

# Northwest Tennessee Workforce Board REPORT TO THE COMMUNITY

Annual Report 2010-2011

## Younger Associates completes Advanced Manufacturing Sector Analysis

The Northwest Tennessee Workforce Board in partnership with several west Tennessee sponsors recently completed an Advanced Manufacturing Sector Analysis for the 19 rural counties of west Tennessee including Benton, Carroll, Chester, Crockett, Decatur, Dyer, Gibson, Hardeman, Hardin, Haywood, Henderson, Henry, Lake, Lauderdale, Madison, McNairy, Obion, Tipton, and Weakley.

The analysis identifies companies, job titles, wage information, job openings, projected growth, and advantaged manufacturing sectors, including green jobs.

Younger Associates of Jackson and Memphis reviewed 677 West Tennessee companies involved in some type of manufacturing, with several questions to answer (1) What is Advanced Manufacturing? (2) What types of skills do workers need to work in Advanced Manufacturing environments? (3) Where/how can workers acquire the necessary skills?

The process included conducting preliminary interviews with companies that showed potential for advanced manufacturing processes and reviewing published information. At the end of this process, 42 companies were found that currently use advanced manufacturing processes and technologies.

The final report will be available in August 2011 in hard copy and electronic media with the capability to “drill-down” by county.

“The data from the Sector Analysis serves as a valuable and accessible tool for workforce development professionals, economic developers, grant writers, educators, employers, and jobseekers,” stated Margaret Prater, Executive Director of Workforce Development. “Additionally, key data elements from the report will enable our Workforce Board to apply for future grant monies to continue building advanced manufacturing opportunities for our workforce.”

Listed below is a snapshot of critical data elements that are available in the final report.

- Definition and characteristics of an advanced manufacturing company
- Identification and location of advanced manufacturing companies in each county
- Percentage of advanced manufacturing sector employment compared to total workforce employment
- Annual and hourly wage data for specific jobs in advanced manufacturing sector
- List of job titles and total number of direct jobs in the advanced manufacturing sector
- List of cities/counties with job openings in the advanced manufacturing sector
- Projected job growth in the advanced manufacturing sector over the next 10 years by city/county
- Identification of green jobs in the advanced manufacturing sector
- Identification of sectors (food, fabricated metal, chemical, auto parts, plastic, medical, rubber, electrical, etc.) that constitute advanced manufacturers

trical, etc.) that constitute advanced manufacturers

- All data accessible electronically with the capability to drill down by county
- Development of advanced manufacturing pathway model for west Tennessee
- Identification of common core skills required across all sectors
- Identification of educational attainment / competency required for each job
- Identification of certifications, certificate, degree, licensure requirements for each sector job cluster
- Identification of fees / cost of training

- Identification of eligible training providers within the region and within 150 mile radius of the region

A career pathway model, PowerPoint presentations, and a companion video will soon be available to middle and high schools to provide youth with information about the many high-tech, high-wage jobs available in advanced manufacturing. Career Centers and Chambers of Commerce are encouraged to make the information available to adult jobseekers to provide insight into the knowledge, skills, and training required to have a career in advanced manufacturing.

“Without our many sponsors, this study and accompanying materials would not have happened, and we are very grateful for their contributions,” remarked Jimmy Williamson, Workforce Board Chairman.

### Platinum Sponsors \$5,000 +

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Northwest Tennessee Workforce Board

### Gold Sponsors \$2,500—\$4,999

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Tennessee Technology Center—Jackson  
Tennessee Technology Center—McKenzie  
Tennessee Technology Center—Paris  
Hamilton-Ryker  
United Steel Workers, Local 878L

To request a copy of the Advanced Manufacturing Sector Analysis or to schedule a guest speaker, contact Margaret Prater, Executive Director of Workforce Development (731) 286-3585, extension 16 or email [Prater@nwnworks.org](mailto:Prater@nwnworks.org).

## Goodyear closing after forty+ years in Union City

In February 2011, Goodyear Tire and Rubber announced that the Union City plant would close by year end—laying off nearly 2,000 workers and affecting a total of 3,400 people in related industries and suppliers.

Immediately, staff of the Workforce Board went into action, working shifts around the clock in the plant collecting needs surveys from the workers and their affected family members. Between smiling faces, helpful attitudes, and a secret weapon—CANDY—staff collected 1,806 surveys. After twelve staff members keyed surveys over one weekend, it was found that 97.5% of the respondents replied positively to the question “Do you believe that additional training and education would help you become more employable?”

With current budgets already threatened on the local level, a partnership was developed to apply for the Goodyear National Emergency Grant. The Tennessee Department of Labor and Workforce Development in coordination with Kentucky covering twenty-two counties and 3 LWIAs petitioned the Federal Government for \$3.5 million on behalf of the 1,770 hourly United Steel Workers, 213 Goodyear salaries employees, 70 Hamilton-Ryker workers, and the associated family members who could qualify as displaced homemakers.

In preparation for the influx of such a large number of dislocated workers, a facility was obtained for a separate Tennessee Career Center for Goodyear in Union City that will provide core, intensive, and training services through various partners including WIA, Tennessee Department of Labor and Workforce Development Job Service, Adult Education, and Workforce Essentials.

