



Tuesday, June 25, 2024

Hybrid: In Person/Virtual Meeting via Zoom

AGENDA

- 1. Welcome, Roll Call to Establish Quorum 3:00 – 3:05 pm
2. Consent Agenda (Action Item)
a. MAWDB Performance Reports
b. Minutes- MAWDB Meeting, May 22, 2024
c. Mountain Area WDB PY24-25 Budget
3. Special Presentation: 2024 WNC Construction Career Day presentations to Brian Walker with Vannoy Construction, Tamera Edwards with MB Haynes, John Anglin with Young & McQueen 3:05 – 3:15 pm
4. Presentations
a. Denise Lawson, Director of Education, ABCCM Transformation Village 3:15 – 3:30 pm
b. Kit Roberts, Director Recovery Friendly Workplace Programs, WCI 3:30 – 3:45 pm
c. Sandy Mead, VP of Workforce Development, Metrix Learning 3:45 – 4:00 pm
5. Committee Updates 4:00 - 4:15 pm
6. Announcements 4:15 – 4:25 pm
a. Land of Sky Regional Council Board of Delegates Meeting, June 26, 12:15 pm - 1:00 pm
b. Future Forward WNC 2050 featuring region’s higher education leaders, June 26, 1:05 pm – 2:30 pm
c. Land of Sky Summer BBQ, Wednesday, August 7, 12 pm – 2 pm, Town of Fletcher Bill Moore Community Park
7. Reports for Review 4:25 – 4:30 pm
a. Director’s Report
b. Business Services Report
c. Career Center Managers’ Reports
8. Adjourn – Next Regular MAWDB Meeting August 28, 2024 4:30 pm

Mountain Area WDB Mission: “To provide employers and job seekers a fully integrated system of employment, education and training services for the purpose of developing the economic strength and global competitiveness of this area.”

The Mountain Area Workforce Development Board is an equal opportunity employer and provider of career development, training and employment services.



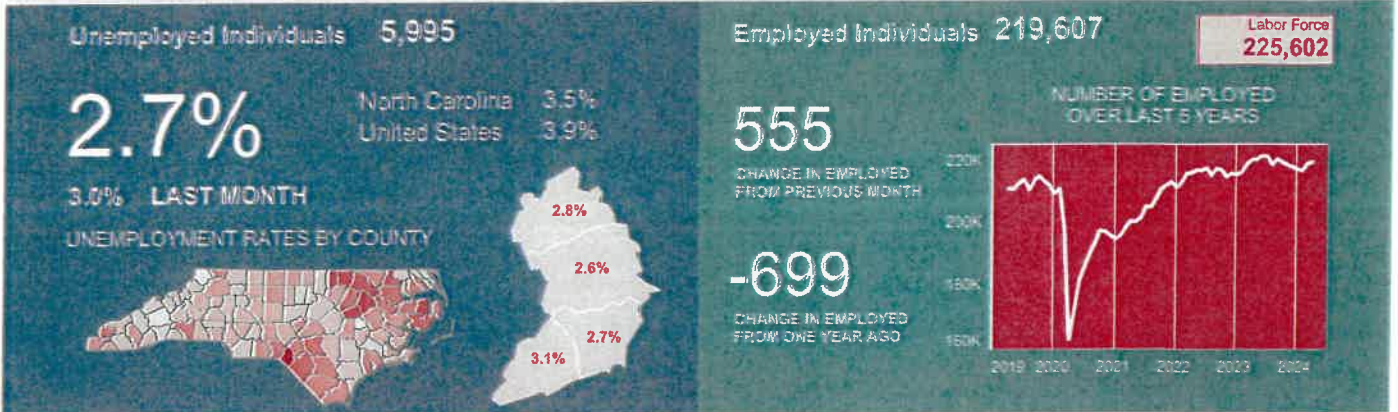
REGIONAL LABOR MARKET OVERVIEW

» Mountain Area WDB | April 2024 Data*



MONTHLY TRENDS

NC Department of Commerce | Labor & Economic Analysis | 919.707.1500 | lead@nccommerce.com



past 90 days from June 11, 2024

WHO'S HIRING

• HCA Healthcare, Inc.	810
• AdventHealth	140
• UNC Health Care System	112
• McDonald's Corporation	111
• Walmart Inc.	85
• Ingles Markets Inc.	83
• The Biltmore Company	82
• RTX	77

WHAT JOBS

• Registered Nurses	537
• Retail Salespersons	159
• General and Operations Managers	104
• Physicians, All Other	96
• First-Line Supervisors of Food Prep and Servers	93
• Nursing Assistants	87
• First-Line Supervisors of Retail Sales Workers	80
• Customer Service Representatives	77

METRO JOBS

Asheville MSA
205,900

-400

CHANGE IN JOBS FROM PREVIOUS MONTH

[Industry Detail](#)

TAXABLE RETAIL SALES

\$771,410,012

6.0% CHANGE FROM ONE YEAR AGO

JOB OPENINGS

14,014

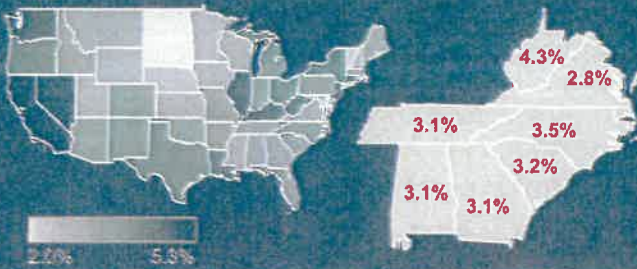
-666 CHANGE FROM PREVIOUS MONTH

*April 2024 data is preliminary. Taxable Retail Sales data reflect March 2024 and Job Openings data reflect March 2024.

