

guilford WORKS PY2022-23 ANNUAL REPORT



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FROM THE DIRECTOR



Dear stakeholders,

The 2022-23 Program Year was the year of transformation.

Our workforce system learned to pivot into a hybrid world but also understood that our customers appreciate flexibility and options. Meeting people where they are has been one of our many achievements. From the Career and Gear Job Fair, the Fresh Start Initiative and the Chief's 500 Jobs Program, our system has continued providing diverse opportunities to our wonderful neighbors in Guilford County.

Our newly formed External Affairs Division has not only engaged with numerous employers, but it has strategically partnered with companies like Toyota and aided many job seekers with new-hire assessments in our Greensboro Comprehensive Career Center.

We held our inaugural DEI (Diversity, Equity and Inclusion) Summit, the Third Annual Healthcare Summit, and the first Workforce and Economic Development Exchange. These events have brought diverse perspectives to the table that will produce perpetual and impactful benefits to the emerging workforce.

GuilfordWorks has positioned itself as the leader of workforce development on many platforms, and I am proud, honored, and ready to take our system to the next level.

Sincerely,
Dr. Danielle A. Harrison
Executive Director
GuilfordWorks

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MEET THE NEW DIRECTOR

Dr. Danielle Harrison was appointed Executive Director of GuilfordWorks in February 2023.

For the past 17 years, workforce and people development has been a primary focal point for Harrison. She began her career working for the North Carolina Department of Public Safety. This is where she gained her passion for aiding individuals with their personal, professional and academic transitions. Some of her work included managing education programs, vocational training and employment contracts for the judicially impacted populations.

Harrison has taught workforce curricula, as well as created and stimulated future educators, while working in both two-year and four-year higher education institutions in the Piedmont Triad Region. Harrison has trained and provided strategic planning and workforce analyses as a health and human services training and quality manager.

Harrison is a change-agent, transformational leader and a public servant at-heart. Having graduated from Guilford Technical Community College, Guilford College and North Carolina Agricultural Technical State University, she received two undergraduate degrees in criminal justice with a minor in psychology, and a master's degree in adult education. Harrison received her doctorate degree in general education administration from Northcentral University.

She was a 2022 Triad Business Journal 40 Under 40 Honoree and was featured on the cover of the July 2023 issue of Black Business Ink. Harrison currently serves as an executive board member of the Industries of the Blind, Level-Up Parenting, and as president of the Triad Chapter of the National Forum for Black Public Administrators.



WORKFORCE DEVELOPMENT BOARD

PRIVATE SECTOR

Harley S. Garrison, Board Chair
Chief Executive Officer
Starr Electric Company Inc.

Eva Ogden, Vice Chair
Senior Vice President and Financial Advisor
Pinnacle Financial Partners

George Jordan
President
MT Company

Michele Adamolekun
Chief People and Culture Officer
Cone Health

Robert Boyer
Director of Organizational Development
HAECO

Dr. Jason J. Caldwell
Founder and Chief Executive Officer
UBUNTU Consulting Group

Elma Hairston
Founder and Managing Director
Dynamic Imaging International LLC

Robert Hudson
Wealth Management Advisor
Northwestern Mutual Investment

Cornelious "C.C." Lamberth
Chief Executive Officer
C2 Contractors LLC

Brian Maas
Business Development Manager
ECS Southeast LLC

Dave Robson
Director Operational Excellence
United Healthcare

Tracy Sendrick
Vice President
Phase Change Solutions

Timothy Stanton
Senior Human Resources Manager
Toyota Battery Manufacturing

PUBLIC SECTOR

Sharon Barlow
Deputy Director
Guilford County Department of Social Services

Dr. Eboni Chillis
Chief Innovation Officer
Guilford County Schools

Andrea Derflinger
Counselor in Charge
NC Services for the Blind

Dr. Manuel Dudley
Vice President of Workforce and Continuing Education
Guilford Technical Community College

Maria Layne-Stevens
Chief Executive Officer
Guilford Child Development

Karen McIntosh
Regional Operations Director
NC Department of Commerce

Marvin J. Price
Executive Vice President of Economic Development
Greensboro Chamber of Commerce

Sarah Stevenson
Economic Development Manager
High Point Economic Development

Dr. Oliver Melton-Christian Thomas
Director of External Affairs
NC A&T State University

Alvin Warwick
Business Manager
Local Union 342 IBEW

BOARD NEWS

Board Retreat

GuilfordWork's Board members and staff gathered at the Greensboro-High Point Marriott for its Strategic Planning Retreat in March 2023.