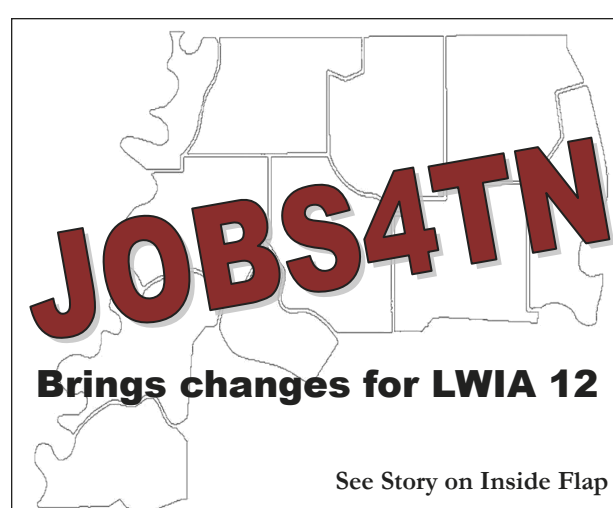
At the first of July, rumors of the impending closing became more prevalent, and it was determined that the plans for services for the Goodyear employees needed to be ramped up. Connie Stewart, Monitor for LWIA 12, was named Director of the Center. Connie commented, “We have a lot of preparation to do before the plant actually closes—besides the physical improvements to the facility, our education partners need to form in-demand training programs, brochures and flyers announcing our services need to be created, and staff will need to be hired. We know how many we will be serving—we just don’t know how when”

Almost immediately, on July 10, 2011, officials at Goodyear announced a lock-out and a 60-day pay-out plan in lieu of wages. The Workforce Board applied for and received a \$150,000 early start-up grant from the TDLWD.

Margaret Prater, Workforce Board Executive Director stated, “Due to pre-planning, hard work, and long hours of my staff, we were able to start-up quickly with the Goodyear Career Center. We are more than ready to serve these dislocated workers and their families.”

### TENNESSEE CAREER CENTER FOR GOODYEAR

204 South Second Street  
Union City, TN 38261  
Phone: (731) 884-3868  
Fax: (731) 698-0017  
Connie Stewart, Director  
[www.northwestnccareercenter.org](http://www.northwestnccareercenter.org)



## National Emergency Grants assist disaster cleanup efforts

On May 20, 2011, the U.S. Department of Labor announced a \$3,589,704 National Emergency Grant to assist with clean-up and recovery efforts in the wake of the severe storms, tornadoes, straight-line winds and associated flooding that struck Tennessee throughout the Spring. The funds are being awarded to the Tennessee Department of Labor and Workforce Development and will be used to create temporary jobs to assist in recovery efforts.

“I commend the federal government for supporting our communities, families, friends and neighbors as we work to rebuild in the wake of the devastating storms,” commented Dyer County Mayor, Richard Hill.

As of June 30, 2011, the seven original counties in LWIA 12 and an additional four counties transitioning from LWIA 11 had been officially declared disaster areas by President Obama. Overall, \$580,581 in National Emergency Grant (NEG) Disaster funds were awarded to provide assistance to local communities in hiring dislocated workers to help in rebuilding infrastructure damaged by the Spring storms, to assist in cleanup efforts on public grounds, and to recover some of the costs associated with responding to the emergency situations.

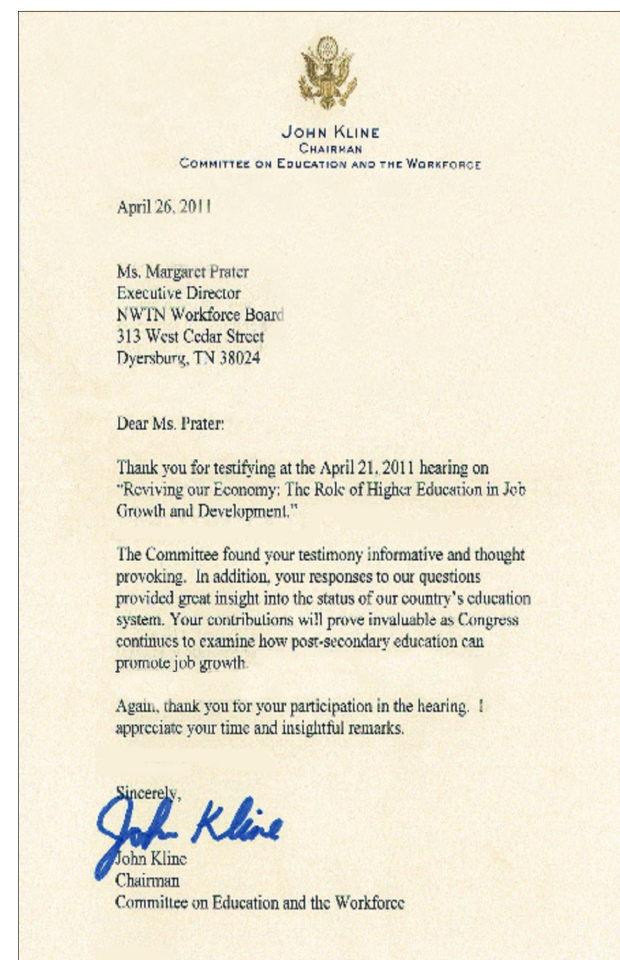
Amy Maxey, Coordinator for the NEG Disaster Grant, has worked diligently to ensure that dislocated workers affected by the region’s recent historic job loss have an opportunity to be a part of the program. “Job creation has been slow in our rural communities, which has led to prolonged unemployment. Additionally, public budgets are being stretched tighter and tighter. While no one wishes for the devastation we experienced in Tennessee, our unemployed workers appreciate the opportunity to earn a good wage, and our public officials are grateful for the extra assistance in cleaning and repairing structures and land damaged by the storms.”

