

Northwest Tennessee Workforce Board

Annual Report

2016-2017



Connecting Employers & Job Seekers...



OUR MISSION

The mission of the Northwest Tennessee Workforce Board is to develop a quality workforce system to meet the needs of area employers and job seekers.

OUR VISION

Northwest Tennessee is an area where business and industry thrive based on the availability of a skilled workforce and a robust talent **pipeline**, and where increasing wealth fuels prosperous communities and a high quality of life.



Meet the Northwest TN Workforce Board



Local Chief Elected Officials

Barry Barnett, Benton County
Kenny McBride, Carroll County
Gary Reasons, Crockett County

Chris Young, Dyer County
Tom Witherspoon, Gibson County
Brent Greer, Henry County

Denny Johnson, Lake County
Maurice Gaines, Lauderdale County
Benny McGuire, Obion County

Jeff Huffman, Tipton County
Jake Bynum, Weakley County

Northwest Tennessee Workforce Board Members

Officers:

Jimmy Williamson, Chairman-Dyer
Ted Piazza, Vice-Chairman - Gibson
Dr. Karen Bowyer - Secretary-Dyer
Rita Alexander, Committee Chair - Gibson
Brad Hurley, Committee Chair-Carroll
John Killen, Committee Chair - Carroll
Ben Marks, Committee Chair-Benton

Kristie Bennett - Carroll
John Bucy - Obion
Karla Carpenter - Tipton
Glad Castellaw - Crockett
Doug Clark - Weakley
Ian Cochran - Lauderdale
Keith Cursey - Weakley
Jon Dougherty - Dyer
Will Douglas - Lauderdale
Bedford Dunavant - Obion
Lindsay Frilling - Obion

Bernadette Fuller - Tipton
Landy Fuqua - Weakley
Allen Hester-Dyer
Mary Jones - Tipton
Adam Miller - Tipton
Kristy Mercer - Gibson
Charlie Moore - Crockett
David Parrish - Henry
John Penn Ridgeway - Henry
Stewart Stanfill - Carroll
Jennifer Starks - Henry

Cliff Sturdivant - Carroll
Cynthia Whitaker - Henry
Gayanne Williams - Lake
Sandra Woods - Gibson

Non-Board Member Committee Members:

Melinda Goode
Ronnie Gunnels
Alvin Smothers

Williamson and Woods Tapped for State Workforce Development Board

Governor Bill Haslam appointed two members of the Northwest TN Workforce Board to the Tennessee State Workforce Development Board - Jimmy Williamson, owner/operator of Aztec Pest Control and Sandra Woods, representative of the Communication Workers of America. The State Workforce Development Board provides leadership and guidance to Tennessee's Workforce Development System. The vision of the Workforce Board is to increase the competitive position of Tennessee businesses and attract new businesses through the development of a highly skilled workforce.



Yvette Dixon, 2015-16 Board Member of the Year

At the Annual Meeting of the Northwest Tennessee Workforce Board, held September 13, 2016, Chairman Jimmy Williamson and Vice President for Workforce Development Margaret Prater recognized Yvette Dixon, Adult Education West Tennessee Representative, as the 2016 Board Member of the Year. Nominated and elected by the staff to the Board, Dixon was recognized for her leadership and dedicated service in support of the Board and the American Job Centers. "Yvette has been a tremendous asset to the Board" states Prater. "We know we can always count on her to serve in any capacity needed." Dixon has served as a member of the Northwest Tennessee Workforce Board since 2013 and has served on the Career Center Services Committee since the fall of 2015. She has over 15 years of experience in providing Adult Education services in Northwest Tennessee.

Fuller Serves on ACT® Workforce Symposium Panel

Bernadette Fuller, Human Resources Manager for Unilever in Covington, TN, was selected to serve on the Tennessee Industry Leaders Panel at the 2016 ACT® Workforce Symposium held in Nashville, TN. Fuller, along with representatives from the Tennessee Chamber of Commerce and Eastman Chemical, provided expertise on the use of the National Career Readiness Certificate™ (NCRC) as a workforce development tool to identify a skilled workforce.



In Memory of Allen Hester 1951-2017

The Board and Staff would like to dedicate this Annual Report to the memory of Allen Hester, President & CEO of the Dyersburg/Dyer County Chamber of Commerce, who died after a long battle with cancer in February 2017.

Allen served on the Northwest TN Workforce Board for over 12 years representing economic development for Dyer County and the region. He was considered a leader in his field. His expertise in industry recruitment and existing employer engagement resulted in numerous employers using the services of the American Job Center (AJC).

"Allen truly believed that workforce development and economic development went hand in hand," said Margaret Prater, Executive Director. "When recruiting a new industry, he always included the Workforce Board and AJC services in the conversation. He considered the workforce program as an asset to the community and region and we certainly considered him an asset and advocate for the work we do. He will be missed."





Laying the Foundation

LOCAL & TRANSITIONAL PLANS FOCUS ON REGIONAL INITIATIVES



Executive Directors Jimmy Bell (LWDA 11), Kevin Woods (LWDA 13), and Margaret Prater (LWDA 12) share regional plans with the State Workforce Board.



To help achieve this vision, a Regional Planning Council, comprised of representatives of the core partner programs of the Workforce Innovation and Opportunity Act (WIOA), as well as representatives from the Local Workforce Development Boards (LWDBs), career and technical education, and economic development has been established for West TN to foster a culture of achievement within the region. The Regional Planning Council met monthly during the development of the regional plan, and will continue to meet quarterly to advise and recommend action plans for the local areas and the region.

Executive Directors for each local area offered a Regional Plan Presentation for the State Workforce Development Board Meeting on May 12, 2017, at which time the local and regional plans were approved.

Among the many duties of the local board, members play a vital role in development of not only the local strategic plan, but also the regional strategic plan. Beginning in the summer of 2016, the Local Workforce Development Areas (LWDAs) in West TN – LWDAs 11, 12, and 13, began the process of developing individual local plans as well as a West TN regional plan for all 21 counties in West Tennessee. Planning sessions were held at the local and regional level during which board members, partners, and various stakeholders contributed to the development of Mission and Vision Statements, identification of strategic priorities, analysis of strengths, weaknesses, opportunities, and threats, and preliminary discussion of goal development.

During the regional planning session, attendees developed the below Vision Statement for West TN:

The Vision of the workforce boards in West Tennessee is to foster a region where skilled workers contribute to thriving businesses, economic growth, and a high quality of life.



Thank you to these and the many other private sector businesses partnering with the workforce development system in West Tennessee:



Margaret Prater joined Marla Rye, President of Workforce Essentials, in a regional presentation to the Municipal Training Academy, a leadership program for utility workers across middle and west Tennessee. During the session held at Paris Landing State Park, approximately 24 utility workers from multiple counties in the two workforce areas were provided information on Workforce Development: Trends, Ethics and Skills Gaps. Margaret used the Mobile AJC and staff to provide participants with a "hands on" experience of what it is like to visit an American Job Center. She also presented a video, Success in the New Economy (by Kevin Fleming), that emphasizes the need for "middle skill" training. Marla and her staff focused on workforce trends and generational impact on the workforce.



Laying the Foundation



ALL ELEVEN COUNTIES IN LWDA 12 Now ACT® CERTIFIED WORK READY COMMUNITIES



Derrick Quinn, Lindsey Hegler, Lisa Bradford, Margaret Prater, and Connie Wright accept awards for Benton, Crockett, Henry, Lauderdale, and Obion Counties at the September 2016 ACT® Workforce Symposium.

