

# REPORT TO THE COMMUNITY

Annual Report 2009-2010



**Governor Phil Bredesen introduces the Elevate America Program at the Nashville Career Advancement Center.**

## Tennessee workers receive free technology training

Tennessee Department of Labor joined forces with Microsoft in an innovative public-private partnership to provide free technology training to people across the state. Through Elevate America, Microsoft worked with the Tennessee Department of Labor to distribute 25,875 vouchers for free, online training and certification.

"Maintaining a competitive workforce relies on providing advanced computer skills training to Tennesseans," said Governor Bredesen. "I appreciate Microsoft's generosity and believe having access to these training and certification resources will help expand the growing base of high-skilled labor that has helped make Tennessee so successful in economic development."

"Elevate America is helping to make a life-changing difference for individuals and families across the nation," said Jack Westerlund, Microsoft sales director for state and local government. "Microsoft is pleased to partner with the Tennessee Department of Labor to assist people across the state in gaining technology skills training they need to move forward in today's economy."

Workers were able to take these free online courses from home, Tennessee Career Centers, or Tennessee Technology Centers.

"Offering immediate access to computer skills training greatly improves recipients' employment prospects" remarked Commissioner James Neeley.

Tennessee received 11,500 vouchers for Microsoft Business Certification training, 11,500 vouchers for Microsoft Business Certification exams, and 2,875 vouchers for advanced Microsoft IT Professional online learning.

Vouchers were used for the following training and certifications: First option available included Computer Basics for beginners. This program provides access to basic computer concepts and skills. It serves as a guide for those people new to computers.

Secondly, for clients already comfortable with basic applications, Microsoft offered Intermediate Level, Business Worker Online Learning and Intermediate Level Certification Exams. Clients selected either Microsoft Windows Vista, Office 2003 or Office 2007 online training.

Lastly, Advanced Level IT Professional Online Learning was available for individuals who work in the computer field. IT Professionals selected training from Microsoft's online learning library for IT Professionals and Developers.

Tennessee's participation in the Microsoft Elevate America program makes it the 16th state to take part in the initiative, which is expected to provide up to one million vouchers nationwide.



**Presenting the Tennessee Center for Performance Excellence Commitment Award are (left) Katie Rawls, President, TNCPE and (right) Commissioner Matt Kisber, Tennessee Department of Economic & Community Development. Dr. Karen Bowyer, President, Dyersburg State Community College, and Henry Lewis, Vice President, Northwest Tennessee Workforce Board are accepting.**

## Northwest Tennessee Workforce Board receives TNCPE Commitment Award

The Northwest Tennessee Workforce Board earned a Commitment Award in the annual Excellence in Tennessee recognition program administered by the Tennessee Center for Performance Excellence (TNCPE).

Dr. Karen Bowyer, President, Dyersburg State Community College and Henry Lewis, Vice President, Northwest Tennessee Workforce Board accepted the award at the 17<sup>th</sup> annual Excellence in Tennessee Awards Banquet held February 24, 2010, at the Franklin Marriott Cool Springs in Franklin, Tenn.

The Northwest Tennessee Workforce Board is the local governing body for Federal Workforce Investment Act funds and is committed to the development of a highly skilled workforce that will sustain northwest Tennessee's economic vitality.

Dyersburg State Community College serves as grant recipient and administrative entity for the Workforce Investment Act funds.

Through an annual evaluation and assessment process, the non-profit TNCPE recognizes organizations that have achieved the highest standards of excellence in their operations and results.

The program uses the *Criteria for Performance Excellence* established by the Baldrige National Quality Program as the evaluation tool.

Awards are presented in four categories: Interest Recognition, Commitment, Achievement, and the highest level – the Excellence Award.

"Organizations that pursue a TNCPE Award know that success is achieved through the combined efforts of every employee and a shared commitment to quality and leadership," said Tennessee Governor Phil Bredesen.

"This recognition validates these companies' commitment to success through sustainable efforts that produce measurable results. TNCPE recognition is a dedicated means to accomplishing

this."

Recipients of Commitment Awards have demonstrated progress by identifying and putting in place key process improvements, which are directly attributable to a fact-based improvement process.

"The Northwest Tennessee Workforce Board validates, through its Commitment Award, that it is one of Tennessee's leading organizations," said Bredesen. "Congratulations to the Workforce Board and all the people whose hard work made this recognition possible."

In addition to the Northwest Tennessee Workforce Board, eight other organizations were honored with a Commitment Award and fourteen received Interest Recognition.

This year, Maury Regional Medical Center and Mountain States Health Alliance each received an Excellence Award.

"In the most difficult economic environment in more

than 75 years, it's the organizations that build and maintain excellent systems and procedures that endure," said TNCPE President and CEO Katie Rawls.

"All winners of 2009 TNCPE Awards are putting those types of systems into place, and will thrive well into the future as a result."

Since TNCPE's creation in 1993, more than 1,050 organizations have progressed through one or more levels of achievement.

A Board of Examiners made up of 145 experts in business, education, health care and government assessed this year's applicants in seven categories: leadership; strategic planning; customer focus; measurement, analysis and knowledge management; workforce focus; process management; and results.

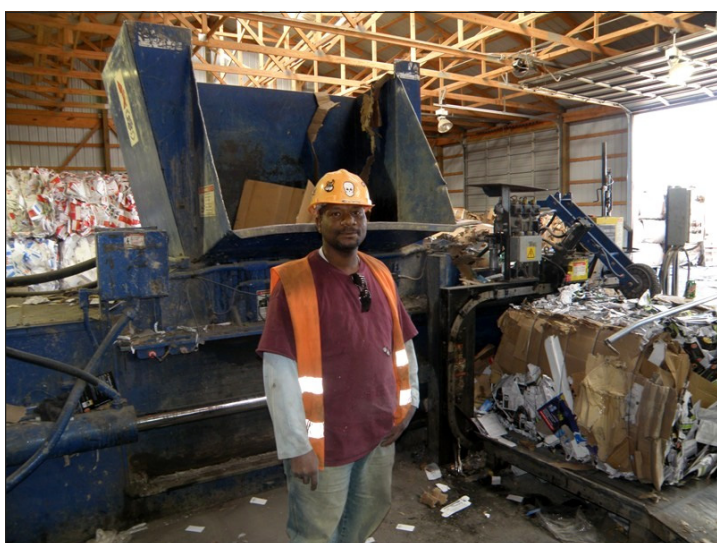
The Tennessee program is available to all businesses, educational institutions, health care organizations, government agencies and other non-profit entities.

