



CAWD | **CAPITAL AREA**
WORKFORCE DEVELOPMENT
ANNUAL REPORT

PY 2018-2019



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OUR VISION IS TO HAVE THE BEST

workforce system possible. If people can't access quality jobs, the community suffers. Through the workforce system, the business community can access a skilled talent pool and citizens can qualify for good jobs and build careers that allow them to sustain a household and participate in the economic prosperity of the region.



▲ Board members meet once a quarter to establish strategies for service delivery and discuss business and industry needs.

SKILLS AND INTEREST GAPS ARE REAL

challenges for some industries. Our efforts are targeted towards reducing these gaps in the fields of **construction and skilled trades, information technology, healthcare, and life sciences**. Integrating career pathways, special grants, and incumbent worker training all help to generate talent for these industries. The impact to businesses is new ideas, new markets and new products because they have the talent necessary to drive innovation.

THIS IS HOW CAPITAL AREA WORKS

Creativity reigns! During the program year, new technology allowed us to open a new contact center to reach individuals that need NCWorks services. And thanks to quality relationships, we were able to better align our business activities with the goals of local economic developers. As a result, during the year we

- Reduced the need for people to travel to centers
 - Expanded opportunities for business conversations
 - Made business engagement more inclusive
 - Provided alternative candidate sources
-



NATIONAL AWARDS AND MEDIA ATTENTION

were in no small supply this year. Executive Director Pat Sturdivant and Director of Business Engagement Kimberly Wheeler were featured in multiple ways that put CAWD in the spotlight.



- Laurie Moran Partnership Award: Presented by National Association of Workforce Boards for CAWD's outstanding partnership with Wake County Economic Development
- Peter E. Kaiser Leadership Award: Presented to Pat Sturdivant by the National Association of Workforce Development Professionals
- WRDC Community Matters: Kimberly and NCWorks Career Center Manager Kenneth Gathers were interviewed about workforce services available to the public and business community
- nclmpact: Pat joined leaders from the education system to discuss the role of apprenticeship in developing a skilled labor force
- WRAL Capital Area Career Expo: Kimberly did a live on-air interview that helped to bring in over 1400 job seekers. Our media partnership with WRAL is in its 11th year!
- Audio podcast: Pat discussed today's job market and overcoming the skills gap phenomenon with the Institute for Emerging Issues
- Video podcast: Kimberly discussed the trends and challenges of workforce development in a podcast by Garner Economic Development



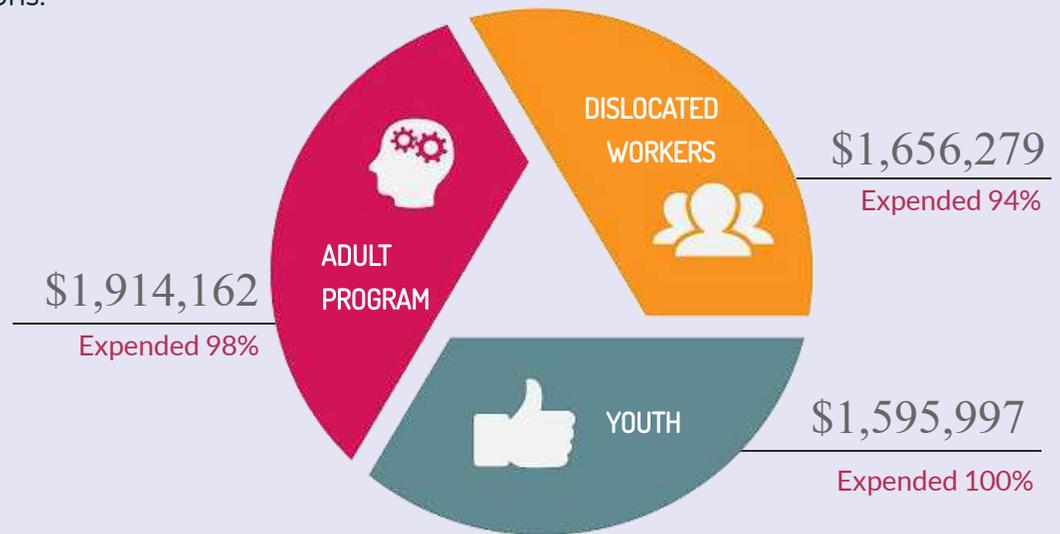
See these interviews at capitalareancworks.com.