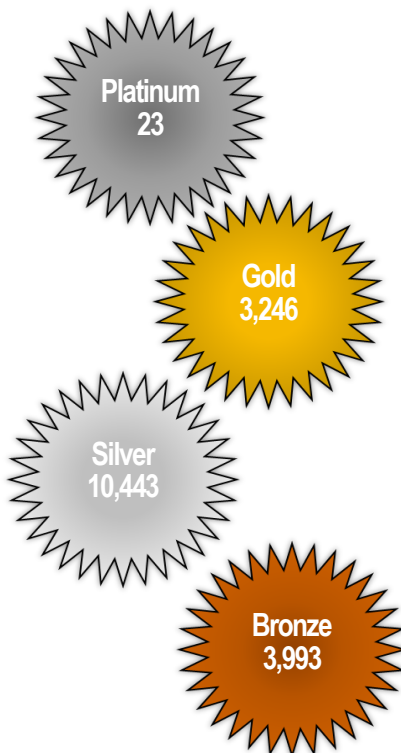
In the fall of 2014, LWDA 12's county mayors set a goal for all counties to be designated as ACT® Certified Work Ready Communities (CWRC). Under the leadership of the county mayors, NWTNWB, and Margaret Prater, the American Job Center staff, made that goal become a reality this year!

In Fall 2015, Dyer and Lake Counties received their Certified Work Ready Community Awards at the ACT® Workforce Symposium. Then, in September 2016, Benton, Crockett, Henry, Lauderdale and Obion Counties received their certifications. In 2017, Tipton, Carroll, and Weakley Counties earned national recognition as a CWRC, becoming the only Workforce region in the state of Tennessee to achieve this milestone.

Certification as a Work Ready Community means the county has job candidates with proven work ready skills as evidenced by the National Career Readiness Certificate (NCRC). It also shows that local employers recognize the need for employees with national certifications that fulfill their hiring needs.

While many local employers request the NCRC, a significant number are requiring it by having their jobs analyzed. Employers like Unilever, the largest ice cream maker in the world, depend on the AJC to use the NCRC to screen applicants. Job Profiling analyzes the tasks and skill levels for specific jobs and links them to the skills measured by WorkKeys® Assessments, including the National Career Readiness Certificate™. Local chambers and industrial boards also utilize the WRC Status in their recruitment strategy for new and expanding industry.

Site Selection Magazine includes the NCRC as one of three measures in ranking states on preparing their workforce for current and future employment.



17,705 NCRC Earned in LWDA 12
Since March 2008

Status Report as of June 2017 Local Area Workforce Area 12 Region			
Benton	644	15	100%
Carroll	826	28	100%
Crockett	431	48	100%
Dyer	2,170	73	100%
Gibson	2,088	58	100%
Henry	1,407	36	100%
Lake	362	28	100%
Lauderdale	1,121	38	100%
Obion	1,281	36	100%
Tipton	1,225	36	100%
Weakley	634	27	100%





American Job Center Services

LWDA 12 ACHIEVES CERTIFICATION IN ALL ELEVEN AMERICAN JOB CENTERS



In October of 2016, Local Workforce Development Area (LWDA) 12 began the momentous task of

applying for certification of each of the 11 American Job Centers in the region. The purpose of the certification process is to ensure that the workforce system achieves excellent customer service, good return on investment, and positive economic impact. The ultimate goal is to transform the workforce system by: expanding employer services; improving the education and skill sets of job seekers and students; and demonstrating continuous improvement in high value placements and targeted education outcomes for job seekers and employers.

In Tennessee, certification requires: an evidence-based system of functional design; service delivery models which lead to effectiveness; physical and programmatic accessibility in accordance with WIOA Section 188 and the Americans with Disabilities Act of 1990 (42 U.S.C. 12101et seq.); evidence-based processes and procedures established by the State Workforce Development Board (SWDB); and that the Local Workforce Development Boards (LWDBs) shall oversee the delivery of employment and training programs in their communities, and ensure all are operating at the highest level of effectiveness and sustainability.

To successfully complete the certification application package, the Northwest TN Workforce Board completed a Self-Assessment of each center. The self-

assessment process created an opportunity to bring all system partners together to engage in meaningful discussion and exchange, and thus served as a learning activity for system partners. As they engaged collaboratively in the self-assessment process, partners had the opportunity to fully map system services and resources and identify areas of duplication and inefficiency.

After the completion of the self-assessments, workforce system partners collaborated to complete a certification application for each center. Once submitted, a desktop review of the applications was completed by a Certification Review Team in advance of an on-site visit. The on-site visit consisted of a walk-through of various parts of the center as might be experienced by a customer, interviews with center staff and customers, a review of materials such as flyers and brochures, and a review of the layout and accessibility of the center. The certification reviewers prepared a formal written recommendation and submitted it to the State Workforce Development Board (SWDB) who approved all certification applications for LWDA 12 at their meeting on May 12, 2017. Continued certification of the centers will be decided by the Northwest TN Workforce Board based on the criteria set by the SWDB.



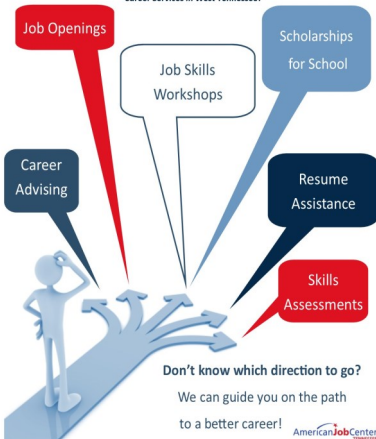
Representatives from AJC partners in the LWDA 12 service region attend a certification preparation session at the Northwest TN Workforce Board office.

AJC SEEKS TO REACH INDIVIDUALS WITH BARRIERS TO EMPLOYMENT

Career Opportunities

From your Tennessee American Job Center

"The best kept secret in FREE
Career Services in West Tennessee"



This year thousands of these flyers were distributed to elementary students in our area in order to raise awareness of AJC locations and services.

One of the purposes of the WIOA is "to increase, for individuals in the United States, particularly those individuals with barriers to employment, access to and opportunities for the employment, education, training, and support services they need to succeed in the labor market." In order to engage individuals with barriers to employment (i.e. target populations) in the workforce system, LWDA 12 has deployed a wide variety of outreach efforts.

"So often we hear that people don't know we exist. We are the best kept secret in workforce development, but we trying to change that," comments Jennifer Bane, Director of Outreach & Advancement. "We're thankful for the guidance of the NWTNWB's Target Populations committee for reaching and serving such populations." Outreach efforts such as distribution of marketing materials, participation in events, and invitations to participate in AJC events and strategy meetings have focused on agencies serving target populations. Such agencies may include Adult Education, Department of Human Services, Health Department, Housing Authorities, Head Start programs, and Boys & Girls Clubs. The AJCs display marketing materials for core and community partners, and provide materials to be displayed at the partners' sites. Social media accounts are also being used to successfully connect with customers and other agencies and inform them of the services available through the AJCs.

The Business Services Team conducts rapid response meetings in order to serve workers dislocated through closures or layoffs. Outreach to unemployment claimants regarding AJC services is also conducted when contact information is available.

Specialized programs such as RESEA, serving unemployment claimants, and SNAP Employment & Training, serving SNAP (i.e. food stamp recipients) are also incorporated into services at the AJC.