## Job Recovery Program results in long-term employment



Following a model first implemented in Perry County, Governor Phil Bredesen announced a plan to create up to 175 government-paid jobs in both the public and private sectors in Lauderdale County, where the job-

**Theresa Ethridge, NWTN Workforce Board Account Clerk, greets job-seekers at the first job fair held in January 2010.**



**Recycled Material Processor, Dennis Griggs, secured fulltime employment with Wrights Auto Parts & Metals located in Gates, Tenn.**

less rate hovered at nearly 20 percent since a large manufacturer closed in January 2009.

The unemployment rate was the highest for a Tennessee county since the earlier jobs program in Perry county trimmed joblessness there from 27 percent in January 2009 to 17 percent in November 2009.

The project was to use \$3.7 million in federal economic stimulus funds to pay for 50 highway maintenance jobs with the Tennessee Department of Transportation and 125 jobs at public and private companies throughout the county.

Northwest Tennessee Workforce Board employees began canvassing private employers to participate in the program in mid-December and secured 154 jobs.

The positions were funded through September 2010, when program administrators and officials hoped the private employers would hire the successful temporary workers permanently.

The Lauderdale County Job Recovery Program held the first of several job fairs January 19, 2010. Twenty local employers attended, accepted applications, and interviewed eligible applicants.

Over the course of the next several months, the Lauderdale County Job Recovery Project put 154 unemployed people to work. Numerous jobseekers were dislocated workers affected by mass layoffs and plant closures while others had not been able to secure employment due to the lack of jobs in the county.

"The goal of this effort is to use Recovery Act funds to provide assistance where it's needed most," Bredesen said.

Upon completion of the program in September 2010, 34 participants continued employment.

"We were able to manage a successful program" said Margaret Prater, Executive Director for the Northwest Tennessee Workforce Board. "Every permanent placement is making a real difference."

## Younger Associates prepares Advanced Manufacturing Sector Analysis

The Northwest Tennessee Workforce Board is continuing to gather the best available information regarding in-demand occupations and high-growth industry sectors. In addition to the use of the Tennessee Department of Labor & Workforce Department's *The Source* labor market information, the Northwest Tennessee Workforce Board commissions research studies to collect real-time data on high-growth occupational sectors in the 7-county region comprising Local Workforce Investment Area 12.

The Workforce Board began this journey with the Northwest Tennessee Workforce Study in 2004, followed by the Healthcare Sector Career Ladder in 2006, and now, with the Advanced Manufacturing Sector Pathway Model.

The Northwest Tennessee Workforce Study was a broad-based study to determine the high-growth sectors in the region. Healthcare and Advanced Manufacturing were identified in the workforce study.

The Workforce Board acted on the results of the original study by commissioning a study specific to the healthcare field. The Healthcare Career Ladder resulted from the study, and the results are being used today in middle and high schools. The ladder generates interest in healthcare careers and the clearly defined educational requirements assist students during course selection.

The Advanced Manufacturing Sector Pathways Model will be designed in much the same format as the Healthcare Sector Career Ladder.

Younger Associates, a market research and strategic communications firm, will be the lead research team. Younger will begin by sending out a short survey to manufacturing employers located in northwest Tennessee.

The survey is designed to identify industries that employ advanced manufacturing. Prior research has indicated many advanced manufacturers are not aware they are actually involved in advanced manufacturing practices. The survey will help identify all industries utilizing advanced manufacturing.

The Northwest Tennessee Workforce Board is encouraging all area manufacturers to complete the survey. This is a critical step in the process of developing the career pathways that will follow.

Once employers are identified, several will be selected to participate in focus group interviews. Direct input from manufacturers will be reflected in the final report and career ladders.

The end result will identify high-growth advanced manufacturing occupations, the skill and knowledge requirements, education and training available, apprenticeship options, and clearly defined pathways.

Pathways will be designed with entry points from high school / GED to advanced manufacturing occupations and also from a skilled trade position to advanced manufacturing careers.

Results will be available in Spring 2011.



FORECAST

Your Hot Jobs forecast...

Occupation Title	Average Annual Wage	Annual Openings
Retail Salespersons	\$17,400	90
Truck Drivers	\$27,500	60
Food Preparation & Serving	\$13,800	40
Elementary School Teachers	\$41,600	40
General & Operations Managers	\$64,600	40
Office Clerks, General	\$20,400	40
Farmworkers & Laborers	\$18,600	40
Registered Nurses	\$49,400	40
Licensed Practical Nurses	\$32,000	40
Police & Sheriff's Patrol Officers	\$29,800	30
Recreation Workers	\$15,100	30
Cooks, Fast Food	\$14,000	30
Customer Service Representatives	\$29,100	30
Accountants & Auditors	\$44,800	20
Welders, Cutters, & Solderers	\$32,900	20
Cooks, Restaurant	\$15,800	20
Home Health Aides	\$18,500	20
Receptionists & Information Clerks	\$22,700	20
Maintenance & Repair Workers	\$29,200	20
First-Line Supervisors	\$29,200	20
Construction Equipment Operators	\$30,500	20
Secondary School Teachers	\$43,400	20
Middle School Teachers	\$41,800	20
Plumbers, Pipefitters, Steamfitters	\$40,300	10
Cement Masons/Concrete Finisher	\$27,900	10

...declining occupations...

	Decline Rate	2006 Estimated Employment	2016 Projected Employment	Net Change
Stock Clerks & Order Filers	-2.5%	970	750	-220
Cashiers	-1.1%	1,940	1,740	-200
Packers & Packagers, Hand	-1.5%	970	830	-140
Helpers-Production Workers	-0.9%	1,310	1,200	-110
Printing Machine Operators	-2.5%	420	320	-100

...and unemployment

	Labor Force	Employment	Unemployment	Unemp. Rate
United States	153,741,000	139,119,000	14,623,000	9.5%
Tennessee	3,035,000	2,729,600	305,400	10.1%
LWIA 12	102,400	89,910	12,490	12.2%
Crockett Co.	6,700	5,880	820	12.2%
Dyer Co.	17,370	15,230	2,130	12.3%
Gibson Co.	21,650	18,730	2,920	13.5%
Lake Co.	2,700	2,410	290	10.7%
Lauderdale Co.	10,180	8,560	1,620	15.9%
Obion Co.	15,350	13,800	1,550	10.1%
Tipton Co.	28,450	25,300	3,160	11.1%

Northwest Tennessee Career Centers provide universal access to conversation

The Tennessee Career Centers in Northwest Tennessee have taken a proactive approach to serving clients with disabilities. Great strides have been made in approving accessibility since the inception of the Disability Program Navigator. This year is no exception.

Due to the increase in unemployment and increasing demand for reemployment and training services, the Career Center sought out a tool to assist individuals with communication disabilities.

The Career Centers invested in Interprettype®. It is an interactive communication technology that provides a means of communicating without using speech. It is versatile enough to accommodate deaf and hard-of-hearing individuals, speech disabled, jobseekers who only understand sign lan-

guage, and clients that speak Spanish.

