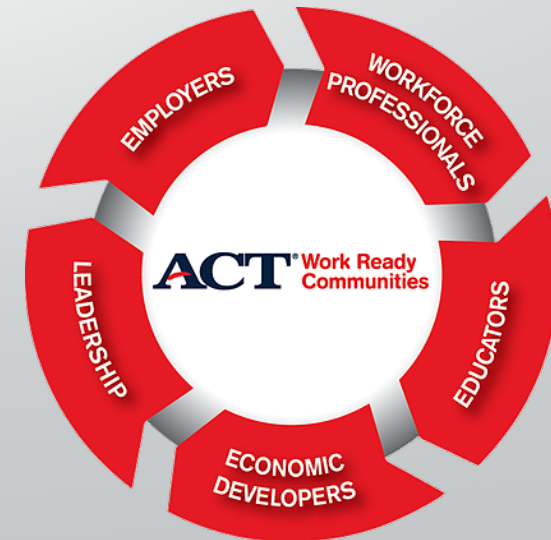


Under-Employed to High-wage, High-demand Careers Through Collaborative Partnerships





Underemployed

- (of a person) not having enough paid work or not doing work that makes full use of their skills and abilities.

Unskilled

- Of or relating to workers who lack technical training or skill.

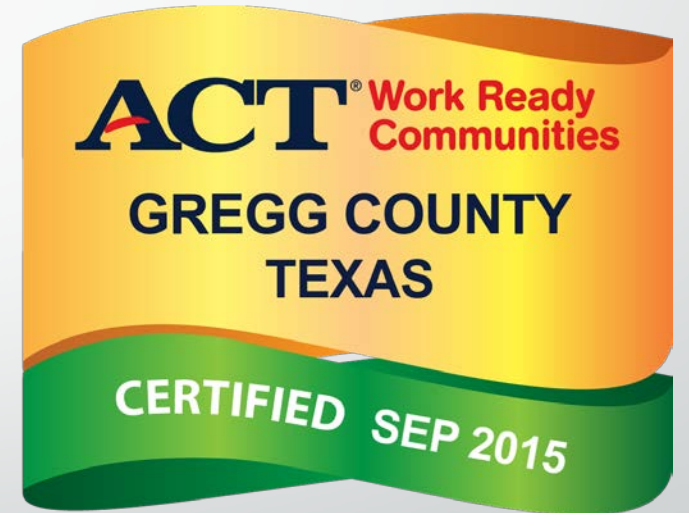
Objective

- *Improving outcomes for low-income and low-skilled individuals with multiple barriers takes collaboration and partnership*