American Job Center Services



LWDA 12 July 2016-June 2017 American Job Center Traffic Count

	Camden	Alamo	Humboldt	Paris	Tiptonville	Ripley	Union City	Dresden	Covington	Affiliate	Subtotal	Dyersburg	Huntingdon	Comprehensive	Subtotal	Total A J C
July	198	88	397	453	98	576	615	520	671	3616	747	652	1399	5015		
August	242	104	499	768	131	690	663	407	780	4284	967	682	1649	5933		
September	181	75	360	589	130	540	525	324	924	3648	764	481	1245	4893		
October	132	80	481	497	140	527	607	420	812	3696	921	464	1385	5081		
November	252	99	567	590	81	471	620	352	739	3771	882	706	1588	5359		
December	229	116	434	436	76	395	424	203	709	3022	857	824	1681	4703		
January	310	189	1001	671	133	447	558	271	1094	4674	967	810	1777	6451		
February	186	164	472	448	95	357	499	212	768	3201	994	792	1786	4987		
March	221	243	376	401	61	398	650	290	1103	3743	966	1298	2264	6007		
April	185	256	318	297	164	422	588	179	803	3212	1040	824	1864	5076		
May	211	357	460	471	107	568	559	411	970	4114	1112	2051	3163	7277		
June	211	368	412	517	90	609	491	342	1114	4154	984	854	1838	5992		
Subtotal	2558	2139	5777	6138	1306	6000	6799	3931	10487	45135	11201	10438	21639	66774		
Mo. Avg	213	178	481	512	109	500	567	328	874	3761	933	870	1803	5565		
% Avg.	3.83%	3.2%	8.7%	9.2%	2.0%	9.0%	10.2%	5.9%	15.7%	67.6%	16.8%	15.6%	32.4%	100.0%		

Source: VOS Greeter

The LWDA 12 American Job Centers had an increase of **11,313** visits this year, with nearly **67,000** customers signing in at the 11 centers. Affiliate locations were up by **5,611** and comprehensive centers were up **5,702**.



Customers Receiving WIOA Funding July 1, 2016 to June 30, 2017

County	Adults	Dislocated Worker	Youth	TOTAL Served	OJT Only	IWT Only	Youth WE Only	All Other Services
Benton	19	6	11	36	1	0	0	35
Carroll	28	14	11	53	8	0	5	37
Crockett	19	4	2	25	0	0	1	24
Dyer	418	39	40	497	37	329	28	87
Gibson	52	14	20	86	4	0	5	77
Henry	111	9	10	130	39	29	1	40
Lake	9	2	3	14	0	0	1	10
Lauderdale	130	24	39	193	55	58	18	61
Obion	119	31	21	171	63	11	4	93
Tipton	128	32	31	191	70	29	16	70
Weakley	57	8	11	76	1	0	3	72
OTHER	9	0	0	9	0	0	0	8
TOTALS	1099	183	199	1481	278	456	82	614

"I think the number of people coming in daily is a HUGE testament to the great work our staff and partners are doing!"

—Margaret Prater

TARGET GROUPS July 1, 2016-June 30, 2017

Target Group	Total Enrolled	New Enrolled
Underemployed	285	152
Single Parent	148	78
SNAP	236	99
Low Income	597	266

Services to Employers	PY16
Provided Job Fair Services	47
Provided Job Order Follow-ups/ Assistance	52
Promotional Calls	246
Reviewed Resumes and Referred Eligible Individuals	3,681
Workforce Information for Employers	3
Referred Qualified Applicants	1,520
Notification to Employer of Potential Applicants	4
Work Opportunity Tax Credit (WOTC) Certifications	4,976

LWDA 12 American Job Centers

Reason for Visit to AJC	PY16
Adult Education	2,702
Career Coaching	11,860
CSPED	0
Employer Check-In	163
Financial Empowerment	0
HiSet®	186
Job Fair	3,058
Job Search/Resource Room	27,416
Networking Event	34
RESEA	1,609
Resume Assistance	1,170
Senior Employment Services	199
SNAP Employment & Training	374
Trade Adjustment Assistance	213
Unemployment Insurance	14,117
Veterans Services	138
Vocational Rehabilitation	178
Workshop	795



Connecting Job Seekers to Employers



GRANGES

HIRING EVENT ATTRACTS OVER 400 VISITORS

Fall 2016, Granges acquired the Noranda downstream business in Huntingdon with the expectation that the workforce was there. In May 2017, Granges partnered with the American Job Center to hold a Hiring Event that, thanks much to the efforts of AJC-Huntingdon, exceeded all expectations. According to Business Services Coordinator Lisa Bradford, "It was a long day, but it was smooth. One customer said we had it going on like a well-oiled machine! It was 7:45 pm before it was over but worth the effort!" Granges plans to do another hiring event this fall.

"We were very pleased to report the success of the event to our upper management team and owners and disclosed that this would not have been possible without a resource that is very well staffed and efficient as yours."
—Barbara Davis, Human Resources, Granges Americas



- ✓ Over 400 customers screened
- ✓ 380 interviewed on-site
- ✓ 28 hired at Granges earning \$14 an hour



Unilever

PARTNERSHIP BETWEEN UNILEVER AND AMERICAN JOB CENTER MUTUALLY BENEFICIAL

With their jobs paying near \$16 an hour, Unilever in Covington, TN, has played a tremendous role in the growth of the area's workforce. However, they have faced some challenges identifying qualified employees who meet the necessary requirements to perform the job duties in their advanced manufacturing facilities. Here's how the American Job Center helped!



OJT

In a partnership with the NWTN Workforce Board and the American Job Center, Unilever has had a 92% retention rate for Line Technicians in OJT, saving thousands of dollars on training costs.

JOB PROFILING

Unilever saves time and money by having positions profiled by ACT Authorized Analysts & requiring a silver level or above on the National Career Readiness Certificate.

JOB FAIRS

The AJC hosted 3 job fairs, including at regional locations and during non-business hours. Over 500 applicants were screened using the National Career Readiness Certificate.

Connecting Job Seekers to Employers



JOB FAIRS/HIRING EVENTS

OVER 50
Events Held

OVER 2,000
Customers
Served

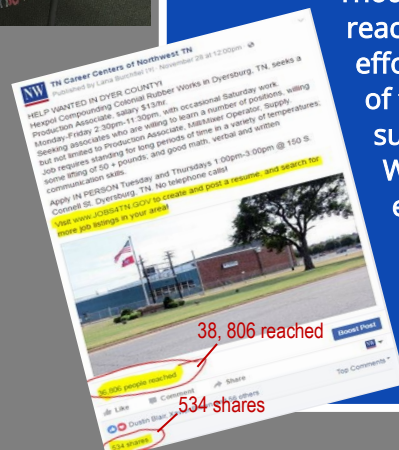
Business
Services
contacted over
400 employers

In February 2017, the American Job Center began collecting data for AJC Job Fairs/Hiring Events. Since then, around 50 Employers have partnered with the AJC to hold events to better reach potential employees.