Interpretype hardware, or ITY computers, are pre-programmed mini-laptop computers that have the ability to communicate with other ITYs and/or Windows computers running ITY Communicator software. Each computer has the ability to send and display typed messages to the other computer.

The system is designed to be user friendly, customer friendly, and deaf friendly.

Since Interprettype uses text input from computer keyboards, there are no additional skills needed other than the ability to type and understand a common written language.

Interpretype's greatest advantage is its aid in face-to-face communication. Each computer features a fully functional keyboard, illumina-

nated color LCD screen and Windows XP operating system.

To assist Limited English Proficient clients, each system has the ability to translate languages between two ITY computers. This feature permits users to read and type in their own language. The input and output at each computer is displayed in the selected language.

Interpretype systems are available at the Tennessee Career Centers in Alamo, Humboldt, and Dyersburg. An additional portable Interprettype is available by request to any Career Center.

In addition to Interprettype technology, all Career Centers provide TTY machines, trackball mice, large font keyboards, and jumbo calculators to provide universal access to every service to every client.

Workforce Investment Act CRYPTOGRAM Puzzle

Directions:  
This puzzle is called a Cryptogram. At the top is a KEY that lists all the letters from A thru Z with a box below. Each of the key letters has a corresponding letter. The bottom part contains a secret phrase. Each of the blanks has a letter underneath it. Fill in the key letters that correspond to the numbers below the blanks to solve the phrase. e.g., A=M, B=Z, etc. Clue: In-Demand Occupation

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z

Z L R P Z K K G I B Z L K B R B Z K K G L R U L K W

Z H J D R G U A I T W R G Z L K W Z J Z K

J P K R G L K J O Z L V J P K B R K O F W

N R Z L J O O I B Z L K W K A I T W P K Q X R P R G

U V I O O K U K F K U P K K W I P S I P K

ARRA Stimulus funded buyout classes provide skills upgrade

Students learn applicable skills in the Building and Construction Trades program at the Humboldt Higher Education Center. Pictured (l to r): Bill Ford, Instructor, Johnny Burse, David Crabtree, Brandon Crabtree, John Callis, Ed Agnew, Bill Duncan, Randy Miller, Jason Rawdon, Jeff Clanton, Chris Eacholes, Jerry Wade, and (not pictured) Gregory Glenn.

Upon receiving American Recovery and Reinvestment Act of 2009 (Stimulus) funds, the Northwest Tennessee Workforce Board issued Requests for Proposals from training providers who desired to offer training programs in high demand occupations to unemployed / underemployed adults and dislocated workers in northwest Tennessee.

Dyersburg State Community College, the Tennessee Technology Centers at Newbern, Ripley, Covington, and Jackson's offsite center in Humboldt responded with excellent training opportunities.

Sixteen jobseekers were trained as Emergency Medical Technicians and eight as Paramedics through Dyersburg State programs offered in Union City and the Jimmy Naifeh Center in Covington.

Twenty-four additional jobseekers joined the health-care field by completing training for Registered Dental Assistant. The Tennessee Technology Center in Newbern provided the program.

The Tennessee Technology Center in Ripley utilized an offsite training facility to provide Patient Care Technician training in Union City to twenty-four eager students. The TTC Ripley also trained 23 jobseekers in a short-term Truck Driving program.

The Tennessee Technology Center at Covington provided training to 16 students in Heating and Air Conditioning.

The Tennessee Technology Center at Jackson offered 16 jobseekers training in Building and Construction Trades at the Humboldt Higher Education Center.

In total, 113 jobseekers received training in high-demand occupations.

All of the classes were fully funded by the American Recovery and Reinvestment Act of 2009. The funds covered the cost of instruction as well as, equipment, text books, supplies, and uniforms.

Since the completion of the Stimulus funded classes, the Tennessee Technology Center at Ripley requested and was granted an extension of the Truck Driving program. The demand for training remains strong and enrollments are continuing as funding permits.

"The ARRA funded classes were a success" said Pam Merritt, Director of Jobseeker Services. "We were able to serve additional clients needing a skills upgrade to become employable in a competitive workforce. The training institutions developed employer-driven programs and prepared their students to reenter the workforce with strong skill sets."

Patient Care Technician students enjoying clinicals.

Northwest Tennessee Workforce Board

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Melinda Goode  
Ronnie Gunnels  
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# Youth & Education

## ARRA Extended Work Experience impacts youth and local economy

Tennessee Career Centers and the Northwest Tennessee Workforce Board offered a Summer*Works* internship program throughout the counties of northwest Tennessee. The Summer*Works* program was 7-weeks in duration beginning June 8 with a 1-week orientation followed by a 5-week on-site internship and completed with a 1-week wrap-up session where participants had the opportunity to earn a National Career Readiness Certificate (CRC).

Funding became available through the American Recovery and Reinvestment Act of 2009 to engage economically disadvantaged young adults ages 16 to 24 in summer internships in private industry and businesses and through non-profit organizations. Summer*Works* was created to teach the future workforce job readiness skills, work ethic, and the soft skills necessary for success in the workplace.

In total, 672 young adults were afforded the opportunity to have a job, gain valuable work experience, earn a wage, and reinvest those wages back into their local economies. Nearly 240 worksites also benefited by acquiring additional summer help without incurring any costs aside from training and mentoring interns.

Upon completion of the program in July 2009, the Workforce Board had funds remaining in the Summer*Works* fund. The Board seized this opportunity to reward the best performing interns. Seventy-seven letters were mailed offering an opportunity to apply for additional work experience. The interns were selected based on being a high school graduate or having earned a GED, each intern had to attend an assessment worksite to determine best-fit worksites, the interns had to have excellent attendance during the Summer*Works* program, they could not be actively engaged in post-secondary training, and a National Career Readiness Certificate was preferred.

In total, 51 participants enrolled in the extended work experience program. Interns were placed in private and public employment based on results of a career assessment. “The extended program provided an excellent opportunity for youth to gain valuable work experience and possibly, fulltime employment” said Amy Maxey, Coordinator of the extended program. “At the conclusion of the program, 7 interns had secured full-time jobs. Many would not have had the experience necessary to succeed had they not learned valuable career skills and most importantly, soft skills, such as being on time and dressing for success.”



(Above) Intern Terry Cooper stocks shelves at CBK in Union City. Cooper was hired fulltime following the program.

## DOUBLE PUZZLE

Instructions: Unscramble each of the clue words. Take the letters that appear in the circle boxes and unscramble them for the final message.

