



CHARLOTTE  
**WORKS**

ENGAGED / EMPOWERED / EMPLOYED

PROGRAM YEAR

**2018**

**ANNUAL REPORT**

*July 2018 - June 2019*



# Charlotte Works Has **Evolved** to Meet the Needs of the Local Workforce

## Our Mission

Leading the development of a skilled and in-demand workforce by engaging businesses, aligning community partners, empowering and connecting job seekers to meaningful employment, and fostering inclusive economic growth.

## Dear Residents of Mecklenburg County,

This annual report details the programs, partnerships and initiatives Charlotte Works cultivated over program year 2018 (PY18). Through numbers and narrative, we share our impact and celebrate our accomplishments. By connecting job seekers and employers; providing skills training and work opportunities for youth and adults; and supporting our community partners, we seek to find innovative ways to meet the ever-changing needs of the workforce.

During PY18, Charlotte Works celebrated our 20-year anniversary. This gave us pause to reflect on the productive partner-initiatives our dedicated team of professionals and board members have forged, including the launch of an innovative model with the Mecklenburg County Sheriff's Office (MCSO) Programs Division to provide NCWorks programming, services, and vocational training resources to their residents; and help for community college students facing financial emergencies to complete their education through the distribution of Finish Line Grant funds.

For the better part of PY18, Charlotte Works' board of directors worked to develop a new strategic plan to determine our future strategies and objectives. In this report, you'll see how our work aligns with our three new strategic pillars: Design & Impact, Connect & Convene, and Inform & Influence. The steps we took last year created greater alignment with community partners around workforce initiatives, part of our focus to make Charlotte-Mecklenburg a place of economic opportunity for all.

The new year presents different challenges and opportunities for economic mobility, talent development, and access to education and career pathways. Charlotte Works will continue to be a catalyst for transformation and an advocate for all to be engaged, empowered, and employed.



**Chris Payton**, Board Chair

A handwritten signature in black ink that reads "Chris Payton".



**Danielle Frazier**, CEO

A handwritten signature in black ink that reads "Danielle B. Frazier".