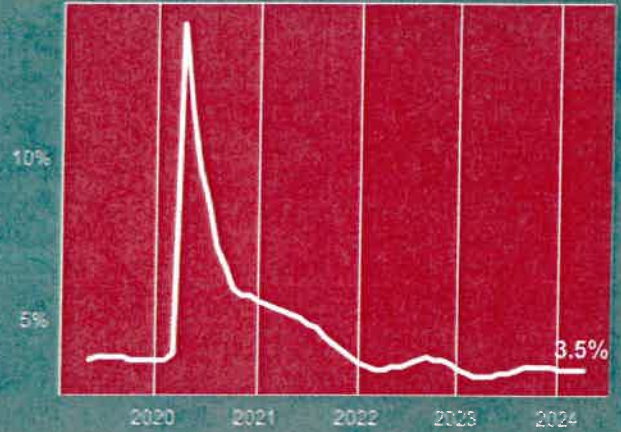
UNEMPLOYMENT RATE COMPARISON

North Carolina
3.5% ▲
3.5% LAST MONTH

United States
3.9% ▲
3.8% LAST MONTH



NC UNEMPLOYMENT RATE TREND



KEY INDICATORS

NONFARM JOBS

10,200 ▲

CHANGE SINCE PREVIOUS MONTH

REAL WAGES

0.2% ▲

CHANGE SINCE PREVIOUS MONTH

MANUFACTURING HOURS WORKED

1.8% ▲

CHANGE SINCE ONE YEAR AGO

JOB OPENINGS*

-1.1% ▼

CHANGE SINCE PREVIOUS MONTH

BUILDING PERMITS*

0.3% ▲

CHANGE SINCE PREVIOUS MONTH

LABOR FORCE PARTICIPATION

0.0 ▶

CHANGE SINCE PREVIOUS MONTH

EMPLOYED INDIVIDUALS

0.0% ▲

CHANGE SINCE PREVIOUS MONTH

UNEMPLOYED INDIVIDUALS

0.6% ▲

CHANGE SINCE PREVIOUS MONTH

INITIAL UNEMPLOYMENT INSURANCE CLAIMS

-2.1% ▼

CHANGE SINCE ONE YEAR AGO

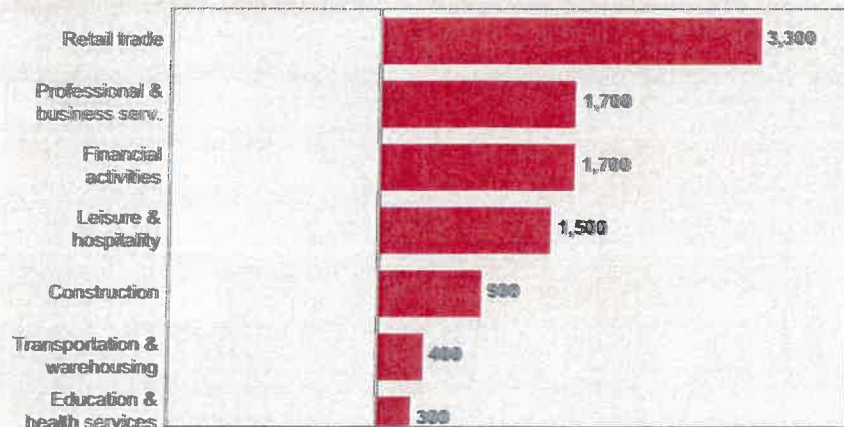
REAL TAXABLE RETAIL SALES*

1.7% ▲

CHANGE SINCE PREVIOUS MONTH

KEY INDICATOR TRENDS

MONTHLY INDUSTRY JOBS CHANGE



CLICK MAPS FOR MORE

LOCAL UNEMPLOYMENT RATES

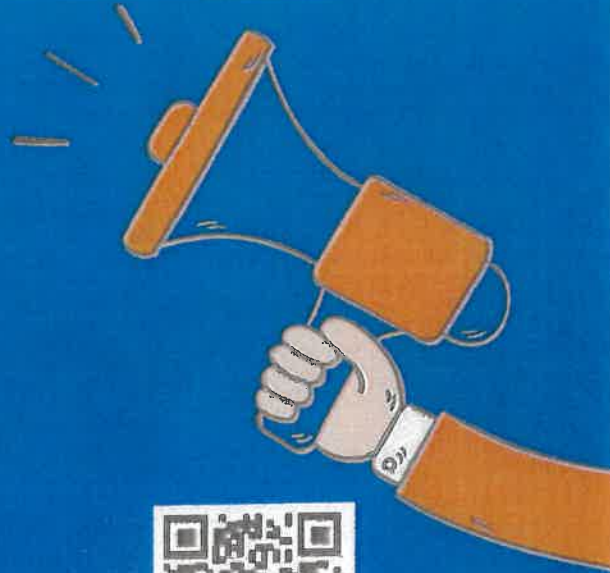


METRO AREA JOBS



NC Department of Commerce
Labor & Economic Analysis
919.707.1500 | lead@nccommerce.com

EARN AND LEARN!



**TELL US ABOUT YOUR
EDUCATIONAL BENEFITS**



Mountain Area Workforce Development Board is developing an Earn and Learn regional resource guide on the Mountain Area Careers website so job seekers and students can find out which employers provide a full-time job along with education/training support for at least 50% of the total costs of said education/training or have a registered apprenticeship program.

SHARE WHAT YOUR COMPANY IS DOING TO ENCOURAGE FURTHER EDUCATION OF YOUR EMPLOYEES AND BE HIGHLIGHTED ON MOUNTAINAREACAREERS.ORG FOR JOB SEEKERS TO SEE!

Fill out the attached Google Forms with your company's info.
<https://forms.gle/KqdaV6TuUEFCmAHo7>



Mountain Area Workforce Development Board is an Equal Opportunity Employer and Provider of Career Development, Training and Employment Services. This project is funded by Title I WIDA federal funds as part of an award from the US Department of Labor/ Employment and Training Administration totaling \$1,835,329.

BUILD YOUR SKILLS

Get free training to build your skills and prepare for your next job through the SkillUp America program supported by Metrix Learning. Start with FREE business and IT courses!

Course Topics:

- Computers
- Internet
- Microsoft Office
- Management
- Leadership
- Customer Service
- Math
- Finance
- ...and more!

SIGN UP TODAY!

- 1.) "JOBSEEKERS" → <https://mawdb.metrixlearning.com>
Check your email for your assigned username and password (spam folder)
- 2.) Take as many courses as you want for 180 days (6 months)

WHY E-LEARNING?

- Convenient - Accessible 24/7 from any location with high-speed internet access
- Flexible - Matches your skill level and learning pace
- No cost - No tuition or travel costs

SKILLS ENHANCEMENT INITIATIVE

Mountain Area Workforce Development Board has partnered with Metrix Learning to help residents brush up on skills to prepare for better employment opportunities. This SKILLUP initiative is at NO COST to you!

JOIN US: WEEKLY VIRTUAL SESSIONS ON USING THE TRAINING PORTAL

- Tuesdays at 7:00 pm EST <https://bit.ly/MetrixTipsTuesday>
- Thursdays at 2:00 pm EST <https://bit.ly/MetrixTipsThursday>

Buncombe County

Mountain Area

NCWorks

Job Seeker Engagement	PY22 7/01/22-6/30/23	PY23 7/01/23-Present
Total Job Seeker Customers	7,969	9,822
Total Individuals Registered	1,648	1,896
Individuals Logged In	2,333	2,708
Individuals Receiving Services	4,436	5,218
Resumes Added	1,795	4,774
Orientation	1,270	1,527
Assessments	1,498	1,612
EAI-REA Conducted	966	1,317
Services Provided to Individuals	41,107	49,111
Business Engagement		
Employers Served	885	576
Services Provided Employers	11,503	9,773

Henderson County

Mountain Area

NCWorks

Job Seeker Engagement	PY22 7/01/22-6/30/23	PY23 7/01/23-Present
Total Job Seeker Customers	2,547	3,184
Total Individuals Registered	476	586
Individuals Logged In	814	939
Individuals Receiving Services	1,415	1,659
Resumes Added	493	764
Orientation	154	282
Assessments	269	245
EAI-REA Conducted	377	559
Services Provided to Individuals	9,594	12,286
Business Engagement		
Employers Served	230	235
Services Provided Employers	2,820	3,039

