

REPORT TO THE COMMUNITY

Northwest Tennessee Workforce Board * Annual Report 2012 - 2013

Delta Regional Authority awards SEDAP grant to expand Job Profiling and NCRC

In January 2013, the Northwest TN Workforce Board was awarded a grant in the amount of \$199,000 from the Delta Regional Authority (DRA) States' Economic Development Assistance Program (SEDAP) to advance productivity and economic competitiveness of the Delta workforce by providing employers with a trained and certified workforce.



To apply for the grant, LWIA 12 sought out the expertise of the Northwest TN Development District (NWTDD). "We knew our needs and our service, but had never dealt with DRA regulations," said Margaret Prater, Vice President for Workforce Development. "John Bucy, NWTDD Executive Director and LWIA 12 Board member, and his staff provided the expertise needed to secure the grant. That's what partnership is all about!"

Specific grant activities include:

- » Purchase of twelve laptop computers and equipment for a mobile testing lab to reach citizens with limited transportation or mobility.
- » Exam fees for 2,400 NCRC tests, increasing current capacity by 50%.
- » Fees for employer Workkeys Job Profiles.
- » Marketing to underserved areas through radio and print advertising.

"The DRA SEDAP grant aligns well with the Mission of the Workforce Board", states Jimmy Williamson, Chair. "We are pleased to be able to continue to expand NCRC services, such as Job Profiling, without having to rely solely on Workforce Investment Act training funds."

Job profiling is a service offered by the Board to assist a company in developing an accurate profile of the workplace skills and skill levels needed to perform a specific job. The expanded operation of the Workkeys® Job Profile program will ensure that current and future employers are provided with only the best candidates with skillsets amenable to that specific job, with the results being a satisfied employer that realizes reduced training costs. Because WorkKeys® is the foundational knowledge of the National Career Readiness Certificates (NCRCs), a job profile can require a certain NCRC level. Once a particular kind of job has been profiled, it is legally defensible for an employer to require that all job applicants have a certain level NCRC when interviewing for the position.

Contact your local Career Center today for more information about FREE job profiles!

Mission Statement

To increase the employment opportunities, job retention, occupational skills attainment and earnings of eligible individuals, and as a result, improve the quality of the local and area wide workforce, reduce welfare dependency, and enhance the productivity and competitiveness of the LWIA.

Vision

To deliver a workforce development system that generates opportunities, to illustrate to the private sector the value added through partnerships, and to promote Tennessee as a place where people choose to live and work.

Manufacturing Month generates interest in manufacturing as a career



Halls High School seniors review the Advanced Manufacturing career pathways literature and cards from American Greetings.

In celebration of National Manufacturing Day, officially held on October 5, 2012, the Northwest TN Workforce Board partnered with local industry, post-secondary schools and high school educators in the month of October to present programs highlighting local manufacturers, their products and the varied opportunities for employment at those companies. Manufacturing Day is a national event highlighting the importance of manufacturing to the U.S. economy and showcasing the rewarding, highly skilled jobs available in manufacturing companies.

"We reached over 960 students throughout our 11 county area!" exclaimed Margaret Prater, Vice President for Workforce Development. "We are truly thankful to the employer volunteers taking time to go to our schools to talk about their jobs, their companies and the many excellent opportunities in manufacturing in our home towns."

Employers participating included:

501K Recycling, Bruceton
American Greetings, Ripley
ATA Defense Industries, Camden
CBK, Union City
CeCo Doors, Milan
ConAgra, Humboldt
Ermco, Dyersburg
Greenfield Products, Union City
Green Plains, Rives
Institutional Casework Inc., Paris
Kohler, Union City
Komatsu, Ripley
Marvin Windows, Ripley
Nordyne, Dyersburg
Quaprotek, Ripley
The Royal Group, Halls
Twin Oaks Technology, Martin
Unilever, Covington

Ann Pennell, Career Center Coordinator for Lauderdale & Crockett Counties worked with the high schools in her area to present the advanced manufacturing program to juniors and seniors interested in careers in technology and manufacturing. "It's important that young people hear directly from employers the significance of having a good work ethic and continuing into some type of post-secondary training," Pennell commented. "Hearing this practical advice from potential employers and training providers should have more impact with the students."

"In Lauderdale County, many of our young people have no idea what today's manufacturing environment is like and have not considered manufacturing as a career," said LaMar Bartlett, Graduation Coach. "I hope they are inspired by our speakers to pursue training and education in industrial fields."

Speakers from area post-secondary schools also discussed their educational programs tied to advanced manufacturing with students. Those participating included Dyersburg State Community College, TN Technology Center at Paris, TTC McKenzie, TTC Newbern & TTC Jackson. The students also received the Advanced Manufacturing Career Ladder and watched an Advanced Manufacturing video highlighting companies in West Tennessee. The video can be viewed at http://www.youtube.com/v/byIfsN_qeGM. Additionally, students were given an overview of other Career Center services including the National Career Readiness Certificate and information on scholarship opportunities to attend post-secondary training while still in high school and upon graduation.