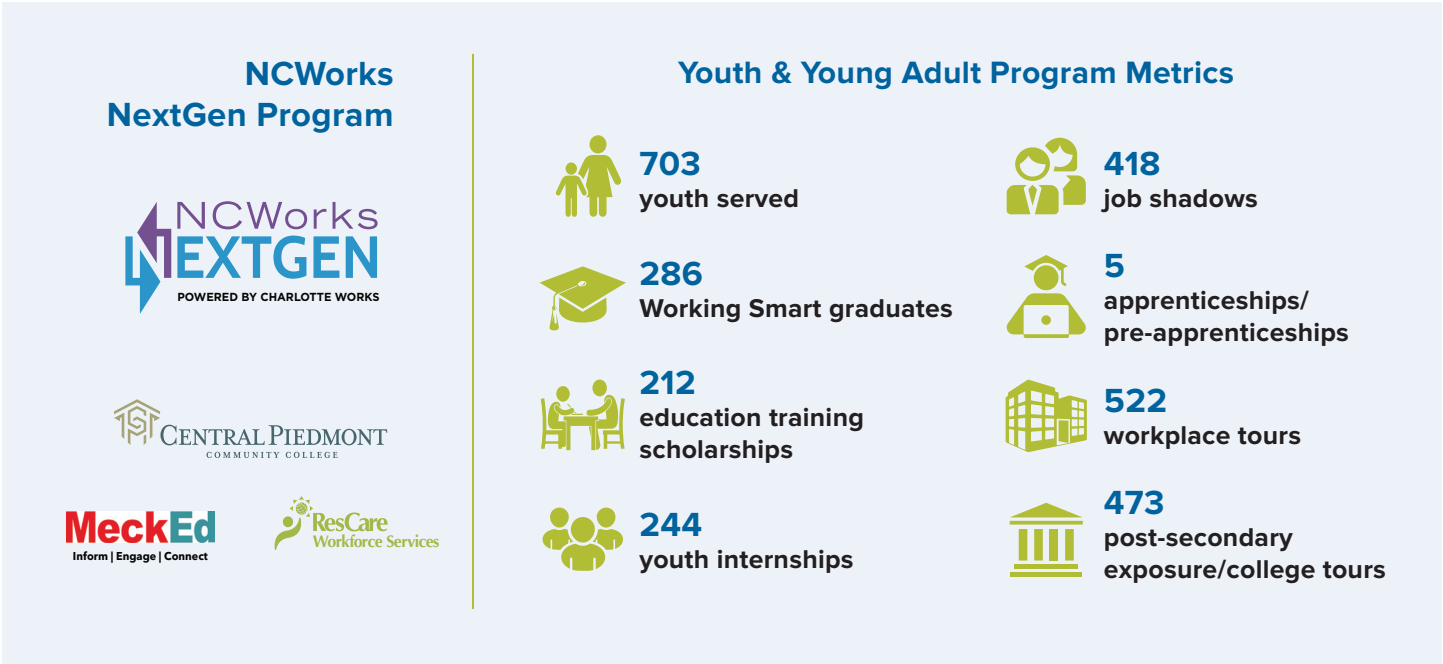
# Design & Impact

One of Charlotte Works’ most important goals is to ensure that all residents of Mecklenburg County have equitable access to career and educational resources so they can gain family-sustaining employment. The Design & Impact pillar of our strategic plan focuses on identifying, developing, prioritizing, and implementing strategies that address identified barriers to accessibility.

## We Empower Job Seekers by Supporting Their Employment & Education Needs



## We Provide Access to Learning Opportunities for Youth & Young Adults



### Job Seeker Spotlight: Anthony Watson



Anthony Watson spent nine years in his upper management human resources position when things came to a screeching halt. After the unexpected change in plans, Watson visited the local NCWorks Career Center seeking help and says it’s the best thing he could have done. Attending multiple training programs at Central Piedmont Community College (CPCC) helped him get back into the workforce after being laid off.

“My job kind of dissipated, and they reorganized the organization. I wanted to get away from that field,” he explained. “I wanted to go into hotel management.”

He goes on to say “Going to the NCWorks Career Center and going through the [Workforce Innovation and Opportunity Act] process made me realize that wasn’t going to be lucrative for me right off. I decided to stay within management, so I started looking into human resources. From there, I enrolled at CPCC in the Human Resources Generalist program. I also wanted to still expand so I doubled it up with project management,” Watson recalled.

After getting several additional certifications and taking a few other temporary jobs, Watson was hired as a Human Resources Generalist with the Mecklenburg County ABC Board in August 2017. In his role, he oversees activities like the selection and interviewing of the part-time sales associates and assists with payroll.

While his journey was a long one with many bumps in the road, he recommends that career-seekers take advantage of the services offered at the career centers.

### Student Spotlight: Aaron Nguyen



MeckEd student Aaron Nguyen graduated from Independence High School in 2018, but before he walked across the stage, he was already set on his career goal; to become an auto mechanic. “It was always in my blood since I was younger. It started with the Fast and Furious movies. I just really liked cars and thought they would be interesting to learn. It sparked my interest on how a car works, or what it looks like, and what makes it run,” Nguyen said.

With the help of Charlotte Works’ youth program provider MeckEd, Nguyen seized the opportunities that his parents dreamed of when they migrated from Vietnam before he was born. “They always wanted me to become a doctor, but I never had an interest in that field,” he explained. Instead Nguyen took matters into his own hands and became active in the MeckEd program by participating in college tours, job shadowing, career readiness classes, and Working Smart training. He then was accepted into the Charlotte Works partnership with Charlotte Area Transit (CATS) pre-apprenticeship program. “Apprenticeships produce skilled career-seekers and help close the skills gap that often prevents young adults from gaining employment in high-demand occupations,” said Jeremy Wilson, Compliance Manager at Charlotte Works.

In 2018, Aaron completed 225.5 hours of training to finish the pre-apprenticeship program. His achievements didn’t stop there. Nguyen was awarded a full scholarship to Central Piedmont Community College. After graduation, Nguyen is keeping his options open because he’ll be certified to work on certain types of engines. But in the meantime, his MeckEd career pathways advisor, Crystal Pope, says he is staying on track with his goals.



# Design & Impact

## We Are Serving the Residents Who Need Us Most

### Helping College Students Cross the Finish Line

On July 12, 2018, North Carolina Governor Roy Cooper announced the Finish Line Grants program to help community college students across the state complete their education program when facing unforeseen challenges.

In Mecklenburg County, Charlotte Works and Central Piedmont Community College have partnered with the Governor’s office to make funding available for local students who have completed 50 percent of their degree or credential. In PY18, Charlotte Works awarded 118 grants totaling \$90,178 and approximately 80 credentials were obtained.