To date, over 100 dislocated workers have been placed in employment in a wide range of positions: sanitation, erosion prevention, clearing public parks, and recycling.



Jerry Hay, Joshua Chapman, and David Stephenson work on repairing roads for the City of Friendship as a part of the NEG Disaster Grant program.

## Prater testifies before Congressional hearing





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

June 2011	Labor Force	Employment	Unemployment	Unemp. Rate
United States	153,538,000	140,129,000	14,409,000	9.3%
Tennessee	3,166,600	2,843,100	323,500	10.2%
LWIA 12	104,290	90,880	13,430	12.8%
Crockett Co.	6,990	6,120	880	12.5%
Dyer Co.	17,420	14,910	2,520	14.5%
Gibson Co.	22,330	19,160	3,160	14.2%
Lake Co.	2,680	2,490	370	12.9%
Lauderdale Co.	10,090	8,500	1,590	15.7%
Obion Co.	15,730	14,000	1,730	11.0%
Tipton Co.	28,870	25,700	3,180	11.0%

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Lake County

Rod Schuh  
Lauderdale County

Benny McGuire  
Obion County

Jeff Huffman  
Tipton County

Youth & Education

Jobs for Tennessee Graduates earns 2011 National award

Tennessee’s *Jobs for Tennessee Graduates (JTG)*, a partnership between the Departments of Education and Labor and Workforce Development, has earned national recognition for the sixth consecutive year. Regarded as an esteemed accolade, the *Five of Five Award* signifies JTG students exceeding the goals of the program and earning top marks for graduation and success rates.

“Education is the critical link in developing well-rounded and productive citizens and investing in our future leaders and position within a global economy,” Education Commissioner Kevin Huffman said. “The running success of this program highlights excellence in education and furthers the goals Tennessee has set in the First to the Top plan.”

The achievements of JTG students are measured by parent organization, *Jobs for America’s Graduates (JAG)*, in each of the following areas:

	JAG 2010 Achievement	JAG Goal
Graduation Rate	97.72%	90%
Full Time Placement Rate	88.92%	80%
Positive Outcome Rate	86.72%	80%
Full Time Job Placement Rate	68.53%	60%
Employment Rate	64.49%	60%

“We are extremely proud of our JTG teachers and students across the state that have excelled and achieved these graduation and placement rates for six years,” said Betsy Houston, Executive Director for Jobs for Tennessee Graduates. “They are truly making a difference in over 50 schools and for over 1,500 students entering the workforce and/or postsecondary education through this program.”

The Northwest Tennessee Region was also recognized for these awards:

- Highest Graduation Rate in the State—99.18%
- Regional Five of Five Award
- Don McCurley, Milan High School, Outstanding Specialist, Individual Teacher/School Five of Five Awards
- Scott Jewell/Gibson County High School, Individual Teacher/School Five of Five Awards

Dual Enrollment scholarships continue to be popular

Workforce Development Scholarships are made available to WIA eligible students who are taking coursework in high school that also earns college credit. Through grant funding from the federal Workforce Investment Act (WIA), economically disadvantaged Seniors can apply for additional funding to cover any unmet need for up to two classes per semester. Scholarships for

unmet need for semester classes do not exceed \$500 for a 3 hour class or \$1,000 for 6 hours. Trimester classes are similarly paid based on the number of hours a student is in class.

In the 2010-2011 school year, 125 students took a total of 165 classes. They received \$57,067.68 in unmet need scholarships, for an average expenditure of \$345.86 per student.



Students from South Fulton High School's Greenhouse Management Class chow off their work.

Peer Tutor Work Experience gains strength in 5th year

PEER TUTOR WORK EXPERIENCE	Number of Peer Tutors	Number of Students Tutored	Number of Subjects Tutored	Number of Subjects Improved or Maintained (Includes Credit Recovery)	Percentage of Subjects Improved
5 year total	321	5,776	8,944	8,174	91.4%

As part of the menu of services offered through the Workforce Investment Act Youth funds, Local Workforce Investment Area 12 contracts with secondary school systems to fund before or after school Peer Tutor Work Experience programs.

The first year of the Peer Tutor Work Experience program was the 2006-2007 school year. That year, 9 schools were granted funds in the amount of \$145,635 to hire economically disadvantaged, academically successful juniors and seniors to work as peer tutors, assisting fellow students in all subject areas and in credit recovery. The inaugural year resulted in 49 WIA eligible youth working as tutors, helping 553 students with their coursework.

For the 2010-2011 school year, 11 high schools in six counties hired 79 peer tutors. The schools were

awarded grants totaling \$240,401, which enabled a teacher, known as a Master Tutor/Supervisor, to mentor the WIA eligible students through the work experience program.