From LWIA 12 Senior Leadership

The Workforce Investment Act: The Who, What, Where & How of workforce development legislation

Typically, our Annual Report to the Community focuses on past accomplishments and achievements, reporting statistics, fiscal charts and tables, and other important “stuff”. Overall, this report will be no different, but the reason all of these activities are coordinated, managed and reported stems from the Workforce Investment Act of 1998 legislation that established a framework for a unique national workforce preparation and employment system designed to meet both the needs of the nation’s businesses and the needs of job seekers and those who want to further their careers.

As of the writing of this report, Workforce Investment legislation is being reviewed, discussed, debated, written, redlined, rewritten, and thoroughly picked apart by legislators in Congressional Committees and workforce development conversations across the country. In LWIA 12, we feel the basic tenets of the Act are sound:

- Training and employment programs must be designed and managed at the local level where the needs of businesses and individuals are best understood.
- Customers must be able to conveniently access the employment, education, training, and information services they need at a location close to their homes.
- Customers should have choices in deciding the training program that best fits their needs and the organizations that will provide that service. They should have control over their own career development.
- Businesses will provide information, leadership, and play an active role in ensuring that the system prepares people for current and future jobs.

We hope that you will read this report and see that *what* the Northwest Tennessee Workforce Board has accomplished this past year has stayed true to these original points. We also hope that you will see *how* WIA programs impact your neighbors, your local employers and your communities. Now on to the *who & where*.

The Northwest Tennessee Workforce Board delivers Workforce Investment Act of 1998 (WIA) services to jobseekers, workers and employers throughout Local Workforce Investment Area 12 (LWIA 12) in Northwest Tennessee which includes Benton, Carroll, Crockett, Dyer, Gibson, Henry, Lake, Lauderdale, Obion, Tipton and Weakley Counties.



A Consortium of County Mayors is directly responsible for the proper use and disbursement of WIA funds and entrusts the Northwest Tennessee Workforce Board officers and membership to appropriately manage the federal funding. **Mayor Richard Hill of Dyer County** is the current Chief Elected Official. “The economic well being of a county is an every day concern for a county mayor. In Northwest Tennessee, our

eleven (11) county mayors have formed a Consortium to receive federal Workforce Investment Act (WIA) funds to assist local business and industry with meeting their workforce needs across our region. With those funds, comes a responsibility to assure that services are provided in an effective, efficient manner and with the upmost fiscal integrity. We selected Dyersburg State Community College (DSCC) to serve as fiscal agent and administrative entity to operate the workforce program. We are pleased with our long term agreement with DSCC to serve in this capacity. For almost 30 years, Dr. Karen Bowyer and her staff have provided employment and training services to our citizens and businesses and proven to be good stewards of our tax dollars.”

Each county mayor is also responsible for identifying individuals from private industry, education, community based organizations and other entities to serve on the Board and provide oversight of the WIA program. **Jimmy Williamson, Chairman of the Northwest TN Workforce Board** brings both business and economic development experience to the Board. “As a long-term member of the Board, I have seen the workforce needs of our area continue to change. The expertise of business and industry leaders, along with education and other workforce partners on our Board, has enabled our area to meet challenges and seize



opportunities. Although we have lost some vital employers over the years, we are beginning to see some significant expansions with existing industry and some new companies choosing to locate here. This investment is an indication that our Workforce Board is moving in the right direction. I feel that our commitment to continuation of the National Career Readiness program, including both profiling jobs for employers and testing job seekers, has provided a means to identify and remediate skill gaps. This foundation, coupled with on-the-job training and post-secondary occupational skills training, provides a high quality workforce.”

Dr. Karen Bowyer, President of Dyersburg State Community College, serves in a triple capacity with regard to WIA programs. As a member of the Workforce Board representing higher education, she provides expertise in academics and emerging technologies needed to enhance the skills of our current and future workforce. As President of a training institution, she can make the necessary changes in curriculum and program design to meet the needs of employers. As administrator and fiscal agent in charge of day-to-day operations of WIA programs, Dr. Bowyer, provides leadership and support for staff in the eleven (11) county workforce area. “I am particularly proud of our work to meet the needs of industry in Advanced Manufacturing. The Board convened multiple partners and commissioned a sector analysis study. From that Study, Board staff developed career pathway publications and coordinated “Manufacturing Days”, bringing employers into local middle and high schools. DSCC brought employers together to develop curriculum and is moving forward with implementing dual enrollment programs in advanced manufacturing for high school students. Working with our Tennessee Colleges of Applied Technology, students area-wide will have an opportunity for training and employers will have a ready ‘pipeline’ of trained workers. I appreciate the hard work and dedication of Margaret Prater, Vice President for Workforce Development, and her staff. Although the year has presented many trials, they have maintained committed to the mission and vision of the Board, including furthering our work in advanced manufacturing.”



LWIA 12, with its’ eleven (11) rural counties, make up the largest geographical workforce area in the State. With a population estimated at slightly over 343,000, a labor force of almost 152,000, and over 18,000 unemployed workers

spread over 5,000 square miles, providing services can be challenging.