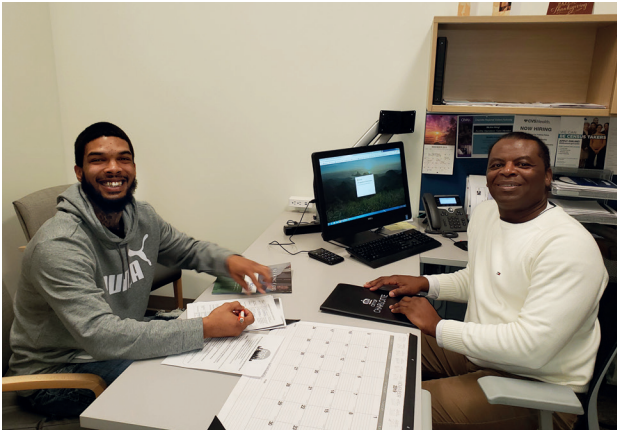
### Providing Access To Employment Opportunities for Incarcerated Adults & Youth

In the fall of 2018, Charlotte Works and the Mecklenburg County Sheriff’s Office (MCSO) Programs Division formed a partnership to offer NCWorks programming, career coaching, career awareness, and vocational training resources to its residents pre- and post-release. The partnership helps to provide high-level employer engagement to increase employment outcomes once individuals are released from the detention center. So far, this partnership has resulted in 67 job offers for 55 residents who have participated in two MCSO Hiring Fair events. Overall, 196 youth and adults have participated in this initiative. Furthermore, in partnership with Queens University’s Digital Literacy Charlotte Program, 34 detention center residents have received skills training including learning basic computer skills, email, and online safety. The residents also received a laptop upon release.



### Offering Career Assistance at the County’s Community Resource Center

We have partnered with Mecklenburg County’s Community Resource Center (CRC) which assists their clients with a variety of supports including job-related services like computer access, finding job leads and hiring events. Our partnership includes the deployment of career advisors to assist these individuals who come to the CRC. Earl Wright, one of our career advisors, has successfully assisted 436 individuals with job placement since June of 2018. Upon meeting with clients, Earl assesses their needs and interests and ensures that each individual has a resume. If clients are interested in earning a credential or receiving skills training, Earl assists those individuals in their access to WIOA training scholarships. Through our career advisors, we are helping to provide a critical service to the county’s residents.



## We Engage with the Business Community



1,206  
employers served



4,049  
services to employers



174  
hiring events



### Business Services Provided in PY18:

- Customized talent acquisition
- Job posting site and resume database
- Business needs assessments
- Subsidized wages for internships
- Employee training grants
- Customized career fairs

### Designating Resources for Employers to Build Pipelines & Upskill Existing Employees

**UpSkill Charlotte** is a training grant through which businesses can address employees’ skills gaps. Employers can qualify for funds to provide training for their existing workers, so they can improve their skills and move up into better career opportunities.

- In PY18:
- Total funds awarded: \$67,730
  - Number of Trainees: 41
  - Companies awarded: Elite Touch Cleaning, NSi industries, Occupancy Heroes, Latin American Chamber of Commerce, Reliable Restoration, Flywheel Coworking

The **On-the-Job Training (OJT)** grant helps Mecklenburg County businesses save money while adding to their competitiveness and productivity. This grant reimburses an employer a portion of a new hire’s wages while they are trained into their new position on-the-job.

- In PY18:
- Total funds awarded: \$296,585
  - Number of Grants: 22

### Helping Businesses Develop & Hire Quality Talent

The mission of the **Talent Source Network (TSN)** is the establishment of partnerships with Mecklenburg County employers to identify and develop a quality talent network that matches their current and future workforce needs. Operating as a central hub for employers to access the local talent pipeline at no cost, TSN endeavors to:

- Clearly discern employer needs
- Identify current open positions
- Source qualified, work-ready candidates through our partner organizations
- Match qualified candidates to these positions
- Track progress and results

In PY18, 5 new projects were taken on by the TSN team to support businesses in Mecklenburg County.





# Connect & Convene

The primary way that Charlotte Works is tackling any workforce challenge is through our strong and wide network of partners across various sectors including industry, government, labor and community organizations. In our strategic plan, we've identified a critical objective of aligning the workforce ecosystem to grow and sustain a healthy economy and advance economic prosperity. To accomplish this goal, all parties must be aligned and led by clear objectives. Charlotte Works helps to set those broad objectives to provide direction on workforce initiatives across the county. This section highlights some of the ways we have done this in PY18.