Facilitated by MaryAnn Lawrence, the first day of the retreat began with a review of Board roles and responsibilities, vision and mission statements, and strategic goals. The group also participated in several small group exercises, including a SWOT analysis and activities to assess and prioritize goals and determine the focus for the next two years.

On the second day, a half-day session, the group focused on assessing and prioritizing strategies.

The retreat ended with the Board outlining five next steps on which to focus for the upcoming program year.

1. The Board Chair determines committees and task forces to complete the work.
2. Appoint committee/task force chairs and co-chairs.
3. Finalize goal statements and get Board approval.
4. Establish strategies and tactics.
5. Work on the plan and report progress to the Board.

At the next Board meeting in June, it was determined that staff members would update and finalize the goal statements. Board and staff members have now formed committees to achieve those specific goals.

Local Representatives Complete Leadership Initiative

GuilfordWorks' Board members Sarah Stevenson and Dr. Manuel Dudley, and Assistant Director of External Affairs Fred Henry completed the NC Workforce Development Leadership Initiative through NC State University's Institute for Emerging Issues. This initiative trains participants to engage in workforce and economic

development issues to ensure their local regions are best equipped to grow the workforce. This objective is achieved by increasing collaboration among workforce, economic and community development, higher education, and other key stakeholders.

Experts from NC State University, the NCWorks Commission, the Golden LEAF Foundation, and the National Association of Workforce Boards lead this five-month program. The cohorts included five community teams developing action plans for their communities while collaborating to complete the initiative.



OUR TEAM

GUILFORDWORKS STAFF

Dr. Danielle Harrison Executive Director	Todd Gibbs Mobile Career Center Driver and Operator
Fred Henry Assistant Director of External Affairs	Joyce Rice Business Services Consultant
Syretha Brown Executive Assistant	David Szejbka Business Services Consultant
Jennifer Stokes Management Information Systems Specialist	Anthony Rogers Special Projects and Quality Manager
Irving Briggs Facilities Tech	Anthony Camacho Accountability Specialist

Toshiba Sanyang CAREER Connections Project Coordinator	Christian J. Moorer CAREER Navigator
Jaqueline Pippens CAREER Connections Community Resources Navigator	Carollee Bethea CAREER Navigator
Deregaryl "D" Covington CAREER Navigator	Tim Blake Marketing and Communications Director
Brandice Diaz CAREER Navigator	Jessica Clemons Marketing and Communications Coordinator

PROGRAM PROVIDERS

Beverly Frey NCWorks Career Center Manager
Thaddeus K. Shore One-Stop Operator and System Outreach Project Manager
Eric Salgado WIOA Area Manager
Erica Ford NextGen Program Manager
Robert L. Carter Jr. Veteran Employment Specialist - LVER

MEET THE NEW TEAM MEMBERS



ANTHONY CAMACHO

Anthony Camacho is a public servant at heart, passionate about reaching under-served and under-utilized populations. He began a career in criminal justice with the Division of Juvenile Justice and Delinquency Prevention in 2017, working with youth in state custody. Transitioning to Workforce Development in 2022, Camacho provides oversight and monitoring for the workforce development program, ensuring the integrity and validity of services. He also leads the LGBTQ+ Employee Resource Group for the City of Greensboro.



DAVID SZWEJBKA

David Szejbka brings a background in management, account management, career advising, business-to-business development, and workforce development. He believes in everyone having opportunities and providing the proper resources to individuals and employers. David's industry sectors include skilled trades, transportation and logistics, construction, and advanced manufacturing. Being an ACT authorized job profiler, David has additional resources to help employers locate the best candidate for specific roles or find and keep individuals for hard to fill positions.



JACQUELINE PIPPENS

Jacqueline "Jacqui" Pippens is the community resource navigator for GuilfordWorks' CAREER Connections. She maintains contracts and liaises with partner agencies and employers in this role. She ensures transparency and success of events and partnerships, increasing the capacity for effective workforce programming partnerships in Guilford County. She received her undergraduate degree from the University of North Carolina at Greensboro.