Margaret Prater, Vice President for Workforce Development with 30 years experience tries to inspire her staff to rise to the challenge. “It has been a tough year, on top of several tough years. Our area has had the highest monthly unemployment rates in the State for the past two years, and with little exception, has been in double digit rates since 2008. This means more job seekers need our help at a time of strained budgets and limited staff. Many of our staff have willingly taken on extra responsibilities and new leadership roles to get the job done. We have also used innovation and technology to meet customer needs. To maximize staff efficiency, we are offering more services via technology, such as Career Ready 101, Jobs4TN and video conferencing. LWIA 12 has served more job seekers than any other area in the State, including Memphis and Nashville with almost three times our population. I can’t say enough about the great job our staff does in working with our job seeker and employer customers.”



Services are offered through the American Job Center network of Tennessee Career Centers throughout the region. Comprehensive centers are located in Dyersburg and Huntingdon, with affiliate centers in Alamo, Camden, Covington, Dresden, Humboldt, Paris, Ripley, Tiptonville and Union City. Job seekers start with our Resource Areas at each center where self-service job search tools can be accessed, including, but not limited to Jobs4TN job search database, Career Ready 101 assessment tools, career related and labor market information, and “how-to” workshops on interviewing, resumes, etc. When a job seeker needs additional assistance to obtain employment, they may apply for WIA enrollment to access training scholarships and support services, such as transportation stipends. WIA enrollment includes case management to assure coordination with all financial aid resources and customer choice of appropriate in-demand occupations with approved training providers offering industry recognized credentials.

Employer services include consultations on entering job orders into the Jobs4TN data base, coordinating assessments of applicants, collecting applications, referring WIA eligible applicants and providing training grants for new hires and incumbent workers.

2012-2013 Workforce Board

Jimmy Williamson - Dyer
Chair

Ted Piazza - Gibson
Vice Chair

Dr. Karen Bowyer - Dyer*
Secretary

Rita Alexander - Gibson*
Jerry Bailey - Obion
Ronda Baker - Dyer*
Alonzo Beard - Lauderdale
John Bucy - Obion
Dale Carroll - Obion
Keith Cursey - Weakley
Yana Dicus - Benton
Jessie Duniphin - Tipton
Sherry Fowler - Crockett*
Melinda Goode - Weakley
Vickie Granade - Gibson
Dianne Homra - Lake*
Brad Hurley - Carroll
John Killen - Benton
Barry Ladd - Dyer
Ed Ledden - Henry
Charlie Moore - Crockett
Tony Poole - Carroll

Ronnie Price - Weakley
John Penn Ridgeway - Henry
Alvin Smothers - Benton
John Snead - Obion*
Sandy Spurgeon - Tipton
Jennifer Starks - Henry
Charlotte Tucker - Carroll
Steve Williams - Dyer
Sandra Woods - Gibson**
*Youth Council Member
**State Workforce Board Member

Youth Council

Tammie Cole - Dyer
Octavia Crawford - Tipton
Ruthene Ezell - Dyer
Ronnie Gunnels - Dyer
Lisa Hankins - Regional
Mary Jones - Tipton
Terry McCreight - Dyer
Rocky Miller - Regional
Donna Smith - Lauderdale
Paul Stewart - Regional
Patricia Taylor - Gibson
Crystal Watson - Dyer
Mike Whitson - Dyer

County Mayors

Barry Barnett
Benton County
Kenny McBride
Carroll County
Gary Reasons
Crockett County
Richard Hill
Dyer County
Tom Witherspoon
Gibson County
Brent Greer
Henry County
Macie Roberson
Lake County
Rod Schuh
Lauderdale County
Benny McGuire
Obion County
Jeff Huffman
Tipton County
Houston Patrick
Weakley County

BUSINESS SERVICES

NSK Steering Systems, Inc. awarded 2013 Employer of the Year

During the Annual Meeting for the Northwest Tennessee Workforce Board, held on August 13, 2013, NSK Steering Systems of Dyersburg, was honored as the Employer of the Year in recognition of their commitment to the employment and training of employees in and around Dyer County.



In 2007, NSK chose to locate in Dyersburg after an exhaustive search for the right location for their manufacturing facility. Having an existing building that was essentially "move-in" ready and the ability to expand was an important criteria in the company's site location, as was the close proximity to the interstate system. Since the company began assembling automotive steering columns for Honda, Toyota and Subaru in 2008, NSK has grown to close to 500 employees, with the plan to add another 100 or so in the near future, making NSK one of Dyersburg's largest employers and one of the key assets of the area's economy.

While location and facilities were a major factor in locating in northwest Tennessee, the company realized the area had a large, trainable workforce. "We truly appreciate the service and opportunities the Career Center provides, as we continue to hire and expand our workforce," comments Theresa Balentine, HR Manager for NSK. "Having a trainable workforce is important to our company, as the employees directly affect our product quality, thus creating value for our customers. We truly are working to be the 'Employer of Choice' for this area, and being awarded Employer of

the Year by the Workforce Board is such an honor and confirmation that we are achieving our goals. NSK is committed to our employees and their families and the community we serve."