HOW'D WE DO?

We remain diligent in our efforts to spend available dollars responsibly. The bulk of our operating dollars are from WIOA (Workforce Innovation and Opportunity Act of 2014) and fund Adult, Dislocated Worker and Youth programs operated through our NCWorks Career Center network.

Our philosophy is that if money isn't being spent, customers are not being helped effectively. For the 5th year in a row, CAWD exceeded the state of North Carolina's requirement for boards to expend 70% of their base allocations.

WIOA BUDGET & EXPENDITURES



PERFORMANCE

CAWD exists to help individuals become marketable in the workplace. Performance expectations for customer outcomes are negotiated with the state. We are pleased that we exceeded goals for placing people in employment with higher earnings than expected. There's more work to be done in helping individuals earn credentials, but the percentage of those who did is still substantial.

Percent-to-goal	Adult	Dislocated Worker	Youth	Wagner Peyser
Employment	110.5%	100.1%	100.3%	103.5%
Earnings	91.3%	104.9%	n/a	97.4%
Credentials	86.6%	76.6%	95.1%	n/a

BY THE NUMBERS

Improving the economic stability of Wake and Johnston county residents means helping them develop work skills that increase their ability to compete in the job market. The majority access education and training resources through CAWD's **NCWorks Career Centers**. Anyone age 24 and under is served through our NextGen Career Centers.

The level of service rendered depends entirely on the individual. Job-ready customers may only need basic resume help while others need to re-skill. Either way, ensuring that they are job ready increases the odds that we can match them to the job vacancies of our business customers.

31,057 

Adults served by NCWorks

15,037 Received direct staff assistance

690 Training scholarships awarded

Statewide Youth Summit 2019 in Cary, NC



281  Received industry credentials

532 Youth and young adults served 

*9,750 People found employment

*PY 2018 Q2 employment

2,565 Businesses served 

109 Hiring events hosted for businesses

Outreach at the WRAL Capital Area Career Expo





INNOVATIVE SOLUTIONS FOR SERVICE DELIVERY

to NCWorks Career Center customers are important as people look for more convenient options to get the goods and services they need.

CAWD piloted a brand new contact center called Access NCWorks which allows staff to **provide services online and over the phone**. Customers can get help with their job search from wherever they happen to be instead of having to travel to a career center. They can

- ▷ Initiate a conversation via online chat
- ▷ Utilize the knowledge base for answers to general questions
- ▷ Send an email using a system-generated form

Staff can

- ▷ Enroll customers in NCWorks
- ▷ Provide the career center orientation video by email
- ▷ Review resumes and provide feedback

ACCESS NCWORKS SERVICES

Phone calls



8,534

Online chats



108

Email forms



106

Online services are available through www.accessncworks.com

CAREER PATHWAYS ARE USELESS IF

no systemic method exists to point people towards those jobs and information that increases their ability to make informed career decisions.

Staff from Capital Area's career centers were afforded multiple opportunities to get educated about occupations and skills needed for our target industries. This allows them to match customers with the career pathway that best suits that individual.

We also utilized the special grants below to put people on career pathways in two of our targeted sectors - IT and construction/trades.

Results for PY 18-19:



TechHire (Year 3) - \$2M

Participants enrolled - 182

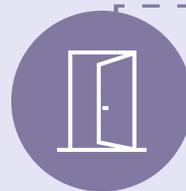
- 76% enrolled in training
- 79% completed training and received a credential
- 29% obtained employment



YouthBuild (Year 2) - \$1M

Participants enrolled - 54

- 72% received an industry credential
- 62% completed 320 hours of work experience
- 57% entered employment



Training-to-Work Reentry (final year)

Participants enrolled - 175

- 61% received training
- 56% entered employment



Sabrina Cates-Edgerton (left) completed Youthbuild and moved on to Habitat Americorp!