Madison County		Mountain Area	
NCWorks			
Job Seeker Engagement	PY22 7/01/22-6/30/23	PY23 7/01/23-Present	
Total Job Seeker Customers	3,981	7,203	
Total Individuals Registered	116	122	
Individuals Logged In	165	173	
Individuals Receiving Services	4,180	6,908	
Resumes Added	95	305	
Orientation	64	68	
Assessments	80	94	
EAI-REA Conducted	0	0	
Services Provided to Individuals	9,506	17,832	
Business Engagement			
Employers Served	199	212	
Services Provided Employers	2,193	2,774	

Transylvania County		Mountain Area	
NCWorks			
Job Seeker Engagement	PY22 7/01/22-6/30/23	PY23 7/01/23-Present	
Total Job Seeker Customers	742	1,287	
Total Individuals Registered	147	157	
Individuals Logged In	255	278	
Individuals Receiving Services	414	426	
Resumes Added	164	177	
Orientation	31	31	
Assessments	51	33	
EAI-REA Conducted	4	3	
Services Provided to Individuals	1,908	1,856	
Business Engagement			
Employers Served	33	41	
Services Provided Employers	165	254	

Adult

51-Mountain Area Workforce Development Board

Adult DAW Youth WIP

Performance

Contribution

Indicator	Actual	LWDB Plan	% Achieved	num	den
Employment Q2	78.05%	80.50%	96.96%	32	41
Employment Q4	84.51%	79.00%	106.73%	43	51
Credential	62.00%	66.00%	93.91%	27	45
Skill Gains	32.00%	53.20%	60.17%	8	25
Median Earnings	\$11,561.16	\$7,052.00	163.94%	32	0

Dislocated Worker

51-Mountain Area Workforce Development Board

Adult DAW Youth WIP

Performance

Contribution

Indicator	Actual	LWDB Plan	% Achieved	num	den
Employment Q2	83.33%	73.00%	114.16%	10	12
Employment Q4	78.96%	75.00%	105.26%	15	19
Credential	75.00%	67.50%	111.11%	9	12
Skill Gains	21.43%	59.30%	36.14%	3	14
Median Earnings	\$12,194.13	\$6,000.00	226.10%	10	0

Youth

51-Mountain Area Workforce Development Board

Adult DAW Youth WIP

Performance

Contribution

Indicator	Actual	LWDB Plan	% Achieved	num	den
Employment Q2	90.32%	74.00%	122.06%	28	31
Employment Q4	80.56%	74.00%	108.65%	29	36
Credential	82.86%	76.90%	107.75%	29	35
Skill Gains	31.76%	60.00%	52.77%	27	85
Median Earnings	\$4,659.78	\$3,800.00	122.63%	28	0

Mountain Area Workforce Development Board
Hybrid In Person Including Zoom
Meeting of May 28, 2024
Minutes

The Mountain Area Workforce Development Board (MAWDB) convened a regular meeting in a hybrid format, including in person and via Zoom at 3:00pm on Tuesday, May 28, 2024, hosted at Land of Sky Regional Council of Government located in Asheville, North Carolina. Chairman Pallas and Nathan Ramsey, MAWDB Director facilitated the hybrid meeting. Masks were required for in person attendance.

WDB Members Present Graham Fields, Sissy Rogers, Peter Cook, Michael Horvath, Joey Moore, Richard Sluder, Tara McCracken, Rodney Embler, Trudy Logan, Robin Paulison, Tony Reid, Steve Newman, Dr. Laura Leatherwood, Leca Diehl, Dr. Brian Weaver

WDB Staff Present at Land of Sky Office: Nathan Ramsey, Barbara Darby, Brandon Priester, Marc Czarnecki
Melissa Wright(Minutes)

Guests Present: Kerry Putman, Jimmy Huey, Scott Moore

Welcome and Introductions:

Nathan Ramsey called the meeting to order at 3:00 pm and welcomed everyone in attendance to the hybrid MAWDB meeting. Nathan Ramsey announced that quorum would be established by calling the roll.

Consent Agenda (Action Item):

The Consent Agenda, consisting of a. MAWDB Performance Reports and Business Engagement and Job Seekers Reports for current program year 2024; b. Minutes of the March 2024 , MAWDB Meeting, c. Goodwill and Madison County School Additional Work Experience Funding Approval
Item: Motion to approve nomination committee decision made by Dr. Leatherwood and seconded by Steve Newman

A quorum was present. Motion passed for above.

Kerry Putman Transylvania CTE

Career and Technical Education (CTE) is an educational model that helps students discover their skills and passions related to career development. CTE aligns elementary, secondary, and postsecondary education to labor market demands and provides students with the technical, academic, and employability knowledge and skills they need for success. 5th Grade: Establishing Career Awareness

Career awareness prepares students by introducing them to the first step of career development, introducing the concept of a “career” to students and beginning the students’ understanding of the different careers they may pursue. Student Learning Objectives: Students become aware of what a career is, can talk about some careers they have learned about, and are exposed to self-awareness for potential career likes and dislikes.

Experiences might include:

- Explore the definition of “career” and in class lessons provided by CDC
- Guest speakers
- Awareness of Career and Technical Student Organizations (CTSOs)
- Career day with local businesses
- Career-centered games
- Self-assessments
- CTE program area spotlights (more visuals present in elementary and middle school buildings)
- Career bingo/scavenger hunts

- Career fairs such as Careers on Wheels event and school Career Fair
- Career field trips
- Career day activities such as Career Scavenger Hunt

Credentialing Data: NC 41%, Western Region 30%, Transylvania 67% up from 48%.

End goal -3 E's Enrolled, Employed, Enlisted.

Jimmy Huey Madison CTE

243 Students earned 943 credentials

426 CTE Participants, 20 Career Pathways, 9 Career Clusters, 149 Concentrators, 98% Graduation rate.

Scott Moore Henderson CTE

State Legislation- G.S. 115C-158.10

All middle and high school students must complete a career development plan that includes at a minimum: A student's self-assessment regarding aptitudes, skills, values, personality, and career interests (Pathful CCIS-EZ completed in 6th grade, beginning with class of 2029). Exploration and identification of pathways for careers, including for each career: Identification of needed education, training, and certifications, information on the most cost-efficient path to entry and opportunities within the school setting to explore and prepare for the career, alignment of academic courses and extracurricular activities with the student's, identified career interests and creation of a career portfolio. A student must not be promoted from 8th grade until a career development plan is created. A student must not be promoted from 10th grade until a career development plan is revised.

Local Boards of Education must: Ensure that students are provided assistance in completion of the plan and instruction on how to access the plan throughout the student's enrollment.

Ensure that career development plans are easily accessible to students and parents.

Provide parents written notice of the initial creation of the plan and information on how to access the plan.