Career Center Coordinator Mike Whitson adds, "NSK has continued to grow and is providing valuable employment opportunities to this area. With the OJT grants that are available to businesses through WIA grant funding, NSK has hired and completed training for 110 dislocated workers, which has saved the company over \$181,000 in new hire costs." Currently, NSK has 24 new hires in their 2-month training period, with plans to hire additional workers.

Established in 1916 and headquartered in Tokyo, Japan, NSK is a world-class manufacturer of motion and control products, leading the industry with superior quality, engineering research and technical innovation. NSK produces and distributes a wide range of rolling element bearings, linear motion and automotive component products for a variety of applications. Operating in the Americas, NSK Steering Systems America is headquartered in Ann Arbor, Michigan.

Five businesses receive Incumbent Worker Training Grants totaling over \$99,000

Five companies in LWIA 12 were awarded Incumbent Worker Training (IWT) grants during 2012-13 to improve work processes and avoid layoffs of employees.

Komatsu American Corporation in Ripley trained 60 employees in Lean Training (Lean Overview, 5S, Kaizen Facilitator, Value Stream Mapping), stating training would allow Komatsu to improve efficiencies and provide management knowledge to drive improvement processes through the organization, thus retaining jobs in Lauderdale County.

KMI Group in Kenton provided ISO training to one employee which will allow KMI to apply ISO standards to the company and its daily activities. This employee will be responsible for documenting daily processes and looking for ways to cut wasted efforts, resulting in clear expectations of duties and responsibilities of each job, which can be easily explained to all current and potential employees.

Nordyne LLC in Dyersburg provided training to 40 employees to successfully implement Lean Manufacturing Principles and Building Commitment and Accountability. Nordyne stated that the training would contribute to process improvement by giving their associates and supervisors newly acquired skills and further development which will lead to improvement in their products and workplace and should lead to a better quality product for their customers. With this training, they will be able to remain competitive and possibly expand and add new business.

NSK Steering Systems, Inc. in Dyersburg requested funding to train one employee in

Environmental Protections Agency Laws, 10 employees in OSHA training, 29 employees in Computer Software skills upgrade, and 15 on Quality Management training. This training was necessary in order to keep employees up-to-date on the latest EPA and OSHA rules and regulations. Also, improved computer skills increases overall productivity of employees.

Rose Fabricating & Industrial Solutions LLC in Covington trained 10 employees in Blueprint Reading and 3 employees in a Welding Training Program. With employees becoming certified in Blueprint Reading and Welding Training, the company expects to acquire more work and complete it more efficiently. The training also is intended to reduce the cost per job, ultimately making them more competitive in the marketplace.

FREE
WorkKeys®
Job Profile
A \$2000 Value
Call a local TN Career
Center today
& ask how you can
integrate the NCRC
into your workplace!

More job seekers earning National Career Readiness Certificate



For Program Year 2012-2013, the National Career Readiness Certificate continues to be an effective "tool in the toolbox" for hiring managers in LWIA 12. Since the inception of the NCRC program, over 10,000 have been tested and 9,244 certificates earned, a significant figure to economic development agencies and chambers of commerce that use this number to show that our local workforce area has a quality, trainable workforce.

In May 2013, LWIA 12 added a platinum level National Career Readiness Certificate to encourage workers to seek higher levels of preparation and to recognize those who do. "The platinum level certificate is intended to open more doors for workers by

confirming that they are well prepared for advanced technical and professional jobs," said Margaret Prater, Vice President for Workforce Development.

The National Career Readiness Certificate, powered by ACT's WorkKeys, verifies to employers that a worker has essential core employability skills in Reading for Information, Applied Mathematics, and Locating Information. ACT has established through its WorkKeys Occupational Profile Database that these three skills are important to the majority of jobs. The database contains more than 16,000 job profiles.

For more information on how your company can receive a FREE job profile, contact your local Career Center and speak to a Career Center Coordinator.

On-the-Job Training grants help companies save thousands in hiring costs

On-the-Job Training (OJT) is a program designed to promote, educate and expand an employer's workforce. OJT contracts focus on training new hires who do not have adequate experience in company work processes and procedures. In November 2012, LWIA 12 applied for and received \$141,000 from the TN Works Act to place 60 dislocated workers in employment through OJT contracts. Through June 30, 2013, 55 dislocated workers have been placed with employers, which is 92% of the yearly goal of 60 positions. Because of the success that the Workforce Board has shown in utilizing the grant funds, LWIA 12 received additional \$47,000 for 20 more positions. Ginger Powell, Regional Director for Workforce Development, comments, "On-the-Job Training (OJT) continues to remain a top strategy for employer engagement for LWIA 12. Having supplemental funds for OJT has allowed the Board to expand business services and to maintain services to individuals seeking training." Career Center

Coordinators made over 400 employer contacts during the year, marketing the OJT grant programs and establishing contracts. For 2012-2013, \$429,669 has been granted to 15 companies to employ 288 dislocated workers.