Board member Stephen Miller of Novo Nordisk (center) educating career advisers about life sciences.



After an 8-year incarceration and preparation through NCWorks, Jeff got a position paying \$15.00/hr. with a homebuilder services company!

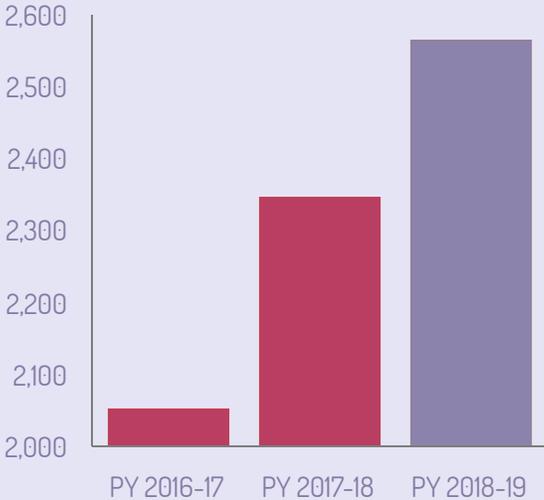
BUSINESSES ARE IN THE DRIVERS SEAT

when it comes to workforce development. Stronger businesses mean more people with better jobs. The work world is changing so fast that strong business engagement is needed so that individuals are trained and prepared in areas that are, and will be, relevant. Consistent business conversations and alignment with local economic development entities has resulted in a **25% increase in the total number of businesses served over the previous year despite record low unemployment.**

Highlights for the year include

- 19** letters of support for **9,365** new jobs in the region
- 8** Catalyst 2020 grants awarded for **\$121,798**
- 115** on-the-job training contracts for **\$ 333,671**

BUSINESSES SERVED
in thousands



Some businesses feel they have been left out of the conversation. Small and historically underutilized businesses (HUB) such as woman and minority businesses are receiving renewed attention.

- 615** small businesses served by CAWD and NCWorks
- 50** HUBs /minority owned businesses received workforce services
- 6** Businesses are located in underserved areas of Raleigh



OTHER THINGS MATTER TO BUSINESS

in addition to talent, such as infrastructure and supply chain. CAWD follows the Next Gen Partnership model where industry is mobilized to pull what they need from us. Events have been a great way to let businesses define the agenda, keep industry invested in conversation and outcomes, and foster a way of working better together.



▲ Board member Rodney Carson of SAS hosting an IT round table and business panel held at Wake Tech's RTP campus.

APPRENTICESHIP

is good for business and more are showing interest. Over 70 employers attended "Apprenticeship: Powering Your Talent Pipeline" to learn the in's and out's of apprenticeship from companies that have implemented their own programs. These companies represented information technology, healthcare, construction and manufacturing as proof that apprenticeship works for all industries.

Board member Tony Marshall of Innovative Systems Group moderated the event. ▶

INTRODUCING WOMEN TO HISTORICALLY

male-dominated industries is one way to overcome talent pipeline shortages. CAWD was a key contributor to "Advancing Women in Trades," hosted by the National Association of Women in Construction (NAWIC).

CAWD's contribution to the discussion centered around the needs of female participants in YouthBuild and the challenges of helping them navigate the work environment.



▲ YouthBuild Program Manager Sharon Taybron on the NAWIC business panel



BOARD MEMBERS

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Novo Nordisk Pharmaceutical
Industries

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Business Manager
International Brotherhood of
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Charlie Bell

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Deborah Bolin

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Joy Callahan

Dean, Economic and
Workforce Development
Johnston Community College

Rodney Carson

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SAS

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Wake County Economic
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Diversity, Inclusion and Culture
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Howard Manning

Executive Director
Dorcas Ministries

Tony Marshall

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Monica Meadows

Business Development Officer
Blue Line Aviation

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Cindy Waite

President and CEO
Accentuate Staffing

Jonathan Williams

Project Developer
Focus Design Builders, LLC

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