CHRISTIAN MOORER

Christian Moorer is a CAREER Navigator with the GuilfordWorks' CAREER Connections team. Originally from Charleston, SC, Moorer earned a Bachelor's in liberal studies with a pre-law concentration from NC A&T State University. He worked previously with the NC State University College Advising Corps, assisting students in rural NC to access post-secondary education opportunities.



FRED HENRY JR.*

Fred Henry Jr. has been promoted to assistant director of external affairs. He has more than 20 years of experience in workforce development in various areas, including employment services, career counseling, programs and business engagement. A Certified Workforce Developer from the National Association of Workforce Boards, Henry received a bachelor's in business administration and a master's in student personnel/human resources business industry from NC A&T State University.



TOSHIBA SANYANG*

Toshiba Sanyang joined the GuilfordWorks team in April 2022 and was named the GuilfordWorks' CAREER Connections Program Coordinator in June 2023. She has served various roles in the Department of Health and Human Services in both Wisconsin and North Carolina. With expertise in human-centered case management, learning and development, and program integrity and quality assurance, she brings a wealth of experience.

*New Role

ANNUAL HIGHLIGHTS

EVENTS FOR JOB SEEKERS

Fresh Start Initiative

GuilfordWorks, Triad Goodwill, NCWorks and other community partners came together to deliver unique solutions to employers' labor force shortages through the Fresh Start initiative by looking outside the typical Career Center customer base.

In March 2023, GuilfordWorks hosted the inaugural Fresh Start Employer Info Session concentrating on individuals who have been involved with the criminal justice system. Local employers gained insights and information about the benefits of hiring justice-involved individuals. They heard testimonies from impacted individuals and engaged with other employers who have successfully implemented re-entry models.

This discussion led to a Fresh Start hiring event, specifically designed to serve judicially impacted individuals returning to the workforce. Held in April at Warnersville Recreation Center in Greensboro, the event featured more than 35 employers and resource providers.

The next phase of the Fresh Start initiative sought to engage immigrant and refugee populations. Fresh Start: H.I.R.E. (Helping Immigrants and Refugees Get Employed) hosted an employer info session and a career-readiness training in June. The training taught refugees and immigrants how to obtain the necessary credentials, education, and job skills to secure employment in professional and skilled careers.

GuilfordWorks worked with community partners to host a hiring and resource event on June 20 at Simpkins Pavilion in Greensboro.

In late June 2023, GuilfordWorks, NCWorks, and Triad Goodwill were selected to receive the 2023 Governor's NCWorks Award of Distinction in the "Outstanding Innovative Partnership" category. Team members who founded this initiative were recognized and hosted a workshop at the NCWorks Partnership Conference in October 2023.

GUILFORDWORKS & HUB4HOPE OUTREACH MINISTRIES PRESENT

CAREER-N-GEAR

HIRING EVENT + RESOURCE FAIR

Shift Into High Gear!

30+ Employers On Site

Average Starting Wage \$20 /hour

SATURDAY MARCH 25 12-4 PM EVANGEL FELLOWSHIP CHURCH 2207 EAST CONE BLVD. GREENSBORO, NC 27405 PARKING LOT

SIGN UP FOR

Employability Classes! **FRIDAY MARCH 24 12-4 PM**

- Improve your resume
- Prepare for an interview
- Develop your elevator pitch...and more

FOOD BOX Giveaway while supplies last

SPONSORED BY



Career-N-Gear

GuilfordWorks held its most successful in-person event since the pandemic this year, thanks to the support of Evangel Fellowship Church, Hub4Hope, and community partners GTCC, Triad Goodwill, Guilford County Department of Social Services, and NCWorks.

Despite the rainy weather, the Career-N-Gear Hiring Event and Resource Fair on Saturday, March 25, hosted more than 300 attendees and more than 20 employers at the church's Power Play Center.

Employability Workshops, offered on Friday, March 24, preceded the event. The workshops provided instruction on improving resumes, preparing for interviews, developing an elevator pitch, and more. During the first hour, professional headshots were free for participants.

