

game CHANGE

2012/2013  
ANNUAL  
REPORT



# GAME CHANGE

**CHANGING IT ... UPPING IT** That's what Charlotte Works is doing to the talent engagement game in Mecklenburg County.



We've shifted the playing pieces and written new rules that push more businesses and workers closer to winning, faster.

By focusing on gaining a deep understanding of the talent needs of local, relocating and expanding businesses, Charlotte Works has become a true partner with those companies, tailoring resources and training dollars to meet specific industry needs. And deeper employer engagement leads to more meaningful support and guidance for area talent, helping people increase their skills and get back to work faster. Everybody wins!

*The city of Charlotte hosts four statues on the corners of Trade and Tryon streets, the city's "main square." The figures represent Commerce, symbolized by a gold miner spilling money on the head of a banker; Industry, represented by a mill worker in a bonnet; Transportation, depicted by a railroad worker; and the Future, the image on our front cover, embodied by a woman holding a child. The statues, created by American sculptor Raymond Kaskey, were placed in Charlotte's center city in 1994. Photographed by Patrick Schneider.*



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# LAUNCHING A VISION

2012 marked the launch of a new workforce system in Charlotte, the culmination of more than two years of research, meetings and hard work by staff, board and partner organizations. The need for change was clear: for Charlotte to remain competitive and continue to attract jobs from around the world, we required a workforce system that is demand-driven and delivers world-class programs and services. This meant re-imagining what a workforce system could be. We looked around our nation and visited Seattle, New York, Houston and Central Florida for inspiration and best practices. The result is something truly unique.

The availability of talent is one of the primary factors employers use to make key business decisions on which facility to expand or shutter. Corporations started asking for proof if Charlotte has the skilled workforce ready to be hired. 2012 was the year workforce development became economic development in Charlotte.

Employers come in many shapes and sizes, and their need for a skilled workforce runs the full spectrum, from entry-level warehouse workers to highly skilled risk examiners; from machinists

to project managers. The type and variety of workers needed varies by sector and company, but the common theme is the demand for workers who can work in teams, communicate effectively and have the internal drive to continually improve.

In designing our new system, we started with the central belief that those facing career transition deserve to be supported with dignity and respect; that's why so many of the changes we began in 2012 are focused on how we treat job-seekers. The look of our new career center on West Morehead Street, our daily workshop topics and our one-on-one coaching sessions are all designed to provide hope: hope in finding a job, hope in personal growth and hope that Charlotte will continue to be a place our children can find meaningful employment when they begin their careers.

We also believe that access to services should not be limited to one location or day of the week. Thanks to our network of partner organizations, Charlotte Works has developed more than 30 Share Network Access Points (SNAP sites) across our community, where job-seekers can access online services and trained volunteers to help focus their job search.

*“We believe that Charlotte Works is at the forefront of workforce development.”*



*Steven Partridge,  
President  
and CEO*

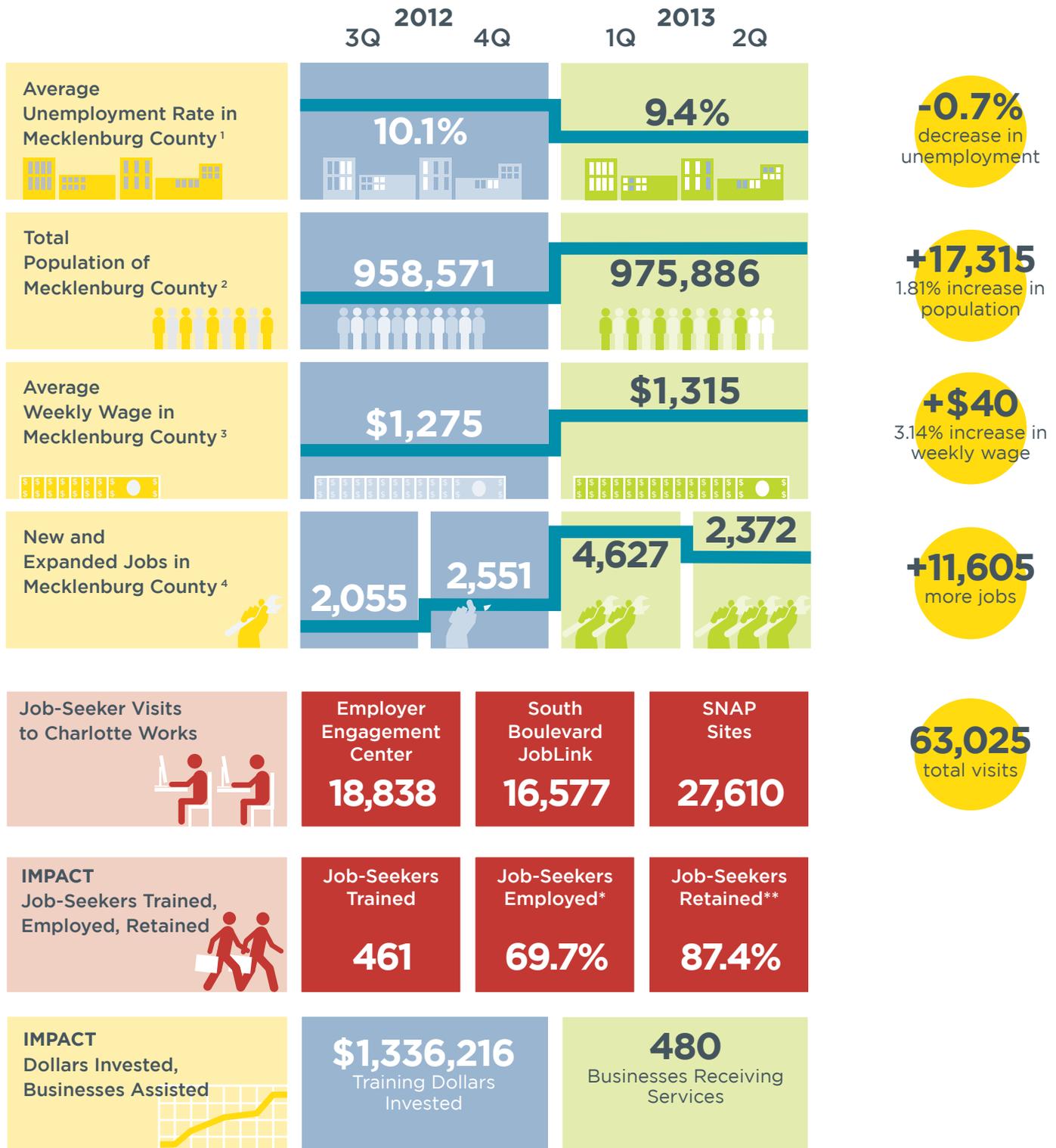
*Doug Rowe,  
Board Chair*

We believe that Charlotte Works is at the forefront of workforce development. Therefore, we run our business like a business, encourage our team to approach their jobs with creativity, understand the needs of our local business community, equip job-seekers to meet those needs – and

along the way, embrace our position as experts in our field and the responsibilities that come with that.

The Charlotte Works board and leadership team thank you for believing in our vision and giving us the opportunity to help our community thrive.

# LABOR MARKET INFORMATION AND CHARLOTTE WORKS' IMPACT



1 Charlotte Chamber of Commerce, Local Area Unemployment Statistics

2 N.C. Labor & Economic Analysis Division, Office of the Governor

3 N.C. Labor & Economic Analysis Division

4 Charlotte Chamber of Commerce

\* Percentages of job-seekers employed and retained are of those 461 who were trained.

\*\* Client status is tracked for nine months following exit from WIA training programs

# STORIES OF SUCCESS

**Patrick Dorismond** capped three months of unemployment by landing a position as an airline ground support equipment department manager at John F. Kennedy International Airport in Queens, N.Y.

