

# PARTNERSHIPS, POLICY AND PATHWAYS



Annual Report  
Program Year 2016



## MESSAGE FROM OUR BOARD CHAIR AND PRESIDENT/CEO

Program Year 2016-17 (PY16) has been a transformative one for Charlotte Works and our partners thanks to leadership from our Board of Directors and staff. With a new mission that aligns our partnerships, policies and career pathway models for a more effective workforce system, **we've created collaborations that have increased the impacts for businesses, working adults and youth in Mecklenburg County and the Charlotte region.** We're proud of these impacts and our status as a nationally recognized workforce board.

The successes of this past year are due to greater alignment of our partners. As a convener of our local workforce system, we've established direct-service relationships with several community organizations to ensure more impactful results for the adults and youth we serve.



For the first time, Charlotte Works made policy, advocacy and development primary functions of the agency. Many of our accomplishments, along with community

partners, weren't possible without the funding of the Workforce Innovation Opportunity Act (WIOA). We believe these issues and others impact our ability to develop a talent pipeline and nurture young people through career pathways.

We created new collaborative opportunities by engaging employers, educators and service providers in the development of career pathway activities. In the report, you'll read about the creation of certified pathways in two growing sectors; the enhancements for our soft- and core-skills curriculum *Working Smart: Soft Skills for Workplace Success*; and more.

While we're proud of the accomplishments of this past program year, the new year presents new challenges and opportunities for economic mobility, talent development and equal access to jobs and education. Our Careers4All platform will address the segregation of our workforce and industry opportunities through outreach, access and alignment. As a forward-thinking organization, Charlotte Works will continue to advocate for system effectiveness and broader community impact.

Sincerely,

Dan Roselli,  
Board Chair

Dr. Patrick C. Graham,  
President and CEO

# STRENGTHING PARTNERSHIPS

## Embracing a new role

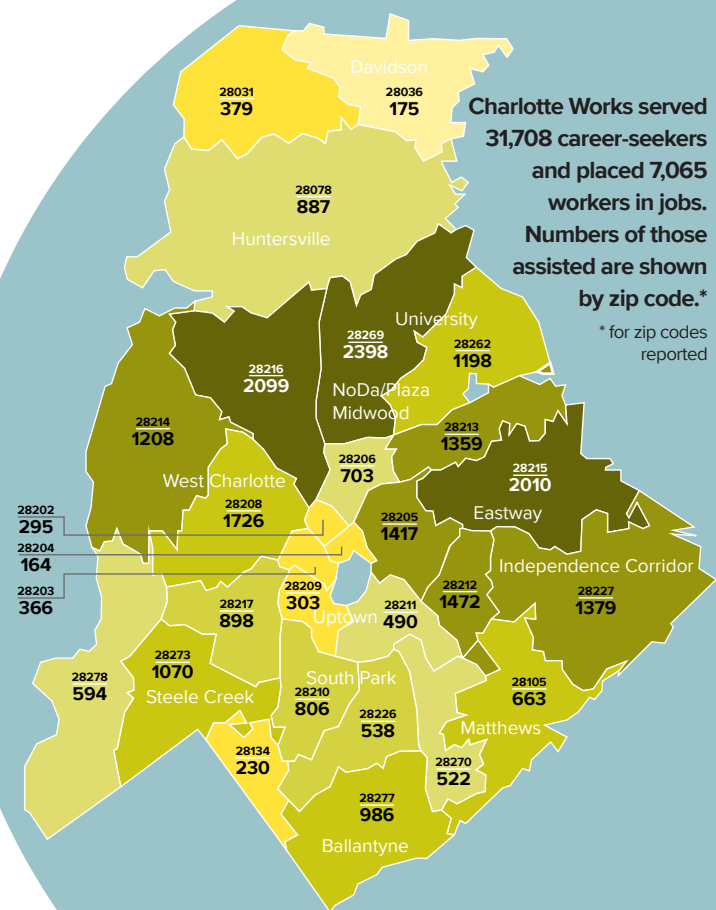
PY16 saw a transition from Charlotte Works as a direct-services organization to a role as convener of the local workforce system. This shift meant that we'd now also have key roles in community, social and economic development.

We welcomed ResCare Workforce Services as the new operator of our NCWorks Career Centers and Central Piedmont Community College as a new out-of-school youth program provider. These relationships help us continue to ensure more impactful results for the adults and youth we serve.