## We Actively Develop Sector Partnerships in Key Industries

Charlotte Works' cultivation and facilitation of three sector partnerships in Advanced Manufacturing, Hospitality and Construction provides an open forum for workforce issues. Comprised of community leaders, employers, educators and trade associations, each partnership identifies talent pipeline challenges within their industry and then strategizes and implements innovative solutions.



The **Advanced Manufacturing: Expanding Apprenticeships** partnership has completed an extensive outreach campaign aimed at jobseekers and employers to increase awareness about career and training opportunities. Currently, they're strategizing a new campaign to foster employer engagement and promote apprenticeships.



The **Coalition for Construction Careers (C3)** launched a website on April 10, 2019 to develop a talent pipeline of skilled workers to close labor shortage gaps, rebrand and market careers in the construction industry. Now they're developing tactics to communicate career opportunities, raise awareness and cultivate industry buy-in.



The **Charlotte Regional Hospitality Sector Partnership** launched a pilot program with the Hilton Center City Hotel through Charlotte Works' Job Coordination Unit (now the Talent Source Network) to fill 5 hotel positions. The pilot resulted in 30 candidates referred, 14 considered and 5 candidates hired -- a 100% placement rate!

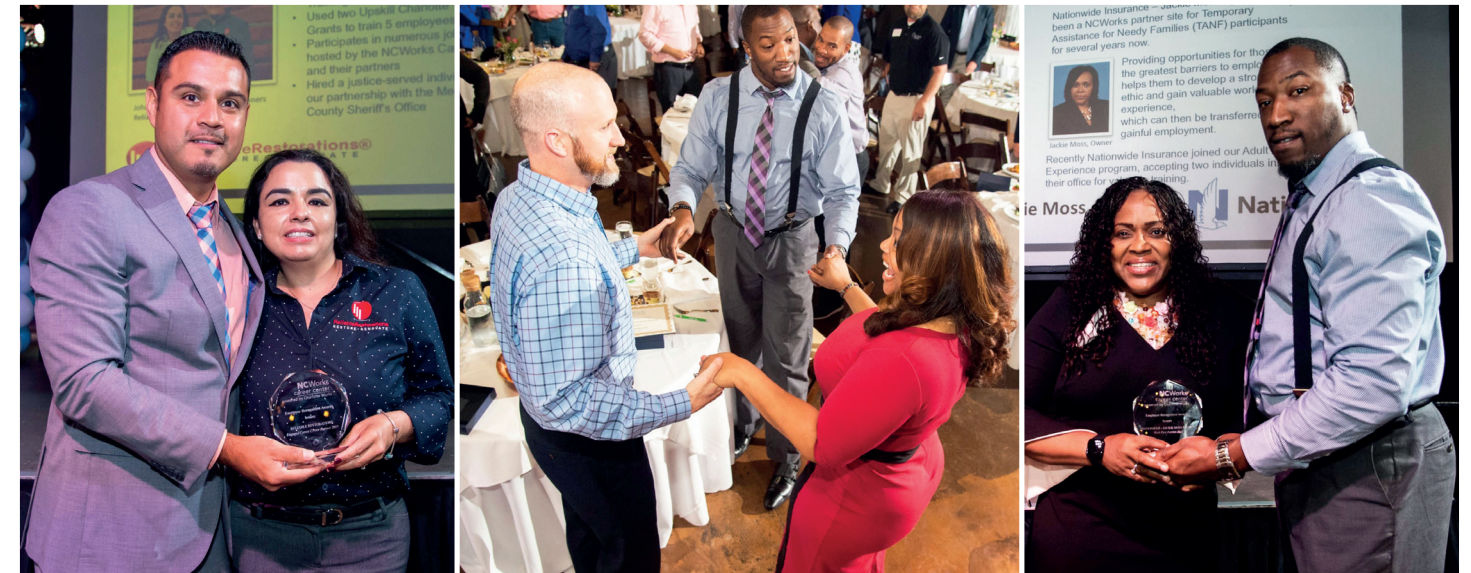


## We Reward Our Business Partners

The 2nd Annual **Employer Recognition Luncheon** was held on June 7, 2019 to honor outstanding partner-employers who demonstrate a commitment to utilizing our resources for hiring and training employees. It culminates in the presentation of the Sector Partner award to one exemplary employer who is actively teaming with Charlotte Works to identify training opportunities, provide work experience for youth and adults and create a talent pipeline for their industry.