Funding for two full-time Career Planning Coaches, Positions will be responsible for creating Career Development Plans (CDP) compliant with legislation, CDP's will be created using Pathful Explore/Planner, Once created, students, parents, teachers, and counselors can access for guidance and discussion around career and course planning, Term of the grant is five years, but funding will run out after three years, Grant narrative attaches staff to high schools, but legislation will require that the staff also work with middle school students. CTSO Four Pillars- Leadership, Competition, Professional Development and Community Service, Research has shown that CTSO-involved students have higher motivation, academic engagement and Career Aspirations.

Business partners continue to ask schools to help develop the 'DURABLE SKILLS'- CTSO's support this work.

How are we promoting/encouraging participation in CTSO's: Tiered Advisor Stipends- three levels of incentive possible, based on affiliating the chapter, community service, competition participation and competition results.

Funding for travel and participation in competitions. Highlighting Clubs at Business Advisory Council, School Board Meetings, etc. State Officers elected from HCPS in both DECA and FCCLA. Increased CTSO enrollment across our

High Schools, 78+ hours of CTSO Community Service in Henderson County, Competition Participation-10 clubs competed at the regional or state level, Competition Success- National or International Qualifiers in DECA (top 20 finisher), SkillsUSA, FCCLA. Partnership with Rhodes Branding- marketing plan, photos, mailer

Mailer to all rising 9-12 homes. Marketing: this is timed to facilitate family discussion around high school course registration: HCPS Career Clusters (aligned to results from Career Interest Inventories)

Work-Based Learning Document- shared in all classes, linked on mailer. New Offerings: Ag Mechanics (NHHS and EHHS), Middle School Agriculture, Digital Design and Animation-Game Design.

Grey Rixey Education and Workforce Development Advisor to Senator Thom Tillis

Introduction. The office works well with the Boards.

Business Services Report, Youth Committee Report, Work Based Learning Report in Board Packet and Financial Reviewed with approval of work experience expenditures.

Announcements

Nathan Ramsey shared announcements from the agenda. Next Workforce Board meeting is June 25, 2024

Please join the Land of Sky meeting on the third of every month.

Thank you to all the presenters, members, staff and guests.

Business Service Update by Steve Newman

Reports for Review

The following reports were provided for Board members to review at their leisure including the Director's Report, Business Services Report, Career Centers Managers' Reports and committee reports.

Adjournment

Nathan Ramsey asked for motion to adjourn the meeting at 4:30 pm as there was no further business

Dr. Brian Weaver approved the motion to adjourn and Ross Young seconded the motion.

Respectfully submitted by Melissa Wright

**MOUNTAIN AREA WORKFORCE DEVELOPMENT CONSORTIUM
TITLE I ADULT PROGRAMS
BUDGET REQUESTS & RECOMMENDATIONS FOR PROGRAM YEAR 2024/25**

PROPOSED BUDGETS	AMOUNT REQUESTED	NUMBER OF PARTICIPANTS	COST PER PARTICIPANT
<u>MOUNTAIN AREA REGIONAL SUPPORT</u>			
NCWORKS SYSTEM SUPPORT	75,000.00	N/A	N/A
STAFF SALARY/FRINGE/INDIRECT	476,000.00	N/A	N/A
AB TECH COMMUNITY COLLEGE			
NCWORKS BUNCOMBE & MADISON STAFF SUPPORT TRAINING FUNDS	207,359.36	75	2,764.79
BLUE RIDGE COMMUNITY COLLEGE			
NCWORKS HENDERSON & TRANSYLVANIA STAFF SUPPC TRAINING FUNDS	151,789.19	75	2,023.86
TOTAL REQUESTS:	910,148.55	150	6,067.66

Allocation	740,383.00		
Less Admin.	(74,038.00)		
Estimated PY23 Carryover	312,789.00	Allocation	979,134.00
Total	979,134.00	Requested	910,148.55
		Balance	68,985.45

RECOMMENDATIONS FOR FUNDING

BUDGET RECOMMENDATIONS	AMOUNT RECOMMENDED	NUMBER OF PARTICIPANTS	COST PER PARTICIPANT
<u>MOUNTAIN AREA REGIONAL SUPPORT</u>			
NCWORKS SYSTEM SUPPORT	30,600.00	N/A	N/A
STAFF SALARY/FRINGE/INDIRECT	288,856.58	N/A	N/A
AB TECH COMMUNITY COLLEGE			
NCWORKS ASHEVILLE & MADISON SUPPORT TRAINING FUNDS	207,359.36 25,000.00	100	2,323.59
BLUE RIDGE COMMUNITY COLLEGE			
NCWORKS HENDERSON & TRANSYLVANIA SUPPORT TRAINING FUNDS	151,789.19 25,000.00	100	1,767.89
TOTAL RECOMMENDED BUDGETS:	728,605.13	200	3,643.03
		Total Recommended	\$728,605.13
		Funds Available	\$979,134.00
		Balance	\$250,528.87

**MOUNTAIN AREA WORKFORCE DEVELOPMENT CONSORTIUM
TITLE I DISLOCATED WORKER PROGRAMS
BUDGET REQUESTS & RECOMMENDATIONS FOR PROGRAM YEAR 2024/25**

PROPOSED BUDGETS RECEIVED	AMOUNT REQUESTED	NUMBER OF PARTICIPANTS	COST PER PARTICIPANT
<u>MOUNTAIN AREA REGIONALSUPPORT</u>			
STAFF SALARY/FRINGE/INDIRECT	54,505.00	N/A	N/A
NCWORKS SYSTEM SUPPORT	50,000.00		
AB TECH COMMUNITY COLLEGE			
NCWORKS ASHEVILLE & MADISON CO. STAFF SUPPORT TRAINING FUNDS	207,359.36	75	2,764.79
BLUE RIDGE COMMUNITY COLLEGE			
NCWORKS HENDERSON & TRANSYLVANIA STAFF SUPPO TRAINING FUNDS	151,789.19	75	2,023.86
TOTAL REQUESTS:	463,653.55	150	3,091.02

Allocation	352,378.00		
Less Admin.	(35,237.00)		
Estimated PY23 Carryover	79,069.00		
Total	396,210.00		
		Allocation	396,210.00
		Requested	463,653.55
		Balance	(67,443.55)

BUDGET RECOMMENDATIONS	AMOUNT RECOMMENDED	NUMBER OF PARTICIPANTS	COST PER PARTICIPANT
<u>MOUNTAIN AREA REGIONALSUPPORT</u>			
NCWORKS SYSTEM SUPPORT STAFF SALARY/FRINGE/INDIRECT	4,256.00		N/A
AB TECH COMMUNITY COLLEGE			
NCWORKS ASHEVILLE & MADISON CO. SUPPORT TRAINING FUNDS	207,359.36	100	2,073.59
			NDWG Supports Training
BLUE RIDGE COMMUNITY COLLEGE			
NCWORKS HENDERSON & TRANSYLVANIA SUPPORT TRAINING FUNDS	151,789.19	100	1,517.89
			NDWG Supports Training
TOTAL RECOMMENDED BUDGETS:	363,404.55	200	1,817.02
		Total Recommended	363,404.55
		Funds Available	396,210.00
		Balance	32,805.45