SUPPORTING FAMILIES

Dual-Generation Workforce Initiative

GuilfordWorks partnered with Guilford County Schools (GCS) and IT certification provider CompTIA to train and certify parents and guardians of students for high-skill, high-wage and in-demand industry pathways. Thanks to an Elementary and Secondary School Emergency Relief Fund (ESSER) grant, selected individuals could participate in the Dual-Generation Workforce Initiative (DGWI) at no cost.

More than 900 people expressed interest in the program. Some 228 applied for one of 80 spaces.

Students met in the cybersecurity labs at Kearns Academy and Northeast Guilford High School. Starting in October, the first cohort of 40 students ran through January 2023; the second ran from February



through June. To support students, GuilfordWorks connected them with childcare, transportation, resume writing, and placement resources.

Graduates received an IT certification from CompTIA, which allowed them to pursue further training and employment. The certification required a significant commitment. Participants attended three-hour classes five nights a week for 12 weeks.

After the initial cohort, Guilford Technical Community College got involved, offering graduates scholarships to pursue their new career path.

What if we offered parents and caregivers a path to high-skill, high-wage careers?

LEARN MORE





ANNUAL HIGHLIGHTS

Endless Opportunities

This year, GuilfordWorks and NCWorks NextGen oversaw the Greensboro Police Chief's 500 Jobs – Summer Youth Initiative to provide young adults throughout Guilford County meaningful employment.

Launched in 2021 by former Greensboro Police Chief Brian James, the program kicked off with Success Fest on April 22 at the Greensboro Cultural Center. The event featured over 20 employers and more than 100 attendees.

The initiative aimed to provide summer employment to young adults (ages 16-24) in a structured work environment. Participants also participated in career readiness training throughout their summer employment, from June 5 to August 18.

Join the Swarm!

Sign up for...

Summer Jobs Initiative

If you want your summer to keep humming along, scan the QR code to sign up for the **Police Chief's 500 Jobs – Summer Jobs Initiative**. During this eight-week program, you'll earn extra cash, acquire new skills and knowledge, and gain essential experience. You might even make some new friends! **Sign up now and someone will be in touch.**

An Equal Opportunity Employer/Program. Auxiliary aids and services are available upon request to individuals with disabilities.

*Participation in this summer jobs initiative is available for individuals 16-24 years old only.

Sign Up TODAY!

SUPPORTING YOUTH

Youth Summits

GuilfordWorks and NCWorks NextGen held two Youth Summits, a resource and hiring event for young adults ages 16 to 24, in November 2022 and March 2023. Each event hosted nearly 100 attendees who were able to explore more than 25 employers and resource providers.

Participants also received hands-on experience with a virtual reality program and career assistance in the NC Be Pro Be Proud mobile unit and registered for career services on the NCWorks Mobile Career Center.

The first Youth Summit, held at the Windsor Community Center in Greensboro, featured motivational speaker Solomon McCauley. Evangel Fellowship Church provided food boxes for families in need and laptop and tablet giveaway prizes were supplied by RTriad Enterprises.

The second summit, at Morehead Recreation Center in High Point, featured panels on post-secondary education and successful entrepreneurship tips.



SUPPORTING INDUSTRY

Seeking Workforce Solutions

In February and June 2023, GuilfordWorks hosted two sessions of the “Work Ahead,” an economic and workforce development exchange that brought together more than 30 local representatives from workforce development, education, local industry, chambers of commerce, and the public sector to collaborate and discover workforce and economic development solutions for the Triad.

During the February meeting, the Greensboro Chamber presented its new online education and workforce heat map

for Guilford County. This guide provides an overview of area resources that support the labor market.

Before each event, participants were polled on various subjects, including what partnerships were critical in enhancing the local workforce system. Participants discussed each agency’s roles and how each fits into the holistic workforce and economic development system.



Furniture Industry Summits

The furniture industry has long played an important role in Guilford County’s economy. Since the Civil War, furniture and its related industries have played an essential role in the history of High Point and the region. After the turn of the 20th century, High Point became the global epicenter of furniture manufacturing.

GuilfordWorks believes that the furniture industry still plays an essential role in this community by providing jobs and supporting ancillary businesses. Therefore, we partnered with Business High Point - Chamber of Commerce, Guilford Technical Community College, and High Point Economic Development Corporation to convene three roundtable discussions of industry experts to deliver workforce and economic development solutions.

