

Closing the Gap

Equipping Employees to Perform in the Marketplace
Through Building Economic Independence



The Competitive Force in our Global Economy

David Hollars, Executive Director
Centralina Workforce Development Board
www.centralinaworks.com



Why are Soft Skills Important?

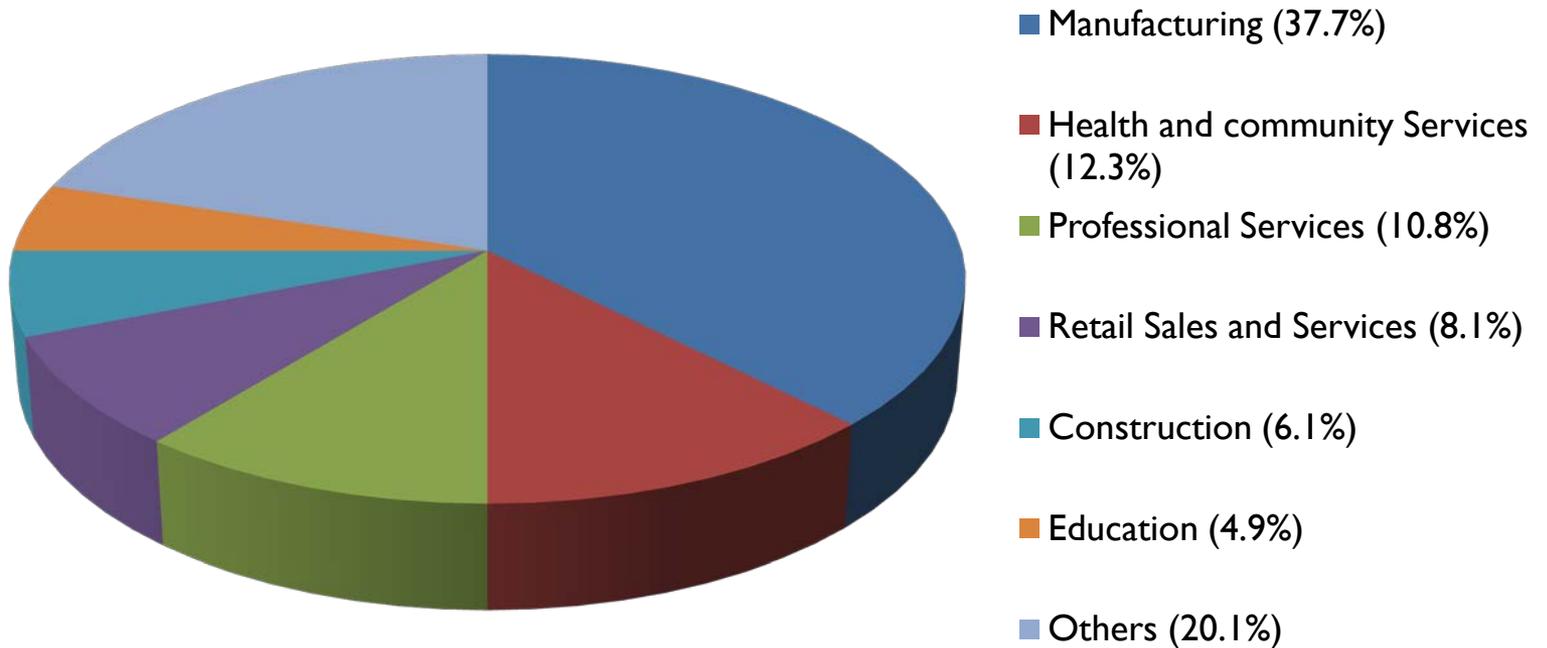
Skills Survey of North Carolina employers
– completed in 2007, 2012, 2014, and
2016