**MOUNTAIN AREA WORKFORCE DEVELOPMENT CONSORTIUM
TITLE I IN-SCHOOL NCWORKS NEXTGEN YOUTH PROGRAMS
BUDGET PROPOSALS AND RECOMMENDATIONS FOR PROGRAM YEAR 2024/25**

PROPOSED BUDGETS	AMOUNT REQUESTED	NUMBER OF PARTICIPANTS	COST PER PARTICIPANT
<u>MOUNTAIN AREA REGIONAL COSTS</u>			
STAFF SALARY/FRINGE/INDIRECT	-	N/A	N/A
NCWORKS SYSTEM SUPPORT	3,500.00	N/A	N/A
<u>MADISON COUNTY PUBLIC SCHOOLS</u>			
STAFF SUPPORT	54,473.00	10	13,198.10
PARTICIPANT SUPPORT	77,508.00		
SUPPORTIVE SERVICES			
TOTAL REQUESTS:	<u>135,481.00</u>	<u>10</u>	<u>13,548.10</u>
Allocation	180,980.00		
Less 10% Admin.	(18,098.00)		
Estimated PY23 Carryover	109,504.00		
Transfer to Out-of-School Youth	-100,000.00		
Balance	<u>172,386.00</u>		
		Allocation	172,386.00
		Total Request	<u>135,481.00</u>
		Balance	<u>36,905.00</u>

RECOMMENDATIONS FOR FUNDING

BUDGET RECOMMENDATIONS	AMOUNT RECOMMENDED	NUMBER OF PARTICIPANTS	COST PER PARTICIPANT
<u>MOUNTAIN AREA REGIONAL COSTS</u>			
STAFF SALARY/FRINGE/INDIRECT		N/A	N/A
NCWORKS SYSTEM SUPPORT	3,500.00	N/A	N/A
<u>MADISON COUNTY PUBLIC SCHOOLS</u>			
STAFF SUPPORT	54,473.00	15	8,965.40
PARTICIPANT SUPPORT	77,508.00		
SUPPORTIVE SERVICES FUNDING	2,500.00		
TOTAL RECOMMENDED BUDGETS	<u>137,981.00</u>	<u>15</u>	<u>9,198.73</u>
		Total Recommendation	137,981.00
		Funds Available	<u>172,386.00</u>
		Balance	<u>34,405.00</u>

**MOUNTAIN AREA WORKFORCE DEVELOPMENT CONSORTIUM
TITLE I NCWORKS NEXTGEN OUT-OF-SCHOOL YOUTH PROGRAMS
BUDGET PROPOSALS AND RECOMMENDATIONS FOR PROGRAM YEAR 2024/25**

BUDGET PROPOSALS RECEIVED	AMOUNT REQUESTED	NUMBER OF PARTICIPANTS	COST PER PARTICIPANT
<u>MOUNTAIN AREA REGIONAL COSTS</u>			
NCWORKS SYSTEM SUPPORT	-	N/A	N/A
STAFF SALARY/FRINGE/INDIRECT	3,500.00	N/A	N/A
<u>AB TECH C. C. ON-THE-JOB TRAINING</u>			
PROGRAM & STAFF SUPPORT	70,606.34		#DIV/0!
PARTICIPANT OJT FUNDS			
SUPPORT COST			
<u>GOODWILL- ASHEVILLE WFD DISTRICT</u>			
PROGRAM & STAFF SUPPORT	236,186.56	55	7,035.73
PARTICIPANT WEX	150,778.80		
SUPPORT COST	14,480.00		
TRAINING FUNDS			
<u>HENDERSON COUNTY PUBLIC SCHOOLS</u>			
PROGRAM & STAFF SUPPORT	160,378.93	45	3,563.98
PARTICIPANT WEX	39,526.93		
SUPPORT COST	1,195.00		
TOTAL REQUESTS:	676,652.56	100	6,766.53
Allocation	542,940.00		
Less 10% Admin.	(54,294.00)		
Estimated PY23 Carryover	337,308.00		
Transfer from In-School Youth	100,000.00		
Balance	925,954.00		
		Allocation	925,954.00
		Total Request	676,652.56
		Balance	249,301.44

BUDGET RECOMMENDATIONS	AMOUNT RECOMMENDED	NUMBER OF PARTICIPANTS	COST PER PARTICIPANT
<u>MOUNTAIN AREA REGIONAL COSTS</u>			
NCWORKS SYSTEM SUPPORT	13,400.00		N/A
STAFF SALARY/FRINGE/INDIRECT	192,571.05		N/A
<u>AB TECH C. C. ON-THE-JOB TRAINING</u>			
PROGRAM & STAFF SUPPORT	70,106.34	4	17,526.59
PARTICIPANT OTJ TRAINING FUNDS	25,000.00		
<u>GOODWILL- ASHEVILLE WFD DISTRICT</u>			
PROGRAM & STAFF SUPPORT	236,186.56	55	6,324.33
PARTICIPANT WEX	111,651.42		
SUPPORTIVE SERVICES FUNDS	10,000.00		
BASIC SKILLS ASSESSMENTS	480.00		
TRAINING FUNDS	20,000.00		
<u>HENDERSON COUNTY PUBLIC SCHOOLS</u>			
PROGRAM & STAFF SUPPORT	159,608.93	45	3,546.87
PARTICIPANT WEX	27,054.60		
SUPPORTIVE SERVICES FUNDING	1,195.00		
TOTAL RECOMMENDED BUDGETS	867,253.90	104	8,338.98
		Total Recommendation	867,253.90
		Funds Available	925,954.00
		Balance	58,700.10

**MOUNTAIN AREA WORKFORCE DEVELOPMENT CONSORTIUM
NATIONAL DISLOCATED WORKER GRANT FUNDING (PACTIV/EVERGREEN)
PROGRAM YEAR 2024/25 (Funding Expires 2025)**

PROPOSED BUDGETS RECEIVED		AMOUNT REQUESTED	NUMBER OF PARTICIPANTS	COST PER PARTICIPANT
MOUNTAIN AREA REGIONALSUPPORT JOB & CAREER FAIRS		15,000.00	N/A	
AB TECH C.C. OJT PROGRAM STAFF SUPPORT TRAINING FUNDS		22,136.95 -	10	2,213.70
BLUE RIDGE C.C. TRAINING FUNDS		0.00		
TOTAL REQUESTS:		<u>37,136.95</u>	<u>10</u>	<u>2,213.70</u>
National Dislocated Worker Grant	166,667.00	Allocation	165,000.00	
Less Admin.	16,667.00			
Estimated PY23 Carry Over	15,000.00	Requested	37,136.95	
Total	<u>165,000.00</u>	Balance	<u>127,863.05</u>	