Employers Served in 53 Employer Events February-June 2017

Allegion/Republic	King Cotton	PPL Staffing
A Place Called Home	Lady Luck Casino	Randstad
Bongards Creameries	Manpower	Royal Box
Burger King	Lauderdale Community	Schneider
Color Coat	Hospital	Senior Solutions
Develey Mustard	Lauderdale County	SRG Global
Dot Foods	Schools	Staffmark
Express Employment	Manpower	Sunshine Cleaning
Firestone	Marvin Windows	Services
GPS Janitorial	Metro Industrial	TBDN
Granges/Noranda	MIA Seating	Tipton Co. Schools
Hamilton-Ryker	Mueller	TN Dept. of Correction
Harbor Freight	Natchez Trace	Tyson
HT Hackney	Youth Academy	Unilever
Job World	National Guard	US Cold Storage
JST Trucking	Nortek	WIS



Thousands of potential employees have been reached through the American Job Center's efforts to publicize these events through the use of flyers, postcards, and social media venues such as Facebook and Twitter.

When it comes to job fairs, all types of employers use the American Job Centers (AJCs) to recruit employees. Likewise, hundreds of job seekers take advantage of these recruitment opportunities to enhance their chances of finding a good job!



Business Services

Employer Participation by Program 2016-2017

County	Employer	On-the-Job	Incumbent Worker	Job Profiling	Apprenticeship
Carroll	Town of Huntingdon Police Department	✓			
	Profile, Inc.	✓			
Dyer	Amteck	✓	✓		✓
	CaterPillar, Inc. dba Dyersburg		✓		
	Colonial DPP		✓		
	Eaton	✓			
	Firestone		✓		
	Heckethorn Manufacturing Inc.	✓	✓		
	Hexpol Compounding	✓			
	Nortek Global HVAC		✓		
	NSK Steering Systems America, Inc.	✓			
	Tennova Healthcare	✓			
Gibson	AADG/Ceco Door	✓			
	ConAgra Foods	✓			
	SRG Global		✓		
Henry	Dana Inc.			✓	
	Euro Tranciatura USA	✓			
	Pepsi MidAmerica		✓		
	Nobel Automotive	✓		✓	
Lauderdale	PML Inc.	✓			
	VF Imagewear	✓			
Madison	Marvin Windows and Doors, TN	✓	✓		
	Blue Scope Buildings			✓	
Obion	Center Point Business Solutions	✓			
	Cox Oil	✓			
	Greenfield Products	✓	✓		
	JD Distributors Inc.	✓			
	Maverick, Inc.	✓			
	MIA Seating Corporation	✓			
Tipton	CSC Sugar, LLC	✓			
	Conopco (Unilever)	✓			
	US Cold Storage	✓			
Weakley	Twin Oaks Technology, LLC	✓			
Total Awarded		\$416,307	\$195,549	\$10,000 value	\$38,100
Number of Employees Trained / Jobs Profiled		278	456	5	12

On-the-Job Training Investments focus on Manufacturing Sector

On-the-Job Training (OJT) grants are a Business Service from the American Job Centers that is designed to promote, educate and expand an employer's workforce. OJT contracts provide up to 50% wage reimbursement for a short training period for new hires who do not have adequate experience in the occupation and company work processes and procedures. Local Business Services Coordinators perform assessments and helps employers find the right talent, while businesses make the final hiring decision. Employers benefit from more efficient recruiting and assistance with training expenses. A total of **\$416,307** was spent among **twenty-five** companies to train **278** workers on-the-job, for an average of **\$1497.51** spent per worker.

Incumbent Worker Training is designed to benefit business and industry by assisting in the skill development of existing employees through individualized training. Eligible employers submit applications to the Local Workforce

Development Board for grants that will allow them to increase employee opportunities and support training that results in individual skill attainment of employees, or improving processes that contribute to the competitiveness and productivity of a business. **Ten** companies trained a total of **456** current employees with grants totaling **\$195,549**.

Job Profiling analyzes the tasks and skill levels for specific jobs and links them to the skills measured by WorkKeys® Assessment, including the National Career Readiness Certificate™. Employers can compare a job profile with an individual's skill assessment to decide whether the person has the skills for the skills required for a particular job. Job Profiling is conducted by Analysts who have been trained and authorized by WorkKeys® Industrial Psychologists. Some workforce areas charge \$2000 + for a job profile. LWDA 12 provides the service at **no cost** to the employer.

Registered Apprenticeships



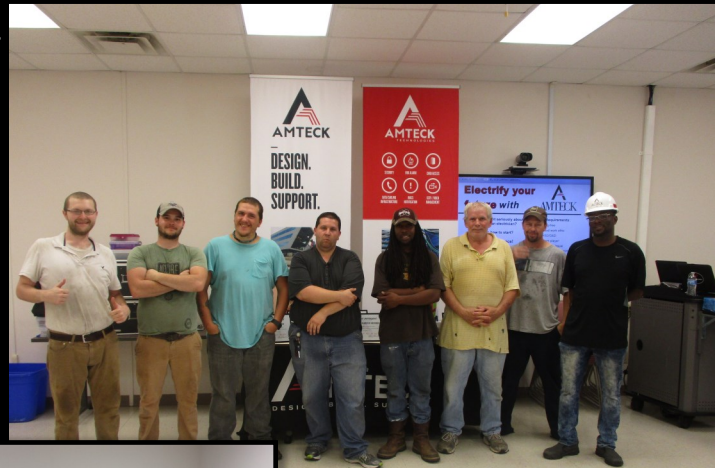
AJC PARTNERS WITH AMTECK UNIVERSITY TO LAUNCH ELECTRICIAN CAREERS

In partnership with the American Job Center, Amteck offered Electrical Pre-Apprenticeship training at the NWTN Workforce Board Administration Office in Dyersburg. Eight participated in the training this year, which included classroom instruction, as well as plenty of hands-on training.

The completers of the 4-year USDOL “Registered Apprenticeship” Program become Licensed Electricians. Successful completion of the program can mean immediate hire with Amteck, earning \$12/hour, with potential earnings of at least \$70,000 a year. Also as a Registered Apprentice the USDOL Register allows the “Apprentice” to work anywhere in the United States, making them a more desirable employee.

Amteck plans to continue to add to their over 700 field employees throughout their vast workforce by holding these classes in Dyersburg every year in July.

“This program helps Amteck find dependable entry level employees. AJC helps by promoting this program and helping find good candidates with the interest level needed.” —Jon Dougherty, License Manager / Education Director, Amteck





Youth Career Pathways

LEAP GRANT MANUFACTURING TRAINING IN 2015-2017

**Number of
Participating Schools**
2015-2016 2016-2017



**Number of
Students Enrolled**
2015-2016 2016-2017



CERTIFICATES EARNED

Safety

2015-2016 2016-2017

103

219

Quality

2015-2016 2016-2017

42

58

Manufacturing

2015-2016 2016-2017

38

50

Maintenance

2015-2016 2016-2017

32

47

Certified Production Technician

2015-2016

2016-2017



27

45



Labor and Education Alignment Program (LEAP) State funds align education and training with the needs of business and industry. In response to local industries, the Board and Dyersburg State collaborated with secondary schools, TN Colleges of Applied Technology (TCAT), and local businesses to begin to build a pipeline of employees through the introduction of manufacturing skills in high schools.

To further enhance the success of the Certified Production Technician training offered through the Labor Education and Alignment Program, remaining grant funds will be utilized to purchase the first of its kind, "hands-on" device developed especially for the CPT program. An ingenious machine, Amatrol's new "Skills Boss" will provide a student with hands-on foundational experience and knowledge of hydraulics, pneumatics, CNC, electrical, etc. The machine was developed in coordination with the Manufacturing Skills Standard Council.