Survey of over 1,100 businesses in all
sectors in all 100 counties in NC – 2012

Led by Business Services Representatives of
local workforce development boards

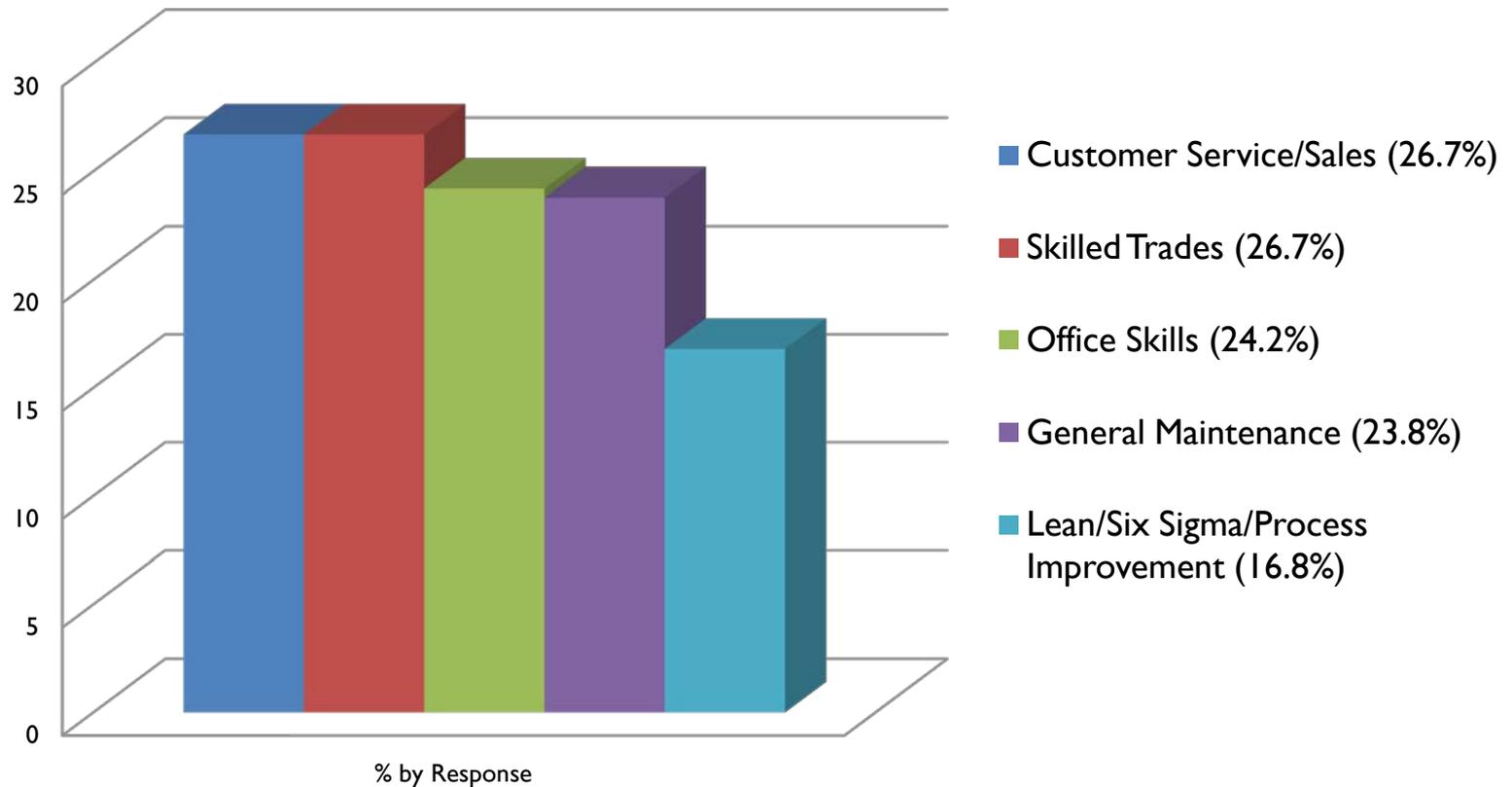
Who Responded?