Our Communities



Western Nevada College



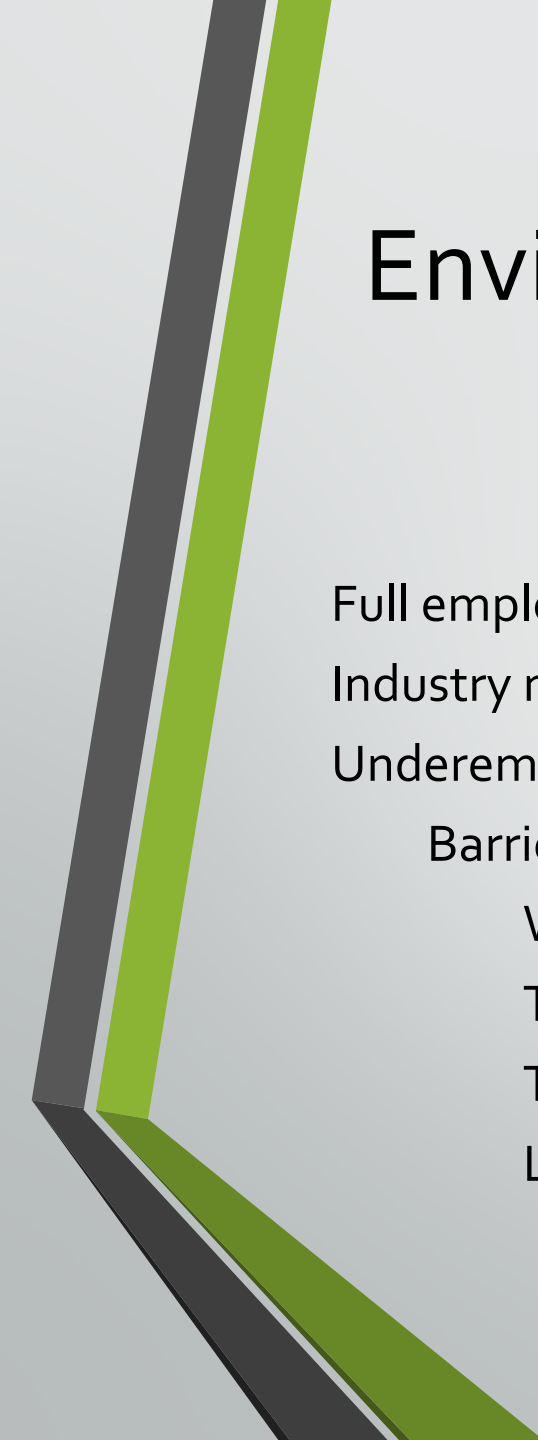


Western Nevada College

Workforce Innovations for a New Nevada (WINN) Grant

And

Donor Full Scholarships



Environmental Challenges Facing Community Colleges

Full employment

Industry needs skilled talent

Underemployed or unskilled population requires training

Barriers:

- Work to maintain income

- Time constraints (2+ jobs, family, etc.)

- Tuition and fees

- Life (child care, transportation, etc)



Workforce Innovations for a New Nevada (WINN) Grant

Governor's Office of Economic Development WINN Fund

Build skilled workforce

SNAP recipients funded Advanced Manufacturing education (MT1)

Production Technician

Pilot 1—Spring 2018 for 20 students

Pilot 2—Summer and Fall 2018 for 100



Program Development

What went well?

Employer engagement

Students completed program

Developed confidence, self-efficacy

Changes required?

Expand orientation

Peer mentors or contacts through program

Ability to intervene when life issues emerge

Coach resilience



WNC Career & Technical Education Scholarships

Description: This scholarship will cover all tuition, fees and books for students pursuing degrees or certificates in welding, automotive services, machine tool and manufacturing.

Funding: \$150,000



Purpose:

Maximize community impact for students and businesses through scholarships by funding certifications and degrees

- in high demand with local employers
- that can be completed in short time periods
 - requiring very few pre-requisites



Donor intent:

The donor seeks to dramatically change low-income workers' career trajectories and improve the financial well-being of entire families by providing full funding for training and certifications that will open doors and remove barriers, enabling low-income community members to qualify for jobs with salaries that will better support their families.

Vision:

Allow bartenders, retail clerks, gas station attendants and fast food employees the opportunity to learn new, meaningful careers that pay comfortable, living wages.



Challenges:

- Low unemployment rate (4.5%) in Nevada means finding students more challenging
- Reaching target student difficult as current employers are afraid of losing good employees
- Term “Scholarship” does not resonate with target student
- Similar programs within Nevada perceive scholarship as competition for “thin market”
- Customized funding for each student makes administering program time intensive. With limited resources, execution has been difficult.
- Non-traditional students not as reliable (drop-out rate higher)

Accountability:

Donor requires full report on student employment following initial scholarship donation. Success depends on our ability to fulfill the vision of the donor.



Solutions:

- Involved donor in helping to market program
- Social media campaign
- Press releases
- Flyers in utility bills
- Posters throughout town (local coffee shops)
- Foundation Board members armed with information
- Partner organizations (welding association, local manufacturers, auto dealers, etc.)
- Rely on instructors to use scholarships to help fill classes
- Partner with financial aid office to inform students
- Partner with local high school counselors



Impact:

Cost of manufacturing certificate (Siemen's Mechatronics): Less than \$2,000

Cost of Welding certificate: Less than \$700

Cost of one semester at WNC: Less than \$1,500

Qualified employees are in high-demand; students offered positions immediately upon completion

More than 125 families will benefit, dramatically changing their economic status forever

Inspired other organizations to start scholarships to support workforce development


WNC enrollment positively impacted



- A team of nine economic and workforce developers, educators and employers working to improve the Gregg County labor force.
- Dedicated to making our county more competitive by aligning education and workforce development with the needs of local businesses.
- Our team training began the ACT WorkReady Community Academy in December 2013.