## Breaking down the silos

Our convening and aligning of the Charlotte-Mecklenburg Workforce Development Providers Council, a group of 14 private and public-service providers and funders of our workforce system, **allowed us to develop greater capacity to serve industry and career-seekers throughout our region.** This includes the Council's work on centralizing job placement for people with barriers to employment. Global professional services company Accenture committed \$50,000 to provide planning, strategy and starting funds for a shared database that will aid the Council's efforts.

Engagement of approximately 1,300 business partners has ensured we serve industry sectors with data intelligence and develop more effective services and policies that meet their needs.



## GUIDING POLICY

### Standing up for our workforce

As more legislative decisions impacted our community, we stepped into the policy arena to advocate on behalf of our local workforce. **We garnered support from dozens of elected officials, community leaders and residents through letter campaigns to the U.S. Congress to support WIOA funding.** We were the only workforce board in the state to sign the National CEO Letter in support of Deferred Action for Childhood Arrivals (DACA) and initiated another letter campaign. We also released statements on incarceration laws, segregation practices and housing policies that effect our workforce.

***Israel Garcia-Perez is a former participant of the pre-apprenticeship pathways program, a partnership among Charlotte Works, Charlotte Area Transit System and the City of Charlotte's Mayor's Youth Employment Program.***

***Israel's pre-apprenticeship experience played a major role in his career opportunity as a maintenance technician with CATS.***

***Besides a new career, Israel was completing his education under the DACA program with the help from family and private benefactors because his immigrant status made him ineligible for financial aid.***

***Israel represents the possibilities of education, understanding and economic mobility. If we invest in more young people like Israel, we'll see our talent pool and global competitiveness grow.***

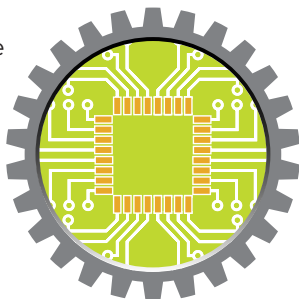


# PROMOTING CAREER PATHWAYS

## Addressing the skills gap through career pathways

**Nearly 3.5 million manufacturing jobs will likely be needed over the next decade.** Two million of those jobs are expected to go

unfilled due to the skills gap. The Southwest Prosperity Zone – which includes the 10 counties served by Charlotte Works, Centralina and Gaston County workforce development boards – received an advanced manufacturing career pathway certification, specifically in Mechatronics, to ensure that career-seekers have access to the exact education, training and credentials needed by employers. We were awarded \$154,000 to implement the pathway for K-12 school districts, community colleges, universities, economic development and employers.



The year-long process addressed criteria outlined by North Carolina's Department of Commerce such as employer engagement, collaboration, career awareness and work-based learning. **Work has begun on a health care pathway in nursing, which will be certified in PY17.**

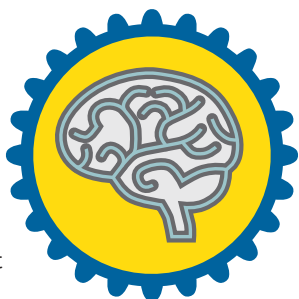


Carolinas HealthCare System notes, *“Health Career Pathways is a national initiative, announced by the White House, that focuses on building competency-based career pathways for entry and middle-level skilled jobs in the healthcare industry. Charlotte is one of seven regions chosen for this initiative with*

*Carolinas HealthCare System being the lead employer and Charlotte Works serving as the backbone agency. It has been key to have Charlotte Works serve as the intermediary between the community partners and Carolinas HealthCare System. They funnel all initiative-related communication and screen candidates upon referral. This creates organization and seamlessness amongst the many different parties involved in the work.”*

## Pulling together to train career-seekers

A \$177,000 innovation grant from the state allowed us to coordinate *Working Smart: Soft Skills for Workplace Success*, a scenario-based curriculum focused on retention skills that many employers feel are missing from today's workforce. The grant enhances local and statewide talent development through train-the-trainer sessions across the state. The North Carolina Community College System adopted the curriculum created by the Charlotte-Mecklenburg Workforce Development Providers Council.





IMPACT BY THE NUMBERS 7/1/16 to 6/30/17

Charlotte Works Overall Impact:

We placed 7,065 adult and dislocated workers into employment, with salaries totaling more than \$103 million.