BUDGET RECOMMENDATIONS		AMOUNT RECOMMENDED	NUMBER OF PARTICIPANTS	COST PER PARTICIPANT
MOUNTAIN AREA REGIONALSUPPORT JOB FAIRS/CAREER EVENTS		35,000.00		
AB TECH C.C. OJT PROGRAM STAFF SUPPORT TRAINING FUNDS		22,136.95 50,000.00	5	14,427.39
AB TECH C.C. TRAINING FUNDS		40,000.00		
BLUE RIDGE C.C. TRAINING FUNDS		15,000.00		
TOTAL RECOMMENDED BUDGETS:		<u>162,136.95</u>	<u>5</u>	
			Total Recommended	\$162,136.95
			Funds Available	\$165,000.00
			Balance	\$2,863.05

Business Services Sector Career Pathways Committee Meeting
June 19, 2024

Present: Peter Cook, Steve Newman, Anna Davis, Barbara Darby, Marc Czarnecki, Stacy Peek, Patrick Kennedy, Jason Chappell, Debbie Cromwell, and Hailey Carroll

- 1) Recap of AI Summit: Peter attended and said it was excellent. Fred Reese, President/CEO, WCI, Inc. called Barbara and said it was well worth his time. Peter and Fred said the keynote speakers were excellent and the variety of topics added value. Fred intends to contact Kristi Nickodem, UNC School of Government, for additional information and has potential interest in having her speak at WCI's fall conference on October 10. 19 feedback surveys were received, and the results averaged very good. Steve commented that the Summit content was solid. Steve managed the graphic and title contest which brought student participation. The Brain Hub vinyl sticker was given to all attendees. Barbara stated collaborating with the community colleges and universities will open doors to more joint ventures. Mountain Area WDB received state-wide attention for hosting the AI Summit and Blue Ridge CC received high marks for their conference center. Marc showed pictures from the Summit. Many contacts were made and networking at Trailside Brewing was a plus. The planning team will begin planning AI Summit 2.0 this fall.
- 2) Recap of CCD (Construction Career Day): Barbara said the event brought 62 employers and about 700 students from 16 counties. Last year the event had 850 students and 47 employers participate. This year displayed more diverse equipment, land surveying, drones, and smaller businesses. The debrief indicated a need for better communication between CTE Directors and CTE Coordinators and teachers starting earlier to vet students. In addition, the transition to a new k-12 leader learning the processes may have impacted numbers. Employers were pleased and the date for CCD 2025 is April 28, 29, 30 at the Smoky Mountain Event Center. Of the \$41,100 raised via sponsorships, \$39,000 was used to cover all costs. The remaining funds will serve to reserve the event center for next year. Marc shared pictures of the event which showed why the indoor and outdoor space is ideal and highlighted the student interaction with employers. Steve said he wanted to attend next year and go up in the bucket truck and operate equipment. We welcome volunteers. Planning for CCD 2025 will begin in October. Barbara will recognize Brain Walker/Vannoy, Tamera Edwards/MB Haynes, and John Anglin/Young and McQueen on June 25th at the WDB meeting.
- 3) Presentation on CCD: WDB chair, Graham Fields, will make a presentation about Construction Career Day along with mention of LOS Programs: Inspire, Go Places, and P20, on July 18 in New Bern NC at the National Association of Workforce Boards (NAWB) Summer Board Meeting. Our board is honored to be asked to present.
- 4) The NCWorks Career Centers Spotlight and Small Business Tours will take place this fall. To showcase what services the career centers provide to job seekers and businesses along with highlighting successful small businesses, four events are being planned. The workforce staff will invite elected officials, board members, business facing staff of our workforce partners and LOS staff to participate. The event structure will include a tour of each NCWorks Career Centers from 9 am – 10 am followed by a tour from 10:30 am – 12 noon. Tours are scheduled as follows by county:

NCWorks Madison - Sept. 6 or Oct. 4 TBD; Outrider USA and Spark Robotics in Mars Hill
NCWorks Henderson - Sept. 13; Stuller Power Solutions in Hendersonville
NCWorks Transylvania - Sept. 20; Headwaters Outfitters in Rosman
NCWorks Buncombe - Sept. 27; Devil's Foot Beverage and Ernest Co-Work/Co-Warehouse in Asheville

5. ARPA Work-Based Learning Grant Update – Barbara reported that 21 grants totaling \$247,000 have been awarded since April 2023. Barbara asked for referrals of small businesses and commented this grant is the best service the board has ever provided to small businesses for training their incumbents. ARPA funds are more flexible and do not require WIOA participant enrollment, which makes using these funds less cumbersome.

6. MAWDB will be hosting an Economic Roundtable/Forum on July 23 at LOS. 48 employers completed a survey Fall/Winter of 2023/2024 distributed by the NCWorks Commission, along with LEAD & NCSU. The employers were asked several key questions to gain their perspective on numerous issues around economic and workforce during the economic environment at that time. 43 of the 48 employers said they would be interested in participating in an employer forum to discuss workforce issues with other employers and workforce representatives from the local workforce boards and the state workforce board. Invitations will be sent out next week. Any employer is welcome to participate.

7. Jobs for the Future (JFF): JFF's Congressional Staff Network (CSN) convenes a bicameral, bipartisan group of senior legislative staff to focus on policy issues at the core of economic mobility: K-12 education, postsecondary education, workforce development, and poverty alleviation. As part of the network, they take Congressional staff who work on these issues out to see real programs and meet with practitioners and participants on the ground. The local site visits typically align with Congressional recess, and typically they have around 20-25 Hill staff participating. They will plan to have discussions around Career Pathways, Apprenticeships, Economic Development, and Education (K-12 and Community Colleges). Mountain Area WDB will host this group of senior legislative staff on August 14 & 15. Nathan is developing the agenda for their visit.

8. The committee discussed the need for a summer or fall job fair. Everyone thought the 3 pm – 7 pm timeframe would be best. Barbara stated the Expo Bld. and Virginia Boone Bld. were available last week. If not on July 30 or 31, it would need to be in mid to late October. Barbara will look at staff capacity and discuss internally. Southwest Commission's National Dislocated Worker Grant would provide the funds for hosting a job fair.

9. Hailey Carroll, PhD candidate LOS summer intern from Clemson University, informed the committee about the Wellness Summit that she is planning with MAHEC to be held on August 8 at MAHEC. The meeting space will accommodate 170 people. The scope of the Summit is being defined. Committee members thought of several potential speakers and will send these contacts to Hailey. Hailey is planning this event with Francisco Castelblanco, DNP, RN Chair, Continuing Professional Development, AHEC Director. Please send all referrals to hailey@landofsky.org.

No future committee meeting was planned at this time.

Mountain Area Workforce Development Board
June 25, 2024
Director's Report

Labor Market Update

Unemployment rate in Mountain Area region was **2.7%** as of April 2024. As of April 2024, **699 less** people working compared to April 2023. **555 more** people working compared to March 2024. Unemployed Individuals by month (Buncombe, Haywood, Henderson, Madison and Transylvania Counties):

April 2024 6,865
March 2024 7,808
February 2024 7,924
January 2024 7,493
December 2023 6,459
November 2023 7,120
October 2023 7,335
September 2023 6,987
August 2023 7,702
July 2023 7,470
June 2023 7,551
May 2023 6,752
April 2023 6,466
March 2023 6,916
February 2023 6,696
January 2023 6,808
December 2022 6,285
November 2022 6,781
October 2022 7,343
September 2022 5,953
August 2022 6,938

Total Labor Force 225,602

Total Employed Labor Force 219,607

Asheville metro (as of March 2024) continues to have the lowest unemployment of any NC metro at 2.7%. All counties in our region have an unemployment rate at or lower than the statewide rate of **3.5%**.