### PY18 Employer Recognition Awards

On-The-Job Training Partner 2019: [Occupancy Heroes Inc](#)  
 Youth Work-Experience Partner 2019: [Next Level Technician](#)  
 Adult Work-Experience Partner 2019: [Still Family LLC](#)  
 Work First Partner 2019: [Nationwide Registered Agents](#)  
 Engaged Career Center Partner 2019: [Reliable Restorations](#)  
 Engaged Career Center Partner 2019: [Frito Lay](#)





# Connect & Convene

## We Lead the Development of Partnerships to Support Local Workforce Initiatives

### Charlotte Works Collaborates to Help Solve Workforce Challenges

The Charlotte Mecklenburg Workforce Provider's Council provides the leadership for local workforce development organizations to achieve and maintain an effective, integrated and unified workforce development service system designed to increase economic mobility for individuals with barriers to employment while meeting the workforce development needs of area employers. The Council is made up of organizations throughout Charlotte-Mecklenburg that have a significant focus in providing access to employment to those facing barriers.

This group, an offshoot of Charlotte Works' Board of Directors, is focused on tearing down silos within sectors to build capacity and impact, developing integrated systems and data sharing to create greater responsiveness, leveraging resources, creating avenues for employers to connect with qualified job seekers, and creating career pathways that lead to living wage employment.

The Council helped create what is now known as the Talent Source Network (TSN) and the Working Smart essential skills program.

The Council actively supports the work of Charlotte Works, its staff, and contracting organizations by providing regular advice and recommendations to advance economic mobility for individuals with employment barriers in Charlotte-Mecklenburg.

### Members of the Workforce Provider's Council

- Center for Community Transitions
- Central Piedmont Community College
- Charlotte Area Fund
- Charlotte-Mecklenburg Schools
- Charlotte Regional Business Alliance
- Charlotte Works
- City of Charlotte
- Department of Social Services, Mecklenburg County
- Foundation For The Carolinas
- Goodwill Industries of the Southern Piedmont
- Mecklenburg County
- NC Dept of Commerce
- ResCare Workforce Services
- Supportive Housing Communities
- Urban League of Central Carolinas
- Vocational Rehabilitation

### Charlotte Works' Innovative Partnership Wins Governor's Award

Charlotte Works, along with Create IT Futures, Goodwill Industries of the Southern Piedmont, and TEK Systems won the 2018 Governor's NCWorks Award for Innovative Partnership for IT-Ready Charlotte.

IT-Ready Charlotte is a partnership that creates training and employment opportunities for North Carolinians. It grew out of a need to address the acute shortage of American workers in the tech industries as identified by CompTIA, TEKsystems, Google, and Goodwill Industries of the Southern Piedmont.



IT-Ready Charlotte offers a free eight-week course to students, to include a wide range of hardware and software skills training. The curriculum includes building a computer from parts to setting up and managing networks. Essential workplace skills are an added component to the training. Students learn workplace etiquette, communication, and customer service. All of these training skills offered are vital for securing employment. Upon completing the classroom training, all students have an opportunity to sit for the CompTIA A+ certification exam free of charge. This partnership has impacted the community profoundly by securing employment and providing employers with a trained workforce boosting the North Carolina economy. In October 2018, IT-Ready Charlotte graduated its fourth cohort with about 20 students.

### Teaching Adults & Youth Essential Skills for the Workplace



Developed by the Charlotte Mecklenburg Workforce Development Providers Council, the **Working Smart: Essential Skills for Workplace Success** training teaches participants the tools that will help them be successful and productive at school and in the workplace.

Employers are looking for people who not only have the technical skills and experience to do the job, but they also bring the necessary attitude and work ethic that leads to success. Participants receive a certificate once they complete the 16-lesson curriculum where they learn how to communicate, problem solving, time management, accountability, and more.

There are eleven agencies in Mecklenburg County that offer the Working Smart program. Charlotte Works serves as a convener for all certified agencies in both North and South Carolina. We recently launched a Middle School version of the program, which, like our High School version has been adopted by the Charlotte Mecklenburg School system. Working Smart has also expanded to many community colleges across the state, allowing Charlotte Works to engage and empower people of all ages.

