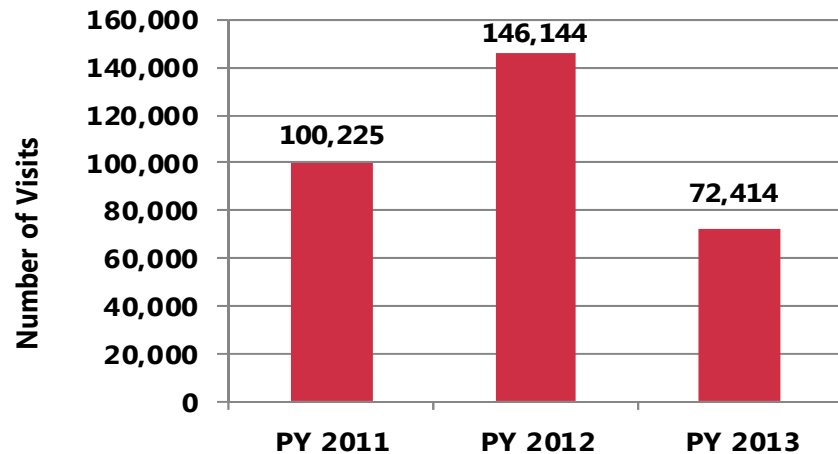


Chart 1. Compares the Number of Customer Visits to Career Centers to Previous Years

Career Expo

CAWDB held its annual 'Career Expo' in November 2013 at NC State University's McKimmon Center. The Career Expo featured 72 booths filled by employers and employment service providers. 1,525 job seekers were able to take advantage of the following resources: *Feature Workshop: HR Managers & Recruiters: What Do They REALLY Want From You? Where*



Job Seekers visiting Employer Booths at the November 14, 2013 Career Expo

are the Jobs? , Basics of Self-Employment: What You Need to know to Start Your Own Business, After Service Survival Guide Find Your Alternate Career Path, Are You 40+? Life Reimagined for Work and Jobs, Looking for Work with a Criminal Record. The mobile unit was also available.

Career Expo	PY 2011	PY 2012	PY 2013
Number of Employers that Attended	84	78	72
Number of Job Seekers that Attended	1,831	1,458	1,525

Adult Services

Capital Area Workforce Development Board (CAWDB) provides services to adults 18 years of age and older. Adult services has an integrated customer flow that responds to customer need(s), fulfilled by integrated, cross-trained teams, with functional and formal leadership funded by both Wagner-Peyser and WIA Title I, and other partners, as appropriate.

Service Enhancements

In order to better serve the number of customers receiving employment services in Wake and Johnston counties, CAWDB made the following service enhancements to adult programs in PY 2013:

- CAWDB has fully implemented a new integrated service delivery strategy. The new concept for the system is that all customers will be served by staff organized by function, rather than by program or funding source, through a customer-focused, skill-based, integrated service delivery strategy. This strategy allows for greater efficiency, expanded services and resources to customers – both individuals and businesses.
- Developed and implemented electronic storage process to retain required customer documents. All customer documents are electronically scanned and stored into the NCWorks system for the reasons as follows: to improve staff efficiency, elimination of antiquated practices and to alleviate unnecessary purchases.

Customers Served

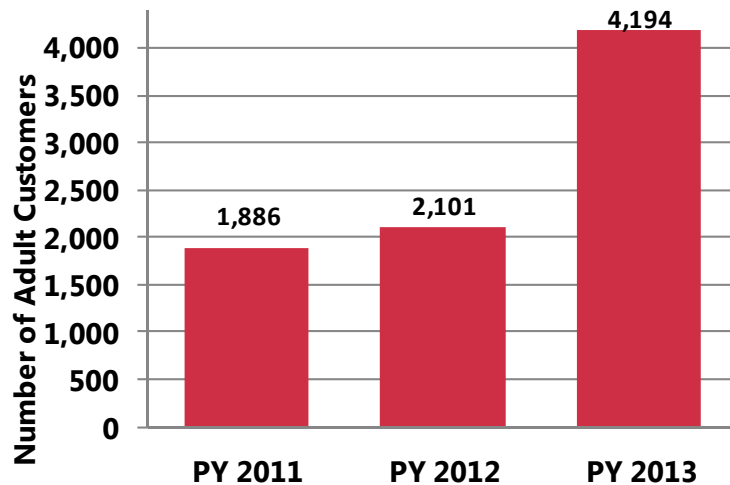


Chart 2. Adult Customers Enrolled in WIA Programs

Success Story

The Capital Area Workforce Center has become a key catalyst in helping to address the need of helping job seekers find gainful employment.

