

Workforce Development Network



Our workforce has opportunities here  
that they can't find anywhere else.



T H R I V E  
*in* **NORTH  
CAROLINA™**

# Workforce Development Network



The State of North Carolina understands that one of the most significant challenges for any new, expanding or existing business is the ability to continuously attract a workforce that is talented and qualified, and to train that workforce to exhibit the productivity and innovative culture necessary to ensure success.

No state has more long-term experience helping companies meet these challenges head on than North Carolina. The state's economic and workforce development organizations comprise the largest and one of the most comprehensive systems in the U.S. Through a professional team representing the N.C. Department of Commerce, N.C.'s Community Colleges, the Division of Employment Security (DES), the University of North Carolina system and private colleges and universities, the State of North Carolina provides recruiting, screening and training services through a coordinated network of nationally recognized economic and workforce development agencies.

Through the efforts of these organizations, companies are provided a workforce that has the technical ability, work ethic, flexibility and intellectual capital required for all necessary skill sets.

North Carolina's efforts to provide companies with a highly skilled, educated and motivated workforce are paying off in many fields.



# Workforce Development Network

## Comprehensive Recruiting, Screening and Training Infrastructure

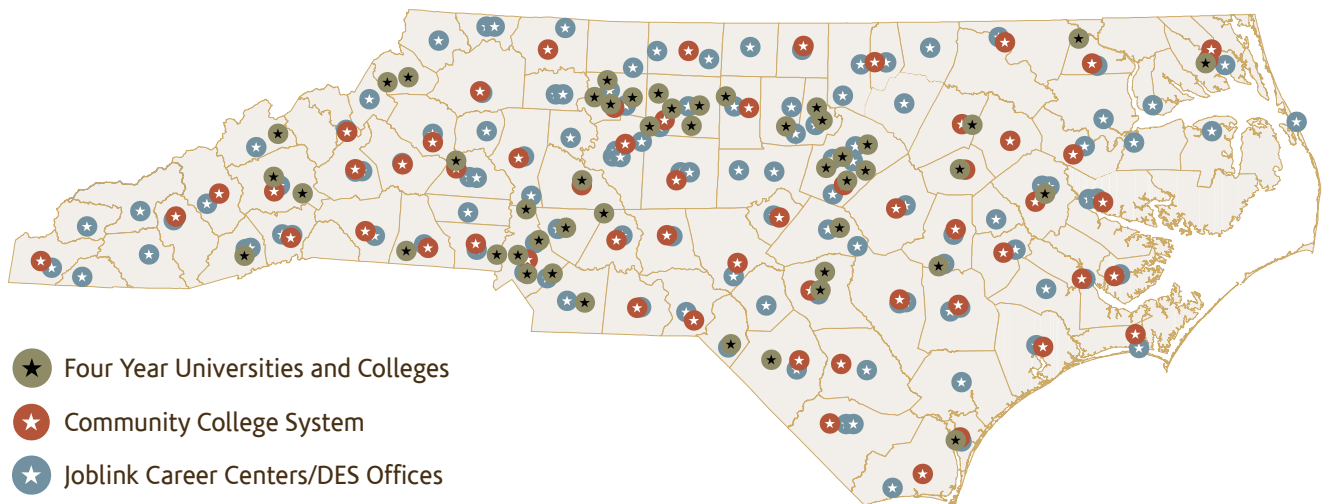
New talent is constantly being generated through in-migration to the state and through the state's colleges and universities. North Carolina's economic and workforce development partners will find available workers, identify the most qualified and provide them the training necessary to immediately contribute to a company's operation.

This team has the capacity and flexibility to customize any aspect of this process, from initial recruitment to personalized screening to pre-employment training to client-specific training. These organizations will work to develop a customized plan and provide an extensive array of services to recruit, screen and train its workforce to allow companies to compete in a global market.

In an average year, the comprehensive recruiting, screening and training infrastructure serves nearly two million people across the state.



## N.C. Statewide Recruiting, Screening and Training Infrastructure



# Workforce Development Network — Recruiting

Through the DES and local JobLink Career Centers, a company can be provided, at no charge, with an extensive network of recruiters, infrastructure and recruiting tools.

These recruiters are experienced in the market and their expertise allows them to leverage resources to more efficiently and effectively draw on the labor pool to find qualified, available applicants. To tap into the market, a range of recruitment tools are used to generate interest in a company's job opportunities:

## Job awareness and outreach strategy

Representatives, using considerable knowledge of the local market, can work with a company to develop a coordinated communications and outreach strategy to raise awareness about job opportunities, including public announcements and media releases, as well as recommendations regarding effective outlets for job vacancy announcements (newspapers, TV, community organizations, etc.).

## Online job postings

Descriptions of company job openings can be posted online and also be accessible at over 100 JobLink Career Centers across the state, at career offices on the campuses of local community colleges and universities as well as other public Internet access points to ensure the broadest possible qualified labor pool.

## Recruitment training video

An orientation and process overview video can be produced by the N.C. Community Colleges' Media Development Office to be used in various recruitment activities. The video can be included on a company website. A link to the video can also be featured on the DES website, which has a monthly average of nearly three million unique visitors.

## Job fairs and on-campus recruiting

Special events, such as job fairs and on-campus recruiting, can provide excellent access to targeted talent pools and generate publicity to further enhance recruiting efforts.

## Additional services

Other services can include basic community orientation for those moving to the state, diversity and campus recruitment proposals, on-going talent sourcing support and more.



Finding available and qualified job applicants is made easier in North Carolina by using a range of value-added recruitment services.

# Workforce Development Network — Screening

Utilizing the screening services available can trim considerable time and resources typically allocated to the staffing process. Services provided for screening, at no charge, include:

## Employment consultants

Professional employment consultants, using job requirements developed by the company, can screen applicants to ensure that the business will talk only to those individuals that meet the company's qualifications.

