

**Innovating Georgia's Workforce Pipeline Conference**

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CHARLOTTE WORKS

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### 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 → State Workforce Development Board → Local Workforce Development Board → Charlotte Works  
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

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### 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.

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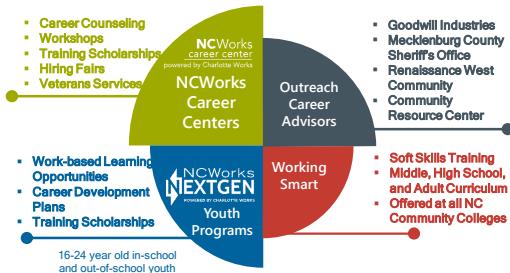


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## TALENT DEVELOPMENT SERVICES



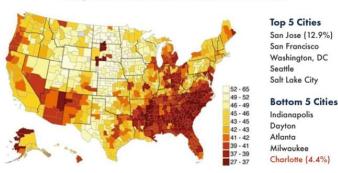
## CHARLOTTE PROUD



## CHARLOTTE'S CHALLENGES

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

The Geography of Intergenerational Mobility in the United States  
Average Child Percentile Rank for Parents at 25th Percentile



- 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.

## OPPORTUNITY TASK FORCE

- 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.




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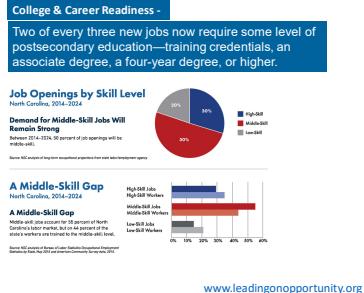


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## OPPORTUNITY TASK FORCE REPORT




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## 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 (industry, economic development, education & community-based organizations, government & job seekers)	PRIORITY 2: DRIVE WORKFORCE INITIATIVES AND FINANCIAL INVESTMENT DECISIONS.	PRIORITY 3: LEAD THE DEVELOPMENT OF AN ACCESSIBLE AND INCLUSIVE WORKFORCE ECOSYSTEM THAT PROMOTES EQUITY.
TO GROW & SUSTAIN A HEALTHY ECONOMY AND ADVANCE ECONOMIC PROSPERITY.		

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## 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.

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### 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



**MECKLENBURG COUNTY SHERIFF'S OFFICE**

- Offer NCWorks programming, services, and vocational training resources
- 2 full-time NCWorks Career Advisors inside detention centers
- Provide high-level employer engagement to increase employment outcomes upon release



- 67 job offers for 55 residents
- Engaged 196 youth and adults
- 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



### Atrium Health

- 73 CMA/CAN candidates referred, 23 hired
- 83 EVS candidates referred, 42 hired

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



- 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

## WORK-BASED LEARNING

### CATS Pre-Apprenticeship

- Diesel Mechanics pre-apprenticeship launched in 2015.
- In 2017, became a registered apprenticeship
- About 13 individuals have completed
- 2 students received full scholarships for registered apprenticeship program



### 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 Lowes 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/>

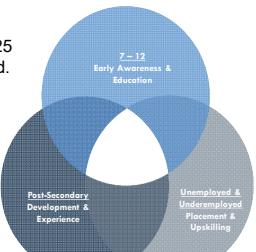


iamSTEMCLT is an interactive event for 450 Charlotte-area middle school and high school students to learn about STEM opportunities

## 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.



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#### **QUESTIONS & CONTACT INFORMATION**



**For more information, visit:**

[www.charlotteworks.com](http://www.charlotteworks.com)

Or Contact Danielle Frazier at  
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