**"Working Smart gave me a better understanding of myself and my future. I now feel prepared to move forward with my life and plan my career, not just a job."** - Working Smart Program Graduate



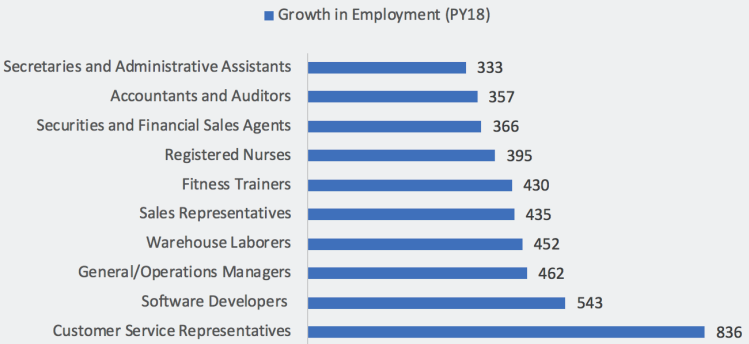


# Inform & Influence

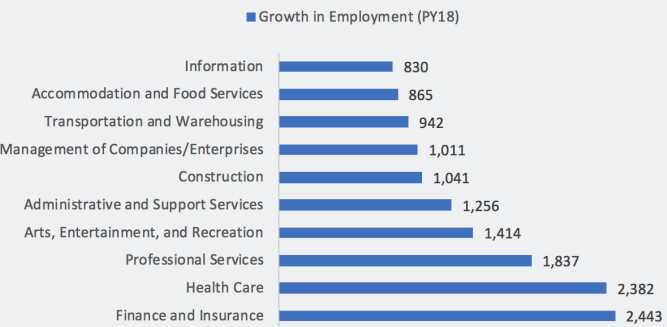
As a leader in workforce development, Charlotte Works drives data-driven policies and programs that meet the needs of the community. Armed with labor market intelligence and research, we aim to make the best financial decisions for our local workforce. Our team works to ensure the knowledge we have is shared with our partners and the public so we can collaboratively move forward to improve the economic vitality of our region.