He learned about us at a seminar on project management at Central Piedmont Community College. Dorismond used the Resource Center and attended multiple workshops to “improve and reinforce my networking,

resume and interviewing skills.” He also worked with Volunteer Veressa Hendrix to update his resume and develop 30-, 60- and 90-day action plans.

Dorismond says Charlotte Works “[is] a place [to] reassess your professional experience, education, skills and goals and develop an effective way to communicate, network and job-search in a competitive and social media-driven environment.”



*“...an effective way to communicate, network and job-search”*



*“The program carried me from the beginning of a career change to a meaningful career as an RN.”*

**Charlene N'Diaye** came to Charlotte Works after being a stay-at-home mother for nine years. She took advantage of WIA classroom funds to pursue a nursing career.

She worked with Training Coordinator Jeanease Lucas. “I came to work with Jeanease during my final semester in school. She aided in facilitating my transition from nursing school to the workforce. She helped me with my licensing and exam registration paperwork and fees and did everything in an efficient and timely manner,” says N'Diaye.

She landed a position as a registered nurse in the progressive care unit at Piedmont Medical Center in Rock Hill, S.C.

“The Charlotte Works program is a wonderful resource to help those who are not able to do so by their own means achieve their dreams. A large part of my education and materials were provided for through the program, and without it, I would not have been able to successfully complete my goals,” N'Diaye says. “The program carried me from the beginning of a career change to a meaningful career as an RN. I am so thankful! The Charlotte Works program really cares about helping people succeed and is committed to those they serve.”

## STORIES OF SUCCESS

**Gail Summerskill** was laid off from Strayer University in October 2012. She found the job search challenging. “I had worked my way up the corporate ladder at Strayer and was working for the president. I began searching for executive



positions, even though my experience at that rank was short and my over-55 age did not aid a job-hunt in Charlotte’s tight market. Although part of my severance included some

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*“I received straightforward, clear advice and counsel from the Charlotte Works staff and was able to realistically narrow my search to find clarity and direction.”*

career counseling, I had no luck finding a job,” she says.

She came to Charlotte Works in January 2013 after learning about us from a friend.

“I was beginning to feel the stress and anxiety of three months of unsuccessful job-hunting, and going to Charlotte Works gave me renewed energy to continue the hunt. Orientation, working in the inviting Charlotte Works space, resume help and Interview Boot Camp all gave me hope that I would eventually get a job,” says Summerskill. “I received

straightforward, clear advice and counsel from the Charlotte Works staff and was able to realistically narrow my search to find clarity and direction.”

That clarity and direction led to a return to teaching, a past career. She landed a position with Charlotte-Mecklenburg Schools as an eighth-grade language arts teacher at Bruns Academy.

“I believe that all the help and knowledge that I gained from the Charlotte Works team was instrumental in guiding my career path,” Summerskill says.

## STORIES OF SUCCESS

**David Morris** had been a ProNet/Charlotte Works client since March 2012. He attended more than 23 classes and was a member of a job-search team. “I was impressed with the level of knowledge and expertise that all the facilitators provided,” he says.

He landed a contract position as the director of materials management for Acuity Healthcare. “I’m thrilled with my new job and owe a huge debt of gratitude to the folks at Charlotte Works. It has been a great resource for me as well as numerous other displaced professionals,” Morris says.

“To me, the most important thing folks need to know about Charlotte Works is that it is a tremendous support system that provides excellent networking and educational resources. The job-search teams and all of the workshops I attended were exceptional quality. They always helped me to get re-energized and helped me stay focused on the job-search and reach out to others through networking,” he continues. “I made some great new friends that I otherwise would have never met. The amazing thing is that the volunteers that lead the teams and workshops are exceptional people that truly make a difference in other people’s lives.”



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**Janet Kirkpatrick** doesn't yet know what her next professional opportunity will be, but she knows she'll be closer to being computer-ready for it whenever it presents itself.

Her 33-year career as a registered nurse in the medical intensive care unit at Carolinas Medical Center-Mercy ended when she broke her leg in November 2011. Her doctor allowed her to return to work, but with restrictions on the lengths of time Kirkpatrick could walk, sit and stand. The hospital system placed her in a 90-day work program, but at the end, told her there was not an available position that could



*“The people are courteous and helpful. They give you personal help and make you feel like they’re here to help you.”*

accommodate her medical limits and let her go. She's received disability payments since.

In June, the insurance company representative assigned to Kirkpatrick suggested that she take computer classes to increase her employability and referred her to the South Boulevard JobLink.

“I've been full-speed ahead ever since,” she says. “I'm learning the basics – there's so much I don't know! I've taken all the computer classes they offer. It's a wonderful opportunity for me because it's free. I've learned something in every class I've taken.”

Kirkpatrick has nothing but

praise for the JobLink staff and has already steered several people there for job-search assistance. “The people are courteous and helpful. They give you personal help and make you feel like they're here to help you,” she says.

She's looking forward to taking additional classes while continuing to hone her computer skills. “They were asking in class about resumes and cover letters and I asked, ‘What is a cover letter?’ I was on my job 33 years and expected to retire there. I don't know anything about resumes and cover letters,” says Kirkpatrick. “I'm going to take advantage of anything they offer – you never know what you're going to need.”

# ON-THE-JOB TRAINING (OJT) GRANTS

Who wouldn't want to be part of an initiative that fills an employer's hiring need and puts a skilled worker back on the job - thereby strengthening the entire community?

"It's an ideal opportunity, in terms of overall economic recovery, to help organizations grow by training productive new employees to meet their needs," says Sheila Hemphill, Charlotte Works' On-The-Job Training (OJT) manager. "And it targets small and mid-sized companies, which is where the growth is happening."

"They put displaced workers to work, and that helps the whole community," agrees **Shari Wright-Harley**, executive director of Connections BWB, who hosts two OJT trainees at her critical access behavioral health agency.

*"OJT is an ideal opportunity, in terms of overall economic recovery, to help organizations grow by training productive new employees to meet their needs."*

OJT grants provide wage/salary reimbursements to employers to compensate for the costs associated with skills-upgrade training and/or the loss of production for new hires. Employers may receive reimbursement of 50 to 90 percent of the wages/salaries for OJT trainees.

Reimbursement rates and period of time vary based on the size of the organization and the specific training needed by new hires.

**\$10,900**  
average OJT  
contract amount

**10-25 weeks**  
average  
grant duration

**30**  
On-The-Job  
Training grants  
developed

**25**  
positions  
retained (83%  
success rate)

**\$16<sup>28</sup>**  
average  
hourly wage

## OJT GRANTS

Wright-Harley says Connections BWB had been searching for someone to manage its billing processes since 2007 before hiring Charlotte Works' client **Phyllis Howard** as a service analyst through an OJT grant.

"We had people, but they couldn't grasp the full scope of working with managed care contracts," says Wright-Harley. Her nationally accredited

agency, an organization that serves the mental health, substance abuse and developmental disability needs of adults, children and families, "has to bill someone for all this, and that's where her expertise comes in. Charlotte Works does a really good job at screening. It takes a lot of the guesswork out of 'did you hire the right person?'"

*Phyllis Howard (L), service analyst, and Shari Wright-Harley (R), executive director, discuss the new North Carolina Health Choice billing system at the offices of Connections BWB.*

Hemphill points out that Howard's story underscores an oft-misunderstood aspect of OJT grants: the funds are targeted not at lower-skilled, lower-paid positions, but at technical, managerial or professional jobs with professional compensation.