Bradford High School Master Tutor Shawna Adams states, “This program has truly been a blessing to our school and to these young people. They see themselves as role models to the younger students, and really take pride in helping their peers make better grades.”

Catherine Via, Youth Council member, praises the Peer Tutor program, “Paid and unpaid work experience is only one element required through Workforce Investment Act legislation. This program also offers youth activities, such as tutoring & study skills, occupational skills training, adult mentoring, leadership development opportunities, comprehen-

sive guidance & counseling.”

At the Annual Meeting and Banquet held in November 2010, a “Peer Tutor of the Year” award was given for the first time. Connie J. “C.J.” Nolen was the unanimous decision for this honor. “I can’t tell you how much being a peer tutor has helped me. I’ve learned a lot about myself, and I have been truly inspired by the opportunity of being a peer tutor. It’s a great program!”



Dual Enrollment Snapshot

Dual Enrollment Classes by Institution	Total
Dyersburg State	54
UT Martin	48
Jackson State	12
TTC-Ripley	22
TTC-Newbern	29
Total Number of Dual Enrollment Classes Funded 2010-2011	165



# Team Building

*"Change has a bad reputation in our society. But it isn't all bad — not by any means. In fact, change is necessary in life — to keep us moving ... to keep us growing ... to keep us interested . ... Imagine life without change. It would be static ... boring ... dull." — Dr. Dennis O'Grady in Bottom Line - Personal*

"Starting in June 2011 when former Executive Director Henry Lewis announced his move to LWIA 13 in Memphis, there has certainly been nothing static, boring or dull about in the lives of the Workforce Board staff," comments Jimmy Williamson, Board Chairman. "With new leadership, government shutdowns threatening, massive layoffs—notably World Color and Goodyear—the staff and management of the Workforce Board and Career Centers have worked tirelessly, sometimes round-the-clock, to ensure jobseekers, employers, and those looking to enter training are served."

Leading this change is Executive Director Margaret Prater. Shortly after taking the leadership role for the Workforce Board, the Prater Family hosted a WIA family picnic. "I realized that I not only didn't know my staff well, I had never met the most important people in their lives—their

organization. Ollie Manino, President and Owner of Associates Consulting and Training Services, Inc., used this book as the foundation for the first ever joint team-building sessions held with Career Center and WIA staff.



**WIA and Career Center partners look forward to the start of the "Get Motivated" Seminar at the FedEx Forum.**

As a reward for a year of adjustments, hard work and many long hours, Workforce Board staff, DSCC personnel, and Career Center employees all had the opportunity to go to Memphis for the "Get Motivated" seminar. The headliners included Laura Bush, Lou Holtz, Terry Bradshaw, Leigh Anne Touhy of "The Blind Side," and John Walsh of "America's Most Wanted." Ronda Baker, Manager of the Tennessee Rehabilitation Center at Dyersburg said, "Being able to see and hear such great speakers like Rudy Giuliani, Lou Holtz, and Laura Bush was a great experience. I appreciated the opportunity to share this experience with my partners."

One of the last team-building initiatives Executive Director Prater sought to implement was a recognition program for participants, staff and Board Members. WIA Case Managers chose outstanding participants, an "Employee of the Year" was cho-

Outstanding participants included:

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

A very surprised Theresa Ethridge, Account Clerk III, accepted the award for Employee of the Year. "Thank you so much for this recognition. I am truly grateful for the job I have and the people I work with."

Ronnie Gunnels, longstanding Board Member and Career Center partner, was chosen as Outstanding Board Member for his years of service and never missing a Board Meeting.

And finally there was the Penny War for Relay for Life. The prize for the most pennies collected by a DSCC division was a trophy that for 6 years had WIA engraved as winners. "To say the WIA team 'went over and beyond' in this competition is an understatement," laughs DSCC President Dr. Bowyer, as she observes a train of wagons toting 306,704 pennies across the DSCC parking lot. "We had so much fun during the year plotting and saving for the Penny War. We knew we had to win!" exclaimed Pam Merritt, Director of Job Seeker and Student Services.

All of the money raised through Blue Jean Mondays, donations for home-cooked



**Laura Speer, Director of Performance & Monitoring, Amy Maxey, Business Services Coordinator, LeAnn Lundberg, Director of Facilities & Computer Services, and Margaret Prater, Executive Director, smile for the camera during the WIA Family Picnic.**

spouses, kids, grandkids, and parents!" exclaimed Prater.

The family picnic was only the first building block in Prater's toolbox for ensuring her team held together during the many changes due in the upcoming year. She also initiated a reading program including two popular team-building books. "How Full is Your Bucket" taught team members to realize that every statement and every action has either a positive or negative effect on those around us. Staff have become very conscious of "filling buckets" in their conversations now by offering encouraging words to co-workers.

The second book, "Strength Finders 2.0", helped individuals to see how their personal strengths fit into building a strong

sen by secret ballot amongst staff, and a Board member that had shown exemplary service was chosen by the Executive Committee and staff. The 2009-2010 awards were announced during the Annual Meeting and Banquet in November, 2010.

meals during monthly staff meetings, internal penny wars between hallways, and random change collection, \$3067.04 was converted to pennies to ensure that all seven plaques on the honored Penny War trophy held the name of WIA.