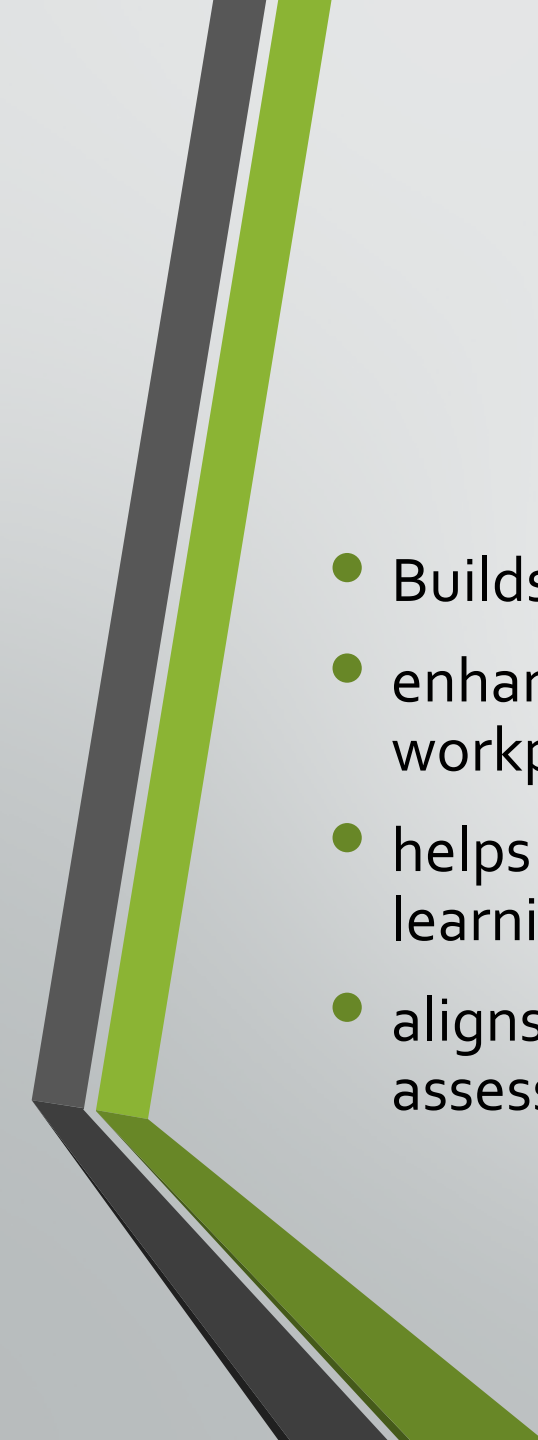
Situation

- Local and National low unemployment rate
 - Problem for growing companies seeking a skilled workforce
 - Manufacturing is growing and has climbed to its highest point in six years – the strongest activity since April 2011
 - Gregg County have over 150 existing manufacturing companies
- Employers are seeking new resources for a labor force
- The local workforce consists of people that are facing barriers and need to improve their skills in order to get the existing open jobs



Business Retention and Expansion Strategy to develop a skilled workforce

- working with non-profits
 - assist the homeless, under-employed/unemployed, and other undeserved citizens reach job/career goals.
 - take WorkKeys assessments before moving on to additional education and/or job placement.
 - employer partners include Eastman Chemical and Aeon Coil Products.



CareerReady 101/KeyTrain

- Builds skills
- enhances the cognitive foundational skills required for success in the workplace.
- helps individuals build the essential career-relevant skills needed for learning, personal development and effective job performance.
- aligns with the WorkKeys National Career Readiness Certificate[®] assessments.







Heartisans

- Approximately 55-60 women have gone through the program since 2014.
- Use the career matching to see where their interest lie and what's available in our community
- Require them all to take the Soft Skills to have the necessary skills on how to behave and be a model employee within the workforce.
- Use the WorkKeys not only for those that are interested in a job that requires them but also as a useful tool to see where their current skills are and where they need improvement.
- The practice lessons along with the help of tutors help prepare them to take the TSI test and get ready for school if they've been out awhile.


Success Stories

- Client 1: CNA but taking pre-requisites to start the LVN program in January at Kilgore College
- Client 2: Currently in the HVAC program at Kilgore College
- Client 3: Working at KSA Engineering that started as an intern while attending school at Kilgore College and has worked her way up into a full-time office position
- Client 4: Working at US Title in the office while also finishing her business degree from Kilgore College
- Client 5: Received her CNA and is now working on her EMT at Kilgore College
- Several taking the office management certification program at Kilgore College
- Started with the temp agency and just got offered permanent positions at STEMCO (manufacturing)



Partners

- Choose your partners strategically. The partners suggested by ACT during academy sessions are imperative to the success of the initiative. By having a champion in each sector, progress will come much easier for the initiative.
- Partner examples include: school districts, community colleges, employers, workforce solutions office, economic development office, chamber of commerce, etc.



“You can’t just expect to go out and take the fruit off the vine, you’ve got to put stuff in the soil.” *Steven Covey*

We as a community have to come together and build the needed workforce while also removing barriers for those in our community that need higher paying jobs.



Questions?