## We Analyze Workforce Data to Keep the Public Informed

### Occupation Growth in Employment



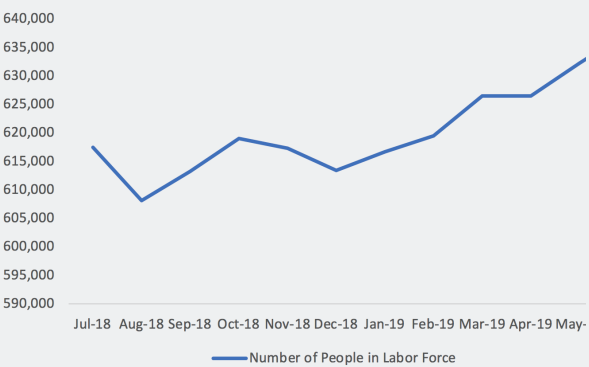
### Industry Growth in Employment



### Unemployment Rate



### Number of People in Labor Force



Source: North Carolina Department of Commerce

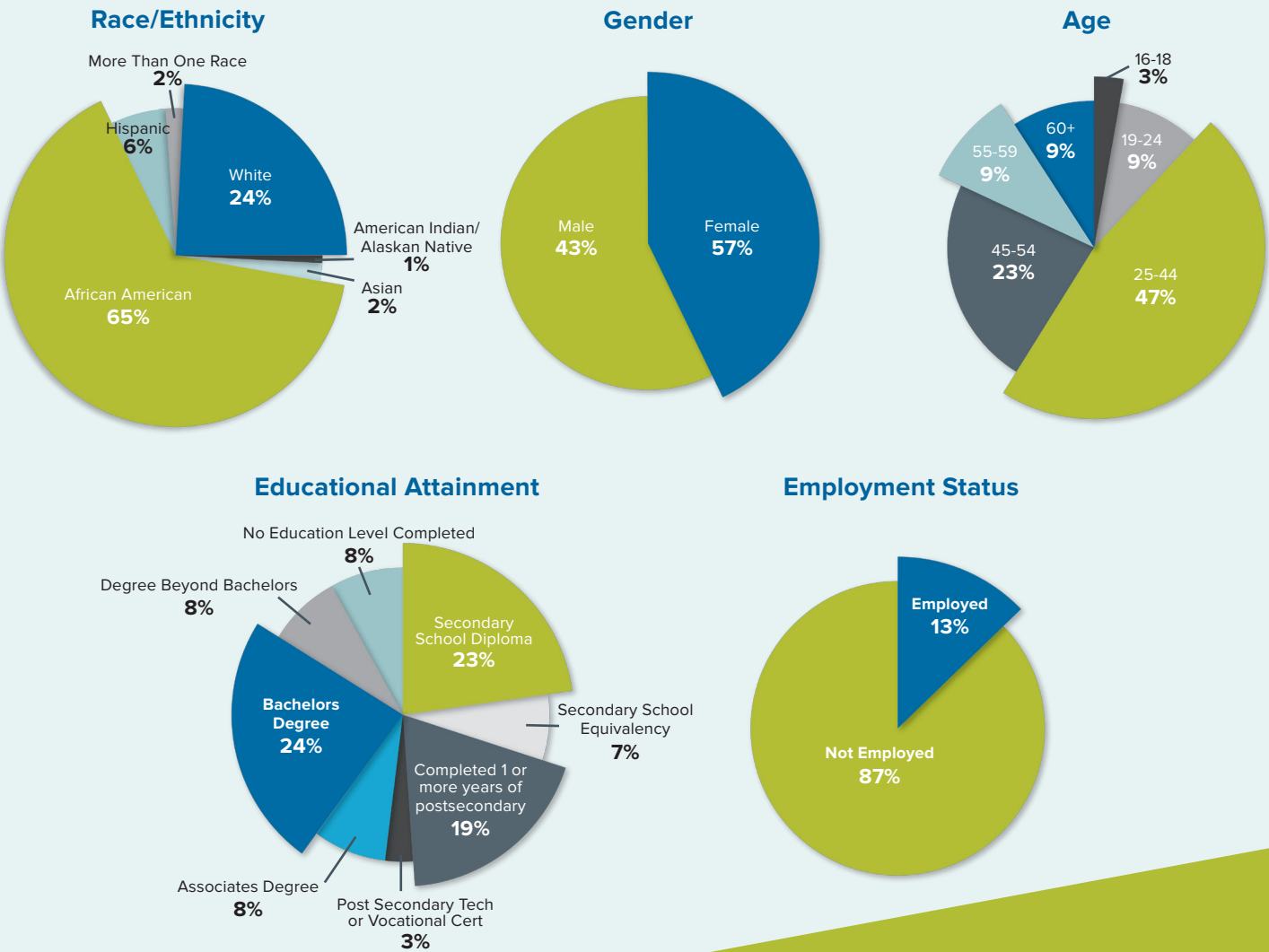
## We Have Been Recognized at the National & Local Level

Charlotte Works Chief Operating Officer Danielle Frazier and Director of Programs Shemia Williams attended the U.S. House Committee on Education and the Workforce's first-ever Innovation Forum & Showcase in Washington, D.C. The showcase highlights innovators that provide educational and workforce development programs in their communities. Charlotte Works presented the Health Career Pathways Network initiative, a White House initiative that was launched in April 2016 designed to help strengthen the healthcare workforce.



The presentation included information about our partnership with Atrium Health and other workforce development partners (Central Piedmont Community College, Goodwill Industries of the Southern Piedmont, Dress for Success, Charlotte Bridge Home, Department of Social Services, ResCare Workforce Services, Vocational Rehab, Grace Mar, Charlotte-Mecklenburg Schools, Mayor's Youth Employment Program) to assist Atrium Health with their talent needs. Atrium Health set the goal of hiring at least one candidate through the new process within the first four months and exceeded the goal by hiring four candidates. Through this initiative, Atrium has hired a total of eight employees in Certified Nursing Assistant (CNA) and Certified Medical Assistant (CMA) positions with others in the pipeline.

## Who We Served in PY18





# Where We're Headed



## Charlotte Works Celebrated its 20th Anniversary!

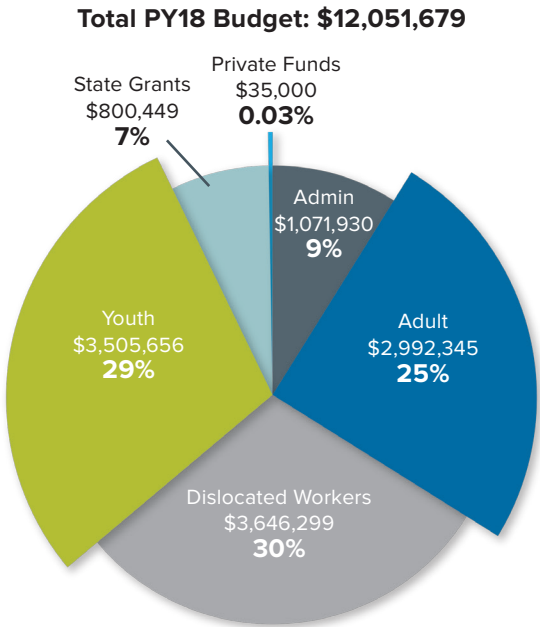
On January 31, 2019, Charlotte Works celebrated 20 years of workforce coordination, collaboration, and job training in the Charlotte Mecklenburg area. Staff and the Board of Directors held a 20th Anniversary Reception at the Foundation For The Carolinas with nearly 100 attendees including city officials and community partners.