YTUHO	<div></div> <div></div> <div></div> <div>○</div> <div></div>
TOISEDCALD	<div></div> <div></div> <div>○</div> <div></div> <div></div> <div>○</div> <div></div> <div></div> <div></div>
NGTIIRAN	<div></div> <div>○</div> <div></div> <div></div> <div>○</div> <div></div> <div></div>
TOTRU	<div></div> <div></div> <div></div> <div></div> <div></div>
ROALB	<div></div> <div>○</div> <div></div> <div></div> <div>○</div>
NEUTOIDAC	<div>○</div> <div></div> <div></div> <div></div> <div></div> <div>○</div> <div></div> <div></div>
HRELCAATEH	<div></div> <div>○</div> <div></div> <div></div> <div></div> <div>○</div> <div></div> <div>○</div>
NETLOPMYME	<div>○</div> <div></div> <div></div> <div></div> <div></div> <div></div> <div>○</div> <div></div>
TIENSGT	<div></div> <div>○</div> <div>○</div> <div></div> <div></div> <div></div> <div></div>
GESLAITNLOI	<div></div> <div>○</div> <div></div> <div>○</div> <div></div> <div></div> <div></div> <div></div> <div>○</div>

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## Peer tutoring program wraps up 4th year

As part of the menu of services offered through the Workforce Investment Act Youth funds, Local Workforce Investment Area 12 developed a plan to assist area high schools in meeting their State and Federal educational goals required for the No Child Left Behind Legislation of 2001.

The Peer Tutor Work Experience program began in the Fall of 2006 and offers a paid work experience program for academically successful, economically disadvantaged high school juniors and seniors.

Nine high schools were awarded funding in the first year through a competitive bidding process, that included requirements for the provision of many of the ten Youth Elements necessary for successful youth activities and include tutoring & study skills, paid work experience,

occupational skills training, adult mentoring, leadership development opportunities, and comprehensive guidance & counseling.

The first year following the review and award of proposals (2006-2007), 46 Peer Tutors were hired in 9 area schools. They tutored in 553 subjects, with improvement in 80 percent of the subjects.

In 2006, two schools were on the No Child Left Behind Target list for not meeting graduation rates. One of these schools, Ripley High School, is located in a county that has historically had some of the lowest graduation rates in the state and record unemployment in recent years.

Joe Bridges, Principal of Ripley High School, has praised the Peer Tutor Work Experience Program for allowing young people job opportunities, the ability to economically assist their families

with their wages, and improving the overall graduation rates in the school system.

“Without this program, we might still be on the target list with No Child Left Behind” said Bridges. “Each year we graduate more and more seniors because of the hard work and training of these tutors. These young people act as mentors and role models for our school, and the added value of increased graduation rates and improved grades overall is very important to not only our school, but also our community.”

This school year (2009-2010), 11 schools participated, hiring 93 Workforce Investment Act eligible youth. Peer Tutors at Halls High School in Lauderdale County exceeded all expectations by six of the nine peer tutors ranking in the top ten of their graduating class.

“You can’t beat this group” exclaimed Kay Baker, Halls High School Master Tutor / Supervisor. “Most of them have tutored for two years now, and have received thousands of dollars in scholarships for college. We certainly appreciate the opportunity to work with our Workforce Board in helping these young people continue their education.”

Lori Marberry, Youth Coordinator for the Workforce Board followed, “I am so pleased with the progress and growth of the Peer Tutoring program. It is enabling students to gain work experience in the teaching and counseling fields. Through this program, the Workforce Investment Act Youth program is able to touch the lives of many more young adults than otherwise would be possible. It is a cost efficient way to make a large impact.”

All Schools	Number of Peer Tutors	Number of Students Tutored	Number of Subjects Tutored	Number of Subjects Improved or Maintained (Includes Credit Recovery)	Percentage of Students Improved
4 year total	251	3,960	4,673	4,154	89%

## 30 high school students complete year round work experience

During the summer months, when most high school students struggle to find a job, Local Workforce Investment Area 12 contracted with local secondary school partners to offer work experience programs to those peer tutors interested in working. Thirty youth participated doing a variety of jobs.

Gibson County School Peer Tutors worked on various projects in the 9 schools within the district. One group worked within Business Management and Administration Career Cluster by helping in the school offices. A second group focused on the Architectural and Construction Career Cluster while working on renovating the playgrounds and working on various improvement projects at the schools.

Humboldt High School focused their efforts on creating school spirit through art. The art teacher outlined painting projects with the youth. Students repainted murals of the school’s mascot, the Viking Warrior, throughout the school building, painted motivational quotes in the halls and applied touch-up paint as needed.

Lake County High School Peer Tutors completed a traditional work experience program. They worked at vari-

ous worksites established throughout the county including nursing homes, daycares, and medical centers.

South Fulton Middle/High School focused on graphic design, marketing, sales, and public relations. Students completed yearbook training, research skills, computer design, advertising placement, people skills, and organizational skills workshops.

Dyersburg City Schools combined practical work experience and academic preparation in the extended year round work experience program.

Peer tutors worked various jobs in all schools within the Dyersburg City School System, including painting, moving desks, clerical work, cleaning, yard work and more. In the academic program, students worked directly with at-risk students to improve math and reading skills. The goal of the academic program is to give a jump-start to youth in hopes these at-risk students will be more prepared for the coming school year.

“The Dyersburg City Schools prepared an exemplary program” said Lori Marberry. “They combined traditional work experience with peer tutoring offering all participating students the opportunity to gain experience in various fields.”

Peer Tutors at Dyersburg High School had the opportunity to assist with library renovations in two schools, Dyersburg High School and Dyersburg Intermediate School. The new facility is very popular with the student body, and the peer tutors are proud of the part they contributed in creating the new hangout overlooking the front lawn of the school, complete with a tiled coffee bar and contemporary murals.

Another aspect of the work performed this summer by Dyersburg High School peer tutors was their participation in a new initiative funded by Race to the Top dollars — Camp EXCEL. As one of the two recipients, Tennessee was awarded \$500 million to implement its comprehensive school reform plans, with Delaware receiving the remaining \$1 million awarded in the first-round funding. Dyersburg City Schools earned nearly twice the amount as the other school systems in the west Tennes-

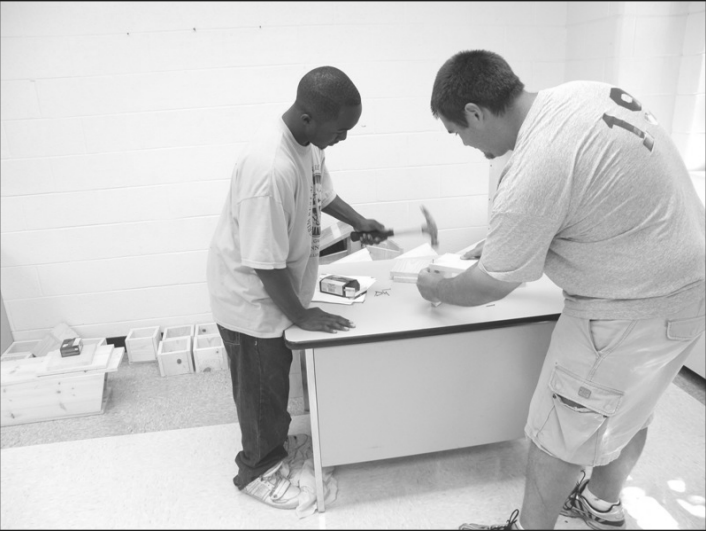
see area, a total of \$496,240 over the next four years.