Buncombe 2.6%

Haywood 2.8%

Henderson 2.7%

Madison 2.8%

Transylvania 3.1%

Monthly job growth by metro:

1. Charlotte/Concord/Gastonia 0.5%
2. Jacksonville 0.5%
3. New Bern 0.4%
4. Winston Salem 0.4%
5. Durham/Chapel Hill 0.3%
6. Fayetteville 0.3%
7. Wilmington 0.3%
8. Hickory 0.2%

9. Rocky Mount 0.2%
10. Greensboro-High Point 0.1%
11. Burlington 0%
12. Goldsboro 0%
13. Raleigh 0%
14. Greenville -0.1%
15. Asheville -0.2%

Asheville Metro Employed Persons 234,282
 Asheville Metro Labor Force 241,557 (Civilian Labor Force)

Please visit the LMI Dashboard:

Mountain Area WDB Labor Market Overview:
[Mountain Area WDB Overview | LEAD Analytics \(ncommerce.com\)](#)

- Jobs for the Future (JFF) will be bringing a bipartisan, bicameral Congressional staff visit to Western North Carolina focused on workforce development. Each year they visit one community in the nation and this year they have selected our region. We are working to develop an agenda for their visit which will be August 13 – 15. We hope to highlight the many wonderful examples of workforce development projects in the region. The staff includes the committee staff which writes federal legislation and policy regarding education and workforce development.
- NCWorks Career Center Asheville will be moving to a new space downstairs in the same building. The entrance will be on the Asheland Avenue side instead of the Grove Street side. The move is effective July 1, 2024. This move will save the state over \$150,000 per year in lease expense. Mountain Area WDB has assumed this lease responsibility but we are grateful for the support by the NC Department of Commerce to minimize the financial burden of this lease.
- One of the top priorities for 2024 for MAWDB is to focus on expending our NDWG funds. Effectively we have unlimited funds to serve dislocated workers and employers who hire dislocated workers. We have received \$500,000 from USDOL ETA for National Dislocated Worker Grant (NDWG) funding to support Evergreen Packaging workers. Southwestern Workforce Development Board will be receiving \$6.0 million. We are working closely with SWDB to help Evergreen workers and local businesses. There will be funding for worker re-training, education and on-the-job training contracts. Employers who hire a dislocated worker may receive a reimbursement for the employee's wages of up to 75% for up to six months depending on the skills gap. **This funding can serve dislocated workers beyond Evergreen workers.** We have \$6.5 million for the next two years through this grant. Our top priority is to expend these funds to benefit our region's employers and dislocated workers. We are negotiatin with Pratt & Whitney for on the job training. They have a goal of 400 employees to be hired this year. Contact the MAWDB and SWDB business services staff to learn more.
- Another top priority is the MAWDB Metrix Learning site. It is up and ready for anyone and everyone to register. It is FREE!!!!!! This site provides 7000 courses for soft skills and career exploration!!!!!! This opportunity does not come along often so don't miss out. <https://mawdb.metrixlearning.com/>
- House passed WIOA reauthorization legislation referred to as A Stronger Workforce for America Act (H.R. 6655). This legislation would increase the Governor's set aside from 15% to 25%, mandate at least 50% of Workforce Board's funding to be spent on education and training and it would make many other changes as well. There are several concerning provisions in this legislation and I question whether many Workforce Development Boards will be viable, especially those in rural communities. Our challenge

now is encouraging more people to enter training and education. WDBs cannot force individuals to seek additional training. If we could force individuals to increase their skills, we would do so but none of us has the superpower to force individuals to do something they decline to do. I was part of a group of NC Councils of Governments Directors who met with House Education & Workforce Committee staff, US Senator Thom Tillis and US Senator Ted Budd.

- Our Local Area Plan PY24 was approved by the NC Department of Commerce. I want to thank Melissa Wright, Workforce Operations Director for writing our plan.
- We have achieved at this point 385% toward the 20% requirement for work experience. We thank our youth contractors for this impressive milestone.
- We are adding an “Earn and Learn” portal on the MountainAreaCareers.org site to share the opportunities in our region to gain employment and receive educational/training assistance as well. This would include registered apprenticeship programs. Employers need to provide at least 50% of the support for educational and training programs to qualify.
- We will begin a Summer Youth Employment Program on Monday, June 24. There will be two weeks of soft skills and leadership training followed by four weeks of work experience at a local employer. This project is being funded by a fund balance appropriation from Land of Sky Regional Council. The youth will be part-time employees of LOSRC. Youth will be paid \$15 per hour during the classes and the work experience. The total cost of this project will be around \$20,000. The students are referrals from the Asheville City Schools alternative school program.
- We are considering a possible regional job fair in late July or early August.
- The Fierce Fellows soft skills program with Dr. Regan has been completed for 2024 with 11 wonderful individuals. Please see at link for graduation day. <https://www.mountainareaworks.org/fierce-fellows/>
- We are working with RTI International and the Asheville Chamber about a regional talent analysis focused on four-year degree and beyond engineering and perhaps other occupations/sectors as follow-up to last year’s WNC Talent.
- Links to social media outreach for Metrix Learning, 7000 courses free with certificate of completion.
Facebook - <https://www.facebook.com/reel/1155693205673644>
Twitter - X - <https://twitter.com/MtnAreaWorks/status/1803510915486327266>
YouTube - <https://youtube.com/shorts/fYwYGJNCils>
Linked In: <https://www.linkedin.com/feed/update/urn:li:activity:7209275158782459904>

Barbara Darby, Assistant Director/Business Services Leader

1. Business Services Outreach

- a. Name of event/program – AI Summit
- b. Purpose of outreach – Encourage registration for Summit
- c. # of companies contacted – 300+ companies, businesses, educational institutions, workforce partners, students, and general public
- d. Outcomes or action items – 155 attendees; feedback survey completed by 19 attendees; avg, 4+ (very good) on scale of 5. TY sent to 12 speakers; cost covered by sponsorships and registration fee with a balance for AI Summit 2. Involved collaboration with community colleges and universities.