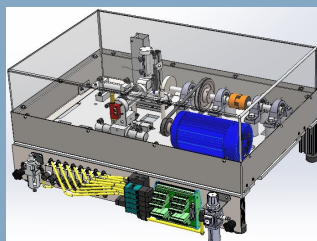


Diagram of the "Skills Boss" Machine

MANUFACTURING DAYS

October-November 2016



39 Local Industries

2 TN Colleges of
Applied Technology

1 Community College



765 Students

22 High schools

11 Counties

Benton County Benton County Technical School-- TN College of Applied Technology at Paris, Unimin, Palmer Companies
Carroll County Huntingdon, Clarksburg, and West Carroll High Schools and Carroll County Technical Center—Granges (formerly Noranda)

Crockett County Crockett County High School --ABB, Inc.; Southern Pride

Dyer County Dyersburg & Dyer County High Schools-- Caterpillar, ERMCO, NORTEK, DOT Foods, Eaton, PolyOne, Firestone.

Gibson County Humboldt, Milan, and Peabody, Gibson County, Bradford, and South Gibson County High Schools – Mayor Tom Witherspoon, ABB, Inc., Ceco Door Products, Reinhausen, and MacLean Power Systems, Chicago Metallic

Henry County Henry County High School—Dana, PML

Lake County Lake County High School-- Caterpillar, Eaton

Lauderdale Lauderdale County. Ripley and Halls High Schools - -TN College of Applied Technology, Marvin Windows and Doors, Komatsu.

Obion County South Fulton, Obion County & Obion County Central High Schools--Green Plains Renewable Energy, MIA Seating, Greenfield Products, ICI

Tipton County Covington, Munford, and Brighton High Schools-- TN College of Applied Technology in Covington, Dyersburg State Community College Covington Campus, Unilever, CSC Sugar, Mueller Brass

Weakley County Dresden, Westview & Gleason High Schools-- MTD Products in Martin, TN.



You need the help.
He wants the job.
We pay the wages.



AmericanJobCenter®

The Work Experience Program through the American Job Center offers short term work opportunities for eligible young adults (18-24 years of age) with little or no work experience.

Employer partners serve as mentors by training them on proper work procedures and developing positive work habits.

Goals:

- ▶ Provide work experience at safe, well-supervised job sites
- ▶ Develop positive work habits and employment related skills, such as: self-confidence; ability to work as a team; improved communication with employers, co-workers, and customers; time management; problem solving skills; ability to accept and learn from criticism; adaptability; and a positive work ethic
- ▶ Enhance opportunities for long-term employment and self-sufficiency
- ▶ Increase understanding of higher education and career options available



When **Kanesha Jenkins** entered the Workforce Experience program in March 2017 at Tennova Healthcare in Dyersburg, she was thrilled.

"I'm just so excited, happy, and thankful for this opportunity to finally be able to do something that I've always wanted to do. I just want to say thank you again for helping to allow me to get this experience! I've been talking to God every day in hopes of finding a job I didn't dread going to. I want to get it to where I work at [my other job] maybe 2 or 3 days a week until I get full time, because my goal is to get hired here within the 3 months! Thank you so much!"

Only three months later in June, Kanesha was hired by Tennova as a Facilitator in the Patient Access Department.

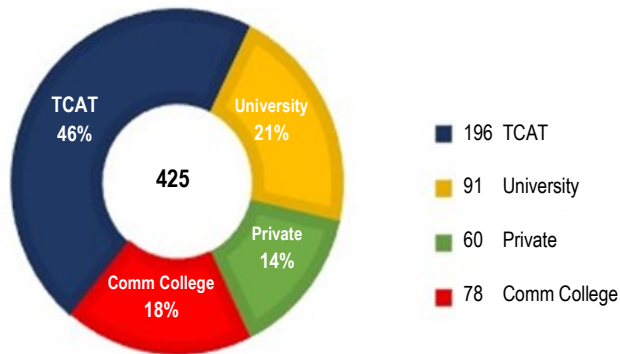
"We LOVE this program!" says Regina Ashley, Patient Access Director with Tennova Healthcare. "It has been very beneficial for my department because it allows me to bring on employees and see their work ethic and customer service skills. It allows time to make sure that the employees are able to learn everything needed before we hire them. I would definitely recommend this program!"

