

Workforce Development Update

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Board Retreat FY2023



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Agenda

- Meck County's Role in Workforce Development
- Community Workforce Initiatives
- Environmental Scan
- Key Themes and Challenges
- Next Steps
- Presentation from Charlotte Works



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Workforce Development

Equitable Employment Opportunities

Accountable Government

Addressing Service Gaps



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Scope of Meck County Initiatives

Departments with Workforce Programs and Partnerships

Department of Social Services (DSS)

Department of Community Resources (DCR)

Criminal Justice Services (CJS)

Parks and Recreation (P&R)

Land Use and Environmental Services Agency (LUESA)



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General Programs for Adults

Workforce Program	Associated County Dept. or Funding Source	Key Highlights	Funding Amount
FNS Employment and Training and Work First	DSS	Skills-based employment training for FNS and Work First recipients	\$3.7M
MeckWorks (operated by Charlotte Works)	DCR	Connects unemployed/ underemployed residents with training opportunities, supportive services and jobs in fields of client interest	\$1.6M
Urban League	CSG, DCR	Initiative for women re-entering workforce; CNA, HVAC, IT, Medical Coding, ServSafe	\$660K
Community Culinary School	CSG	Job training and placement in food service industry for high-barrier adults	\$80K



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General Programs for Adults (cont.)

Workforce Program	Associated County Dept. or Funding Source	Key Highlights	Funding Amount
Charlotte Works at CRC	DCR	Staff member at CRC-VCW	N/A
CPCC	DSS	Partnership to train and recruit eligibility staff for DSS	N/A
Library Workforce Assistance	LBR	Among other duties, library staff offer career counseling, resume services and digital literacy training to help jobseekers	N/A



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Programs for Justice-Involved

Workforce Program	Associated County Dept. or Funding Source	Key Highlights	Funding Amount
Center for Employment Opportunities	LUESA (Solid Waste and Storm Water Services), PRK	Job placement for justice-involved as part of work-crews to provide indoor/outdoor maintenance	\$282K
Center for Community Transitions	CJS	Employment readiness and job placement for justice-involved	\$175K
City Start-Up Labs	CJS	Entrepreneurship opportunities and training for justice-involved	\$63K
TransTech	CJS	Commercial Driver's License Program	\$11K



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Programs for Latino Population

Workforce Program	Associated County Dept. or Funding Source	Key Highlights	Funding Amount
Prospera	CSG	Entrepreneurship programming to Hispanic-owned small businesses; seminars, consulting, grant, capital, and planning services	\$75K
Latin American Coalition	CSG	Employment placement and wraparound services for Latinx population seeking employment	\$50K



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Programs for Youth

Workforce Program	Associated County Dept. or Funding Source	Key Highlights	Funding Amount
Road to Hire	CSG	Supports HS seniors, college students and young professionals by connecting them with sustainable careers in STEM fields	\$884K
Youth Conservation Corps - Opportunity Youth Service Initiative	PRK	Designed to provide education and conservation service experience to young people experiencing barriers	\$75K



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Programs with Other Specific Focus Areas

Workforce Program	Associated County Dept. or Funding Source	Key Highlights	Funding Amount
Code Enforcement - Building w/ Veterans	CSS, LUESA	Training military vets with building safety and construction skills for code enforcement jobs	\$35K per participant
Autism After 18	LUESA	Collaboration has led to County employment opportunities for 3 individuals with Autism	N/A



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Programs with Other Specific Focus Areas (cont)

Workforce Program	Associated County Dept. or Funding Source	Key Highlights	Funding Amount
Unified Workforce Development – Highest Barrier Populations	DCR	Serves clients with greatest employment barriers (justice-involvement, chronic homelessness, history of MH or SA)	\$740K
MeckSuccess	DCR	Supports families in increasing economic mobility through care coordination, coaching, and wrap-around supports, including a short-term housing stipend (new in FY22) for parents enrolled in vocational training	\$640K
Empowering Fathers	DCR	Connects non-custodial fathers with Child Support involvement to employment opportunities and parenting skills	\$395K



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Community Workforce Initiatives



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Community Workforce Initiatives