**The WIA Relay for Life donation was made in memory of Ty Sirmans, WIA Case Manager, Nancy Gunnels, wife of Career Center Manager, Ronnie Gunnels, and Ernie Adams, husband of former WIA Case Manager Wanda Adams.**

## Fast Facts From *How Full Is Your Bucket?*

- The number-one reason people leave their jobs: They don't feel appreciated.
- 65% of Americans received no recognition in the workplace last year.
- Bad bosses could increase the risk of stroke by 33%.
- 9 out of 10 people say they are more productive when they're around positive people.
- We experience approximately 20,000 individual moments every day.
- The magic ratio: 5 positive interactions for every 1 negative interaction.
- Extending longevity: Increasing positive emotions could lengthen life span by 10 years.

Clifton, Donald O., "Fast Facts From How Full is Your Bucket?". *Clifton Strengths Finder*. 7/11.  
<http://strengths.gallup.com/114088/Full-Bucket-Research.aspx>



# Business Services

## On the Job Training grants increase dramatically

A new emphasis on Business Services and two staff dedicated to promoting workforce development services to employers, has created new employment partnerships with a diverse range of businesses.

During the 2010-2011 program year, the Northwest Tennessee Workforce Board contracted with several employers to train or re-train 316 jobseekers. These companies include: Beasley Chiropractic; E.W. James; Dana; Dyersburg Regional Medical Center; Excel, SR Global; Caterpillar; TyBe; First Citizens National Bank; Wisper; Ceco Doors; WTRB; Bongard Creameries; Nordyne; Sun Products; NSK Steering Systems America; Paint & Industrial Supply; Colonial DPP; Deb's Lunch Box; David's Diesel; Charlene's, LLC; Wrights Auto & Parts; Lauderdale Lumber; Unilever; 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."

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. 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.

## Incumbent Worker Training grants awarded to 6 companies

During the 2010-2011 program year, six northwest Tennessee companies were awarded a total of \$124,575 to train 365 employees: Dyersburg Manor, Sara Lee Foods, Obion Grain Company, ConAgra Foods, Covington Care Center and Nordyne were selected from Local Workforce Investment Area 12.

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.

"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 October with recommendations being made on an ongoing basis.

## National Career Readiness Certificate testing booming due to increased employer buy-in

The past program year for the National Career Readiness Certificate (NCRC) program year resulted in 1,339 jobseekers in LWIA 12 seeking this important certification.

Ginger Powell, Director of Business Services states, "Since March of 2008, we have issued 4,482 NCRCs total. Having 30% of these certificates issued in one year shows just how important a nationally recognized job readiness certificate has become to employers in our area."

Research has shown a clear gap between skills of our nation's workforce and the basic skills needs of employers. To reduce the cost of remedial training and lost efficiency, more employers are implementing pre-employment assessments to identify these skills prior to hiring.

The National Career Readiness Certificate is a credential based upon the WorkKeys® assessments that substantiate to employers that an individual possesses the basic workplace skills required for 21<sup>st</sup> century jobs.

Getting a NCRC will allow an individual to show prospective employers that he or she possesses the basic skills they are seeking.

Even if an individual has a high school diploma (or GED) or a post secondary degree, the NCRC further verifies that he or she can handle tasks that are common and vital in today's workplaces -such as finding information, reading instructions & directions, and working with figures.

The benefits of obtaining an NCRC include:

- Valid proof of an individual's basic job skills
- Better job opportunities
- Potential for higher wages
- Job seeker obtains a nationally recognized certificate

## LWIA 12 Gets on the Coach!

The Tennessee Department of Labor & Workforce Development premiered the new Career Coaches this Spring...mobile centers with services similar to what you might find in a Tennessee Career Center.

These vehicles provide a mobile computer lab with Internet access; offer a venue for workshops including résumé assistance and interviewing skills; and can be used by employers to screen potential employees.

"We want to make Career Center services

accessible to job seekers and employers in their home communities," said Labor &



Workforce Development Commissioner Karla Davis. "The mobile units will offer the same services available to our customers as

when they walk into one of our Career Centers located across the state."

The buses are 34 feet in length and 13 feet high, which, for perspective, is like a medium sized RV. Each unit of the three units has 10 laptops, a network printer, fax machine and copier, a 42" flat-screen TV with SmartBoard® overlay, a DVD/CD player, and an inside and outside PA system.

To schedule the Career Coach in your town go to [www.getonthecoach.tn.gov](http://www.getonthecoach.tn.gov) or call (615) 253-6749.

### WorkKeys National Career Readiness Certificate Program partners

These companies in LWIA 12 have made a commitment to the National Career Readiness Certificate Program and have had at least one job profile performed by WorkKeys staff and can require the certificate as a condition of employment.

**Ceco Door**  
**Marvin Windows**  
**NSK Steering Systems**  
**ConAgra Foods**  
**Advantage Manufacturing**  
**Gibson Electric**  
**Membership Corporation**  
**Delfield**  
**Nordyne**  
**SRG Global**

**FREE WorkKeys® Job Profile**

**A \$2000 Value**

Haven't integrated the National Career Readiness Certificate into your screening and selection process?