501K Recycling, Bruceton
Bethel University, McKenzie
Bongards Creamery, Humboldt
Center Point Business Solutions LLC, Union City
ConAgra Foods, Humboldt
Conopco (Unilever), Covington
Dyer County Sheriff's Dept., Dyersburg
Dyersburg Regional Medical Center
Four Seasons Sales & Service, Inc, Paris
Green Plains, Rives
Legens Hot Rods, Martin
Lennox Hearth Products LLC, Union City
Marvin Windows, Ripley
Mueller Fittings, Covington
NSK Steering Systems, Dyersburg
Northwest TN Port Authority, Tiptonville
PML, Inc., Paris
Town of Huntingdon
Wisper, Alamo

EDUCATION & TRAINING

Health Care Sector is #1 Customer Choice

Top Training Sectors January - December 2012		
Individual Training Accounts	Expenditures	Participants
Healthcare	\$444,674	396
Transportation	\$282,909	84
Business Services	\$111,331	111

When a customer visits a Career Center, they receive core services from various partners, including referrals to job openings. If additional assistance is needed in finding a job or exploring a training program, Career Advisors provide customers with information on jobs that are in demand and training programs for these occupations. Job seekers take career interest inventories, educational attainment tests, and also have the opportunity to complete the National Career Readiness Certificate assessment. At this point, if an applicant is a good fit for their chosen occupation, they can be made eligible for training grants and travel stipends that can assist with funding in their chosen occupation.

As in past years, the top occupations are Healthcare, Transportation and Business Services, which encompasses all Office Administration and Computer Technology programs. Thirty-seven percent (37%) of participants chose to attend technology centers, 26% chose community colleges, 20% chose proprietary schools and 17% chose universities.

School of Caring named Training Provider of the Year

The School of Caring, LWIA 12's Training Provider of the Year for 2012-2013, is dedicated to training qualified individuals to become certified nurse's aides. Over the past 7 years, the School of Caring has trained 150 participants. Lucretia Birmingham, Owner and instructor, exclaims,



"I have truly enjoyed seeing people learn new skills and become immediately employable once they finish the certified nurse's aide training. I am proud to know that my small school has contributed to the overall health of the local economy." During the past year, 16 students enrolled in training, with 13 placed in employment at the completion of training - 11 as nurse aides or home health aides. With the recent graduation of 3 students, the School of Caring expects to have an 88% placement rate.

WIA participants, Miranda Breashears, top row, far left and Sheledia Pugh, bottom right, far right, pose with classmates and School of Caring Instructor, Lucretia Birmingham.

Goodyear National Emergency Grant Extended

Only a few days before the end of the grant period, the United States Department of Labor (USDOL) approved the long awaited modification to extend the National Emergency Grant (NEG) for Goodyear. "I was beginning to get a little nervous", said Margaret Prater, Vice President for Workforce Development. "We still had over 400 participants in the program, many needing to finish training."

The NEG was secured after Goodyear Tire and Rubber in Union City laid off almost 2,000 workers from 22 counties primarily in Northwest TN and Western Kentucky in July 2011. The \$3.5 million grant provided funds to establish a separate career center for the workers and eligible family members and "wrap around services" to support training offered through the Trade Adjustment Assistance Act. "When we applied for the grant, we projected to serve 850 participants. We exceeded our goal, enrolling 981" commented Connie Stewart, Director of the program. "Of the 555 who have completed the program so far, we have an 85% employment rate. In an economy where we have over 11% unemployment still, I credit this success to not only the former Goodyear workers, but also the staff, partners and training providers." The Goodyear NEG will continue to provide training and employment services through the TN Career Center in Union City through March 31, 2014.



Members of the "Good Glory" Nursing Class of 2013 give a thumbs up as they finish up classes at DSCC. The 22 former Goodyear employees made history as the first graduating class of nurses that consisted of a majority of males - 12 of 22. With an average age of 43, the non-traditional students inspired not only each other, but also their instructors. Linda Weeks, DSCC Associate Professor of English, commented, "The work ethic and drive these students brought to the classroom made them the best group of students I have ever taught,"

Enrollments in Program Services	981
Enrolled in Training	683
Job Search Only	298
Program Completions to Date	555
Employed to Date	469

TOP JOBS FORECAST 2012 - 2017						
Description	2012 Jobs	2017 Jobs	% Change	Median Hourly Earnings	Avg. Hourly Earnings	Education Level
Cashiers	3,432	3,455	1%	\$8.71	\$8.83	Short-term on-the-job training
Retail Salespersons	2,773	3,047	10%	\$9.36	\$12.16	Short-term on-the-job training
Heavy and Tractor-Trailer Truck Drivers	1,796	1,889	5%	\$16.54	\$17.20	Short-term on-the-job training
Registered Nurses	1,592	1,758	10%	\$24.93	\$27.09	Associate's degree
Office Clerks, General	2,241	2,300	3%	\$10.77	\$11.87	Short-term on-the-job training
Licensed Practical and Licensed Vocational Nurses	1,334	1,425	7%	\$16.00	\$15.86	Postsecondary non-degree award
Nursing Aides, Orderlies, and Attendants	1,766	1,877	6%	\$9.01	\$9.22	Postsecondary non-degree award
Elementary School Teachers, Except Special Education	1,395	1,425	2%	\$19.88	\$19.89	Bachelor's degree
Home Health Aides	485	662	36%	\$9.03	\$9.18	Short-term on-the-job training
First-Line Supervisors of Retail Sales Workers	959	1,024	7%	\$16.13	\$18.18	Work experience in a related occupation

LWIA 12 serves the largest number of customers in the State

“It’s been a tough year,” exclaims Margaret Prater, Vice President for Workforce Development. “Although the State announced closure of six (6) of our existing locations in April, by June WIA had re-opened Affiliate Career Centers in the same communities, continuing our commitment to providing services in all eleven counties. In fact, during the 2012-2013 program year, LWIA 12 served more individuals than any other local workforce area in the State, even though we have a smaller, rural population than most n Tennessee.”