2. Business Services Projects

Name of project – Per Scholas IT Training

- a. Role – Planning Committee Member
- b. Purpose of project – To support 12 week live/virtual IT Support Desk Training via A-B Tech Cont. Ed.
- c. Status of project – Tentative start date spring 2025; requesting letters of support from technology and other companies; seeking student for pilot starting July 8; no cost to student
- d. Number of businesses involved – 5+
- e. Outcomes or action items – Request and provide letters of support to Per Scholas to support their application for philanthropic funding to cover student tuition

Name of project – Employer Forum/Roundtable

- a. Role – Project Leader with Nathan
- b. Purpose of project – To gather input from employers who completed a survey distributed by NC Commerce in fall 23/spring 24. Scheduled for July 23, 9 am – 10:30 am at LOS. Invitation to be sent to 45 companies.
- c. Status of project – In planning stage
- d. Number of businesses involved – 45+ TBD
- e. Outcomes or action items – Provide feedback to NC Commerce and NCWorks Commission

Name of project – NC Works Career Center and Small Business Spotlight

- a. Role – Project Leader
- b. Purpose of project – To showcase the NCWorks Centers in 4 counties along with a successful small business
- c. Status of project – In planning stage; events scheduled for September 2024
- d. Number of businesses involved – 4
- e. Outcomes or action items – increase visibility of small businesses; plan event with NCWorks Career Center Managers

3. Meetings/Events related to Business Services

- a. Business Services Sector Career Pathways Committee – June 19
- b. AI Summit Debrief – June 5
- c. Digital Inclusion Conference – June 4

Marc Czarnecki, Business Services Representative

1. Business Services Outreach

- a. AI Summit, 5/30/2024 Business Services Outreach
- b. Purpose of outreach – AI Summit Workforce Outreach to Business and Education Sectors
- c. # of companies contacted – Outreach through Meet the Geeks and Asheville Digital Nomads, UNCA, OLLI, and EWI
- d. Outcomes or action items – boosted registrations; built new business relationships

2. Business Services Projects

- a. Name of project – AI Summit
- b. Your role – Event and Online Support
- c. Purpose of project – Business and education partnerships to benefit the MAWDB workforce
- d. Status of project – 2024 event closed, 2025 event 'opening wheels'
- e. Number of businesses involved = ~70 and 155 attendees
- f. Outcomes or actional items –
 - Knowledge sharing focus, problem-solving, networking, and staying updated on AI trends. It aimed to inspire innovation and foster new ideas in AI, involving small to large businesses, educators, IT professionals, students, and government representatives.
 - Surplus LOS non-profit funding

3. New Business Connections

- a. Nature of connection – WNC Communities Madison County Digital Leaders
- b. Potential benefit from connection – reach 67 WNC community centers, laptop and broadband connectivity.
- c. Outcomes or action items – Digital Literacy for education, workforce development, telehealth leveraging newer established broadband. Example, WREN Bio Blitz.

4. Training/workshops related to professional and/or business development

- a. Name of training - LOS-Digital Opportunities
- b. Training Provider - NC State Institute of Emerging Issues, Dogwood Health Trust
- c. Benefit to business services work – Workforce development, WNC Communities
- d. Outcomes or action items – new partnerships with the WREN startup

5. Meetings related to Business Services

- a. Nature of meeting - Manufacturing Morning at Freudenberg Performance Enka
- b. Benefit to Business Services – Awareness of AI in advanced manufacturing
- c. Outcomes or action items – new BRCC and FPE AI advanced manufacturing partnership development

NCWorks Career Center Asheville Manager's Report

June 1-18, 2024

Employer and Job Seeker Services:

- ❖ 244 internal job orders created in NCWorks Online
- ❖ 532 services provided to employers
- ❖ 578 distinct individuals received services via NCWorks Career Center Asheville and NCWorks Online
- ❖ 2,259 services provided to individuals via NCWorks Career Center Asheville and NCWorks Online
- ❖ 173 job seekers visited our office
- ❖ 69 RESEA reemployment service assessments were conducted

Overview of Center Activities:

- ❖ June 6 – Marjorie McCune Center job fair.
- ❖ June 11 - PrideStaff job fair.
- ❖ June 18 – Givens Communities job fair.

After more than 50 years at our Grove Street location, NCWorks Career Center Asheville is moving!
Beginning July 1, we will be in our new offices at 53 Asheland Avenue, Suite 105.

Board Report for 05/23/2024 – 06/19/2024 Henderson County NCWorks Career Center

Total number of Distinct Individuals Logged In – 130

Total number of Distinct Individuals Receiving Services - 200

Total number of Services Provided to Individuals- 924

Total number of Individuals Virtual Recruiters Created- 29

Total number of Services Provided to Employers - 194

Board Report for 05/23/2024 – 06/19/2024 Transylvania County NCWorks Career Center

Total number of Distinct Individuals Logged in - 31

Total number of Distinct Individuals Receiving Services - 42

Total number of Services Provided to Individuals – 114

Total number of Individuals Virtual Recruiters Created-6

Total number of Services Provided to Employers - 33

Highlights:

- We are partnering with Schneck Job Corp to offer Applied Math and other assessments through ACT WorkKeys for credentialing purposes
- Monthly WSQL Radio Interview discussing NCWorks, Labor Market in Region
- All Continuing Education Scholarships for Blue Ridge are processed through centers
- Presentations with several Henderson Co Public High Schools regarding job search/career counseling/NCWorks
- Ongoing monthly outreach at Transylvania Co Public Library
- Ongoing monthly outreach/job search presentation at Transylvania Co Public Safety Facility
- Staff have been assisting the various Apprentice groups at Blue Ridge offering NCWorks services including resume assistance, interview tips, and job search tips.
- Staff have been continuing outreach efforts with several non profits (both counties) offering services and looking for ways to closer partner
- Staff have joined the regional re-entry partners meetings

**NCWorks Career Center – Madison
May 22, 2024 – June 20, 2024**

Employer and Job Seeker Services

	<u>Current</u>	<u>Last year - (Same Period)</u>
Services Provided to Individuals	2105	1536
Services Provided to Employers	208	283
Distinct Individual Receiving Services	1806	919
Internal Job Orders Created	19	17
Internal Job Referrals	04	19

Summary of Center Activities

- 05/23/24 - Conducted outreach at Mars Hill Library
- 05/28/24 – Hosted onsite hiring event for Fairfield Inn-Weaverville
- 05/30/24 - Conducted outreach at Mars Hill Library
- 06/4/24- 6/6/24 – Coordinator attended NC Rural Center- Homegrown Leaders training
- 06/04/24 – Staff attended Madison County Chamber of Commerce Board meeting
- 06/06/24 - Conducted outreach at Mars Hill Library
- 06/10/24 - Conducted outreach at Hot Springs Library
- 06/20/24 - Conducted outreach at Mars Hill Library
 - Presented NCWorks and LMI to the Area Ministries of Madison (AMOM) meeting

Our team continues to conduct customer outreach by phone and email to determine job search status and offer resources and services. We continue to create or review resumes, explore employment opportunities, promote career awareness, make referrals, and conduct other job search related activities with job seekers both in person and remotely. Outreach to area employers include e-mails and phone calls to encourage using the NCWorks online system to post available job openings.

NCWorks-Madison continues to build a Social Media presence on Facebook by sharing relevant articles on employment issues, training and educational opportunities at A-B Tech, local job opportunities, and spotlighting Madison county employers.