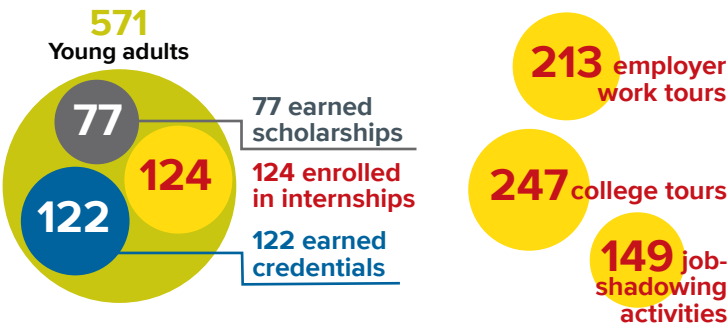
Career Center Impact:

Career Centers provided career services to 31,708 career-seekers We provided scholarships to 270 career-seekers. They were trained in high-growth industries including health care, finance, information technology and transportation.

Our Career Centers served 1,293 local employers. Services included connecting employers to career-seekers, hosting job fairs, candidate screening services and providing labor market information.

NextGen Program Impact:

NextGen providers (ResCare Workforce Services, MeckEd and CPCC) served 571 youth and young adults.



Of the participants enrolled in WIOA (Workforce Innovation and Opportunity Act) services:

ADULTS

Percentage placed into employment

75%

Percentage earning a credential

76%

Percentage still employed after one year

78%

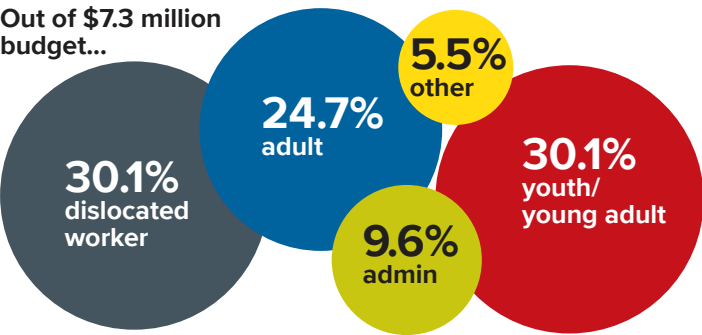
For every dollar we invested, \$30.68 was put back into the community in salaries.



Funding and expenditures

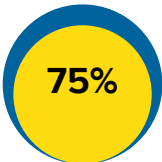
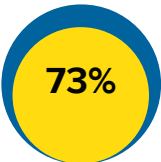
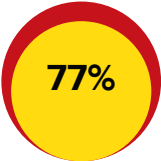
Less than 10% of our funding is used for administration. The other 90% directly benefits our diverse population of clients.

Out of \$7.3 million budget...



DISLOCATED WORKERS

NEXTGEN PARTICIPANTS





## Recognizing our Board of Directors

**Dan Roselli**, Packard Place, *Chair*

**Toya Allen**, Cornerstone on Demand, *Vice Chair*

**Jerome Festa**, Wells Fargo, *Treasurer/Secretary*

**Akeshia Craven-Howell**, Charlotte-Mecklenburg Schools

**Betty Doster**, UNC Charlotte

**Carol Morris**, Foundation For The Carolinas

**Chris Jackson**, Goodwill Industries of the Southern Piedmont

**Chris Payton**, Bank of America

**Dennis Marstall**, United Way of Central Carolinas

**Doug Rowe**, A M King Group

**Georgia Gulleddge**, N.C. Division of Vocational Rehabilitation

**Jess George**, Google

**Karen Brackett-Browning**, Charlotte Area Fund

**Karin Davies**, Peak 10

**Kathi McLendon**, Central Piedmont Community College

**Kati Hynes**, Charlotte Chamber of Commerce

**Larry Wilson**, Carolinas HealthCare System

**Laura Morrow-Fox**, Carolinas HealthCare System

**Merribeth Butler**, U.S. Business Leadership Networks

**Michael Elder**, Goodwill Industries of the Southern Piedmont

**Robin Strayhorn**, PNC Bank

**Robin Thornton**, Great Wolf Lodge

**Roger Collins**, Siemens

**Scott Thrower**, Southern Piedmont Central Labor Council

**Sean Garrett**, United Way of Central Carolinas

**Tim Mayes**, N.C. Department of Commerce

**Tim Rorie**, Southern Piedmont Central Labor Council

**Veronica Grantham**, N.C. Department of Commerce

This list represents those who served anytime from July 1, 2016 to June 30, 2017.