# INCUMBENT WORKFORCE DEVELOPMENT GRANTS (IWDG)

Like many companies, Bonded Logistics has reduced its training budget in the past few years. But when the third-party warehousing management and contract packaging company upgraded to Windows 2010 earlier this year, executives knew they needed to help employees get up to speed on the new operating system.

“We were having a conversation with a new director about training,” says **Linda Bachinsky**, human resources manager at Bonded Logistics. “He came to us from a company that had gone through the process and he mentioned this training grant. We Googled it and found the information, then got in touch with Charlotte Works to take us through the process.”

**BONDED**  
**LOGISTICS**

*“If companies are on a tight budget, training is usually the first thing to go. IWDG are a win-win: they help employees upgrade their skills, which helps employers improve their business outcomes.”*

The training grant the director referred to is the Incumbent Workforce Development Grant (IWDG), a federally funded, state-administered initiative that provides funds for skills-attainment training. Employers can receive a maximum of \$25,000 per award, with a \$40,000 lifetime cap.

Training can be provided in occupational skills designed to meet the special requirements of a business or in educational areas such as workplace literacy, soft skills or English-as-a-second-language.

“If companies are on a tight budget, training is usually the first thing to go,” says Demone Frink, Charlotte Works’ business project coordinator, who manages the IWDG. “It’s a win-win: it helps employees upgrade their skills, which helps employers improve their business outcomes.”

“On a daily basis, our employees are asked to analyze data from our warehouse management system. The preferred method for formatting and analyzing the vast amount of data from our SQL database is via Excel,” says **Barbara Woodall**, executive vice president. “This training will allow our employees to send data to our customers in a format that more people are familiar with, so our customers will definitely benefit. And it allows us to quickly review production information and determine trends in our business.”

“I can’t say enough about Charlotte Works – they really gave us a lot of encouragement and support throughout the process,” says Bachinsky, who anticipates that Bonded Logistics will apply for future IWDG funds.

**7**  
grants awarded

**137**  
employees proposed for training

**\$91,408**  
total awards

# BUSINESS SUCCESS

It was all about quality candidates for AON Hewitt.

In April, the \$11-billion, multi-national risk management, reinsurance and human resources corporation needed to hire a high volume of entry-level candidates in a short period of time.



Project  
Lead  
**Susan**

**Wilson** researched ways to make that happen here in Charlotte; she spoke with colleagues who'd previously worked with Charlotte Works, and then reached out to us to develop a partnership.

She connected with Beth Lefevre, special projects manager, and together, they devised a comprehensive plan to fill several hundred benefits advisor and insurance sales positions. Lefevre assisted with posting the positions on Charlotte Works' website, developed marketing collateral,

*“It was a great experience because of all the activities we had to attract candidates, this was the most successful. It put us in front of an engaging, professional audience of good-quality candidates.”*

targeted potential candidates in our database, referred AON Hewitt to our local partners and coordinated two information sessions at the Employer Engagement Center.

“It was a great experience because, of all the activities we had to attract candidates, this was the most successful. It put us in front of an engaged, professional audience of good-quality candidates,” says Wilson. “I was very impressed at how professional Charlotte Works was and how quickly [the organization] responded to our needs. Charlotte Works basically facilitated the whole thing for us. I just needed to come with my presentation.

“Charlotte Works identified candidates for us that were aligned with our qualifications and then organized to get them to our events,” Wilson notes. “The value is in Charlotte Works being local, knowing the market and getting those folks in front of us.”

# SNAP (SHARE NETWORK ACCESS POINTS)

SNAP sites extend Charlotte Works' resources to neighborhood- and faith-based organizations so that communication, transportation and other barriers to employment are reduced or eliminated.

*"The SNAP program was instrumental in finding the right job for me."*



**Mary Walsh** left a 25-year career as a social worker when she moved from Montana to the Charlotte area in December 2011 to be with family. She began working with **Gail Brooks-Lemkin**, homebuyer education and financial literacy counselor with the Davidson Housing Coalition, on budgeting and job-searching. Davidson Housing Coalition is one of Charlotte Works' first and most successful SNAP sites, with nearly 60 job placements since May 2010. In October 2012, Walsh landed a new position as part of the membership services staff at the Lake Norman YMCA in Cornelius via the SNAP site. "I don't have Internet access at home and the computer there was helpful," she says. "That's how Gail and I found this job. The SNAP program was instrumental in finding the right job for me. Also, it's a free service, and I appreciate that very much."

**31**  
total SNAP sites

**27,610**  
job-seeker visits

**82**  
SNAP site volunteers

## SNAP (SHARE NETWORK ACCESS POINTS)

157  
job placements

23,608  
volunteer hours

\$466,494  
value of volunteer  
hours/taxpayer  
savings

It started with a story in Charlotte Works' newsletter.

**Omar Parkes**, intake specialist with ResCare's Inspire Youth program, read an article about the opening of five new SNAP (Share Network Access Points) sites and reached out to staff at each one of them to share information about ResCare's services and programs. His program provides educational and workforce services to youth ages 16 - 21.

**Marsha Hirsch**, citizenship outreach coordinator and vocational education instructor at Carolina Refugee Resettlement Agency (CRRRA), was immediately intrigued. CRRRA's mission is to resettle refugees and help them to become self-sufficient and contributing members of American society.



*"I was thrilled to learn about Res-Care and how they can help with education and certifications."*

"When somebody comes into the United States with refugee status, they're eligible for employment status immediately. And since the purpose of our agency is to help establish self-sufficiency, we try to get them employed immediately," Hirsch explains. "Many young people who've just come over, or who [have been here and] graduated from American high schools, need employment help. I was thrilled to learn about ResCare and how they can help with education and certifications."

One young Burmese refugee enrolled in the program shortly after Parkes and Hirsch connected. **Van Lian** arrived in the United States in May. His family remains in a refugee camp in Malaysia and is trying to join him here.

"He's a very strong [English] speaker," Hirsch says. "He was a good candidate to run a pilot program with Omar to put a refugee into the certification program. He passed the adult basic literacy test and got into the system."

Lian graduated from the eighth grade in Burma and is now working towards his GED. He also has a new job at a cotton factory. He thinks there's a lot of opportunity in the United States and dreams of becoming a professional musician. He plays bass guitar.

"Van was floored at the thought he would get to go to school! He thought he was done," says Hirsch. "That's another reason we're glad we found out about ResCare, because it's a resource for people to take their own reins."

## SNAP (SHARE NETWORK ACCESS POINTS)

### 1) Charlotte Area Fund

901 N. Tryon St.  
Charlotte, NC 28206  
704.372.3010, ext. 209  
Tues/Wed: 9 a.m. – 3 p.m.,  
Thurs: 1 p.m. – 3 p.m., Fri: 9 a.m. – 1 p.m.