Ginger Powell, Regional Director for Workforce Development, comments, “We served 4,593 adults, dislocated workers and youth this year.” Powell credits the dedication and hard work of all staff and the focus on excellent customer service. “Customer service is the responsibility of all staff, not just the front line workers. Although we do a great job of recording and tracking data, I believe it’s how we treat people that makes the difference. This is shown by the results of the TN Career Centers survey available online. At least 90% of customers answered positively on the questions of knowledge, courtesy and helpfulness of the Career Center staff.”

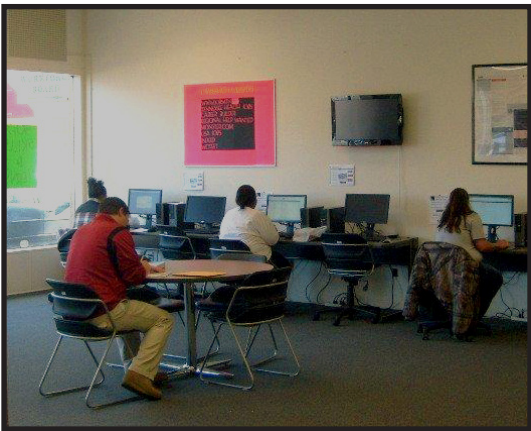
Layoffs Continue to Plague Rural Northwest Tennessee

The eleven (11) counties in Northwest Tennessee have had the highest monthly unemployment rates in the State since July 2011 when Goodyear closed laying off nearly 2000 workers. But that was not the beginning. Since November of 2008 UI rates have been in double digits ranging from 10.2% to 14.4%, except 2 months rates fell to 9.9%. In 2012-13, the UI rates averaged over 11%. WIA staff in the TN Career Centers actively market services to dislocated workers. “We receive a weekly report of new UI Claimants” comments Lori Marberry, Director of Public Information. “Postcards, outlining our services, are mailed out weekly.”

The Worker Adjustment and Retraining Notification Act (WARN) protects workers, their families and communities by requiring most employers with 100 or more employees to provide notification 60 calendar days in advance of plant closings and mass layoffs. “Most companies comply with WARN”, states Pam Merritt, Regional Director for Workforce Development. “In fact, many smaller companies also provide workers with as much notice as possible.” During the 60 day notice, Career Center staff provide “Rapid Response” services to affected workers. The services include information on job search assistance, training, support services and unemployment insurance. During this past program year, staff worked with 13 companies that laid off 692 employees. Merritt continues, “Our goal is to get into the company and meet with employees as soon as possible. Having this vital information and knowing that there is assistance available, helps reduce the stress level of laid off workers. We were hoping for a better year to come, but unfortunately, in July 2013, we have already received notice from 4 companies who will eventually displace 425 workers.”



Lake County Career Advisor, Becky McCaslin explains services to a participant, while customers in the TN Career Center in Tiptonville use the Resource Area to search for jobs and prepare for the National Career Readiness Certificate test.



WIA Participants Served by Special Program

Special Programs	Adults	Dislocated Workers (DW)	Youth	Totals
National Career Readiness Certificate	1,939	0	0	1,939
Incumbent Worker Training	305	0	0	305
Goodyear	0	763	0	763
On-the-Job Training	112	129	1	242
In-School Youth	0	0	274	274

WIA Participants Served by Career Center

County	Adults	DW	Youth	TOTAL SERVED	NCRC	All Other Services
Benton	80	10	28	118	45	73
Carroll	141	55	28	224	116	108
Crockett	49	43	13	105	30	75
Dyer	998	177	79	1,254	732	522
Gibson	434	161	48	643	335	308
Henry	103	35	13	151	47	104
Lake	40	2	14	56	36	20
Lauderdale	342	41	46	429	193	236
Obion	263	85	31	379	205	174
Obion-Goodyear	0	667	0	667	0	667
Tipton	233	98	57	388	133	255
Weakley	88	70	20	178	67	111
Other	0	1	0	1	0	1
TOTALS	2,771	1,445	377	4,593	1,939	2,654

Labor Force Statistics - June 2013

June 2013	Labor Force	Employed	Unemployed	Unemployment Rate %
United States	157,089,000	144,841,000	12,248,000	7.8
Tennessee	3,143,300	2,865,800	277,500	8.8
LWIA 12	151,920	133,870	18,030	11.8
Benton	6,900	6,120	780	11.2
Carroll	13,920	12,170	1,750	12.6
Crockett	6,940	6,220	720	10.4
Dyer	17,060	15,060	2,000	11.7
Gibson	21,190	18,420	2,770	13.1
Henry	13,770	12,220	1,540	11.2
Lake	2,850	2,530	320	11.2
Lauderdale	10,000	8,580	1,410	14.1
Obion	14,290	12,540	1,750	12.2
Tipton	28,740	25,830	2,910	10.1
Weakley	16,260	14,180	2,080	12.8