Business Categories Responding



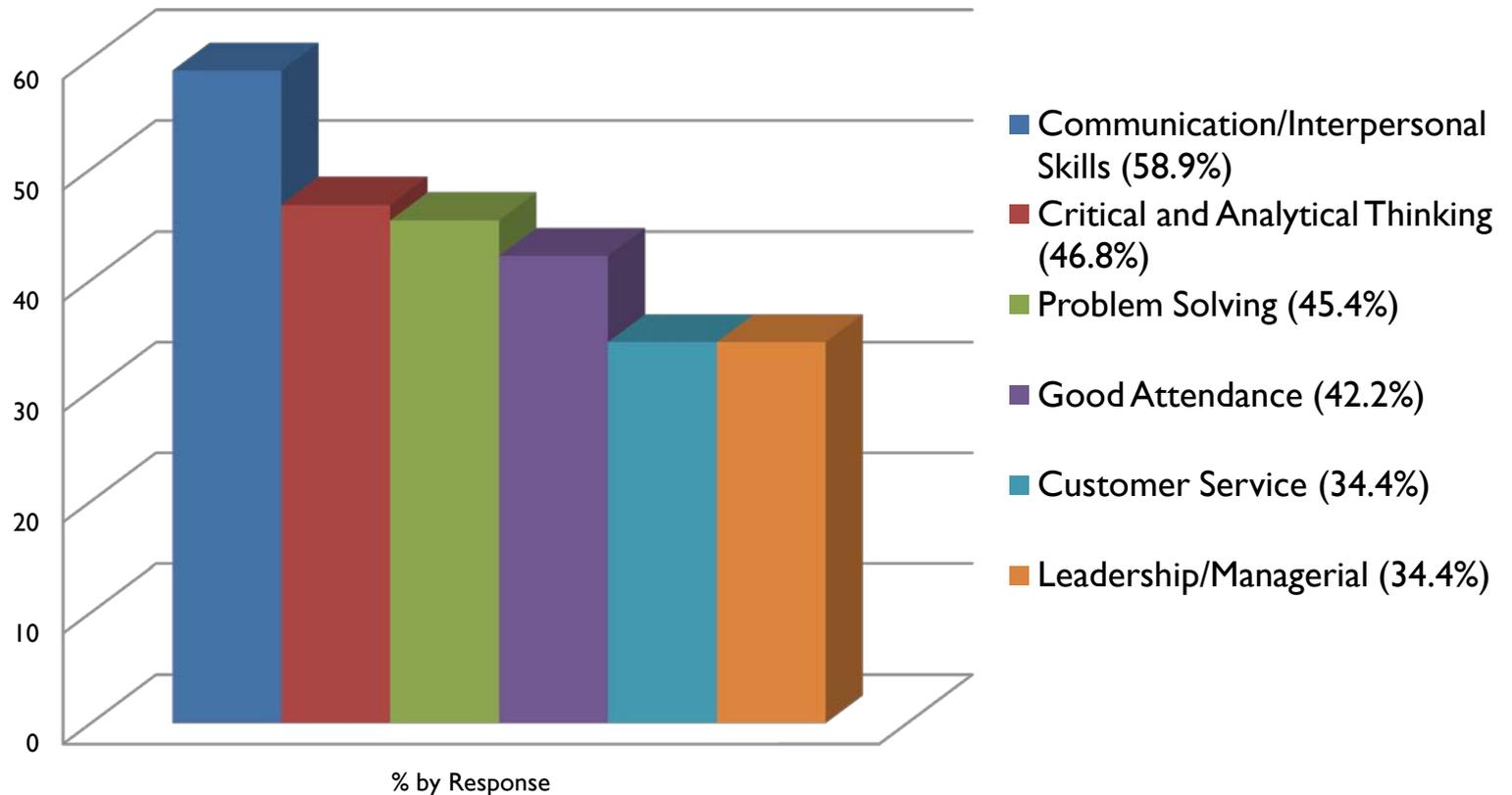
Hardest Job Skills to Fill

Skills In Short Supply



Soft Skills in Great Demand