## Implementing Our Strategic Plan

Through our newly created strategic plan, we will continue to focus on the three main strategic pillars covered in this report: Design & Impact, Connect & Convene, and Inform & Influence. We are excited to take on many of the tactics that stem from those overarching strategic pillars. In 2020, we want to strengthen our efforts in talent development, connect job seekers to opportunities, create access and remove barriers to employment for those who need it most, and increase the economic mobility of Charlotte's residents and businesses.

# Financials and Board of Directors

## PY18 Financial Highlights



Adult & Youth Short-term Education Scholarships	\$1,217,721
Adult & Youth Work Experience	\$402,669
Adult & Youth On-The-Job (OJT) Training Grants	\$108,284
Percentage of Funding for Charlotte Works vs. Direct Service	
Charlotte Works	27%
Direct Service	73%

## Expanding Our Impact on Youth: Garnering Excitement Through STEM



iamSTEMCLT 2019 was a collaboration between Charlotte Works, Freedom School Partners, MeckED and Red Ventures. Through this unique partnership, we exposed 222 students and student-influencers to STEM opportunities in fun and creative ways leveraging 25 STEM-related organizations. Many of the youth participants were able to relate to the employer representatives because of the diversity of the employers who attended.



In our two years of producing the iamSTEMCLT Expo for young scholars and their counselors/educators, we've exposed 500 middle schoolers, high-schoolers and student influencers to STEM opportunities in fun and creative ways, with plenty of opportunities to play, experiment, ask questions and be hands-on with tools and equipment.

Over 80 professionals, representing 40 STEM-related businesses, community groups, environmentalists and city services, have provided interactive exhibits and experiments, Q & A sessions and most importantly, enthusiasm for STEM that sparked curiosity and interest in the youth.

We are excited to expand and re-brand the program for 2019-2020: launching as iamSTEAMCLT. We incorporated the arts to greatly increase the career opportunities we can explore. Our focus now includes community; in addition to reaching more students, we must engage their parents, educators and career counselors as well.

## Board of Directors

<b>Chris Payton (Chairman)</b> Bank of America	<b>Zaira Goodman</b> Charlotte Regional Visitors Authority	<b>Matt Newton</b> Newton & Arroyo, PLLC
<b>Matt Bradley (Vice Chairman)</b> Deloitte Consulting, LLP	<b>Veronica Grantham</b> NC Department of Commerce	<b>Karen Pauly</b> Central Piedmont Community College
<b>Cassandra Triggs-Tucker (Treasurer/Secretary)</b> Hearst Communications	<b>Chris Hage</b> Duke Energy	<b>Dan Roselli</b> Packard Place
<b>Clay Andrews</b> UNC Charlotte	<b>Chris Jackson</b> Goodwill Industries of the Southern Piedmont	<b>Chad Schuchmann</b> Daramic, LLC
<b>James Bolling</b> Microsoft Corporation	<b>Raki McGregor</b> Novant Health	<b>Scott Thrower</b> Southern Piedmont Central Labor Council
<b>Meribeth Butler</b> Disability: IN North Carolina	<b>A. Fulton Meachem</b> INLIVIAN	<b>Anthony Trotman</b> Mecklenburg County Health & Human Services
<b>Roger Collins</b> Siemens	<b>Isael Mejia</b> Ironworkers District Council	<b>Keva Walton</b> Charlotte Regional Business Alliance
<b>Akeshia Craven-Howell</b> Charlotte Mecklenburg Schools	<b>Carol Morris</b> Foundation For The Carolinas	
<b>Jerome Festa</b> Wells Fargo International Group		



## Our Vision:

The Charlotte region is home to a thriving workforce system generating economic prosperity for all.



**CHARLOTTE  
WORKS**

ENGAGED / EMPOWERED / EMPLOYED

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