### 2) Charlotte Mecklenburg Library

310 N. Tryon St.  
Charlotte, NC 28202  
704.416.0501  
Tues/Wed/Thurs: 10 a.m. – 7 p.m.,  
Fri/Sat: 10 a.m. – 5 p.m.

### 3) Charlotte Mecklenburg Library, Steele Creek

13620 Steele Creek Rd.  
Charlotte, NC 28273  
704.416.6801  
Tues/Wed: 10 a.m. – 7 p.m.,  
Fri/Sat: 10 a.m. – 5 p.m.

### 4) Charlotte Mecklenburg Library, Sugar Creek

4045 N. Tryon St., Suite A  
Charlotte, NC 28206  
704.416.7001  
Tues/Wed/Fri: 10 a.m. – 2 p.m.

### 5) Carolina Refugee Resettlement Agency

5007 Monroe Rd.  
Charlotte, NC 28205  
704.535.8803  
Tues/Wed/Thurs: 9 a.m. – 1 p.m.  
(CRRRA clientele only)

### 6) Community Outreach Christian Church

1800 Brewton Dr.  
Charlotte, NC 28206  
704.333.4280  
Mon/Tues/Fri: 9 a.m. – 1 p.m.

### 7) Connections BWB

8430 University Exec. Park Dr., Ste. 655  
Charlotte, NC 28262  
704.596.5553, ext. 1059  
Mon/Tues/Wed: 10 a.m. – 2 p.m.  
(Business casual)

### 8) Davidson Housing Coalition

220 A-Sloan St.  
Davidson, NC 28036  
704.892.4486  
Mon/Thurs: 9 a.m. – 4 p.m.

### 9) Dress For Success Charlotte

500 Clanton Rd.  
Charlotte NC 28217  
704.525.7706  
Mon/Tues/Wed/Thurs: 1 p.m. – 4 p.m.  
(Female clientele only)

### 10) Give-N-Go NPO

5004 Community Circle  
Charlotte, NC 28215  
704.208.7892  
Mon thru Fri: 11 a.m. – 2 p.m.

### 11) Greater Mt. Zion FBH Church of God

6301 Old Mt. Holly Rd.  
Charlotte, NC 28208  
704.392.6528  
Tues: 3 p.m. – 6 p.m.,  
Thurs: 3 p.m. – 7 p.m., Sat: 9 a.m. – 2 p.m.

*Each SNAP  
site is  
equipped with  
computers,  
software  
and trained  
volunteers,  
offering clients  
convenient  
access to the  
resources  
needed to  
become more  
employable and  
to find work.*

### 12) Grier Heights Community Center

3100 Leroy St.  
Charlotte, NC 28205  
704.605.4366  
Tues/Thurs: 9 a.m. – 12 p.m.

### 13) Harvest Center

1800 Brewton Dr.  
Charlotte, NC 28206  
704.335.1616, ext.3  
Mon: 9 a.m. – 2 p.m.,  
Wed: 12:30 p.m. – 3:30 p.m.,  
Thurs: 9 a.m. – 1 p.m.

### 14) Hope Haven Inc.

3815 N. Tryon St.  
Charlotte, NC 28206  
704.372.8809  
Mon thru Fri: 9 a.m. – 5 p.m.  
(Clientele only)

### 15) Housing Authority-Charlotte CES/ Grace-Mar

2201 Caronia St.  
Charlotte, NC 28208  
704.714.4051  
Mon thru Fri: 9 a.m. – 5 p.m.  
(Employment Services only)

### 16) InnerVision Inc.

415 E. Fourth St.  
Charlotte, NC 28202  
704.377.5047  
Mon thru Fri: 3 p.m. – 5 p.m.  
(Business casual)

### 17) Jacob's Ladder-Urban League

740 W. Fifth St.  
Charlotte, NC 28205  
704.373.2256, ext. 211  
Mon thru Thurs: 1 p.m. – 4 p.m.

### 18) Latin American Coalition

4938 Central Ave., Suite 101  
Charlotte, NC 28205  
704.531.3834  
Mon: 1 p.m. – 4 p.m.,  
Tues/Wed/Thurs: 9 a.m. – 4 p.m.

### 19) Mecklenburg County Department of Social Services

301 Billingsley Rd.  
Charlotte, NC 28211  
704.432.1751  
Mon/Tues/Thurs/Fri: 9 a.m. – 4 p.m.

### 20) Mecklenburg County Women's Commission

700 N. Tryon St.  
Charlotte, NC 28202  
704.432.6933  
Mon thru Fri: 8:30 a.m. – 4:30 p.m.

### 21) Men's Shelter of Charlotte

1210 N. Tryon St.  
Charlotte, NC 28206  
704.334.3187, ext.131  
Mon: 10 a.m. – 1 p.m.,  
Tues: 2 p.m. – 4:30 p.m.,  
Wed: 1 p.m. – 4:30 p.m.  
(Clientele only)

### 22) My Sister House

3301 Beatties Ford Rd.  
Charlotte, NC 28216  
704.200.2807  
Mon/Wed/Thurs: 1 p.m. – 5 p.m.

### 23) Nations Ford Community Church

5901 Nations Ford Rd.  
Charlotte, NC 28217  
803.984.4934  
Mon/Fri: 9 a.m. – 1 p.m.,  
Wed: 3 p.m. – 7 p.m.,  
Sat: 9 a.m. – 12 p.m.

### 24) Neighborhood Good Samaritan

5534 Albemarle Rd.  
Charlotte, NC 28212  
704.605-6723  
Mon/Tues/Wed/Thurs/Fri: 9 a.m. – 8 p.m.,  
Sat: 10 a.m. – 6 p.m.,  
Sun: 11 a.m. – 5 p.m.

### 25) New Beginning Church

7027 Stillwell Rd.  
Matthews, NC 28105  
704.790.0018  
Mon/Wed/Fri: 10 a.m. – 2 p.m.

### 26) Northeast Seventh-Day Adventist Church

827 Tom Hunter Rd.  
Charlotte, NC 28213  
704.605.0393  
Mon/Tues/Wed: 9 a.m. – 1 p.m.

### 27) One More Neighborhood/ Lake Forest Church

8519 Gilead Rd.  
Huntersville, NC 28078  
704.948.3232, ext. 234  
Tues/Thurs/Fri: 1 p.m. – 5 p.m.

### 28) Progressive Baptist Church

1600 Clanton Rd.  
Charlotte, NC 28208  
704.376.3819  
Mon thru Fri: 10 a.m. – 6 p.m.

### 29) ResCare Workforce Service/Youth

5624 Executive Center Dr., Suite 100  
Charlotte, NC 28212  
704.442.2209  
Mon/Wed/Fri: 10 a.m. – 2 p.m.  
(Youth program)