Soft Skills Gaps



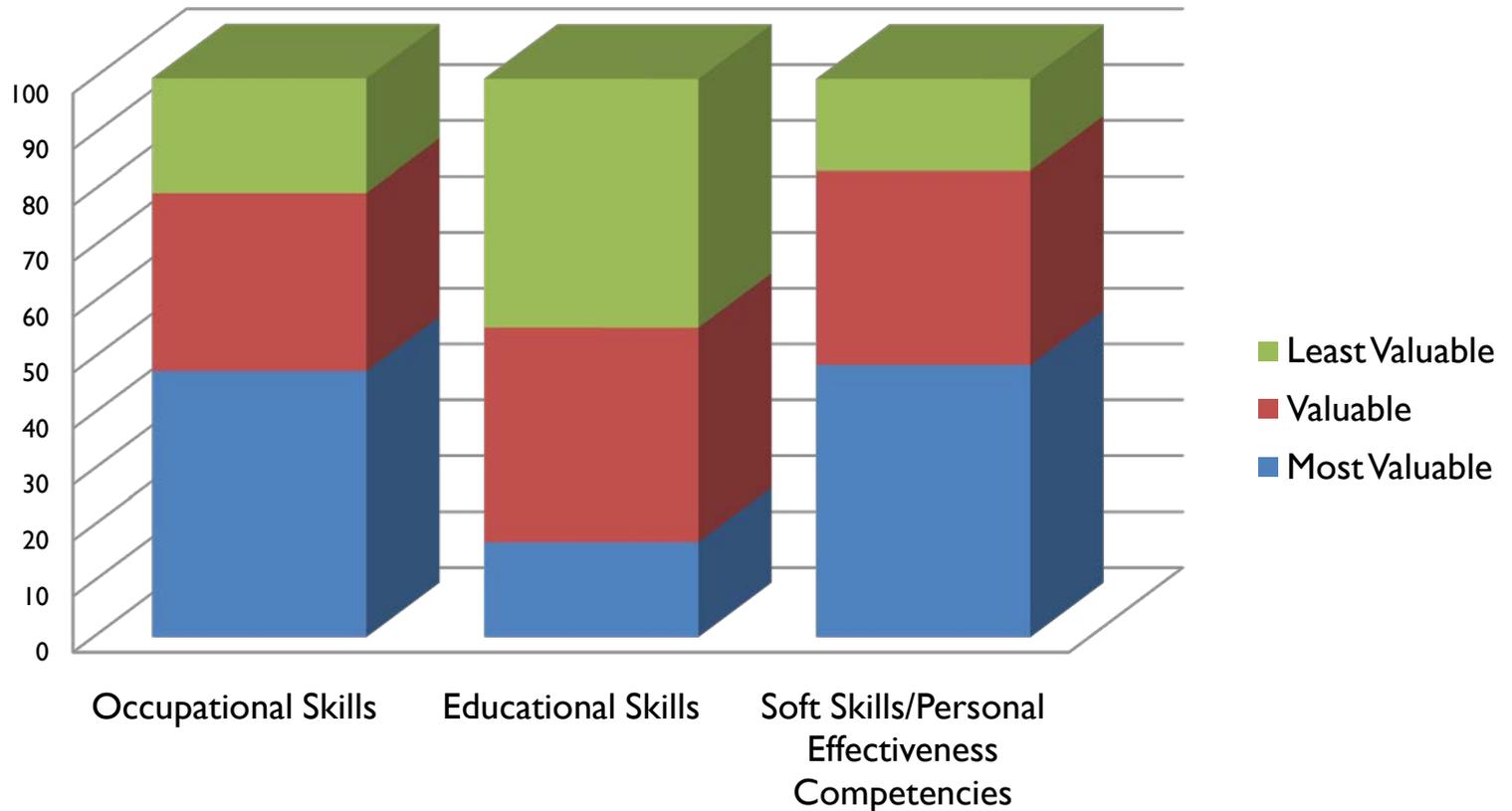


Changing Needs of Employers

- Business is More Global
- Technology is the Driver
- More Technical Skills Needed