Mr. Alonzo Thomas visited the Workforce Center (Raleigh) seeking job search assistance. After completing an assessment of his individual employment goals by a member of the Scholarship Consultant

team, he was able to successfully receive a Workforce Investment Act grant (federal grant) to go back to school. Today, Mr. Thomas is the property manager at the Tammy Lynn Center. The efforts of the Capital Area Workforce Center in helping job seekers engage and connect with the business community has received attention by Gov. Pat McCrory and he congratulated Mr. Thomas for his accomplishments.



Alonzo Thomas, Property Manager
Tammy Lynn Center

Program Outcomes	PY 2011	PY 2012	PY 2013
Adults Entered Employment	76.4%	79.9%	72%
Dislocated Workers Entered Employment	84.7%	88.8%	82%
Adult Retention Rate	84.2%	84.9%	88%
Dislocated Worker Retention Rate	90.5%	90.6%	88%
Average Adult Earnings	\$9,224	\$12,843	\$12,843
Average Dislocated Worker Earnings	\$18,481	\$17,078	\$18,861

Youth Services

Youth Services

Capital Area Workforce Development Board (CAWDB) provides education, training, and employment opportunities to both in-school and out-of-school eligible youth (aged 14-21 years). Services are tailored to meet the specific needs of the individual.

Annual Youth Summit



Tenth Annual Youth Summit in April 2014

The Tenth Annual Youth Summit was held at Wake Technical Community College in April 2014 for the youth of Wake and Johnston Counties.

The summit featured “Leading to Change”, a nationally recognized training and facilitation agency that brings high energy and dynamic workshops to their events. The three morning workshops included “Make Money Work for You”, “Step Your Speaking Game Up”, and a Career Exhibit.

Youth also had the opportunity to visit with many community resources at the summit.

Customers Served

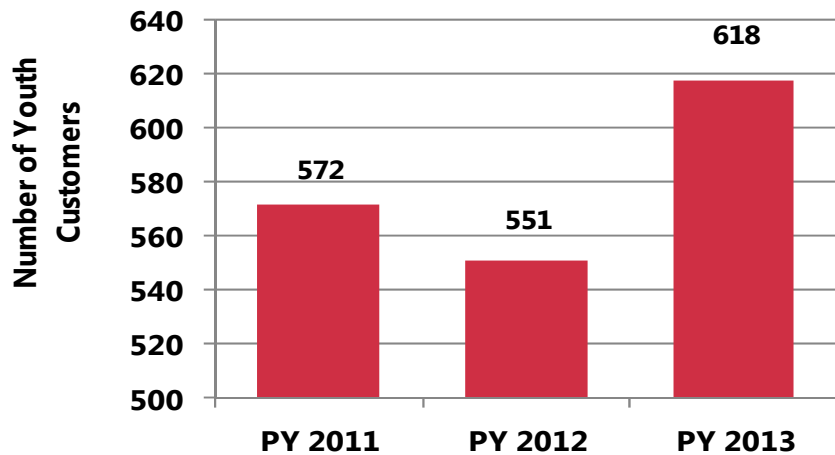
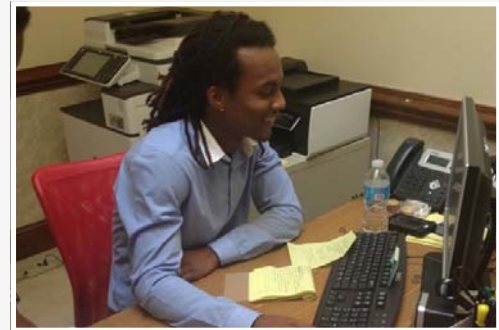


Chart 3. Youth Customers Enrolled in WIA Programs

Success Story

Trey Johnson enrolled into *Tomorrow's Leaders* as an underemployed 20 year old with a criminal background, who had recently dropped out of college. With *Tomorrow's Leaders*, Trey developed soft skills, developed a resume, learned interview techniques, and numerous professional development skills. Trey volunteered with *Tomorrow's Leaders* at the Green Chair Project, an organization designed to provide low cost furnishings to individuals transitioning to self-sufficiency. Trey has achieved a silver level Career Readiness Certificate, a nationally recognized certificate for workplace competency. He was offered a paid work experience with Shades of Purple as an Administrative Assistant, so he could develop his office skills and begin to get back on track. His employer was thrilled with his work and that work experience has turned into a full-time employment as an office manager. Trey's new position has provided the opportunity to work in a field aligned with Accounting, his previous college major that has also inspired him to return to college and complete his degree in Accounting.



