Putting People to Work
Mecklenburg County’s Proposed Workforce Development Strategy: A Conceptual Framework & Recommendations
Presentation Summary

- Strategic Vision
- Workforce Development Key Players
- Proposed Framework & Recommendations
- Next Steps
Putting People to Work aligns with County strategic business planning key themes

- **Theme 6**: Strengthen Families
- **Theme 7**: Economic Development
- **Theme 8**: Greater Economic Independence for Residents
The **Putting People to Work** employment initiative has 3 objectives:

1. Create and maintain a **pipeline of applicants**

2. Create and maintain a **pipeline of employers**

1.3. Provide job **retention services**
Five Issues

1. Efforts are disjointed
2. Weak linkages
3. Expectations are too low
4. Limited resources
5. The continuum of services not fully developed
Five Recommendations

1. Align workforce goals & outcomes
2. Focus on serving job seekers & employers
3. Develop career pathways that lead to living wage employment
4. Provide individualized & holistic guidance
5. Develop full continuum of services & support
Char-Meck Workforce Collaborative
a.k.a. The Peanut Butter Group

- Goodwill
- Charlotte Works
- Urban League
- Center for Community Transitions
- CPCC

- CMS
- Charlotte Area Fund
- NC Vocational Rehab
- Department of Social Services
- City of Charlotte
Workforce Development Key Players

Key Players

1. Job Seekers
2. Mecklenburg County Departments
3. Non-Profit Training Providers
4. Educational Institutions
5. Employers
### Unemployed

Nov 2016 - 4.8%

### Underemployed

46% of people receiving food stamps are working

#### 10-Year Unemployment Trend Data

<table>
<thead>
<tr>
<th>Year</th>
<th>National</th>
<th>North Carolina</th>
<th>Mecklenburg</th>
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Barriers to Employment *

- Education
- Mental Health/Substance Abuse
- Homelessness
- Transportation
- Limited child/elder care
- Criminal record
- Language
- Training

*Barriers vary, and individuals may need to address and overcome several.
Workforce Development Activities

Mecklenburg County Departments

- Social Services
- Criminal Justice Services
- Child Support
- Community Support Services
- LUESA
- Economic Development
Non-Profit Training Providers

Organizations providing education & training

- BRIDGE Jobs Program
- Latin American Coalition
- Charlotte Area Fund
- Jacob’s Ladder Job Center
- Friendship CDC
- Urban League
- Goodwill Industries of the Southern Piedmont
- Center for Community Transitions
Employers

Various Activities

• Economic Development
• Current State of Job Development
• Employer Roundtables
## Employer Roundtable Participants

### Hospitality & Tourism
- AAA
- Bissell Hotels
- Crowne Plaza Executive Park
- Discovery Place
- Double Tree Gateway Village
- Enterprise/Alamo
- Sonesta ES Suites
- SREE Hotels
- The Westin

### Healthcare
- American Red Cross
- Amerisource Bergen/Lash
- Carolinas Healthcare System
- CSL Plasma

### Construction & Extraction
- Bergman Brothers Environmental
- R.J. Leeper Construction

### Production & Material Moving
- The Budd Group
- Coca Cola Bottling Co. Consolidated
- FedEx Smart Post
- Frito lay
- Patterson-Pope
- UPS

### Facilities Maintenance
- Jetstream

### Financial Services
- Bank of America
- Fifth Third Bank
- Park Sterling Bank
- Wells Fargo

### Retail
- Walgreens

### Governmental & Institutions
- Mecklenburg County
- UNC-Charlotte

### Customer Care-Call Center
- Convergys
## 2016 Job Placements (Jan 1-Sep 30, 2016)

### Partner Placement Numbers

<table>
<thead>
<tr>
<th>ORGANIZATION</th>
<th>TOTAL EMPLOYED</th>
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<tr>
<td>Charlotte Works</td>
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<td>Goodwill</td>
<td>1,246</td>
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<tr>
<td>Urban League</td>
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<td>Rescare</td>
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<td>Center for Community Transitions</td>
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<tr>
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<tr>
<td><strong>Total</strong></td>
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## DSS Referrals & Placements

<table>
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<th>ORGANIZATION</th>
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<th># OF DSS EMPLOYED</th>
<th>% OF DSS REF. EMP.</th>
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<tbody>
<tr>
<td>Center for Community Transitions</td>
<td>362</td>
<td>144</td>
<td>40%</td>
</tr>
<tr>
<td>Goodwill</td>
<td>492</td>
<td>163</td>
<td>33%</td>
</tr>
<tr>
<td>Rescare</td>
<td>517</td>
<td>230</td>
<td>45%</td>
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<tr>
<td>Urban League</td>
<td>486</td>
<td>186</td>
<td>38%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>1,857</strong></td>
<td><strong>723</strong></td>
<td><strong>39%</strong></td>
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## Workforce Development Service Gaps

- Common assessment tool
- On-line system for making and tracking referrals
- On-line resource tool for employers
- Creative entrepreneurial initiatives
- More on-the-job-training programs
- Negative impact of criminal records
Workforce Development Approach & Recommendations
Workforce Development Strategy

Three-Pronged Approach

A. Support Job Seekers
B. Improve Collaboration
C. Improve Coordination
A. Support Job Seekers

1. Provide Holistic Support for Barrier Removal
2. Provide Retention Services
3. Apply a Two Generation Model

A. Support
B. Collaboration
C. Coordination
B. Improve Collaboration

1. Facilitate communication efforts to support employer needs
2. Facilitate Sector-based Training curriculum
3. Offer Employer/Community Partner Incentive Opportunities
C. Improve Coordination

1. Improve Coordination Among Community-Based Service Providers

2. Improve Coordination of Employer Recruitment
Next Steps

1. Develop an action plan based on board feedback

2. Work with Charlotte Works to implement the action plan
Thank You
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