Dyersburg City Schools took advantage of Workforce Investment Act funding to hire peer tutors to work as additional helping hands and mentors during Camp EXCEL. One of four initiatives proposed by Dyersburg City Schools, Camp EXCEL stands for Exciting, Challenging, Engaging, Learning. It is an approach to the classroom that had city educators as anxious as their students to return to school.

Peer tutors assisted teachers at Dyersburg Middle School with third to fifth grade participants, touring the halls of the high school, and helping students in the Dyersburg Intermediate School Camp EXCEL program work on skills in math, reading, computers, and enrichment projects. Assignments included creating everything from magazines and newspapers to woodworking and construction projects. Students gained essential skills and had fun.



(Above) Astin Harris, now a Senior at Dyersburg High School, helps Camp EXCEL participants with computer skills while they work on a math assignment. (Below) D’Andre Jones learns carpentry skills under the supervision of Coach Rogers. He is now a freshman at Dyersburg State Community College.









## National Career Readiness Certificate gains momentum

### Over 3,000 issued in northwest Tennessee

The National Career Readiness Certificate (NCRC) is a portable skills credential that verifies to employers anywhere in the United States that an individual has essential core employability skills. The NCRC initiative is designed to benefit three distinct populations—career seekers, employers, and economic developers. The NCRC assessment is a product of American College Testing (ACT). The assessment is a combination of three WorkKeys® assessments including Reading for Information, Locating Information, and Applied Mathematics. The NCRC substantiates to employers that an individual possesses the basic workplace skills required for 21<sup>st</sup> century jobs. Career seekers view the NCRC as a tool in

their toolbox. It complements a GED, high school diploma, technical certificate, and/or a college degree. Coupled with a solid work history, good references, and interview skills, it pushes job seekers applications to the top of the stack. Employers equally benefit by having valid proof of an applicant’s job skills. Employers have a more qualified applicant pool, saving them training time, training dollars, and the high cost of turnover. The clearly defined certificate levels, including Bronze, Silver, and Gold, forecast applicant potential and success. Finally, economic developers are better equipped to recruit new business and industry to west Tennessee due to the newly identified Career Ready workforce.

The availability of skilled labor is a major factor that helps business executives and economic development consultants identify the best locations for expansion and relocation. Information generated by the NCRC represents a unique source of objective data describing workforce skills. This makes it a powerful component in strategic planning and marketing activities at the state, regional, and local level. The Tennessee Career Centers in northwest Tennessee have issued over 3,000 National Career Readiness Certificates and completed Job Profiles for numerous employers. The demand for the NCRC continues to grow as a larger percentage of employers placing job orders prefer or

require applicants to have earned a certificate. “The biggest advantage to employers is the quality of applicants” said Ginger Powell, Director of Business Services. “Human Resource Managers are taking notice that high quality applicants have earned a NCRC.” Dyersburg State and the Tennessee Technology Centers recognize the benefits of the National Career Readiness Certificate and the advantage to career seekers who have earned a NCRC. All DSCC Associate of Applied Science (AAS) degree students earn a NCRC before graduation along with all Technology Center graduates. As grads begin their job search, they have a solid educational foundation and a portable skills credential in their toolbox.

## You hire, you train

# WE PAY

On-the-Job Training (OJT) is a unique program designed to promote, educate and expand the workforce. All new hires require on-the-job training, even if not subsidized by Workforce Investment Act funds. The Northwest Tennessee Workforce Board’s OJT program focuses on placing unemployed / underemployed adults and dislocated workers into high-growth occupations with local employers. When an employer identifies the need to fill a vacant position, the employer has the choice of hiring a skilled worker or a worker who needs additional training. If the employer is willing to hire an individual who has no prior experience in the vacant position, an on-the-job training contract is developed. Under this agreement, the Northwest Tennessee Workforce Board pays 50 percent of the trainee’s wages during the specified training period. There is minimal paperwork involved and historically, the program has been very successful in making good-match placements resulting in long-term retention. Employers provide a job description and training plan and place a job order for the contracted positions with the local Tennessee Career Center. Jobseekers who meet the requirements of the job order are referred to the employer for consideration. The employer makes all interviewing and hiring decisions. The Career Center simply recruits qualified applicants and pays 50 percent of qualified jobseekers wages during the training period. The training period will vary by employer and position. During the 2009-2010 program year, the Northwest Tennessee Workforce Board contracted with The Delfield Company in Covington, Tenn. for 60 On-the-Job Training positions. The 2010-2011 program year is off to a very quick start with many more employers utilizing the OJT program. Within the first four months of the 2011 program year, the Northwest Tennessee Workforce Board has contracted with Bongard Creameries; Nordyne; Sun Products; NSK Steering Systems America; Colonial DPP; Deb’s Lunch Box; David’s Diesel; Charlene’s, LLC; Wrights Auto & Parts; Lauderdale Lumber; and Ward’s Accounting.

“I’m excited to see so much more employer involvement” said Ginger Powell, Director of Business Services. “The OJT program has been available for years, but it was more of a best kept secret than a thriving program. By placing a renewing commitment on business services, allocating necessary staff, and support from private-sector board members, the OJT program has the opportunity to grow exponentially.” In addition to the availability of Workforce Investment Act formula funds for the OJT program, Local Workforce Investment Area 12 secured funding under the National Emergency Grant (NEG) to offer long-term unemployed jobseekers OJT placements. The funds were allocated to assist dislocated workers who were displaced after January 2008 and have experienced unemployment for 19 weeks or longer. The business services coordinators are working with area employers to place these jobseekers in OJT positions. “Dislocated Workers have established work ethics and a desire to return to the workforce” said Amy Maxey, Business Services Coordinator. “We are currently recruiting dislocated workers for on-the-job training positions and they are very receptive and excited not only about employment, but also the opportunity to learn new skills and become more marketable long-term” remarked Maxey. “We have placed several jobseekers and are engaging new employers everyday.”