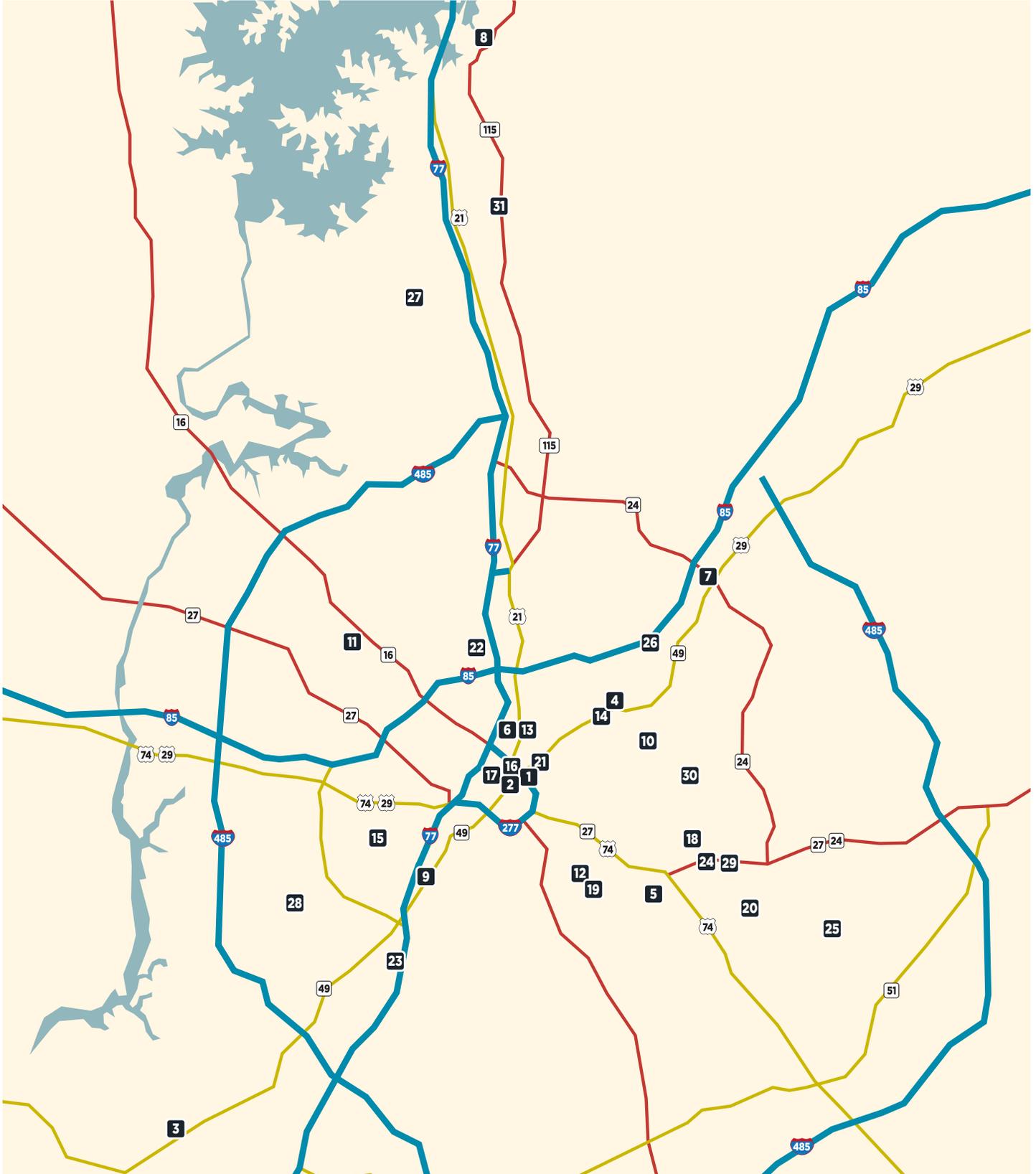
### 30) Shamrock Senior Center

3925 Willard Farrow Dr.  
Charlotte, NC 28215  
704.522.6222  
Mon/Wed: 8 a.m. – 10 a.m.,  
Tues/Thurs: 2 p.m. – 4 p.m.,  
Fri: 8 a.m. – 12 p.m.

### 31) Solid Rock Christian Church

16601 Old Statesville Rd.  
Huntersville, NC 28078  
704.947.8898  
Mon thru Thurs: 1 p.m. – 4 p.m.

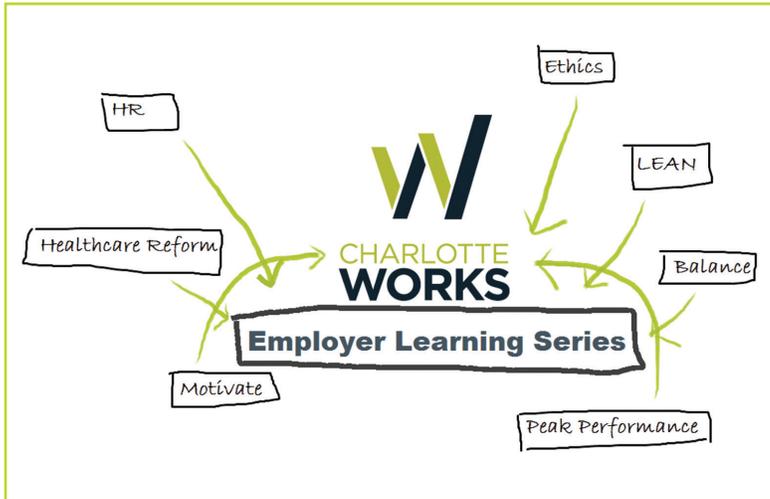
# SNAP (SHARE NETWORK ACCESS POINTS)



# CHARLOTTE WORKS' EVENTS

## Employer Learning Series schools business execs

Nearly 200 representatives from 86 local employers attended Charlotte Works' first-ever Employer Learning Series (ELS), 11 human resource workshops held in April and May.



Presented in partnership with Central Piedmont Community College, North Carolina State University—IES, The Employers Association and UNC Charlotte, the ELS was geared to meet the educational needs of business owners, human resources professionals, office managers, supervisors, engineers, manufacturing managers and production and support staff.

*“The ELS gave us an opportunity to showcase Charlotte Works to a new group of employers.”*

Topics ranged from “lean” principles to ethics to healthcare reform.

Craig Cole, vice president of employer engagement, notes that the ELS was designed not only to offer high-quality educational opportunities to employers, but also to introduce Charlotte Works to new companies and expand outreach and services to them.

“The ELS gave us an opportunity to showcase Charlotte Works to a new group of employers. We’ve now developed relationships with these businesses from a workforce intelligence perspective,” says Cole.

“The ELS dovetails with our demand-driven philosophy to connect with employers so they realize we have access to talent at every level to meet their needs.”

## CHARLOTTE WORKS' EVENTS

### First-ever Educational Partner Fair crowded the house

More than 70 clients attended Charlotte Works' first-ever Educational Partner Fair on January 29.

Seventeen vendors represented both traditional and trade institutions to educate clients about state-approved training providers and programs. Charlotte Works' training coordinators were also on hand to provide information about the Workforce Investment Act (WIA) Classroom Training program.

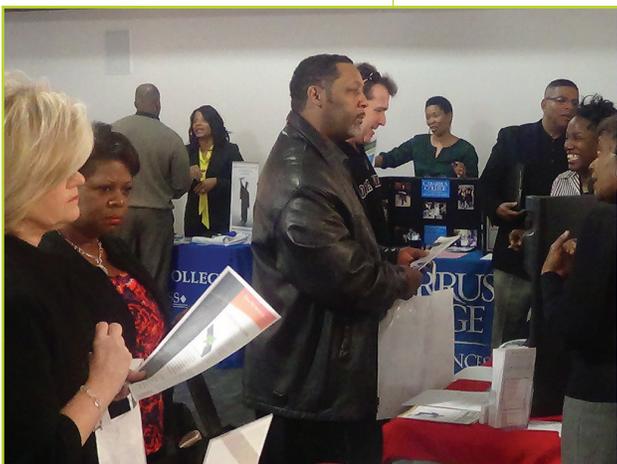
"The individuals we met were engaged and the energy around 'how can I improve my skills' was encouraging," noted **Kisha Boyd-Clyburn** of Central Piedmont Community College's Corporate and Continuing Education department.

*Laura Morrow-Fox, Representative Ruth Samuelson and Phil Paustian.*

### Charlotte Works' board members make Raleigh visits

On April 25, Charlotte Works' board member **Phil Paustian**, director of corporate human resources for Chiquita Brands, and **Laura Morrow-Fox**, AVP, workforce planning and strategy for Carolinas HealthCare System (representing board member **Larry Wilson**), traveled to North Carolina's legislative complex in Raleigh to

visit members of Mecklenburg County's delegation. In conversations with Senator **Malcolm Graham** and Representative **Ruth Samuelson**, they shared how critical their relationships are with Charlotte Works and stressed the importance of the local connections between the workforce board and the business community.



## CHARLOTTE WORKS' EVENTS

### Charlotte takes bold step to close skills gap

Although the arrival of GIZ didn't make much of a splash in Charlotte's local media, back in Germany, the news of GIZ opening its first U.S. office at Charlotte Works made front-page news across that nation on June 25.

certificate, but also gain a substantial relevant work experience. The challenge is to adapt and integrate suitable German training principles into local workforce development to address the American skills-gap challenge.



