Danielle Frazier, President & CEO, Charlotte Works
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Innovating Georgia’s Workforce Pipeline Conference

WORKFORCE INNOVATION & OPPORTUNITY ACT

Workforce Development Boards were created by federal legislation to help improve and strengthen the local/regional workforce system and connect qualified talent with businesses/employers. WIOA is the most recent iteration enacted in 2014.

There are approx. 550 workforce development boards across the country.

Charlotte Works, established in 1998, is the Workforce Development Board for Mecklenburg County.

There are 23 workforce development boards in North Carolina.

WIOA is funded by U.S. Department of Labor. Funding is streamed through each state government who allocates a portion to each workforce development board.

The Mayor and County Commissioner Chair appoints Charlotte Works' Board of Directors.

CHARLOTTE WORKS

CHAMPION

Charlotte Works champions the development of a highly-skilled, in-demand workforce that generates economic prosperity for all.

LEAD

As the leader in workforce data, Charlotte Works has a pulse on our region’s fluid employment opportunities and gaps.

ALIGN

We convene local partners to align initiatives and programs around workforce development.
Talent Development Services

- Career Counseling
- Workshops
- Training Scholarships
- Hiring Fairs
- Veterans Services
- Work-based Learning Opportunities
- Career Development Plans
- Training Scholarships

NCWorks Career Centers
Outreach Career Advisors
NCWorks NEXTGEN
Youth Programs

- Soft Skills Training
- Middle, High School, and Adult Curriculum
- Offered at all NC Community Colleges

16-24 year old in-school and out-of-school youth

Charlotte Proud

7th busiest airport in the world
44.2% Mecklenburg County residents have Bachelor's degree or higher
4.0% current unemployment rate, 1.4M in labor force
97 people move to Charlotte region per day
226 days of sunshine

Charlotte's Challenges

Harvard University/UC Berkeley Study:
Ranked Charlotte 50 out of 50 for Economic Mobility

- The Chetty Study ranked Charlotte last among the 50 largest US cities and Mecklenburg 99 out of 100 counties in upward mobility.
- Access to economic opportunity in Charlotte-Mecklenburg aligned with the zip code where one lives.
- Only 4% have a chance of rising out of poverty.
The Opportunity Task Force, a group of 20 community members, spent 18 months in 2015 and 2016 focused on the inheritance of intergenerational poverty and its negative impact on the life trajectory of Charlotte-Mecklenburg’s children and youth.

The Task Force consulted with experts to help understand the complex issues that impact generational poverty and access to opportunity. They shared evidence-based research, data, and well-informed perspectives.

The Task Force also considered the input of thousands of community members and engaged in listening sessions and countless other interactions.

OPPORTUNITY TASK FORCE

21 Strategies,
95 recommendations,
over 100 implementation tactics and policy considerations

College & Career Readiness
Two of every three new jobs now require some level of postsecondary education—training credentials, an associate degree, a four-year degree, or higher

Job Openings by Skill Level

PRIORITY 1: ALIGN THE WORKFORCE ECOSYSTEM

Industry, economic development, education & workforce, social organizations, government & job seekers

TO GROW & SUSTAIN A HEALTHY ECONOMY AND ADVANCE ECONOMIC PROSPERITY

PRIORITY 2: DRIVE WORKFORCE INITIATIVES AND FINANCIAL INVESTMENT DECISIONS.

PRIORITY 3: LEAD THE DEVELOPMENT OF AN ACCESSIBLE AND INCLUSIVE WORKFORCE ECOSYSTEM THAT PROMOTES EQUITY

CHARLOTTE WORKS STRATEGIC PLAN

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

Vision: The Charlotte Region is home to a thriving workforce system generating economic prosperity for all.

PILLARS:
CONNECT & CONVENE | INFORM & INFLUENCE | DESIGN & IMPACT

PRIORITY 1:
ALIGN THE WORKFORCE ECOSYSTEM

PRIORITY 2:
DRIVE WORKFORCE INITIATIVES AND FINANCIAL INVESTMENT DECISIONS.

PRIORITY 3:
LEAD THE DEVELOPMENT OF AN ACCESSIBLE AND INCLUSIVE WORKFORCE ECOSYSTEM THAT PROMOTES EQUITY
Good Jobs Charlotte
Building career pathways that are aligned with industry needs, connected to good jobs that pay a living wage, and reflective of our shared equity goals.

The Goal
Define a collective approach to labor market data and rapidly advance a vision for future collaboration around economic mobility.

By 2020, partners will identify strategies for workforce development that build and strengthen secondary-postsecondary career pathways (education and training plan).

PARTNERSHIPS: BRIDGING THE GAP

OBJECTIVE
Leverage resources to reach more individuals and create greater access to career center services.

PARTNERSHIPS: BRIDGING THE GAP

- 67 job offers for 55 residents
- 136 youth and adults engaged
- 34 received digital literacy training through a partnership with Queen’s College
- Training included learning basic computer skills, email, and online safety. Upon completion, and release, they receive a laptop
PARTNERSHIPS: BRIDGING THE GAP

- Health Career Pathways (HCP), a White House initiative launched in April 2016
- HCP focuses on career pathways for entry and middle-level skilled jobs in healthcare
- Goals of HCP:
  - Identify in-demand jobs, related skills and competencies, high potential candidates
  - Educate job seekers on in-demand job skills
  - Support job seekers to advance to middle class jobs

Presented the HCP Network initiative to U.S. House Committee on Education and Workforce’s first ever Innovation Forum & Showcase

WORK-BASED LEARNING

CATS Pre-Apprenticeship
- Diesel Mechanics pre-apprenticeship launched in 2015.
- In 2017, became a registered apprenticeship program
- 3 students received full scholarships for registered apprenticeship program
- 5 youth participated in a two-week IT Bootcamp.
- 2 students received hands-on experience in Service Desk, End User Computing and Technology Service Center.
- Experienced the corporate environment at Lowe’s corporate and the uptown Charlotte Tech Center.

Lowes IT Bootcamp
- 5 youth participated in a two-week IT Bootcamp.
- Received hands-on experience in Service Desk, End User Computing and Technology Service Center.
- Experienced the corporate environment at Lowe’s corporate and the uptown Charlotte Tech Center.

CONNECTING OUR YOUTH

Youth Business Connector (YBC) is a collaboration among employers, schools and community organizations who are working together to build career education partnerships in the Charlotte-Mecklenburg area.

http://youthbusinessconnector.com/

iamSTEMCLT is an interactive event for 450 Charlotte-area middle school and high school students to learn about STEM opportunities
COMMUNITY WORKFORCE PLAN

Vision
Ensure all residents have equitable access to opportunity pathways and living wage jobs by 2025 by aligning the talent supply with industry demand.

Questions & Contact Information
For more information, visit:
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Or Contact Danielle Frazier at dfrazier@charlotteworks.com