## Screening

Applicant flow can be managed on-site at JobLink Career Centers, through web-based screening, including candidate questionnaires or via telephone or in-person screening by trained recruitment specialists.

## Facilities and equipment

Facilities and office equipment can also be provided to company officials at JobLink Career Centers in addition to community college and university career centers to conduct job fairs, group orientation and training and applicant interviews.

## Testing

Experienced staff can make a variety of recommendations regarding test selection and implementation, including: employment testing issues, test locators, medical exams, achievement tests, aptitude tests, personality tests, selection of non-biased and reliable tests, drug tests, polygraph testing and criminal background checks.

## Assistance for non-qualified applicants

Staff refer only qualified applicants. Individuals who do not meet requirements may receive assistance from service providers, including training and further employment assistance. In addition, to further strengthen the workforce, this on-going assistance helps to establish good individual and community relations for the company.

## Work Opportunity Tax Credit program

Employers can save up to \$2,100 per eligible worker by hiring employees that qualify for the Work Opportunity Tax Credit (WOTC) program for entry level openings. WOTC gives employers an incentive to hire individuals that fall into groups that historically have had difficulty obtaining and retaining jobs.

## Reducing turnover

N.C. offers employers a 100-day, no-fault guarantee against unemployment insurance taxes for referred employees who are separated due to an inability to perform the job. Making use of these valuable services can reduce turnover and associated costs.

## Joblink Career Centers

JobLink Career Centers offer a variety of employment and training services, a majority of which are free of charge, that can help businesses find employees with the required skills as well as help job seekers find a job. Local workforce development professionals from diverse partner agencies work together under one roof to help provide these services.

Services available at JobLink Career Centers:

- Computer access
- Information on local labor market, prevailing wages, etc.
- Job opening postings
- Job applicant screening
- Qualified candidate referrals
- Space for applicant interviews
- Reference library for use by businesses
- Employee training funding arrangement
- Business layoff/closure assistance
- Job fair arrangement
- Employer workshops on a variety of topics

# Workforce Development Network — Assessments and Training



The Advanced Training Center at Haywood Community College is one of many facilities throughout the state where North Carolina's workforce develops skills.

## Assessments

Assessments can be developed for job classifications using job profiling programs such as WorkKeys and Development Dimensions International, using only trained and certified job profilers who will create initial task lists, perform task and skills analysis and document findings to produce customized job profile reports.

## Pre-employment Training

Pre-employment training is also referred to as a realistic job preview. During the realistic job preview process, candidates participate with the knowledge that there is no guarantee of a job offer nor an obligation to accept a job offer. The overall focus of pre-employment training is to provide both the candidate and company an opportunity to assess each other and determine if there is a good match for a long-term relationship. For a new company, it is a chance to focus on its philosophy, values, vision, practices and the demands of the job as well as to hear from candidates and observe them in structured exercises that reveal challenges of daily work.

## Post-employment Training

A training plan will be developed in collaboration with the company. Using the training plan, customized training programs can be designed and instruction for these programs can be provided through instructors from N.C.'s community colleges and individuals that are part of the statewide network of technical training experts. Company trainers can also be reimbursed for training activities consistent with the training plan and delivery schedules.

For a defined number of instructors and for a designated instructional period, N.C.'s community colleges can reimburse the company for instructor wages up to \$30.00 per hour. Instructor travel can also be supported for a defined number of instructors.

## On-the-Job Training (OJT)

Via local workforce development boards, companies are compensated on a cost-reimbursement basis for up to 50 percent of an eligible new employee's wages paid during on-the-job training for a set period of time.

## Nationally Recognized

North Carolina pioneered free, customized job training for businesses experiencing job growth and continues to provide the nation's most recognized customized training program.

N.C.'s Community Colleges have been recognized in articles by major media outlets:

- *The Wall Street Journal*
- *The Chronicle of Higher Education*
- The Associated Press

North Carolina also enjoys the longest record of consistent funding for customized job training of any state in the nation.

# Workforce Development Network — Ongoing Partnerships

Once the initial ramp-up is completed and the recruiting, screening and training plan has successfully delivered a qualified and productive workforce, North Carolina's economic and workforce development partners look forward to building an ongoing relationship with a company and continuing to assist with future recruiting, screening and training needs.

## Incumbent Workforce Development Program

North Carolina's Incumbent Workforce Development Program allows established North Carolina businesses to receive funding to provide educational and skills training for current workers. It is designed to benefit a business by enhancing the skills of employees, thereby increasing employee productivity and the potential for company growth.

In addition, experienced and mid-career professionals need to stay fresh and current. N.C.'s community colleges can draw from an extensive inventory of existing programs, while also recognizing a business' unique requirements.

## Continuing Education Program

North Carolina's reputation in continuing education is among the best in the world. The system's Continuing Education Program enrolls and trains more than 546,000 people each year. More than 1,400 affordable, short-term occupational skill training courses are offered through community colleges across the state to train, retrain and upgrade workers for current or future job skill requirements or certifications. Continuing education opportunities are offered at the request of employers as well as for individuals.

North Carolina's community colleges can provide funding for established North Carolina businesses to provide education and skills training for current workers.

The Customized Training Program is also positioned to partner with businesses to address productivity



enhancement training of its workers as well as training for technology investment to ensure the competitiveness of the business, both at no cost to the business. These training activities are jointly developed and planned between the company and the local community college.

Through the unique combination of existing, expanding and future talent pools in the State of North Carolina, and the innovative agencies and programs providing services in recruiting, screening and training, companies locating or expanding in the state have a distinct opportunity to tap into world-class institutions to create the kind of qualified, motivated and productive workforce that will ensure a company's initial and continued success.