GIZ, or Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH, is a German federal nonprofit enterprise that aims to bring a major success factor of Germany's economy into projects with its American partners and clients: the unique German dual-track training system. One of its leading principles is the cooperation between the public and private sectors. As companies and schools jointly develop training course contents, trainees in Germany learn both on-the-job and in a school setting, with optimum job-oriented training and curricula. As a result, graduates not only hold a

"Charlotte was chosen as GIZ's first U.S. location because of its robust training infrastructure and strong advanced manufacturing sector," said **Oliver Auge**, GIZ director. "There are approximately 200 German companies based in the Charlotte region. GIZ also intends to intensify its engagement in the German Embassy's 'Skills Initiative,' which brings together American and German businesses and training providers to address the middle-skills gap. These factors made Charlotte the place to be."



### Wellness Fair offered yummy snacks, healthy habits

On March 8, vendors including Snyder's-Lance, Harris Teeter, Earth Fare, CareRing, the International Coaching Federation, Planet Fitness and Body-Logical provided fruit, cookies, water, pretzels – and invaluable information on aspects of wellness from cooking and exercising on a budget to meditation to cancer prevention to the safety net of services offered throughout our community.

Presbyterian Hospital sponsored Charlotte Works' first-ever Wellness Fair, attended by more than 75 guests.

*“Reauthorization of the WIA is well overdue and much needed to help close the skills gap hurting America’s employers, workers and our economy.”*

### Partridge goes to the Hill

Steve Partridge, president and CEO, testified before the U.S. Senate Committee on Health, Education, Labor and Pension (H.E.L.P.) on June 20. He was joined by three other witnesses to support a bi-partisan reauthorization of the Workforce Investment Act (WIA) of 1998.

Partridge noted that local workforce development boards serve as important conveners for shaping and implementing local and regional workforce development strategies to grow local economies. He also pointed out that hundreds of Charlotte businesses of all sizes and industries have used WIA-funded tools including on-the-job training, skills certifications, customized recruiting events and services and more to ensure that jobs are created – and stay – in our nation.



“Reauthorization of the WIA is well overdue and much needed to help close the skills gap hurting America’s employers, workers and our economy,” Partridge said.

He offered ideas for updating the WIA including encouraging regionalism and inter-agency data-sharing, connecting the dots between adult and youth programs and focusing on critical sectors such as advanced manufacturing and information technology.

# PROGRAM STORIES

## **Charlotte Works and CPCC: Partners in strengthening employability skills, employment**

Workforce-readiness programs that prepare the job-seeker to be the best candidate are a key focus of both Charlotte Works and Central Piedmont Community College (CPCC), so we joined forces to create opportunities for candidates to strengthen their employability skills.

Interview Boot Camp is a two-day, intensive class that teaches the fundamentals of interviewing on day one and allows for practical application of these newly learned skills on day two. Charlotte Works clients **Veressa Hendrix** and **Suzette Brown**, both with strong human resources (HR) backgrounds, were hired to deliver these classes at Charlotte Works. The first four sessions, held in April, were “sold out” within three days of being listed on the schedule. Additional sessions were added to the calendar in May and continued through the fall.

After the success of Interview Boot Camp, we strengthened our CPCC partnership with “How to Contract and Volunteer Your Way to Employment.” It offered job-seekers more ways to use contracting and volunteering as opportunities to get noticed and build ongoing resume experience while creating potential opportunities for permanent placement.



A Legacy  
of Success

### Keeping you healthy

A re-employment campaign is a holistic undertaking; if you don't feel good on the inside, you don't present well on the outside. Starting in May, Novant Health's **Karen Ward**, RN, LPN, began offering monthly free diabetes screenings and blood pressure checks to Charlotte Works' clients at the Employer Engagement Center.

The symptoms of both diseases can be subtle – and the consequences of not realizing you have them can be serious. Nearly 70 people have taken advantage of the screenings and the accompanying educational and community health resources offered by Ward.



### Toastmasters comes to Charlotte Works

Charlotte Works chartered its own Toastmasters Club chapter in March. The group, which helps people practice their public speaking and leadership skills, meets bi-monthly and is comprised of both clients and staff members. We hosted the Toastmasters Area 21 International Speech and Table Topics Contest, with five local clubs competing, in April.



## PROGRAM STORIES

### **Job-team coaching program wraps up successful pilot run**

With 48 percent of participating clients landing jobs during a four-month run, Charlotte Works' job-team coaching pilot program was an unequivocal success. Job coaches Daena Spencer and Lisa Szymanski began working with 53 job-search team participants in January.

Following some natural attrition, the pair worked closely with 44 clients through the end of April. Over four meetings, they guided these job-seekers through resume

*“...individual attention made all the difference in helping clients who were ‘stuck’ in an unsuccessful job search to progress to employment.”*

re-writes, mock interviews, networking, research and other job-search tasks, tailoring their approaches to meet individual needs. “That individual attention made all the difference in helping clients who were ‘stuck’ in an unsuccessful job search to progress to employment,”

says Sue Merkin, WIA program manager, who oversaw the job-search team coaching pilot program. When the program officially wrapped, 21 job-seekers had landed full-time or part-time positions. Five had transitioned into the WIA classroom training program.



**Charlotte Chamber’s Career Center comes to Charlotte Works**

The popular Career Center page on the Charlotte Chamber website is the latest addition to the growing partnership roster between our two organizations. Charlotte Works is now the Chamber’s exclusive partner in providing job listings to the community. Information about and links to our services to both employers and job-seekers is available on the Chamber’s Career Center page. The Chamber also offers a special membership package to Charlotte Works’ clients.



**Charlotte Works becomes Wednesday night hot spot**

Charlotte Works began offering extended hours on Wednesday nights in March.

To better serve clients who can’t make it to the Employer Engagement Center for an orientation during the day or who just need some extra computer time, we’re now open till 8 p.m. on Wednesdays.

Orientations are held from 6 – 7:30 p.m. and are listed on the events calendar.

We generally offer one other workshop during that time, and the Resource Center is open and staffed. Traffic has been growing throughout the year.

# YOUTH SUCCESSES

“When I came to ResCare, things were crazy. I didn’t know if I wanted to stay,” says **Michael Sosa**. “I was immature, I wasn’t doing what I needed to get done. I came through ResCare, got my GED, I’m going to college and I’ve got a job – that’s a huge accomplishment.”

Sosa joined ResCare Workforce Solutions’ Inspire Youth program, funded in part by



Charlotte Works, and participated in its work-readiness program, which

included coaching in resume development and interviewing skills and instruction in math, reading and computers.

Following completion, he attended ResCare’s GED program and earned it in January.

He’s been interested in computers since childhood, when he and his brother would take apart old units, connect the pieces and parts to batteries and power light bulbs with them. So he contacted ITT Technical College’s Charlotte campus and started in its two-year, network system administrator program in March.

After learning programming, hardware and wiring, Sosa hopes to enter the IT field and perhaps work internationally after graduation. He’s particularly keen to visit China and Japan – a country he envies because “they get all the

*“You come here to learn professional skills to give you an extra step up.”*

**398**  
youth served

**103**  
enrolled in occupational skills training

**134**  
paid work experiences

new stuff first – all the animé, video gaming systems, computers. That’s the place to be.”

Sosa credits ResCare with his success. “I had a resume, but I re-did it here. Everybody gave me advice on how to format it and when I did that, I got responses from employers that they liked it because it’s straight to the point. And I learned how to respond to employers’ questions in interviews, how my posture needs to be: head held high, shoulders up, be confident,” he explains. “But you’ve got to pull yourself together and do the work yourself. This is a professional environment. You come here to learn professional skills to give you an extra step up.”

## YOUTH SUCCESSES

**Diamond Roberson**, a mother of two at 18, wants to be a role model for her daughters.

The New York City-native joined her children's father and his family in Charlotte a year-and-a-half ago. When she moved, she had an infant and no prospects.