YOUTH SERVICES

Dresden High School demonstrates success of Peer Tutor Work Experience Program



2012-2013 Dresden High School Peer Tutor Work Experience program participants: Courtney Bone, Abbey Pilkington, Angelia Oszust, Ben Milbrath – Master Tutor, Allen Stephenson. Not pictured: Timothy Lewis, Dustin Sanderson

The Workforce Board has managed the Peer Tutor Program since 2006 for academically successful, economically disadvantaged high school juniors and seniors. Participants in the program earn wages and explore a career in teaching. In the last 7 years, the Workforce Board has granted over \$1.7 million to 17 high schools in 11 counties to manage peer tutor work experience programs.

The 2012-2013 Youth Training Provider of the Year, Dresden High School submitted the following narrative along with their year-end report.

“The continuation of the WIA Peer-tutoring Program has resulted in many successes at Dresden High School this year for tutors, tutees,

teachers, and administration.

Through the WIA Peer-tutoring Program at Dresden High School, tutors have developed leadership skills such as creating and meeting group goals, teamwork, patience, problem-solving, time management skills, and personal responsibility. All tutors gained self-confidence, personal pride in themselves, and recognition as academic leaders in our school community. Each tutor, besides displaying superior tutoring skills, bonded with tutees,

served as mentors, coaches, and positive role models. Each senior tutor also actively pursued scholarship opportunities as well as achieved early acceptance and admission to a four-year university. Tutees also achieved confidence, improved study skills, and a sense of camaraderie with other students, as well as peer tutors.

One of the most significant results in having a peer tutoring program for all students in all subjects was to affect a “learning community” in which students helped students, peer tutors and tutees alike. All students, including those not struggling academically, especially stressed the benefit of being able to come in on any given day and receive help with an assignment, a question, or a single problem. Often during the

course of tutoring, students who attended to receive assistance in one subject joined in with tutors to give assistance in another subject at which they excelled. Academically challenged students often felt a sense of accomplishment in helping along with tutors, and gained a sense of acceptance among their peers and a universal understanding that it’s ok to struggle sometimes, but that any obstacle can be overcome with time and perseverance.

Teachers and administration also benefitted from the peer-tutoring program, in that teachers could now send assignments with specific instructions for individual students with the confidence that a qualified educator and academically successful students were overseeing the implementation. The program also assisted with managing make-up for students with multiple absences because these students now had a place they could come for individual assistance with a peer tutor to help guide them through new concepts and assignments with which the students were completely unfamiliar. Teachers also enjoyed the opportunity to send make-up tests, knowing that these tests were being administered in a structured environment without the teacher or the student having to sacrifice additional class time. A final benefit of the program for teachers and administrators is the ability to dedicate an area of the tutoring environment to those students who are seeking credit recovery. Students had additional opportunity to work on the A+ Credit Recovery Program in afternoons and receive help from tutors with material that was unclear or unfamiliar to them.

The peer-tutoring program was extended into

the summer sessions this academic year and was an enormous success. Those students who had been unable/unwilling to receive academic help through the program during the normal academic year were granted the opportunity during the summer sessions. Many students, with the help of their peer-tutors, were able to get one-on-one direct instruction and recovered their credits in record times! It was quite interesting to watch the peer-tutors re-learn/master a concept that they had not used in several months/years. In the end, the peer-tutors gained as much, if not more, academically as those they were assisting.

In conclusion, The WIA Peer-Tutoring Program has been a major success with everyone concerned at Dresden High School. Teachers retain classroom instructional time and feel confident that all students’ needs are being met; administrators are confident in the improvement of struggling student achievers and the utilization of additional Credit Recovery opportunities, and peer tutors and tutees have learned valuable skills and personal confidence for academic success now and in the future.”

Submitted by Ben Milbrath, Master Tutor.

Since 2006

534

Peer Tutors

10,357

Students Tutored

17,796

Subjects

93%

Improved/Maintained

2012-2013 Peer Tutor Work Experience Program

School	Number of Peer Tutors	Number of Students Tutored	Number of Subjects Tutored	Number of Subjects Improved or Maintained (Includes Credit Recovery)	Percentage of Subjects Improved
Bradford High School	7	148	273	253	92.7%
Brighton High School	7	153	171	157	91.8%
Camden Central High School	8	64	99	54	54.5%
Covington High School	10	253	491	477	97.1%
Crockett Co High School	7	67	72	63	87.5%
Dresden High School	6	147	2036	1873	92.0%
Dyersburg High School	15	410	735	730	99.3%
Gibson County High School	9	203	232	227	97.8%
Halls High School	10	81	83	75	90.4%
Lake County High School	6	109	126	109	86.5%
Munford High School (Fall only)	7	51	91	85	93.4%
Peabody High School	10	147	174	173	99.4%
Ripley High School	7	104	112	108	96.4%
South Fulton High School	10	85	139	130	93.5%
South Gibson High School	6	113	154	149	96.8%
Total	119	2,135	4,987	4,663	93.5%

Dual Enrollment: Youth Earn College Credit

Workforce Development Scholarships are made available to WIA eligible seniors who are taking classes in high school that also earn college credit. Through WIA dual enrollment grants, economically disadvantaged seniors can apply for additional funding to cover any unmet need for up to \$1,600/year for eligible post-secondary coursework.