At the first meeting, Neil Harrington, a strategic data analyst at the NC Department of Commerce’s Labor and Economic Analysis Division, presented data surrounding trends and insights in Guilford County.

After that presentation, design, manufacturing, and retail representatives gathered to discuss the furniture industry labor market and potential workforce and economic development options available through partnership and training pathways.

Feedback after each meeting was enthusiastic and hopeful. GuilfordWorks will continue supporting this essential Guilford County industry, helping it return to prominence.

Supporting Toyota’s Expansion

With Toyota Battery Manufacturing first automotive battery plant scheduled to come online in 2025 in Liberty, NC, the region will become an international hub for developing and producing lithium-ion batteries for the car company’s electrified vehicles and other devices.

GuilfordWorks is helping Toyota staff its new facility by providing space, resources, and attendants to monitor potential new hire assessments.

From March through June 2023, GuilfordWorks proctored 66 assessments. We continue to host special events where hiring managers can meet potential candidates, many of whom we’ve vetted and referred.



Business Engagement

LOCAL EMPLOYER
PENETRATION



5.47%

926 OF 16,922

REPEAT BUSINESS
CUSTOMER



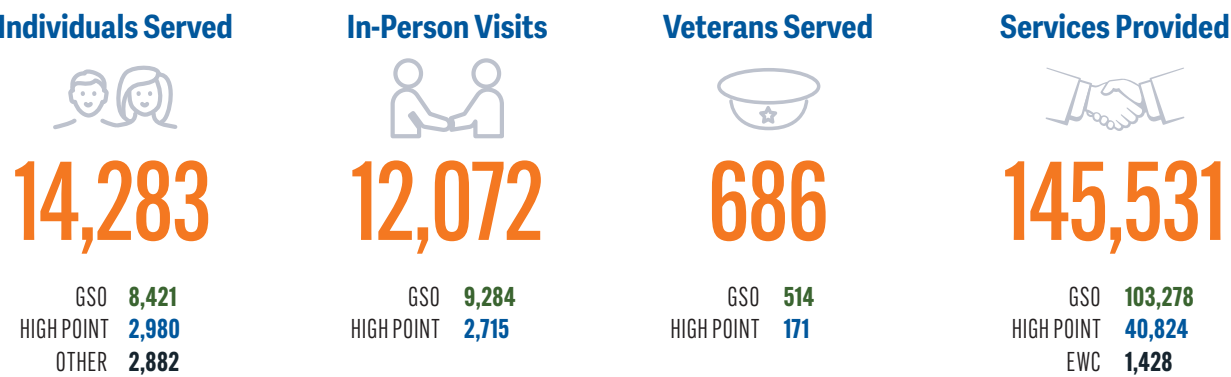
22.47%

644 OF 2,826

Source: NCWorks

PERFORMANCE DASHBOARD

BASIC CAREER SERVICES

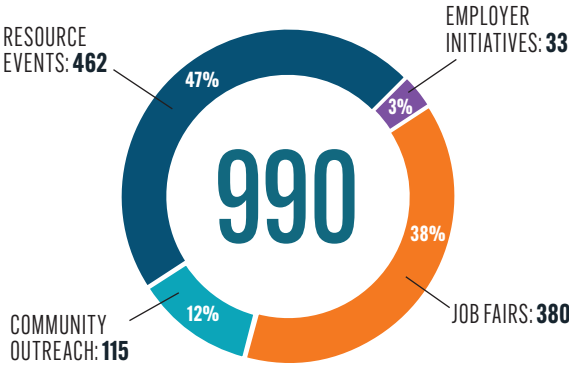


MOBILE CAREER CENTER

Events

	GSO	HIGH POINT	GUILFORD
EMPLOYER INITIATIVES	1	3	4
JOB FAIRS	11	5	16
COMMUNITY OUTREACH	11	5	16
RESOURCE EVENTS	20	8	26
TOTAL	43	21	62

Individuals Served



PROGRAM EXPENDITURES

	ADULT	DISLOCATED WORKERS	YOUTH
Infrastructure	\$151,469	\$140,054	\$58,671
Career Services	\$480,542	\$264,962	\$693,666
Training Services	\$89,113	\$185,169	\$137,794