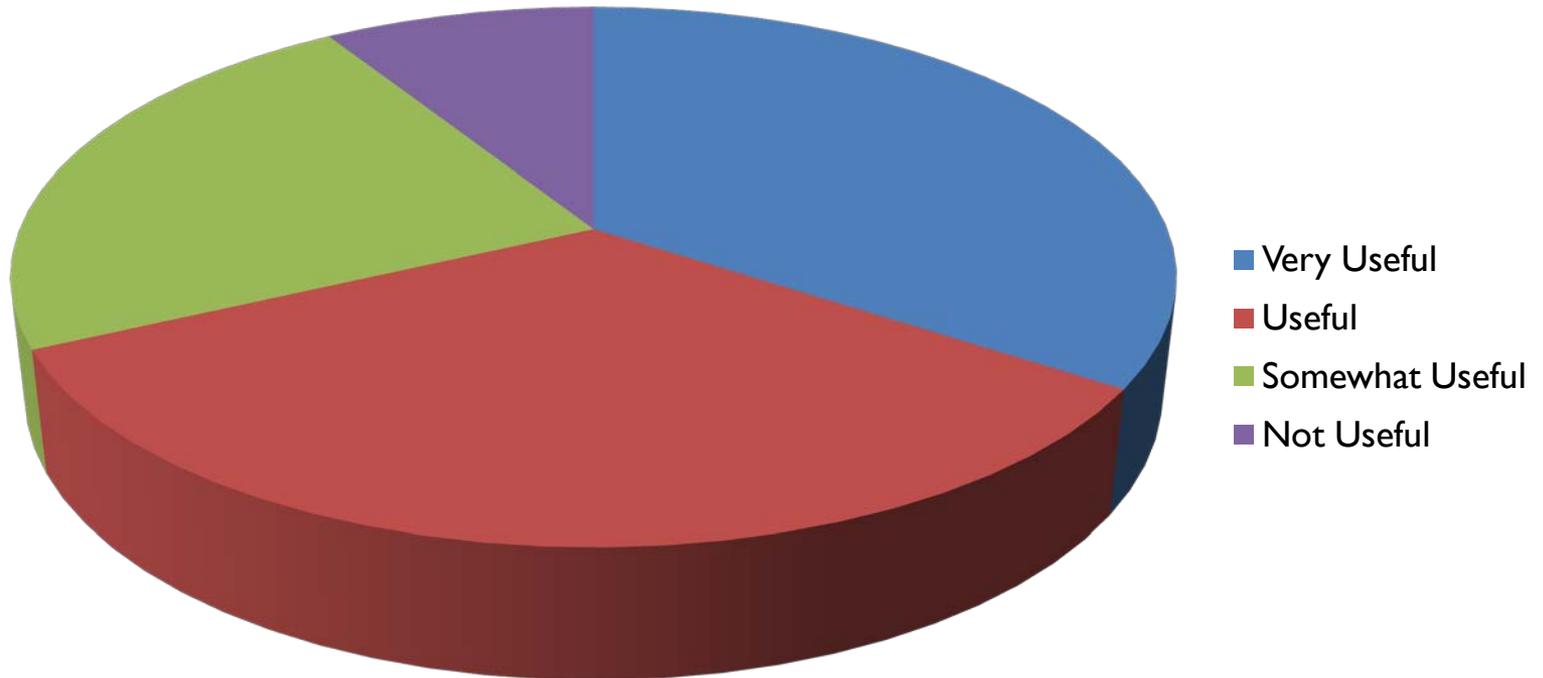
Future Forward

Future Training Priorities



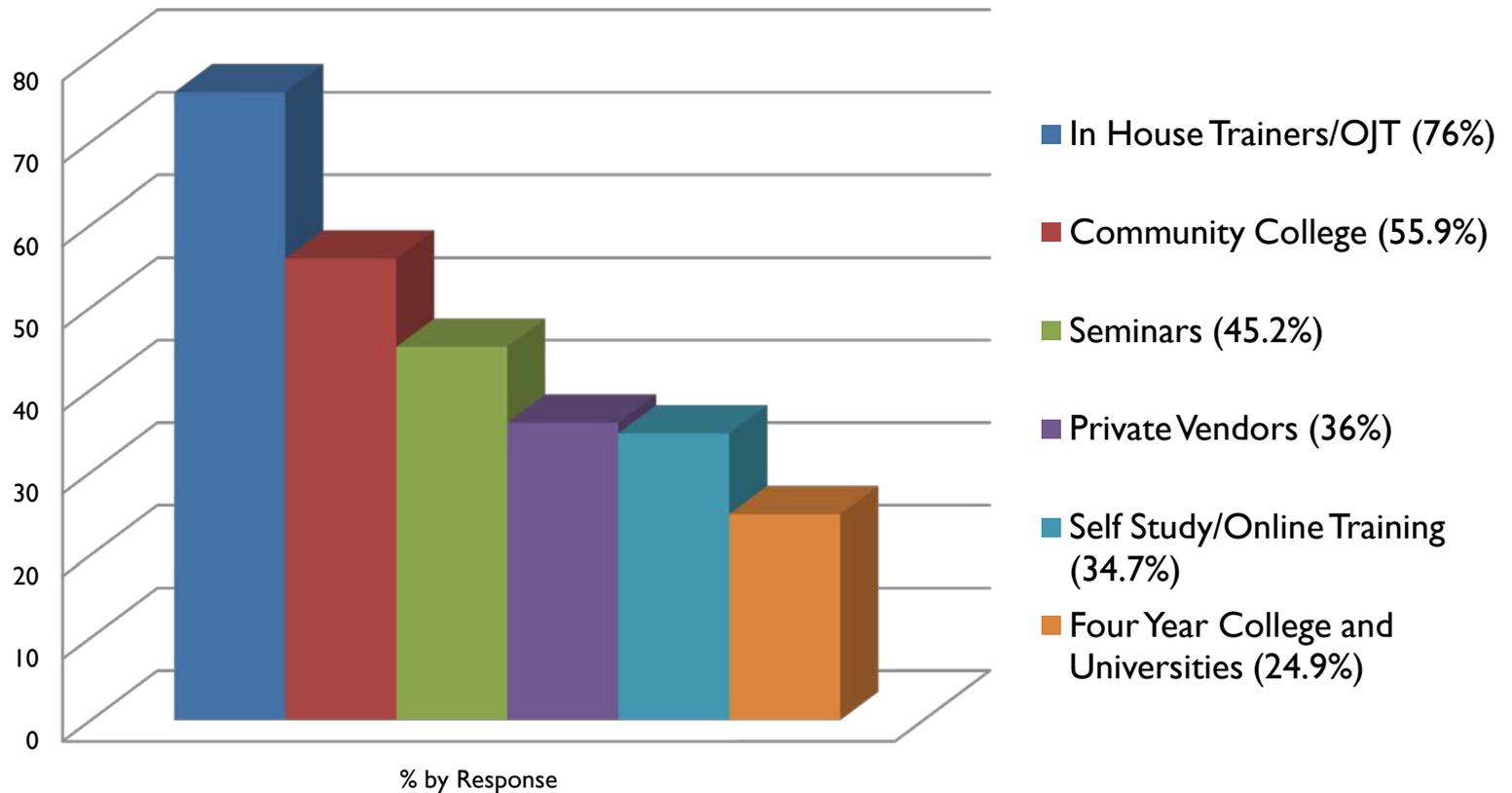
Career Readiness Certification is a Hit

Utility of Standardized Work Readiness Skills



Minding the Gap

Training Resources Used





Closing the Gap

- Well Kept Secrets
- Dealing With the Hurdles
- Alignment of Resources and Focus
- Becoming Employers of Choice
- Perform Regular Check Ups

Previous Efforts

- Work Certified™ Program is an employer-focused, employer-driven business training certification system that teaches and verifies work readiness, work competencies, work skills and workplace ethics to job-seekers and employees – utilized from 2011 to 2014 in Centralina WDB region – limited usage due to funding constraints

Continuing Efforts

- Human Resource Development (HRD) is a state-funded program administered by the North Carolina Community College System. HRD focuses on the development of basic workplace skills by providing skill assessment services, employability skills training, and career development counseling to unemployed and underemployed adults – results vary from college to college

Continuing Efforts

- Career Readiness Certification (CRC) – often coupled with job profiling and the Soft Skills Suite offered by ACT/Work Keys. This has been done on a case by case basis with companies locating or expanding in the region.