SUCCESS STORY

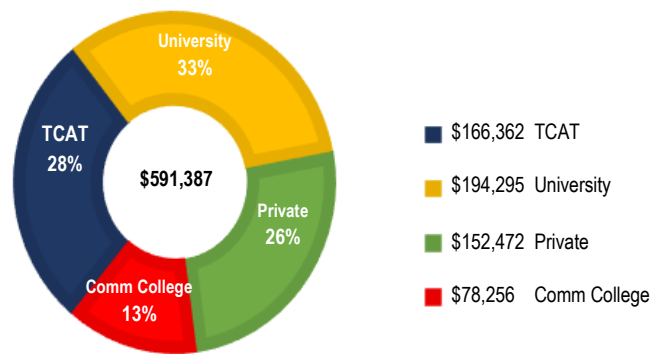


Postsecondary Education

**Participant By Training Provider Type Served
2016-2017**

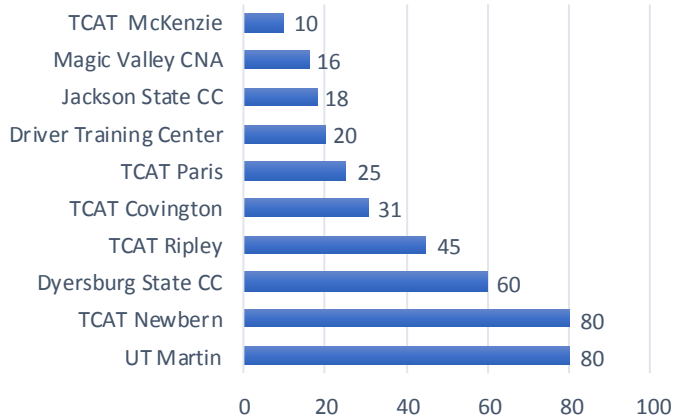


**Investment By Training Provider Type Served
2016-2017**

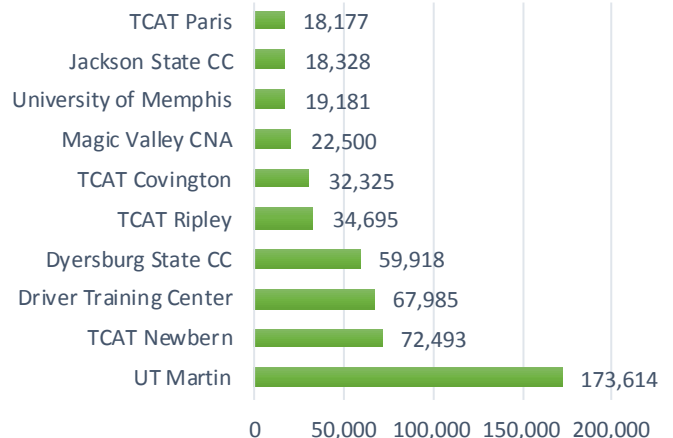


Top Ten Training Providers

Providers by Participant



Providers by Investment



Transportation Assistance to Attend Postsecondary 2016-2017

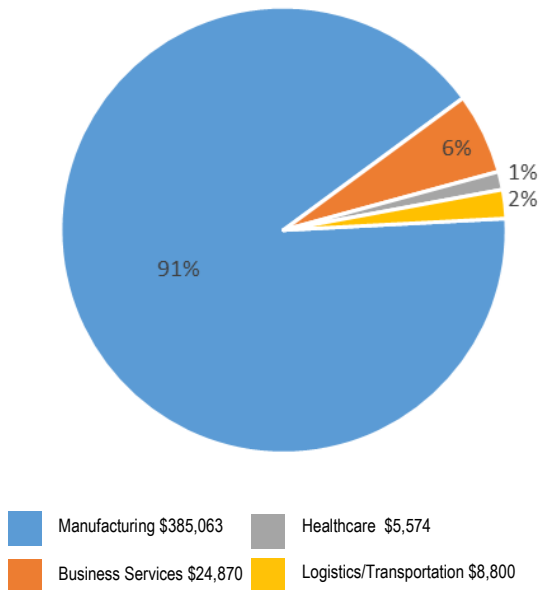


Over 350 students used gas cards to help them attend school the past year. "We changed to a gas card system a few years ago to streamline the process," comments Terry Williams, Financial Coordinator. "With nearly 5700 transactions this year, we are very pleased with the continued results." Most students attending post-secondary are eligible to receive a gas card. The Career Advisor determines the mileage they will travel daily and establishes the amount they are eligible for. The program requires a monthly verification of attendance before loading the card. Students this year averaged \$339 each, with a total of \$118,884 awarded. Many students report that they would have not been able to attend classes without the assistance.

Postsecondary Education



On-the Job Training Expenditures by Sector



The majority of On-the-job Training is focused on the Advanced Manufacturing Sector. Other target sectors primarily train through postsecondary opportunities.

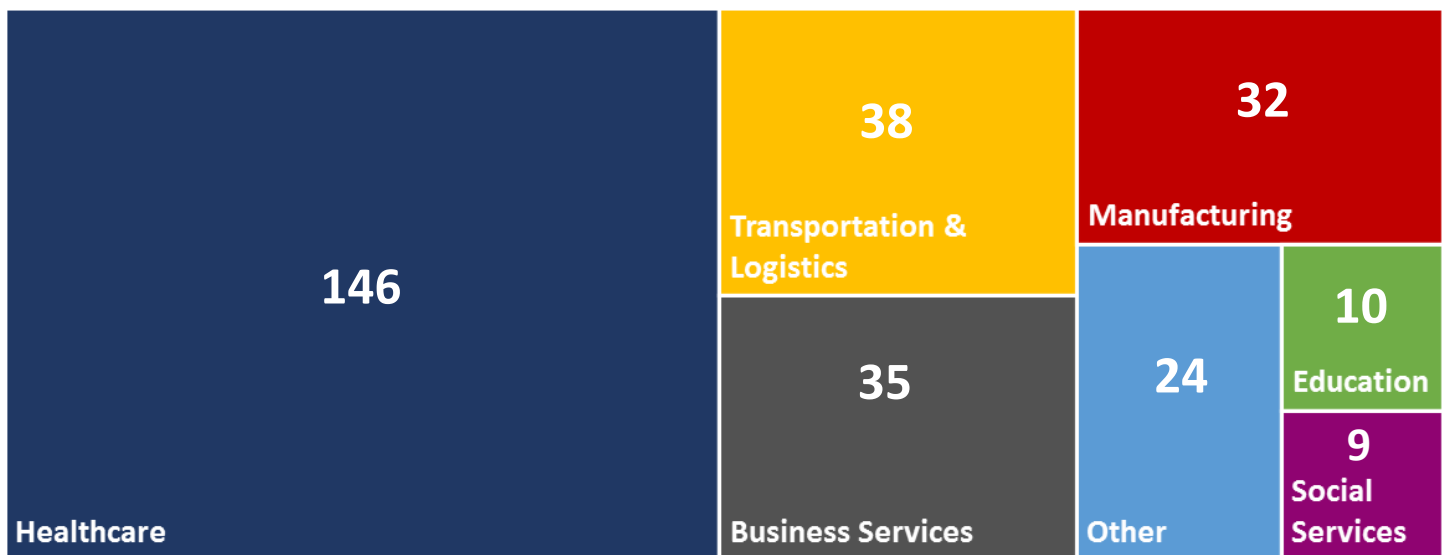
Sector-based Training and Customer Choice

In strategic planning, the Northwest Tennessee Workforce Board must consider environmental challenges, such as employment shifts from low-skill to skilled occupations and the rising demand for workers with more technical proficiency. In support of the Governor's Drive to 55 initiative, as well as the Economic and Community Development Jobs4TN plan, the Board focuses on these sectors in LWDA 12: Healthcare, Social and Business Services, Transportation and Logistics, and Advanced Manufacturing. These sectors are shown to have positive job growth through Labor Market Information provided by local employers, the TNDLWD, and an economic analysis tool from EMSI.

Potential candidates for training must show interest and aptitude through various informal and formal assessments and evaluations of need. To be considered for training funds, the field of study must be in high growth mode according to research using Economic Modeling Systems, Inc., or current Labor Market Information.

The American Job Center (AJC) staff works with job seekers to ensure they have adequate resources to help them make informed career choices. AJC staff interview and assess customers to determine the appropriateness of the training. Armed with information about training choices, occupational opportunities, and personal education plans, the customer then chooses which program of study and institution would be best for their career goals.

Postsecondary New Enrollments by Sector from July 2016 – June 2017



Healthcare trainees made up 50% of all customers receiving occupational skills training. Transportation, Business Services, and Manufacturing made up about 36%, followed by Other, Education, and Social Services, which together totaled 14%.



Postsecondary Education



**TENNESSEE COLLEGE
OF APPLIED TECHNOLOGY**
PARIS

In 2015, **Katherine Wheatley's** husband was recovering from an accident which required several weeks of therapy and rehabilitation. Katherine needed to earn an income, but she knew there would be challenges. Although she became a US citizen in 2014, Katherine spoke very little English.

Her longtime interest in the nursing field led Katherine to pursue a career as a Licensed Practical Nurse. The staff at Tennessee College of Applied Technology in Paris referred her to the American Job Center in Camden, where Katherine received WIOA assistance for Needs Based Training and supportive services.

After completing training at **TCAT Paris** as an LPN, she obtained her license in 2016. Katherine's limited English did not discourage her. Thanks to her positive attitude, she completed her training and achieved her goal of accepting a job in her field. Katherine is currently employed as an LPN at Volunteer Home Health, Camden, TN, and plans to continue her education in the near future to become an RN.

Sisters **Ashton and Hollie Goff** both came to the American Job Center-Dyersburg looking for financial assistance for college.

Ashton, a December 2016 graduate of **UT Martin**, needed financial assistance to complete her degree. "Thanks to WIOA, I was able to complete a Bachelor of Science Degree in Education." Ashton is currently teaching kindergarten at Ripley Primary School.

When Hollie was accepted into the Nursing Program at **Dyersburg State Community College**, she immediately went to the American Job Center to ask about available financial aid. "I was able to get one and a half years of school paid for. I only had to pay for one semester of college. I graduated May 6, 2017 with an Associate of Applied Science Degree in Nursing."

Both students credit Melissa Bane and the American Job Center-Dyersburg for receiving the help they needed. Regarding her experience at the AJC, Ashton states, "Everyone is friendly and always willing to help." Hollie adds, "On June 19, I will be starting the residency at Jackson General Hospital. I couldn't have done this without the help of Melissa Bane and WIOA."