**Call today!**

**731-286-3585**

**FREE Incumbent Worker Training Grant**

**Application Consultation**

**Call and ask for details!**

**731-286-3585**

## 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*

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

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

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

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

**Tonya McKellar**  
*Lauderdale 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*

**Region A**  
Lake, Obion, & Gibson Counties

**Region B**  
Dyer, Crockett, Lauderdale, & Tipton Counties

### Tennessee Career Center Partners

**Sandy Spurgeon**  
*Covington*

**Ronnie Gunnels**  
*Dyersburg*

**Ed Joyner**  
*Humboldt*

**Mary Yarbrough**  
*Ripley*

**Denise Reynolds**  
*Union City*



## Northwest Tennessee Locations

<b>Alamo</b> 334 South Bells St. Alamo, TN 38001 (731) 696-2530	<b>Ripley</b> 301-C Lake Dr. Ripley, TN 38063 (731) 635-3479
<b>Covington</b> 973 Highway 51 N, Ste 16 Covington, TN 38019 (901) 475-2529	<b>Tiptonville</b> 217 Church St., Ste B Tiptonville, TN 38079 (731) 253-8171
<b>Dyersburg</b> 439 McGaughey St. Dyersburg, TN 38024 (731) 286-8300	<b>Union City</b> 126 East Main St. Union City, TN 38261 (731) 884-2621
<b>Humboldt</b> 1481 Mullins St. Humboldt, TN 38343 (731) 784-3552	<b>TDD Line</b> (731) 286-8383 (615) 532-2879 (800) 848-0299

# JOBS4TN

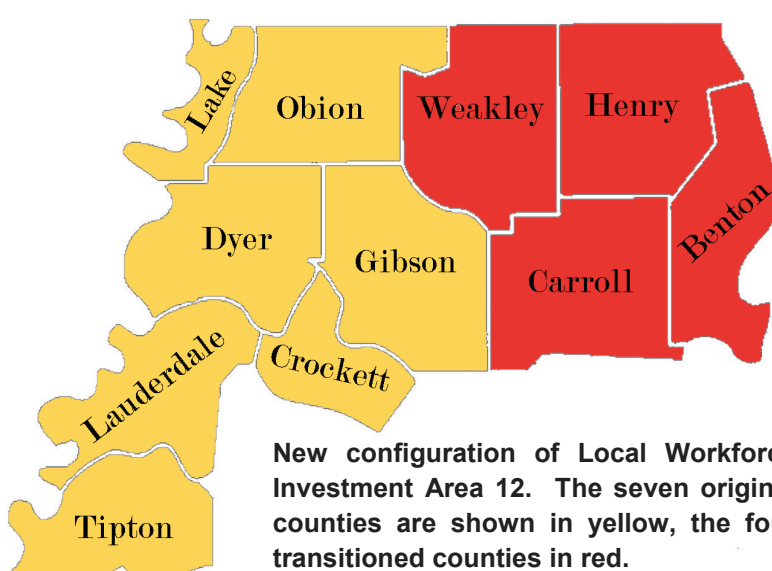
Gov. Bill Haslam's new initiative "JOBS4TN" unveiled in April 2011, was the beginning of major changes in LWIA 12. One of the primary functions of the plan outlines the development of regional "jobs base camps" across the state in alignment with the nine development districts. A key function of these jobs base camps will be to incorporate broader regional economic development strategies for the areas. Regionalizing into job base camps will allow more rural counties to leverage existing resources and maximize the assets of their communities.

Upon hearing of the JOBS4TN plan, four county mayors in the Northwest Tennessee Development District (NWTDD) being served by Local Workforce Investment Area 11 petitioned Governor Haslam to transition their counties to LWIA 12, which had five counties already served by the NWTDD. The County Mayors of Benton, Carroll, Henry, and Weakley all saw the creation of job base camps as a positive opportunity to enhance the coordination of their current economic development strategies with the workforce investment strategies of counties currently being served by LWIA 12 and the administrative entity, Dyersburg State Community College. Mayor Barry Barnett, County

Mayor of Benton County stated in his letter to the Governor, "From a regional aspect, I feel that the residents and employers of our county would be better served if we were included in LWIA 12." He continues to say that by designating Benton County as a part of LWIA 12, the transition would be consistent with the JOBS4TN job base camp regional alignment.

As of July 1, 2011, Gov. Haslam approved the transition of Benton, Carroll, Henry, and Weakley counties to LWIA 12. Margaret Prater, Executive Director of the Workforce Board for LWIA 12 said, "With the addition of the four counties, our workforce area increased in population by 49% from 226,471 to 336,348 and in square miles by 71% from 3,106 to 5,152. We expect our allocation to increase by about 40% and will transition a number of current participants. There is a lot to do, but we are excited about the opportunity to extend our services to the participants in the new territory." "At this point," Prater continues, "existing staff have been reassigned for a more regional service approach, administrative documents have been updated, training is underway, and recruitment of new Board members has been accomplished. However, our work has just begun!"