Trey Johnson, PY 2013 Youth Participant

Program Outcomes	PY 2011	PY 2012	PY 2013
Obtained a Degree or Certificate	61%	48%	52%
Entered Employment	75%	73%	74%

Business Services

Capital Area Workforce Development Board (CAWDB) offers a variety of services to businesses to help with their workforce needs allowing them to remain focused on their core business activities. Services include, finding qualified candidates for available positions, training existing employees and new hires, and obtaining current industry and occupational data to support hiring and training decisions.

Workforce Ready 2013

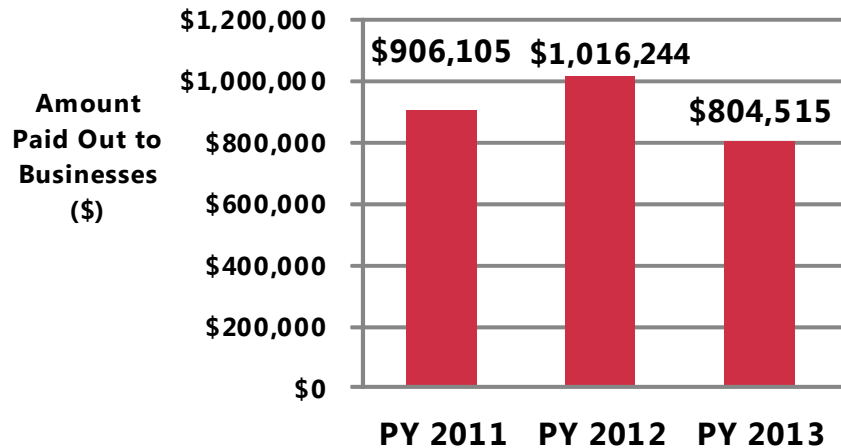


Guest panel at Workforce Ready

Sixty-five business representatives, educators and economic developers came to discuss The Talent War: Strategies for Winning. A panel of leaders from Caterpillar, HCL America, Rex Healthcare, Westar Precision and SAS shared how they are actively creating the workforce they need to meet the demands of their organizations. The event also provided an overview of NCWorks Online, an employer – job seeker matching system. Workforce Ready 2013 was sponsored by Wake County Economic Development, CAI, Electricities, and Cary Economic Development.

Subsidized Employment

CAWDB has two subsidized employment programs, On-the-job Training and Work Experience. Both programs are designed to provide an incentive for employers to take advantage of hiring adult and youth customers.



Subsidized Training

The Incumbent Worker Training Program is a competitive grant opportunity to provide businesses with the fiscal means to train existing employees and avert layoffs.

	PY 2011	PY 2012	PY 2013
Amount Paid to Local Businesses	\$52,033	\$271,412	\$53,456
Number of Businesses Who Received Funding	5	4	24
Number of Employees To Be Trained	174	165	680

Downsizing Assistance

CAWDB coordinated information sessions on unemployment insurance, career guidance, job search assistance, training scholarships, health insurance options for children, and financial assistance for homeowners for workers affected by downsizing. The information sessions helped affected workers face some of the challenges of unemployment.

	PY 2011	PY 2012	PY 2013
Number of Businesses Reporting Layoffs	18	10	9
Number of Workers Affected	954	906	895

Access Workforce Development AmeriCorps

Access Workforce Development AmeriCorps

The Access Workforce Development AmeriCorps program (formerly Access JobLink AmeriCorps) began in 2008 through a grant awarded by the NC Commission on Volunteerism and Community Service.