Initiative	Description	Key Highlights
Charlotte Executive Leadership Council (CELC)	Alliance of over 25 CEOs with mission to accelerate solutions that position Charlotte as a national leader in economic vitality, equitable opportunity and quality of life	Recently received a Bloomberg Grant of \$250K to pilot a digital workforce pathways tool, referred to as the Charlotte Regional Pathways System
HIRE Charlotte	Led by City of Charlotte, goal of building a more systematic community approach for creating and filling jobs	Developing a vision and framework for local workforce ecosystem of how to fill the jobs that exist today and those that will exist in the future
Leading on Opportunity	Initiative with broad College and Career Readiness goals for youth and young adults (ages 16-24)	Convening college presidents and workforce leaders, developing shared policy agenda, creating a College and Career Readiness data toolkit



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Community Workforce Initiatives (cont.)

Initiative	Description	Key Highlights
Mayor's Equity Initiative	This initiative has an Employer Commitment Workstream w/ goal of advancement of diverse talent into senior leadership	Goal of talent planning and recruiting from HBCUs
Queen City Collaborative - CPCC	The Collaborative seeks to increase education attainment for residents in Meck County	Goal to help 20K residents obtain education credential; part of statewide effort (MyFutureNC) to help 2 million NC residents
Workforce Providers Council	Comprised of 15 organizations that serve jobseekers and businesses in the community	Serves as advisory committee to the Charlotte Works Workforce Development Board; seeks to align workforce development efforts in our community



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Environmental Scan



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Environmental Scan - Overview

Program	Employment Areas	Population Served	Key Highlights
Lake Norman Education Collaborative	Trades at local businesses	High school students	Assists businesses to recruit youth talent
Men of Destiny	OSHA, Pre-Apprenticeship Construction	16-24 yr old participants	Primary location in Hidden Valley; Social/Racial justice focus
Olympic High School	Various career pathways	High school students (Olympic HS only)	In-school programming for students; \$1.2M in Gates Foundation Funding



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Environmental Scan - Overview (cont.)

Program	Employment Areas	Population Served	Key Highlights
Carolina Fintech Hub	Computer programming and IT	Youth and adults	Targeted industry training; Avg. salary after 2-3 years is \$90K
The ROC	Construction skills training and education	High school students	Provides paid job experience and financial planning
Road to Hire	Various workforce and career pathways	High school seniors, college students and young professionals	Serves underrepresented students; Paid apprenticeships or college tracks



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Environmental Scan - Overview (cont.)

Program	Employment Areas	Population Served	Key Highlights
She Built This City	Construction trades for women. STEM education for children.	Women and children	2-Gen approach; Free for participants with stipend for personal expenses
The Carpenters Training Union	Construction skills training and education	Adults	25,000 square-foot training center is on six acres of land at Back Creek Drive in northeast Charlotte
Ernst and Young	Consulting services	Youth and adults	Expert in labor market trends



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Key Themes



Corporate partnerships are essential to meet community workforce needs



Internships and direct job opportunities result in better outcomes



Stipends and wraparound services remove barriers for residents with greatest needs



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Key Challenges

Lack of a clear pathway or single entry-point for job seekers

No unified messaging in workforce ecosystem that is easy for residents to understand

Shortage of instructors for the skills training needed for in-demand fields

Missing connections between employers and workforce development training providers

Limited capacity and infrastructure for smaller organizations



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Recommendations for Consideration



1. Improve communication to help jobseekers obtain employment

- Utilize Charlotte-Mecklenburg library sites to expand in-person employment navigation support for job seekers
- Partner with the CELC on the development of their Charlotte Regional Pathways online system to improve communication between job seekers, employers, education and workforce providers

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Recommendations for Consideration



2. Provide funding to scale emerging workforce development programs

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Recommendations for Consideration



3. Establish Mecklenburg County as an employment partner for workforce development

- Create a talent pipeline from local universities, veteran services organizations and other community partners to Mecklenburg County
- Offer apprenticeships with guaranteed employment upon completion in targeted departments such as DSS, Public Health and LUESA

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Recommendations for Consideration



4. Change Mecklenburg County's contracting process with workforce development partners to include:

- Establishing employer commitment upfront
- Guaranteeing employment upon completion of job training and employer screening
- Providing retention services for the employer and employee for 6-12 months
- Ensuring contracted workforce providers refer job seekers to the appropriate training opportunities

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