Participants Enrolled by County	Dislocated			
	Adults	Workers	Youth	Total
Benton	4	8	2	14
Carroll	10	66	20	96
Henry	20	28	5	53
Weakley	7	12	5	24
Total	41	114	32	187



**New configuration of Local Workforce Investment Area 12. The seven original counties are shown in yellow, the four transitioned counties in red.**

## WELCOME TO OUR NEW COLLEAGUES!

### Benton County

Mayor Barry Barnett

#### Board Members

Yana Dicus, President, ATA Defense Industries, Inc

John Killen, City President, Carroll Bank & Trust

Alvin, Smothers, Director, Benton County Adult Education

#### Tennessee Career Center at Camden

60 North Church Ave

Camden, TN 38320

(731) 584-1711

Connie Wright, Career Advisor



### Carroll County

Mayor Kenny McBride

#### Board Members

Brad Hurley, Co-Owner, Carroll County Trophies

James Neely, Retired - TN DOL

Tony Poole, Jackson Central Labor Council

Charlotte Tucker, Partner, The Gift Grove

#### Tennessee Career Center at Huntingdon

470 Mustang Drive

Huntingdon, TN 38344

(731) 986-8217

Lisa Bradford, Career Center Coordinator

Judy Vestal, Career Advisor



### Henry County

Mayor Brent Greer

#### Board Members

Ed Ledden, Human Resources Manager, Henry Co Medical Center

Sue Quinn, Director, Henry County Schools Adult Education

John Penn Ridgeway, Student Admissions Counselor, TTC— McKenzie

Jennifer Starks, PHR, Human Resources Manager, Nobel Automotive

#### Tennessee Career Center at Paris

1023 Mineral Wells Avenue, Suite F

Paris, TN 38242

(731) 644-7355

Rex Smith, Career Advisor



### Weakley County

Mayor Houston Patrick

#### Board Members

Keith Cursey, Human Resource Director, MTD Products

Melinda Goode, Asst. Dir. Public Transportation, NWTN Human Resource Agency

Ronnie Price, President/CEO, Weakley Co. Economic Development Board

Roger Stewart, Chief Financial Officer, Akin & Porter Produce, Inc.

#### Tennessee Career Center at Dresden

135 South Poplar Street, Suite B

Dresden, TN 38225

(731) 364-2554

Billie Mackin, Career Advisor



# Fiscal & Performance

## Tennessee chosen to pilot new performance measurement model

In June of 2010, the State of Tennessee was chosen as one of nine states to participate in a Federal Employment and Training Administration (ETA) pilot project to test a new method for measuring performance outcomes for workforce development programs.

The ETA developed and began adjusting the common performance measure targets at the national level using factors in a “regression analysis model”. The regression-based method provides a systematic, transparent, and objective method to set performance targets. While technically complex, this method is meant to better determine the characteristics of clients enrolled in WIA programs and encourages local workforce areas to serve populations with significant barriers to employment.

The customers served by the local area may have a significant impact on outcomes, depending on the type of services provided and other factors unique to the population. ETA encourages states to serve those individuals with barriers to employment and individuals more at-risk of not connecting to the labor market, including those who were formerly incarcerated, the homeless, Veterans, individuals with disabilities and out-of-school youth. States should bring appropriate information to the negotiation process that demonstrates either their past performance in serving these populations and/or their current strategy for serving these populations.

“This approach is consistent with our Workforce Board’s emphasis on serving customers with the most need – low-skilled and low-income individuals,” states Laura Speer, Director of Performance and Compliance. “Being one of the states chosen to test the model should put us in a favorable position in the future once the regression model is rolled out nationally.”

For the LWIAs in Tennessee, initial performance goals were negotiated with the Tennessee Department of Labor and Workforce Development. Performance on an individual measure is interpreted based on the following:

⇒ **Exceeds**  
When the actual performance achieved against an individual performance measure is in excess of 100 percent of the negotiated level of performance for the measure;

⇒ **Meets**  
When the actual performance achieved against an individual performance measure falls in the range of 80 to 100 percent of the negotiated level of performance for the measure; and

⇒ **Fails**  
When the actual performance achieved against an individual performance measure is less than 80 percent of the negotiated level of performance.

## 2010 - 2011 Performance Standards — Regression Model Targets

		Current PY10		Preliminary	Proposed PY10	
		LWIA 12 Regression	Adjusted Targets	PY10 4th QTR	LWIA 12 Regression	Targets (State
Program Group	WIA Performance Measures			Performance	Percent of Goal	Adjusted Levels)
Adult						Proposed PY10
						Percent of Goal
	Entered Employment	79%	86%	109%	68%	126%
	Retention	86%	90%	105%	75%	120%
	Average Earnings	\$12,554.00	\$14,894.24	119%	\$13,716.00	109%
Aggregate Sum				111%		118%
Dislocated Worker						
	Entered Employment	88%	94%	107%	79%	119%
	Retention	90%	90%	100%	84%	107%
	Average Earnings	\$13,299.00	\$13,099.90	99%	\$13,299.00	99%
Aggregate Sum				102%		108%
Youth						
	Placement	73%	82%	112%	59%	139%
	Attainment	61%	90%	148%	60%	150%
	Literacy/Numeracy Gains	37%	49%	132%	33%	148%
Aggregate Sum				131%		146%

## Tough budgets, tough times call for tough decisions

Coming into the 2010-2011 program year, Workforce Board staff were extremely concerned about proposed budget cuts and talks of looming federal budget cuts. The national recession of the past two years created financial uncertainty across the nation and necessitated tough decision-making in the workforce investment arena.