Maghan Smith enrolled at the AJC as an Adult to receive tuition assistance from WIOA, which helped pay for tuition and books. When an intern position became available at the AJC-Humboldt, Jeannie immediately hired Maghan, who remained there until taking a position related to her training in medical coding. Along with completing the Health Information Management Program at **TCAT Jackson/Humboldt**, Maghan also passed a national certifying exam in CBCS (Certified Billing Coding Specialist), CEHRS (Certified Electronics Records Specialist), and CMAA (Certified Medical Administrative Assistant). After graduating from TCAT in December 2016, Maghan was asked by her instructor, Karen Larson, to serve on the Advisory Committee for TCAT.

"The American Job Center services were very beneficial with helping make my time at school less stressful," says Maghan. "I also felt better prepared for interviews, and confident about my resume. Jeannie Mathis was the best advisor, and helped me in every way possible—such as writing letters of recommendation, helping me get a job at the Career Center, and helping me make a difficult choice that has affected my career path."

Maghan is employed at Advanced Medical Billing and Consulting, LLC in Jackson making \$15.00 an hour. Her plans for the future include enrolling at Dyersburg State Community College to earn an Associate of Applied Science degree in Health Information Management.

When **Michelle Armstrong** was laid off after nearly two years as an assistant at an insurance office, she was devastated. "I'm a single mom raising a teenage son who is a Type 1 diabetic. I had no idea what I would do. I went to the Career Center [now American Job Center] looking for work and to get help making a resume so I could start all over. I was then referred to Ms. Judy who helped me make a life changing decision...I decided I was going back to school."

Michelle received the Pell Grant, Lottery scholarship and the WIOA travel stipend to help cover transportation costs. She enrolled in the **Tennessee College of Applied Technology in Paris, TN** for a year-long course in Health Information Management Technology. "Going back to school at my age was difficult," admits Michelle. "But I studied hard and became a Certified Electronic Health Record Specialist. I didn't stop there. I also became a Certified Medical Billing & Coding Specialist."

Michelle was a straight "A" student and graduated with Honors. She interned at the Health Information Management office in the Henry County Medical Center, where she is now employed.

"I always thought I was too old to start over. However, now I tell everyone that you can go back to school at any age as long as you apply yourself fully. With God, my family and friends in my corner cheering me on, I finally achieved my dream. All it takes is willpower to achieve your goals!"



STORIES
SUCCESS

Serving Target Populations



Jail2Job

DYER COUNTY CORRECTIONAL WORK CENTER PROGRAM

Incarcerated at the Dyer County Jail since October 5, 2014 due to drug charges, **Richie McDonald** enrolled in the Jail2Job program on February 3, 2016 and participated in the program until his release on October 12, 2016. During

his time in the Jail2Job program, Richie completed several programs including Reentry Substance Abuse, Relapse Prevention, Moral Reconciliation Therapy, Quitting Meth, Drug and Alcohol Education, Parenting and Family Values, and had completed all but the last book of Pro Social Life Skills.

The Jail2Job program is set-up as a "specialized" American Job Center with a part-time Career Advisor to mirror the services of a comprehensive career center. Inmates receive labor market information to assist them in making informed career choices. Additionally, they are given the opportunity to participate in individual and group counseling pertaining to obtaining and keeping a job, assisted with developing a

resume, taught job search techniques and interviewing skills. Richie also received assistance in securing a State Identification card and new Social Security card, which also allowed him to participate in the work experience component of the program. As part of his work experience, Richie was employed part-time at Tucker Tire and then became employed full-time at Rick Hill Collision Center on March 3, 2016. Thanks to his employment during his time of incarceration, Richie was able to pay off \$2,623.79 of the fines he owed to Dyer County prior to his release. Since his release on October 12, 2016, Richie has remained employed by Rick Hill Collision Center, obtained a Driver's License, purchased a car, and paid an additional \$1,000 towards the remaining \$2,600 in fines owed to Dyer County. Richie also attends First Christian Church in Dyersburg, TN with his family.

Jail2Job is a pilot project funded through the TN Department of Labor and Workforce Development, coordinated by the Northwest TN Workforce Board. From February 2016 to June 2017, an average of 22 individuals participated each month. With monthly average of 15 employers participating in the program, an average of 18 individuals per month obtained employment while incarcerated, the majority retaining that employment after being released.

RESEA

Reemployment Services and Eligibility Assessments (RESEA) is designed to assist individuals with appropriate reemployment services, such as referrals to education and training, that will lead to successful employment outcomes. Customers who receive RESEA services are automatically selected through a computer model that identifies the Unemployment Insurance (UI) recipients most likely to benefit from receiving one-on-one services from a RESEA Advisor. The program strives to assist participants in overcoming barriers so that they can make a successful transition to gainful employment. RESEA Plan (IEP) that details the customer's employment goals and objectives. Customers with an orientation to all RESEA and AJC services, conduct assessments to identify customers' needs, and assist customers in developing an Individual Employment Plan (IEP) that details the customer's employment goals and objectives.

Area wide, 518 were referred to reemployment, 211 to WIOA, and 159 to training. RESEA Placement was reported for 189 job seekers.



Supplemental
Nutrition
Assistance
Program

The SNAP E&T program is a partnership between the Department of Human Services (DHS), TNDLWD, and NWTWB which allows eligible SNAP (i.e. Food Stamps) recipients to receive job search assistance, training or educational scholarships, high school equivalency test fees, and books and transportation assistance for Adult Education classes.

SNAP E&T funds offset the need for Workforce Innovation and Opportunity Act (WIOA) Scholarship funds to be applied towards tuition and fee costs, allowing WIOA funds to cover other costs such as books, supplies, tools, uniforms, and transportation stipends.

SNAP E&T funds can be used for special classes such as Industrial Readiness Training (IRT) and Certified Production Technician (CPT) Training.

AJC Staff conducted 197 applicant appraisals and enrolled 101 in placement services. Five applicants were referred to Adult Education, 143 to Workforce services, and 70 to postsecondary.

American Job Centers Provide Rapid Response to Dislocated Workers

When layoffs occur, companies can choose to hold mass employee meetings or distribute materials from the American Job Centers about services available for dislocated workers. Rapid Response Teams often provide onsite services including resume assistance, National Career Readiness Certificate testing, Career Fairs, and other customized partner services.

Fortunately, this year's lower unemployment rates in LWDA 12 resulted in fewer employees served by the Dislocated Worker program. In Tipton County, GoldBond Worldwide had 54 employees affected due to closure, while 165 employees were dislocated due to layoffs at Kohler in Obion County. Royal Building Products in Dyer County had dislocated 58 employees due to closure, resulting in a total of 277 employees being served by Rapid Response from July 1, 2016 to June 30, 2017. This is down from the roughly 625 served last year in LWDA 12.