## \$2.9 million in ARRA awarded to TN/AR partnership

A \$2.9 million Energy Training Partnership Grant under the American Recovery and Reinvestment Act (ARRA) Green Jobs Training Program has been awarded to Memphis Bioworks Foundation. The two-year initiative will fund programs to train area workers for jobs in energy-efficient and renewable energy occupations. The Grant will benefit a 26-county area of west Tennessee and Arkansas through training programs for higher education organizations, employers, training providers, and workforce development agencies. In partnership with the Memphis Bioworks Foundations, key recipients include Dyersburg State Community College, TN Local Workforce Investment Areas 11, 12, and 13, the Eastern Arkansas Workforce Investment Area, Jackson State Community College, the University of Memphis BEST Program, Mid-South Community College, Seedco, Southwest Tennessee Community College, the National Electrical Contractors Association, and multiple employers. The project will leverage existing training curricula coupled with input from employers to produce new training programs in such areas as, agricultural production for biomass crops, sustainable design and construction, chemical processing, plant process operations and solar installation. “We are pleased to partner with these highly-qualified educational institutions and employers in this effort to bring transformational training to the regional workforce,” said Dr. Steve Barnes, president and executive director, Memphis Bioworks Foundation. “This multi-county, multi-state partnership is built on broad-based regional cooperation and a shared economic development goal of leadership in green industry and new jobs in the biosciences.”

## Crossword Puzzle Clues

- Across
- 3. National Career Readiness \_\_\_\_\_
  - 7. Work Opportunity \_\_\_\_ \_\_\_\_\_
  - 12. Advanced \_\_\_\_\_ Sector Analysis
  - 13. General Educational Development Diploma
  - 14. Place of learning \_\_\_\_\_
- Down
- 1. Pre-educational or pre-employment testing
  - 2. Dyersburg Career Center Office Manager
  - 4. Training for currently employed workers
  - 5. TNDOL Commissioner
  - 6. WIA Executive Director
  - 8. Northwest Tennessee Workforce Board Chairman
  - 9. Teaching of vocational or practical skills
  - 10. Northwest Tennessee \_\_\_\_\_ Board
  - 11. New hire training

## IWT Grants increase skills of workforce

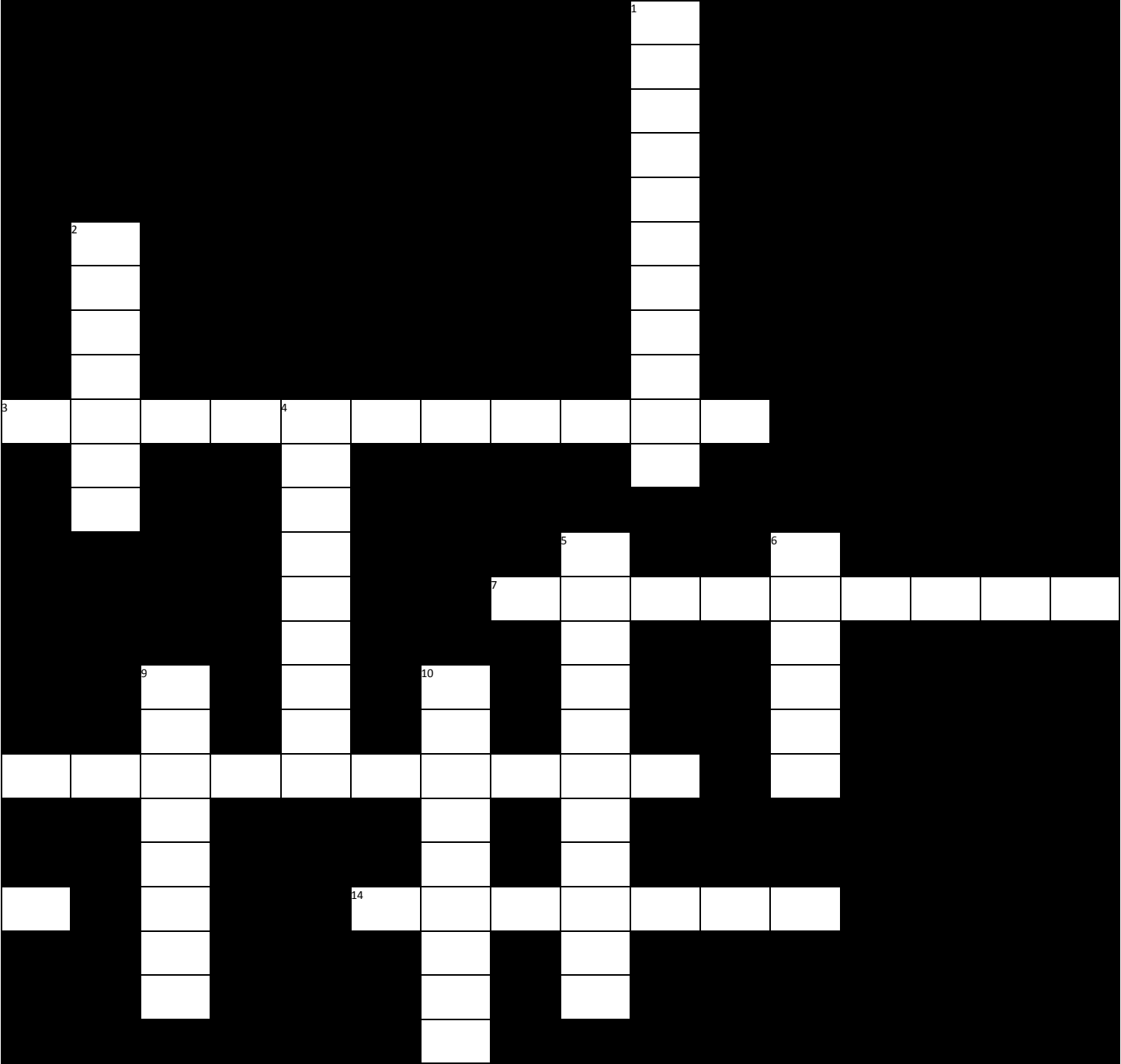
Governor Phil Bredesen and Tennessee Department of Labor & Workforce Development Commissioner James Neeley awarded \$1,666,868 in Incumbent Worker Training grants to 64 companies across the state for the 2009-2010 program year. Over the past 4 years, training grants have totaled more than \$12 million to assist more than 45,000 employees. As a result of these grants, workers are being trained, saving jobs and preventing companies from downsizing or moving out of the state. “Job training to upgrade the skills of Tennessee’s workers is one of the best things we can do for our economy,” Bredesen said. “Now more than ever, it is important to continue training our workforce to keep employees and companies competitive.” Four northwest Tennessee companies were awarded a total of \$104,755 to train 301 employees. The Delfield Company, Marvin Windows & Doors of Tennessee, NSK Steering Systems America, and PolyOne Corporation were selected from Local Workforce Investment Area 12. The Northwest Tennessee Workforce Board was also

selected by the Tennessee Department of Labor & Workforce Development to manage the Incumbent Worker Grant program for the greater Memphis area. Five Memphis companies were awarded a total of \$106,100 to train 517 employees. These grants were awarded to provide training employees need to remain competitive and will in turn help the state move forward with increasing skilled workers and high paying jobs. The Delfield Company of Covington was awarded \$50,000 to train 147 employees in safety, OSHA, assembly, fabrication, industrial maintenance, and refrigeration skills. Marvin Windows and Doors of Tennessee was granted \$6,400 to train 80 employees in Microsoft Office computer skills and Marvin Problem Solving: Planning and Tactical Management. NSK Steering Systems America was awarded \$24,000 to train 33 employees in Six Sigma. PolyOne Corporation was granted \$24,355 to assist 41 employees in attending TPM program training, K-Tron and