“We are constantly evaluating and reviewing reports for expenses, obligations, and encumbrances,” said Cynthia Webb, Director of Finance and Administrative Services. “Our budgets have always been tight, but because we project as far out as 2 years, we knew that our Youth budgets could be in trouble. In fact, this is the first year in the history of the Board that we have requested additional funding from the State to continue some of our Youth services.”

In preparation of possible federal budget cuts, a plan was submitted to the Tennessee Department of Labor and Workforce Development, outlining program reductions of 10% and up to 30%.

In addition to staff reductions, other cost-efficient measures were approved by the Workforce Board in the Fall: (1) Developed new enrollment procedures to elevate performance, (2) Formulated restrictions to stop escalating costs from out-of-area providers, (3) Developed new “direct buy” OJT policies, (4) Restructured participant travel policies, and (5) Awarded competitively bid Peer Tutoring Grants after the inspection of past subcontractor performance data.

Due to the tight ship run by the directors and staff, LWIA 12 received \$32,500 in incentive funds from the TNDLWD for meeting and exceeding performance standards. “Thankfully, we were able to use these funds to avoid layoffs of staff,” stated Executive Director Margaret Prater. “We never want to create unemployment and our diligence has paid off in allowing us to stay fully staffed with very hard-working and dedicated employees.”

## Workforce Services Impact Local Economy—Fast Facts

- How many jobseekers use the northwest TN Career Centers each year? **47,094**
- How many jobseekers utilize self-service career preparation resources? **34,595**
- How many jobseekers receive staff assisted services? **16,979**
- How many employer contacts are made in northwest TN? **963**
- How many jobseekers referred to employers? **34,076**
- How many jobseekers obtain employment? **7,754**
- How many receive Workforce Investment Scholarships for training? **1,623**
- What is the estimated annual earnings for adults who retain employment? **\$27,830**
- What is the total number of National Career Readiness Certificate holders? **3,595**
- How many jobs are created in private industry through OJT? **209**

## NWTN Workforce Board Program Year 2010-2011 Expenditures

	AVAILABLE 10-11	EXPENDITURES	PERCENT EXPENDED	BALANCE
ADMINISTRATION	\$424,673.53	\$298,395.69	70%	\$126,277.84
ADULT FORMULA	\$867,977.00	\$633,929.79	73%	\$234,047.21
ADULT ARRA SUPPLEMENTAL	\$74,280.60	\$74,280.60	100%	\$0.00
DISLOCATED WORKER FORMULA	\$1,089,015.85	\$966,327.49	89%	\$122,688.36
DISLOCATED WORKER SUPPLEMENTAL	\$1,512,560.95	\$1,009,991.24	67%	\$502,569.71
DISLOCATED WKR ARRA SUPPLEMENTAL	\$818,993.45	\$818,993.45	100%	\$0.00
YOUTH FORMULA	\$1,686,214.90	\$1,126,904.34	67%	\$559,310.56
YOUTH ARRA	\$27,357.31	\$27,357.31	100%	\$0.00
INCUMBENT WORKER	\$124,787.88	\$124,787.88	100%	\$0.00
INCENTIVE	\$40,000.00	\$40,000.00	100%	\$0.00
FAST TRACK OJT	\$25,415.56	\$25,415.56	100%	\$0.00
APPRENTICESHIP	\$1,446.00	\$1,446.00	100%	\$0.00
CAREER READINESS	\$9,860.13	\$9,860.13	100%	\$0.00
DSCC LPN-RN	\$301,117.01	\$148,645.43	49%	\$152,471.58
NEG-DISASTER 2011	\$580,581.50	\$419,153.70	72%	\$161,427.80
NEG-OJT	\$140,800.00	\$51,532.09	37%	\$89,267.91
TOTAL WIA GRANTS	\$7,757,581.67	\$5,187,579.86	67%	\$2,570,001.81
JOBS FOR TN GRADUATES	\$67,500.00	\$67,500.00	100%	\$0.00
DHS LAUD CO JOB RECOVERY	\$630,992.28	\$630,992.28	100%	\$0.00
TOTAL GRANTS	\$8,416,073.95	\$5,886,072.14	70%	\$2,537,501.81

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

## Customer Enrollment 2010-2011

Participants by County	Adults	Dislocated Workers	Youth	Total
Crockett	28	32	4	64
Dyer	139	122	52	313
Gibson	150	218	29	397
Lake	31	16	1	48
Lauderdale	122	92	38	252
Obion	162	63	41	266
Tipton	155	86	22	263
Special Programs	Adults	Dislocated Workers	Youth	Total
CRC	2,180	3	3	2,186
LPN to RN	34	0	0	34
NEG Disaster	42	61	0	103
Goodyear	7	98	0	105
LCRP	109	0	0	109
OJT	91	83	0	174
Incumbent Worker	440	0	0	440
ABE	0	0	96	96
JTG	0	0	60	60
In-School Youth	0	0	220	220
TOTALS	3,690	874	566	5,130