Determined to make a better life for herself and her daughter, Roberson planned to enroll at Central Piedmont Community College. She'd dropped out of high school in 10th grade to have her first child, but knew the value of education. While reading a job-finder publication, she saw



*“You need to know what you want to do in life and take the building steps to do it.”*

an advertisement for ResCare's Inspire Youth program.

She registered for ResCare's GED class and gave birth to her second child three weeks before “school” started in February. She didn't miss a single day.

Roberson also enrolled and participated in a two-week work-readiness course in March. “It helped me so much,” she says. “I learned how to dress, how to speak, how to create a resume and cover letter, how to approach interviews.”

All the while, ResCare helped her with job placements, including stints at Marshall's and Arby's. Her goal was to gain permanent employment before her 18th birthday, and she did: in early July, one week before the big day and one week after receiving her GED, she landed a position in the cafeteria at Carolinas Medical Center-Main.

Now her sights are set on enrolling in the hospital's phlebotomy program. “I want to focus on school,” she says. “I achieved my goal. ResCare helped me so much. You need to know what you want to do in life and take the building steps to do it.”

# VOLUNTEERS

“I’m a connector,” says Charlotte Works volunteer **Miranda Hairston**. “Making a connection is a high point – once I connect, something great has started.”

She not only connects with clients during her near-15



hours of weekly volunteering in the Employer Engagement Center, but

also with employers and other job-seekers as she moves around the community, spreading the word about Charlotte Works.

*Miranda is a ‘strategic marketing ambassador’ for Charlotte Works.*

Hairston has been unemployed for approximately two years after being laid off from Charlotte-Mecklenburg Schools and came to Charlotte Works when the organization was still known as ProNet.

She quickly became a valuable member of Charlotte Works’ volunteer corps. She has served as both an orientation leader and resource assistant and provided support to the organization’s financial and program staff. Currently, she’s working to screen, interview and onboard new volunteers.

She also takes advantage of networking opportunities outside the walls of the Employer Engagement Center to be what Volunteer Manager Julie Paul calls “a strategic marketing ambassador” for Charlotte Works. She’s shared details about our services with a diverse group including the local chapter of National Association of African Americans in Human Resources (NAAHR), the Latin American Chamber of Commerce, the Queen Bees of Charlotte and mayoral candidate Patrick Cannon.

She’s even discussed Charlotte Works’ resources in job interviews with GM Financial and the Carolina Panthers. “I use any venue, any opportunity to share the word with people who may not know what we have to offer,” Hairston says.

## VOLUNTEERS

Volunteer Career Coach and Workshop Instructor **Paula Lesso** makes people think. Think about what their next position will look like. Think about their transferrable skills. Think about their stories.

“I ask all of these questions to help clients think about things they have never thought about before, say things they have never said before and write things they have never written before,” she says.

Lesso has career-coached more than 100 clients in visioning and taught hundreds more how to recognize job-search pitfalls, strengthen their skills and broaden their networking scope in her popular “Being in the Dumb Air” workshop.

A Charlotte Works volunteer for two years, she says her work

here is deeply fulfilling because, “As a fellow client, and in transition, I have empathy for those in career search.

“The feedback I’ve received confirms it’s made a difference in many people’s lives; they’ve had ‘a-ha’ moments. When I see someone in the hall who thanks me and says ‘because of this, I’ve moved on’ – that’s all I need.”

Lesso encourages professionals who are searching for an opportunity to give back to consider volunteering at Charlotte Works. “They have skills they’ve learned in their careers and can be the eyes and ears for those who are looking. It’s a pay-it-forward type of thing,” she notes. “It also gives them an opportunity to understand what people in career-search are going through.”

*“I ask all of these questions to help clients think about things they have never thought about before...”*



# TOP VOLUNTEERS

**Nathan Adams,**  
Resume Coach

**Raymondo Ali,**  
Resource Center Assistant

**Kimberlee Archie,**  
Workshop Instructor

**Ira Bass,**  
Workshop Instructor

**Linda Bass,**  
Workshop Instructor

**Michelle Brant,**  
Workshop Instructor

**Denise Cooper,**  
Workshop Instructor

**Valerie DeLong,**  
Workshop Instructor

**Bob DeMers,**  
Workshop Instructor/Job-  
Search Team Facilitator

**Keith Drum,**  
Workshop Instructor

**Barbara Ivey,**  
Workshop Instructor

**Paula Lesso,**  
Resume Coach/  
Workshop Instructor

**John Leubke,**  
Orientation Leader

**Bill Matson,**  
Workshop Instructor

**Jean-Chris Miller,**  
Resource Center Assistant

**Robert Ortiz,**  
Workshop Instructor

**Rich Sauser,**  
Workshop Instructor

**Robert Semrad,**  
Orientation Leader/  
Resource Center Assistant

**Sheryl Spangler,**  
Workshop Instructor

President and CEO Steve Partridge hosted a President's Volunteer Appreciation Luncheon for our top volunteers in May.

From left: Bob DeMers, Jean-Chris Miller, Valerie DeLong, Raymondo Ali, Linda Bass, Nathan Adams, Ira Bass, Sheryl Spangler, Paula Lesso, Steve Partridge, Robert Ortiz, Doneisha Wilson, Julie Paul and Barbara Ivey.



**187**

Employer Engagement  
Center volunteers

**4,934**

volunteer hours

**97**

total programs/  
services

**87**

of these delivered  
by volunteers  
(90%)

**\$269,040**

value of volunteer  
hours/taxpayer savings

# 2012 - 2013 FINANCIALS

For the years ended June 30, 2013 and 2012

## STATEMENTS OF FINANCIAL ACTIVITIES

2013

2012

### Revenue

Government service fees and grants	\$5,915,539	\$7,017,073
Contributions and other income	53,577	301,784
Total revenue	\$5,969,116	\$7,318,857

### Expenses

Compensation, taxes and benefits	\$2,930,910	\$3,048,856
Occupancy and depreciation	614,975	796,185
Training and education	1,336,216	2,150,095
Contractors and professional fees	462,675	381,320
Other operating expenses	524,902	854,683
Total expenses	\$5,869,678	\$7,231,139

## STATEMENTS OF FINANCIAL POSITION

2013

2012

### Assets

Cash and cash equivalents	\$817,370	\$450,943
Accounts receivable	535,039	1,067,581
Property and equipment (net)	140,924	140,288
Other assets	34,819	40,111
Total assets	1,528,152	1,698,923

### Liabilities and Net Assets

Accounts payable	366,094	658,094
Other liabilities	35,986	14,193
Total liabilities	402,080	672,287
Net Assets	1,126,072	1,026,636
Total liabilities and net assets	\$1,528,152	\$1,698,923