AmeriCorps members volunteer in the Career Centers throughout Wake and Johnston counties to assist job seekers with barriers to employment, such as:

- Persons with Disabilities
- Former Offenders
- At-risk Youth
- Mature Workers

The program provides job seekers with numerous services, including:

- Resume Assistance
- Cover Letter Review
- Interview Techniques
- Job Retention Skills
- Job Search Assistance

AmeriCorps Members



Access Workforce Development AmeriCorps Members for PY 2013

Hours of Service

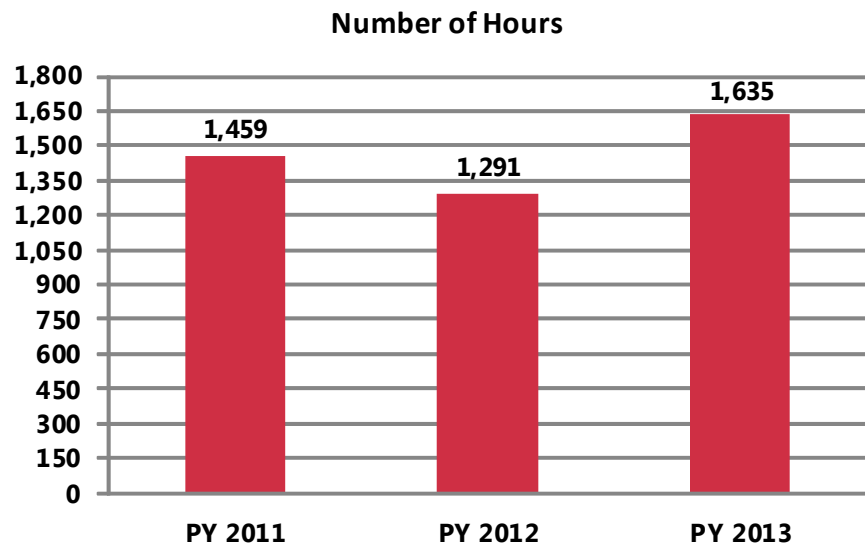


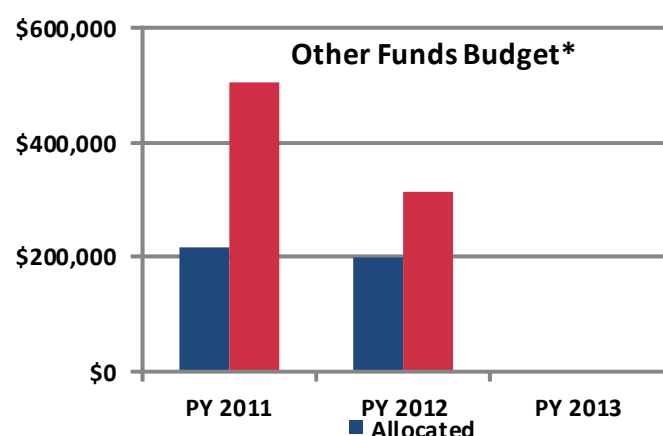
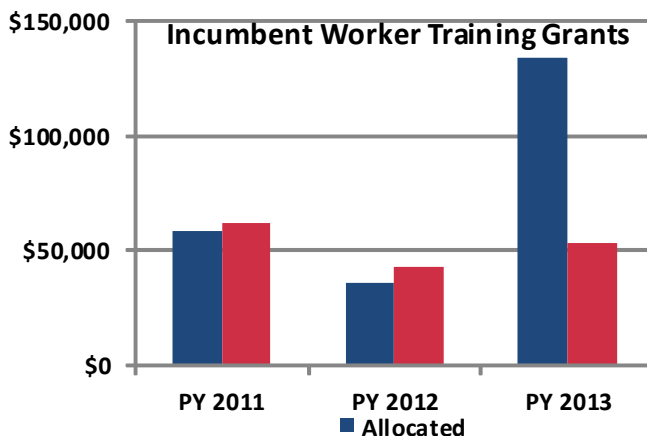
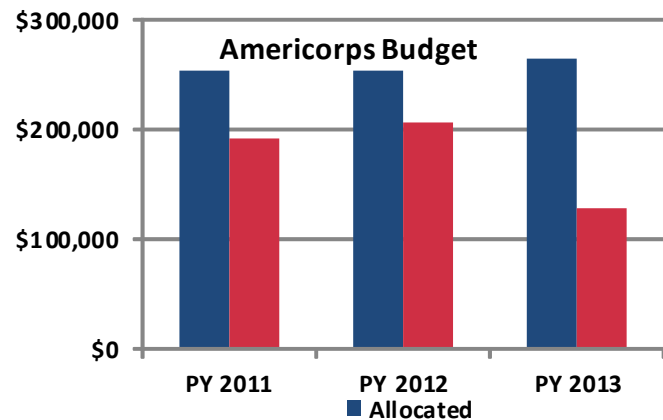
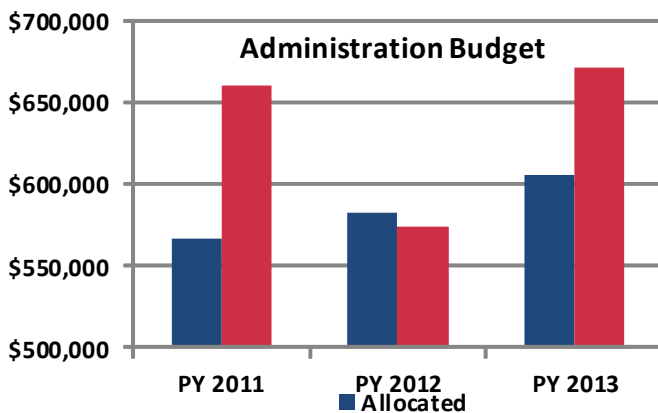
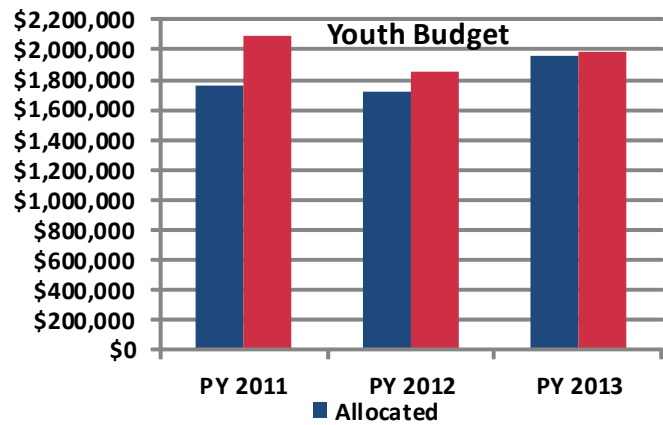
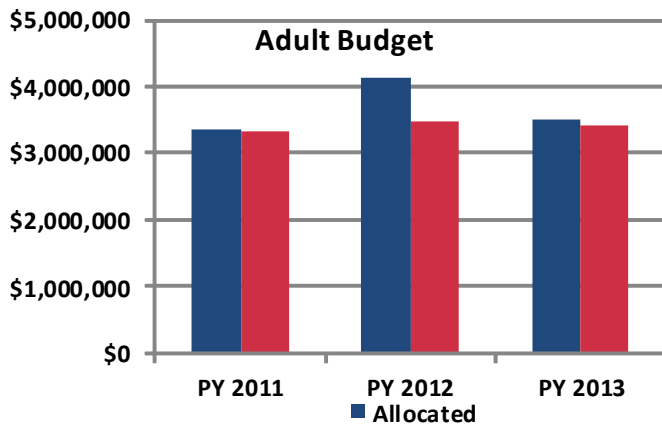
Chart 5. Average Number of Hours of Service per AmeriCorps Member

Program Outcomes	PY 2011	PY 2012	PY 2013
AmeriCorps Members Enrolled in Access Workforce Development	17	17	10
Total Hours of Service	24,810	21,951	11,450
One-on-One Job Search Activities	2,877	2,814	2,502
Community Outreach Activities	775	822	628

Financial Information

Financial Information

Capital Area Workforce Development Board (CAWDB) receives the majority of its operating budget for Adult and Youth Services from the US Department of Labor (USDOL) via the NC Department of Commerce. Other major sources of funds come directly from the State, such as the Access Workforce Development AmeriCorps Program. CAWDB also receives other grants through the NC Department of Commerce's Incumbent Worker Development Program (IWDP) and the Rapid Response Program. CAWDB also carries over between 10 and 30 percent of its operating budget each year as a measure of sustainability for the beginning of the next program year.



*Other funds include special activities, demonstration grants, national emergency grants and incentives. None allocated or spent for PY 2013.