ADDITIONAL FUNDING SOURCES

Funds accrued via non-WIOA sources during PY22-23

City of Greensboro for Career Technical Training	\$15,000	Eastern Triad Workforce Initiative (ETWI)	\$222,500
Ready 4 School Ready 4 Life	\$27,500	USDOL Community Project Funding	\$1,600,000
United Way of Greater Greensboro	\$30,000	USDOL CAREERS Grant Extension	\$2,888,680
Dual Generation Workforce Initiative	\$50,000		

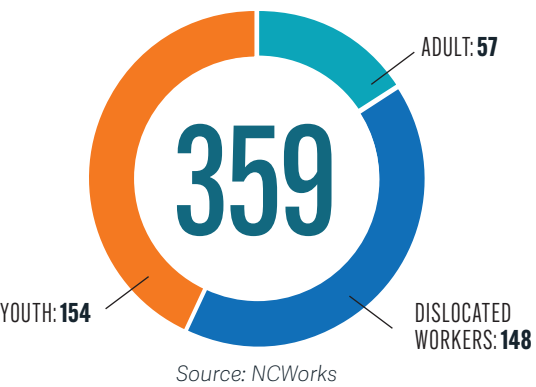


AT A GLANCE PERFORMANCE YEAR 2022-23 (July 1, 2022 – June 30, 2023)

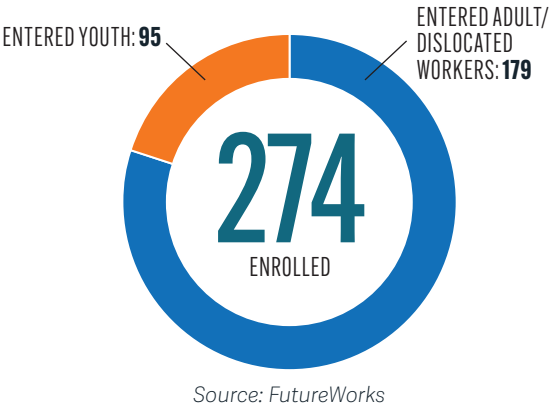
Workforce Innovation Opportunity Act (WIOA) Funded Activities

CASE MANAGED SERVICES

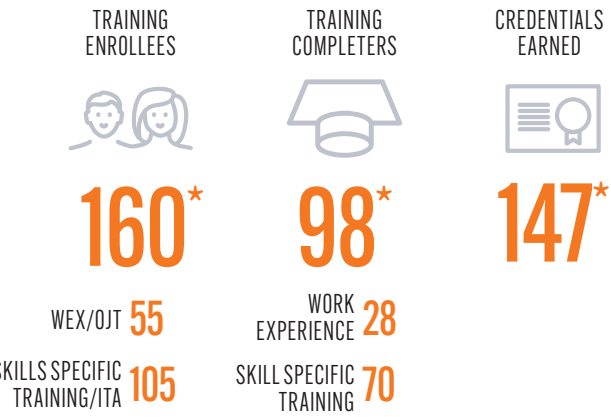
WIOA Enrollments by Program



Occupational Skills Training

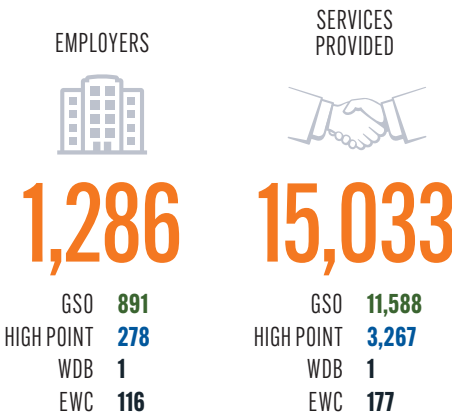


Occupational Training Outcomes






*Source: FutureWorks

Business Engagement



PROGRAM OUTCOMES

	ADULT	DISLOCATED WORKERS	YOUTH	WAGNER-PEYSER
 Employed	188	59	158	5,064
 Exiters	239	84	203	6,965
 Wages	\$7,829.87	\$7,594.12	\$4,691.00	\$6,546.46

EWC: Emerging Workforce Center
WEX: Work Experience
OJT: On-the-Job Training

ITA: Individual Training Accounts
WDB: Workforce Development Board



Excellence Through People

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