# STAFF

## Leadership Team

### Steve Partridge

*President and CEO*

### Craig Cole

*Vice President of  
Employer Engagement*

### Patricia Battle

*Executive Assistant to the  
President/Office Manager*

### Sara Collins

*Director of Communications*

### Danielle Frazier

*Youth Works Director*

### Jaslyn Roberts

*Career Center Director*

## Career Center Services

### Claritza Abreu

*Intake Specialist*

### Sylvia Jones

*Senior Training Coordinator*

### Anastasia Knight

*Training Coordinator*

### Jeanease Lucas

*Training Coordinator*

### Sue Merkin

*WIA Program Manager*

### Chris Miller

*Resource Associate*

### Maria Noveva

*Event Coordinator*

### Julie Paul

*Volunteer Manager*

### Daena Spencer

*Senior Career Coach*

### Doneisha Wilson

*Receptionist*

## Employer Engagement

### Demone Frink

*Business Project Coordinator*

### Sheila Hemphill

*On-The-Job Training Manager*

### Jim Korth

*On-The-Job Training Specialist*

### Beth Lefevre

*Special Projects Manager*

## Finance

### Sabrina Watts

*Fiscal Manager*

### Claire Wilson

*Chief Financial Officer*

## SNAP

### Debra Dixon

*SNAP Manager*

## Veterans Services

### Cullins Carriker

*Training and Employment  
Specialist/Veterans Advocate*

## Youth Works

### Sheila Armstrong-Roberts

*Compliance Specialist*

### Donyetta Queen

*Career Specialist*

### Rufus Wilson

*Career Specialist*

## South Boulevard JobLink

### Sara Trexler

*Manager*

### Mikhail Ayrumyan

*Program Support Specialist*

### Marlene Bishop

*Career Development Specialist*

### Emily Coble

*Career Development Specialist*

### Andrew Davila

*Career Development  
Specialist/WIA Training  
Coordinator*

### Karen Johnson

*Career Development Specialist*

### Kaye Moore

*Career Development Specialist*

### Reggie Moore

*Employment Specialist  
(N.C. Dept. of Commerce,  
Division of Workforce Solutions)*

### Loren Resabala

*Career Development  
Specialist/WIA Training  
Coordinator*

### Gloria Ron

*Program Support Specialist*



# BOARD OF DIRECTORS

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Senior Vice President/  
General Manager -  
Integrated Projects Group,  
Lend Lease

## **Mark Short, Vice Chair**

Managing Director,  
Organizational Development  
Duke Energy

## **Jerome Festa, Treasurer**

Managing Director,  
Wells Fargo International Group

## **Tim Beam**

Regional Manager,  
North Carolina Department  
of Commerce, Division of  
Workforce Solutions

## **David Bellamy, AIA, LEED AP**

Director,  
LS3P

## **Latondra Bennett**

Human Resources Manager,  
Siemens

## **Karen Brackett-Browning**

Executive Director,  
Charlotte Area Fund, Inc.

## **Jimmy Chancey**

Director, Career and  
Technical Education  
Charlotte-Mecklenburg Schools

## **Peggy Eagen**

Director,  
Mecklenburg County  
Department of Social Services

## **Michael Elder**

President & CEO,  
Goodwill Industries of the  
Southern Piedmont

## **Robert Fish**

President,  
Bankston Partners

## **Patrick Graham, PhD**

President & CEO,  
Urban League of  
Central Carolinas

## **Georgia Gullede**

Unit Manager  
North Carolina Division of  
Vocational Rehabilitation

## **Kati Hynes**

Vice President,  
Economic Development  
Charlotte Chamber

## **Lacy Kiser**

Vice President, Human  
Resources & Administration,  
Power Business  
CB&I

## **Donald Lloyd**

UniServ Director,  
Service Area GG  
North Carolina Association  
of Educators

## **Kathi Polis McLendon**

Dean, College & Career  
Readiness  
Central Piedmont  
Community College

## **Phil Paustian**

Director,  
Corporate Human Resources  
Chiquita Brands

## **Brad Richardson, CECD**

Economic Development  
Manager,  
City of Charlotte

## **Dan Roselli**

Owner & Co-Founder,  
Packard Place

## **Robin Strayhorn**

Senior Recruiter,  
PNC Bank

## **Larry Wilson**

Vice President,  
Corporate Human Resources  
Carolinas HealthCare  
System

## Youth Council

### **Patrick Graham, PhD, Chair**

Urban League of  
Central Carolinas

### **Jess George**

Latin American Coalition

### **Kimberley Harrison**

Parent

### **Millard McCluney**

Charlotte Housing Authority

### **Aaron Pomis**

KIPP Academy

### **Molly Shaw**

Communities In Schools

### **Karen Simon**

Mecklenburg County  
Sheriff's Department

### **Robin Strayhorn**

PNC Bank

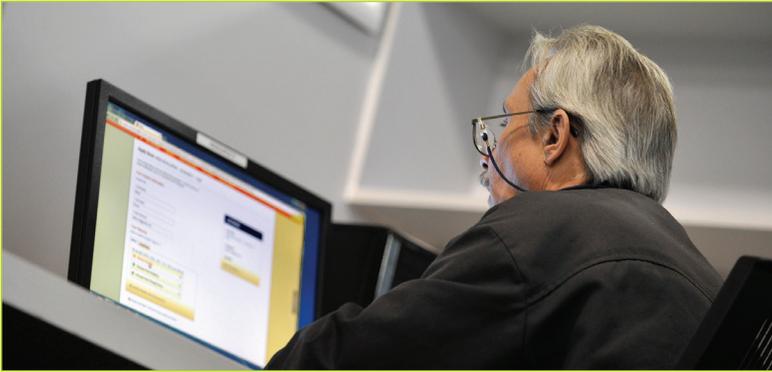
### **Tom Warshauer**

City of Charlotte

### **Earnest Winston**

Charlotte-Mecklenburg  
Schools

# MISSION, CORE BELIEFS AND BEHAVIORS



## Mission

Drive the development of a globally competitive workforce for Charlotte's employers.

## Core Beliefs and Behaviors

Charlotte Works is at the forefront of workforce development. Therefore, we run our business like a business, encourage our team to approach their jobs with creativity, understand the needs of our local business community, equip job-seekers to meet those needs - and along the way, embrace our position as experts in our field and the responsibilities that come with that.

## We believe that:

People in career transition deserve to be supported with **dignity and respect**. We are professionals who support them in a professional environment and manner that empower our clients to reach beyond what they see as possible for themselves.

Employers deserve a highly skilled, impeccably prepared workforce. Workforce development is economic development, and we contribute to the Charlotte region's success by connecting employers to workers who have been trained to meet both current and emerging business needs.

We operate in an atmosphere of continuous innovation. In this environment, we understand that behaving with **integrity, passion and a spirit of risk-taking** is at the core of our success.

Sustaining a work environment that enables every team member to grow in **optimism, initiative and leadership development** allows us to harbor high expectations for superior performance.

Seeking collaborations with partners who are equally influential in their own areas and industries enhances the **exceptional client experience** we provide to job-seekers and employers.

## Services for Employers

- Post jobs for free
- Access our statewide candidate database
- Customized recruiting services
- Get help assessing hiring needs
- Receive a training grant
- Gain valuable labor market data and forecasts

## Services for Job-Seekers

- Build a resume and interview skills
- Create a career mission statement
- Develop a career marketing plan
- Join a job team
- Network with employers and peers
- Receive a training grant

# CONTACT INFORMATION

## **Employer Engagement Center**

1401 W. Morehead Street, Suite 100  
Charlotte, NC 28208  
704.206.1350

Mon/Tues/Thurs/Fri: 8 a.m. – 4:30 p.m.  
Wed: 8 a.m. – 8 p.m.

Strategically located just north of uptown, our 15,000-square-foot Employer Engagement Center is a unique, highly business-friendly and outcome-focused workforce center. Ample free parking, proximity to public transportation and an inviting business environment allow Charlotte Works to host recruiting events, educational vendor fairs and community partner meetings. In addition to its intrinsic value to employers and job-seekers alike as the resource for a world-class workforce, the physical Center serves as a positive economic development feature when new businesses are considering relocating to Charlotte.

## **South Boulevard JobLink**

5125-A South Boulevard  
Charlotte, NC 28217  
704.527.3195

Mon/Wed/Fri: 8 a.m. – 4:30 p.m.  
Tues/Thurs: 8 a.m. – 6 p.m.

Charlotte Works is an Equal Opportunity Employer/Program.  
Auxiliary aids and services available to individuals with disabilities.



1401 W. Morehead Street, Suite 100  
Charlotte, NC 28208  
704.206.1350  
[www.charlotteworks.com](http://www.charlotteworks.com)