Accurate Feeder training, Design Learning Certificate, and RECRA Environ Training. Cummins Inc. in Memphis was awarded \$22,500 to train 293 employees in engine familiarization, critical skills, DACUM assessment, and manufacturing skills enhancement. Jabil Circuit of Memphis was granted \$19,600 to provide training to 15 employees in safety certifications, lean office, mistake proofing, lean mentoring, kaizen facilitation, and total productive maintenance event. Kele, Inc. of Memphis received \$19,600 to train 135 employees in Microsoft Office Suite beginner, Intermediate, and Advanced, Lean implementation, leadership series, and leadership plus series. Life Enhancements Services, Inc. of Memphis was granted \$10,000 to train 10 employees in homemaker / day services and case management. Lastly, Smith & Nephew of Memphis was granted \$25,000 to train 64 employees on training within industry—job methods. The 2010-2011 Incumbent Worker Training Grants have

been awarded for northwest Tennessee. Awardees include Dyersburg Manor, Sara Lee Foods, Obion Grain Company, Covington Care Center, and Nordyne. “I am thankful for the IWT Grant program” said Ann Pennell, Business Services Coordinator. “We have excellent recipients each year and keeping companies in northwest Tennessee competitive is essential to our local economy.” The Incumbent Worker Training program provides grant funding for all types of industries, large and small. The training modules vary to include training such as basic math skills, automated computer programming, leadership principles, and lean manufacturing concepts. Funding is limited. Employers interested in upgrading workforce skills should begin the application process as soon as training needs are identified and a plan is constructed. Companies planning to apply for the 2011-2012 Incumbent Worker Training Grant cycle should contact a member of the business services unit. Application review will begin in June with recommendations in July.

## Workforce Development Crossword Puzzle





# Fiscal & Performance

## Client Services Snapshot

The Workforce Investment Act program experiences fluid enrollments and exits throughout the program year based on various factors such as high school and post-secondary training, graduation, and entered employment. In the charts below, is a snapshot of enrollments on June 30, 2010. On this day, over 1,674 disadvantaged youth, unemployed or underemployed adults and dislocated workers were receiving services. During Program Year 2010, 4,393 clients received services.

Adult, Dislocated Worker & Older Youth	
Crockett County	39
Dyer County	165
Gibson County	291
Lake County	26
Lauderdale County	150
Obion County	149
Tipton County	185
Total	1005

Contracted GED Classes	
Crockett County Adult Education	5
Gibson County Adult Education	6
Lake County Adult Education	1
Lauderdale County Adult Education	7
Obion County Adult Education	14
Tipton County Adult Education	18
Total	51

Career Readiness Certificate	254
Lauderdale County Job Recovery	121
On-the-Job Training	64
Older Youth GED Prep. + Work Experience	18
Jobs for TN Graduates - Gibson County	27
Jobs for TN Graduates - Lauderdale County	9
Peer Tutoring	115
Dual Enrollment	10
Total	618

## WIA Performance Standards Common Measures

Performance Measure	TN DOL Goal	LWIA 12 Goal
<b>Adult</b>		
Entered Employment	84.0%	84.0%
Employment Retention	84.0%	85.5%
Average Earnings	\$12,800	\$12,800
<b>Dislocated Worker</b>		
Entered Employment	86.0%	86.0%
Employment Retention	90.0%	93.0%
Average Earnings	\$13,300	\$13,300
<b>Youth</b>		
Placement	68.0%	68.0%
Attainment	69.0%	69.0%
Literacy/Numeracy	25.0%	25.0%

Performance Measure	LWIA 12 Goal	Actual
<b>Adult</b>		
Entered Employment	84.0%	89.0%
Employment Retention	85.5%	90.0%
Average Earnings	\$12,800	\$13,920

Performance Measure	LWIA 12 Goal	Actual
<b>Dislocated Worker</b>		
Entered Employment	86.0%	88.0%
Employment Retention	93.0%	96.0%
Average Earnings	\$13,300	\$13,910

Performance Measure	LWIA 12 Goal	Actual
<b>Youth</b>		
Placement	68.0%	74.0%
Attainment	69.0%	92.0%
Literacy/Numeracy	25.0%	31.0%

The performance outcomes presented herein are based on the most recent State Quarterly Report, Program Year 2009—4th Quarter Report. LWIA 12 staff will continually be in discussions with State staff through December 31, 2010. The final Program Year 2009 Performance Report will be available in February 2010.

Local Workforce Investment Area 12 fully expects the final Program Year 2009 Performance Report to reflect the percentages stated in the charts above with LWIA 12 meeting or exceeding all negotiated common measures performance standards.

Performance standards for all Local Workforce Investment Areas for 2010 will be based on a DOL Regression Model Pilot program. The common measures will remain the metric used for performance, however, each participant enrolled in the WIA program will affect the metric based on economic factors and the demographic data of the client.

“The new regression model will be challenging because it is a moving target of sorts” said Laura Speer, Director of Performance. “However, I am glad that Tennessee was selected to participate from the beginning stages. Once the standards go nationwide, we will have an advantage just based on familiarity.”

## Workforce Board maintains budget and reports performance

The Northwest Tennessee Workforce Board of Local Workforce Investment Area 12 accepts the financial responsibility of the federally funded Workforce Investment Act grant program.

“Program Year 2010 has presented LWIA 12 with many challenges and opportunities as our budget doubled from \$7 million in Program Year 2009 to nearly \$14 million in 2010” said Margaret Prater, Executive Director for the Northwest Tennessee Workforce Board.

The addition of American Recovery and Reinvestment

Act funding totally over \$3 million and the Lauderdale County Job Recovery Program funding of \$3.7 million, the budget increased dramatically compared to historical budgets.