Emerging Efforts



Emerging Efforts



www.ncmanufacturinginstitute.com

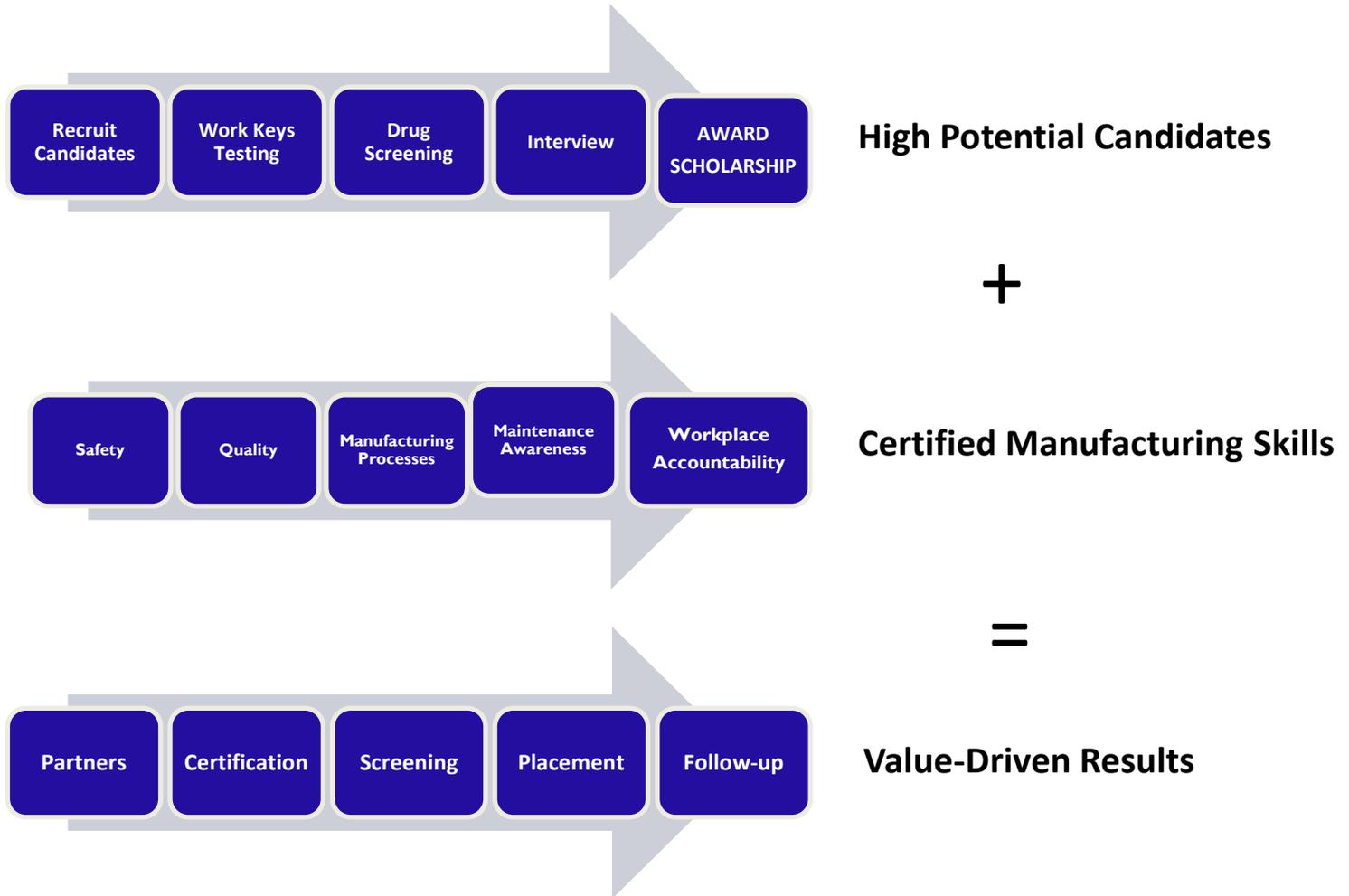
Strategic Vision:

To build a world class talent pool to support the retention and growth of regional manufacturers

Key Focus Areas:

- Deliver training that closes the skill gap between job seekers and available jobs
- Provide services and systems to more effectively match job seekers and available jobs in the manufacturing sector
- Improve the image of manufacturing employment among job seekers, students, parents, and school personnel