Performance & Fiscal

Performance Report for 2016-2017	WIOA Performance Metrics	LWDA 12 Agreed Target PY 2016	WIOA Data Available
Adult	Employment Rate 2nd Quarter after Exit	80%	Nov 18
	Employment Rate 4th Quarter after Exit	75%	May 19
	Median Earnings 2nd Quarter after Exit	\$6,500	Nov 18
	Credential Attainment within 4 Quarters after exit	72.5%	May 18
Dislocated Worker	Employment Rate 2nd Quarter after Exit	83%	Nov 18
	Employment Rate 4th Quarter after Exit	79%	May 19
	Median Earnings 2nd Quarter after Exit	\$7,100	Nov 18
	Credential Attainment within 4 Quarters After Exit	76.5%	May 18
Youth	Employment Rate 2nd Quarter After Exit	76%	Nov 18
	Employment Rate 4th Quarter after Exit	78%	May 19
	Credential Attainment within 4 Quarters After Exit	78.5%	May 18

Fiscal Report for 2016-2017	Available July 1, 2016	Current Year Expenditures	Percent Expended	De-obligated Funds*	Carryover July 1, 2017
Administration	594,326.85	410,826.41	69%	1,949.31	181,551.13
Adult Formula	1,684,065.81	1,410,193.28	84%		273,872.53
Dislocated Worker Formula	1,031,863.38	681,449.92	66%		350,413.46
Youth Formula	1,951,265.15	1,048,786.51	54%		902,478.64
Incumbent Worker	82,799.00	65,710.41	79%	17,088.59	-
Rapid Response	194,256.80	191,432.26	99%	2,824.54	-
SNAP Employment & Training	137,874.00	69,228.93	50%		68,645.07
Apprenticeship (AMTECK)	38,100.00	38,100.00	100%		-
RESEA	102,015.00	82,445.81	81%		19,569.19
Jail2Job	69,500.00	67,748.23	97%	1,751.77	-
Incentive	185,000.00	105,736.90	57%		79,263.10
TOTAL GRANTS	6,071,065.99	4,171,658.66	69%	23,614.21	1,875,793.12

*Unspent pass-through grants to subcontractors

LWDA 12 American Job Center Locations & Staff



May we help you?

Northwest TN Workforce Board Administrative Office

313 West Cedar Street
Dyersburg, TN 38024
(731) 286-3585 ext 10

Margaret Prater, Vice President for Workforce Development

Amber Alsup, Outreach Specialist
Michael Beavers, Computer Technician
Jennifer Bane, Director of Outreach & Advancement
Lana Burchfiel, Outreach Specialist
Theresa Ethridge, Finance Coordinator
Breanna Ingram, Account Clerk I
LeAnn Lundberg, Director of Facilities & Computer Services
Kelcey Mabry, Outreach Specialist
Derrick Quinn, Quality Coordinator
Jennifer Riley, LEAP Career Advisor
Alyssa Roberts, Account Clerk I
Kim Simpson, Executive Secretary
Connie Stewart, Director of Job Seeker Services
Cynthia Webb, Director of Finance & Administrative Services
Mike Whitson, Youth Services Coordinator
Terry Williams, Finance Coordinator
Lana Wood, Director of Business Services

Benton County

60 North Church Avenue
Camden, TN 38320
(731) 584-1711

Brenda Webb, One-Stop Assistant
Connie Wright, RESEA Coordinator/
Career Advisor



Carroll County

470 Mustang Drive
Huntingdon, TN 38344
(731) 352-8898

Lisa Bradford, Business Services Coordinator
Judy Vestal, Career Advisor
JoNell Weatherford, One-Stop Assistant

Crockett County

331 South Bells Street
Alamo, TN 38001
(731) 696-2530

Tyler Jones, Career Advisor

Dyer County

439 McGaughey Street
Dyersburg, TN 38024
(731) 286-7700

Melissa Bane, Career Advisor
Wilma Capps, Career Advisor
Amy Maxey, Business Services Coordinator
Sherry Ray, One-Stop Assistant

Gibson County

2500 Central Ave
Humboldt, TN 38343
(731) 784-5221

Robyn Bell, Career Advisor Assistant
Hillary Eddlemon, Career Advisor Assistant
Sharon Hall, SNAP Coordinator Coordinator
Michelle Maupins, RESEA Advisor
Laura Speer, Director of Performance & Compliance
Catherine Vandyke, Career Advisor

Henry County

55 Jones Bend Road, Ext.
Paris, TN 38242
(731) 641-1020

George Girard, RESEA Advisor
LaKeisha Matthews, Career Advisor Assistant
Rex Smith, Career Advisor

Lake County

217 Church Street
Tiptonville, TN 38079
(731) 253-8171

Ashton Ligons Career Advisor

Lauderdale County

301-C Lake Drive
Ripley, TN 38063
(731) 221-1012

Arielle Bradshaw, RESEA Advisor
Gina Johnson, Business Services Coordinator
Quadesha Henning, One-Stop Assistant
Alex Riley, Career Advisor
Koriann Riley, Strengthening Working Families Coordinator

Obion County

204 South 2nd Street
Union City, TN 38261
(731) 884-3868

Tiana Adams, One Stop Assistant
Amber Cunningham, RESEA Advisor
Jennifer Del-Castillo, One-Stop Assistant
Sheila Little, Quality Coordinator
Marcia Fields, Quality Coordinator
Katie Treece, Career Advisor

Tipton County

877-B Hwy 51 N.
Covington, TN 38019
(901) 476-5570

Tiva Cunningham, One-Stop Assistant
Camille Edwards, Career Advisor
Latoya Gaines, One-Stop Assistant
Beverly Sneed, RESEA Advisor

Weakley County

135 South Poplar Street, Ste B
Dresden, TN 38225
(731) 364-0100

Peggy Cook, RESEA Advisor
Barbara Hamilton, Career Advisor
Jeannie Mathis, Business Services
Doris Willett, Career Development Services Coordinator

On-site partners: TN Department of Labor and Workforce Development, Workforce Essentials, Vocational Rehabilitation, and Adult Basic Education.

Doris Willett, 2015-16 Employee of the Year

On October 7, 2016, Doris Willett, Career Development Services Coordinator, was recognized by Vice President for Workforce Development Margaret Prater as the 2016 Board Employee of the Year. Nominated and elected by her peers, Willett was recognized for her dedication to her position and to helping her staff and peers. "Doris goes above and beyond to make sure that her job is done and done to perfection. She is always willing to help anyone and does it with a smile. She works many extra hours to make sure that every "I" is dotted and every "T" is crossed" stated Willett's nominator. Willett began working for Dyersburg State Community College's Workforce Development division, under the guidance of the Northwest Tennessee Workforce Board, in 2011 after being dislocated as the result of the closure of Goodyear.

She worked as a Career Advisor in the specialized Career Center for individuals dislocated from Goodyear and later transferred to the TN Career Center in Dresden. Her skills and expertise earned her a promotion to the position of Career Development Services Coordinator in November 2015.



The end of an era....

After nearly 34 years, on June 30, 2017, Dyersburg State Community College closed out the last grant in their role as Fiscal Agent and Administrative Entity for Local Workforce Development Area 12 in northwest Tennessee. "Dyersburg State has done an outstanding job in leading our workforce area to be one of the best in the State," commented Mayor Gary Reasons, Chief Elected Official. "Under Dr. Karen Bowyer's leadership, we saw high performance and no audit issues."

....and a new beginning

Effective July 1, 2017, the Northwest Tennessee Workforce Board, Inc. took on the responsibility for Fiscal Agent and hired staff directly to administer the workforce programs. "The timetable for transition has been a challenge," stated Jimmy Williamson, President of the NWTWB Board of Directors, "however, with the hard work of Executive Director Margaret Prater and staff, we are ready to move forward."

Although DSCC will no longer serve as Fiscal Agent and Administrative Entity, they were awarded a contract to provide One-stop Operator and Career/Business/Youth Services for the workforce area.



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