“The budget is based on the needs of the local area” said Prater. “And, northwest Tennessee has experienced a number of plant closures and mass layoffs recently.”

Although the majority of ARRA funds have been expended and the Lauderdale County Job Recovery Program has come to a close, the need for occupational skills

training and reemployment in the northwest Tennessee region is still great.

The 2011 Program Year will continue to maintain above average funding. The Northwest Tennessee Workforce Board has received additional grant funds through the National Emergency Grant to reemploy long-term unemployed jobseekers through the On-the-Job Training program. Additional Dislocated Worker funds have been secured to assist with recent plant closures and the Youth program is focused on expanding Peer

Tutoring and year-round work experiences.

“I expect another record year for enrollments in LWIA 12” said Prater. “There is always a need for workforce training and skill upgrade, but the stagnant economy has increased demand for not only training, but also reemployment assistance.”

Local Workforce Investment Area 12 fiscal staff is closely monitoring expenditure levels to stay within budget constraints and provide skills training to meet the needs of the workforce of northwest Tennessee.

## NWTNWB Program Year 2009-10 Expenditures Report

Grants	Available 09-10	Expenditures	Percent Expended	Deobligated	Balance
Administration	\$711,706.91	\$575,792.65	81%	\$2,640.96	\$133,273.30
Adult Formula	805,300.29	805,300.29	100%	0.00	\$0.00
Adult ARRA	290,277.58	290,277.58	100%	0.00	\$0.00
Adult ARRA Supplemental	126,194.14	76,001.68	60%	0.00	\$50,192.46
Dislocated Worker Formula	998,421.00	668,142.70	67%	0.00	\$330,278.30
Dislocated Worker Supplemental	1,560,000.00	87,629.73	6%	0.00	\$1,472,370.27
Dislocated Worker ARRA	1,017,513.41	1,017,513.41	100%	0.00	\$0.00
Dislocated Worker ARRA Supplemental	983,000.00	427,884.68	44%	0.00	\$555,115.32
Youth Formula	1,872,403.82	875,220.27	47%	0.00	\$997,183.55
Youth ARRA	664,746.10	637,388.79	96%	0.00	\$27,357.31
Youth ARRA Supplemental	47,633.49	45,261.91	95%	0.00	\$2,371.58
Incumbent Worker	210,855.00	94,256.00	45%	0.00	\$116,599.00
Incentive	33,593.00	33,593.00	100%	0.00	\$0.00
Disability Navigator	33,330.00	33,330.00	100%	0.00	\$0.00
Fast Track OJT	38,114.00	27,648.00	73%	0.00	\$10,466.00
Apprenticeship	1,446.00	0.00	0%	0.00	\$1,446.00
Career Readiness	93,286.13	81,014.49	87%	1534.16	\$10,737.48
DSCC LPN-RN	332,262.02	145,587.37	44%	49,760.81	\$136,913.84
Total WIA Grants	9,820,082.89	5,921,842.55	60%	53,935.93	\$3,844,304.41
Jobs for TN Graduates	97,500.00	84,751.54	87%	0.00	\$12,748.46
ATT Peer Mentoring	68,260.99	27,418.89	40%	0.00	\$40,842.10
DHS Lauderdale Co. Job Recovery	3,700,000.00	624,362.69	17%	0.00	\$3,075,637.31
TOTAL GRANTS	\$13,685,843.88	\$6,658,375.67	49%	\$53,935.93	\$6,973,532.28

\*Grants are awarded at various times throughout the Program Year. The Tennessee Department of Labor & Workforce Development allots two years for grant expenditures.

## Northwest Tennessee Workforce Board Staff

**Margaret Prater**  
*Executive Director*

**Cynthia Webb**  
*Director of Finance & Administrative Services*

**Pam Merritt**  
*Director of Job Seeker & Student Services*

**Laura Speer**  
*Director of Performance & Compliance*

**LeAnn Lundberg**  
*Director of Facilities & Computer Services*

**Ginger Powell**  
*Director of Public Information & Business Services*

**Sandra Allen**  
*Executive Aide*

**Connie Stewart**  
*Monitor*

**Ann Pennell**  
*Business Services Coordinator Region A*

**Amy Maxey**  
*Business Services Coordinator Region B*

**Lori Marberry**  
*Youth Coordinator Region A*

**Derrick Quinn**  
*Youth Coordinator Region B*

**Charity Gray**  
*Secretary III*

**Theresa Ethridge**  
*Account Clerk III*

**Gina Eaton**  
*Account Clerk II*

**Terry Williams**  
*Business Services Account Clerk II*

**Jennifer Bane**  
*Lake County Case Manager*

**Melissa Bane**  
*Dyer County Case Manager*

**Wilma Capps**  
*Follow Up Case Manager*

**Don Dugger**  
*Obion County Case Manager*

**Jana Lee Ellis**  
*Gibson County Case Manager*

**Delores Hayes**  
*Tipton County Case Manager*

**Lindsey Heglar**  
*Gibson County Case Manager*

**Joyce Hudson**  
*Tipton County Case Manager*

**Sheila Little**  
*Obion County Case Manager*

**Becky McCaslin**  
*Dyer County Case Manager*

**Tonya McKellar**  
*Lauderdale County Case Manager*

**Dana Penn**  
*Dyer County Case Manager*

**Kacee Real**  
*Lauderdale County Case Manager*

**Maria Waiters**  
*Gibson County Case Manager*

**Mike Whitson**  
*Dyer County Case Manager*

**Libby Wickersham**  
*Crockett County Case Manager*

**Paula Boger**  
*Lauderdale County CRC Proctor*

**Brandi Cantrell**  
*Obion County CRC Proctor*

**Chantay Fisher**  
*Dyer County CRC Proctor*

**Jaime Grammer**  
*Gibson County CRC Proctor*

**Lois Thompson**  
*Tipton County CRC Proctor*

## Tennessee Career Center Partners

**Ronnie Gunnels**  
*Tennessee Career Center Dyersburg*

**Sandy Spurgeon**  
*Tennessee Career Center Covington*

**Mary Yarbrough**  
*Tennessee Career Center Ripley*

**Denise Reynolds**  
*Tennessee Career Center Union City*

**Ed Joyner**  
*Tennessee Career Center Humboldt*

## Outstanding Jobseekers

**Natalie Cryts**  
*Crockett County*

**Cody Grills**  
*Dyer County*

**Mark Criswell**  
*Gibson County*

**Amanda Haynes**  
*Lake County*

**Nathaniel Beard Jr.**  
*Lauderdale County*

**Aaron Brown**  
*Obion County*

**Yalanda Middlebrooks**  
*Tipton County*

Region A—Lake, Obion, & Gibson Counties  
Region B—Dyer, Crockett, Lauderdale, & Tipton Counties