NCMI Value Proposition





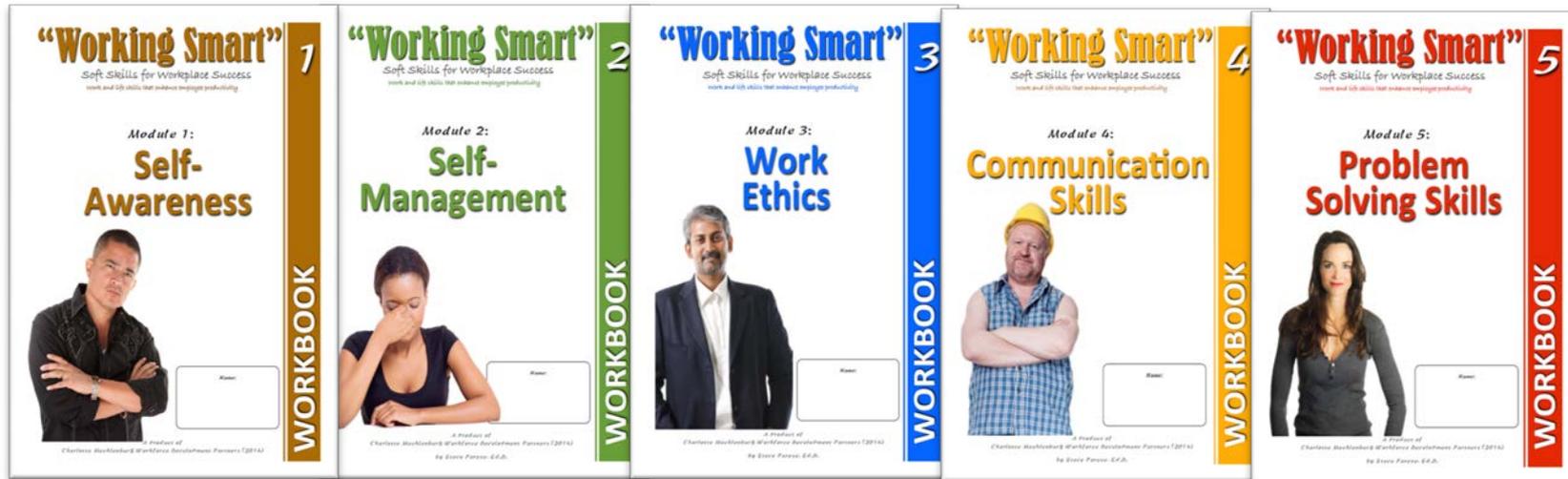
Emerging Efforts

- Working Smart – a soft skills curriculum designed to provide the work and life skills that enhance employee productivity development by local workforce partners in Charlotte-Mecklenburg and recently adopted by NC Community College System for implementation statewide beginning in June 2016

“Working Smart”

Soft Skills for Workplace Success

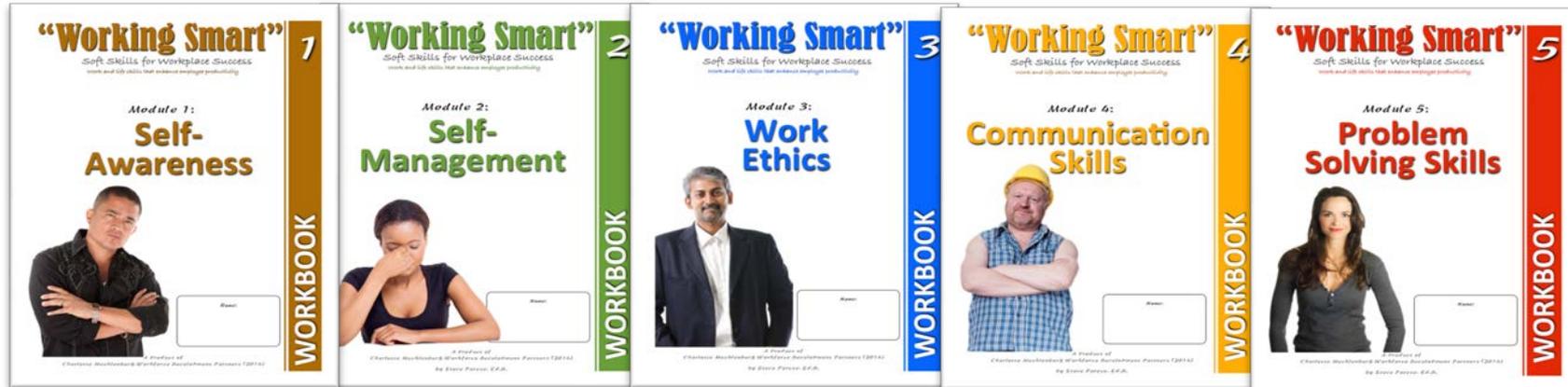
Work and life skills that enhance employee productivity



Working Smart©
A Product of the Charlotte Mecklenburg
Workforce Development Partners
with support from Charlotte Works

“Working Smart”

- Five interactive modules
- 24 – 30 hour curriculum
- Designed for adults with multiple barriers to employment
- 6th grade reading level



www.workingsmartnc.com



Closing the Gap

“It will take a collaborative effort by all the stakeholders – workers, government, the business and academic communities, and the HR profession to reverse the skills shortage trend. A skilled workforce is vital for America’s future economic health.”

Susan Meisinger, SPHR, President and CEO of the Society for Human Resource Management

Comments/Questions?

David Hollars, Executive Director

**Centralina Workforce Development
Board**

(704) 348-2717

dhollars@centralina.org

www.centralinaworks.com

www.agreatworkforce.com



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