In the 2012-2013 138 students received \$116,000 in unmet need scholarships to attend eleven post-secondary institutions.

County	# of Students	County	# of Students
Benton	7	Lake	7
Carroll	16	Lauderdale	12
Crockett	2	Obion	7
Dyer	38	Tipton	17
Gibson	24	Weakley	4
Henry	4	Total = 138	

FISCAL & PERFORMANCE

Tough decisions as fiscal belt tightens in 2012-2013

Each year the Northwest TN Workforce Board prides itself on its sound fiscal practices and solid management of multiple grant programs. The 2012-2013 Fiscal Year proved to be a difficult year even before the “official” beginning of the year in July 2012. Cynthia Webb, Director of Finance and Administration, says, “In past years, the local workforce areas have received about 20% of their annual allocations in July for first quarter (July - September); from this we must pay 25% of salaries and overhead and 33% to 100% of training costs for individuals depending on where they attend school. First quarter is always tough, but in July 2012, we received only 7% of our full allocation and had record enrollments in training in August. By September, some very tough decisions had to be made.”

In order to continue with a limited number of enrollments, the Board approved reducing the Individual Training Account from \$4,000 to \$3,000 and suspending transportation stipends for new enrollments. All scheduled services continued for currently enrolled participants. Additionally, the operating budget was reduced significantly, including a reduction in force of 5 employees and not replacing a retiring employee. “Laying off staff was the hardest thing I have ever done in my 30 year career in workforce development”, said Margaret Prater, Vice President for Workforce

FISCAL CATEGORY	AVAILABLE FUNDS	CURRENT YEAR EXPENDITURES	PERCENT EXPENDED	AVAILABLE BALANCE
ADMINISTRATION	\$738,106.09	\$511,832.61	69%	\$226,273.48
ADULT FORMULA	\$1,202,983.13	\$1,016,609.33	85%	\$186,373.80
DISLOCATED WORKER FORMULA	\$1,936,925.71	\$1,412,751.96	73%	\$524,173.75
DISLOCATED WORKER RAPID RESPONSE	\$1,078,183.92	\$731,009.92	69%	\$347,174.00
NATIONAL EMERGENCY GRANT (NEG) FOR GOODYEAR	\$1,823,875.15	\$1,311,474.48	72%	\$521,400.67
TN WORKS ACT (OJT)	\$188,000.00	\$92,552.73	49%	\$95,447.27
YOUTH FORMULA	\$1,774,065.32	\$730,115.16	41%	\$1,043,950.16
INCUMBENT WORKER TRAINING	\$160,900.00	\$105,830.87	67%	\$52,080.00
INCENTIVE	\$85,416.00	\$0.00	0%	\$85,416.00
GREEN ELECTRONICS (TTC MCKENZIE)	\$16,240.28	\$16,240.28	100%	\$0.00
NEG (OJT)	\$30,816.52	\$30,816.52	100%	\$0.00
TOTAL ALL GRANTS	\$9,044,512.12	\$5,959,233.86	66%	\$3,082,289.13

Development. “We lost some very good people that provided enhancements to our program.” Overall reductions in the budget allowed enrollments to continue throughout the year, but with record enrollments, work loads increased. The fiscal staff processed nearly 7,000 transactions, including over 4,000 transportation stipends for participants, paying invoices to 50 occupational skills training providers and 20 on-the-job training employers. Fiscal also filed 300 monthly reports and 100 quarterly reports on the 25 grants managed.

In order to streamline processes and increase efficiency with reduced staffing level, Fiscal staff has worked to implement a gas card system versus check payment of transportation stipends for the coming year. Additionally, the State is implementing electronic filing of

reports to gain more efficiency.

“Before we could get through with this year, we received word that sequestration, would reduce our Adult Formula funding to only 2% for the first quarter 2013,” commented Prater. “Fortunately, the State had some reserves to assist all local areas and we utilized our \$85,000 Incentive Grant to keep from having to downsize staff any further or reduce participant services before the year ended June 30, 2013.”

Unfortunately, the State also announced closing of six (6) State owned or leased career center buildings in LWIA 12 in April. The buildings closed mid-June and all Tennessee Department of Labor and Workforce Development staff in those centers were laid off. “It was a great loss to our area to lose these long-term staff,” Prater stated. “When

you work side-by-side, day in and day out - they were not just partners, they were family”. In addition to the need to revamp service strategies with a vital partner missing from our centers, LWIA 12 also had to find and open new locations during the two month period. “We ended up with four new locations and renegotiated leases to stay in two of the old locations,” commended LeAnn Lundberg, Director of Facilities and Computer Services. “In the end, with taking in new partners, we expect to save about \$25,000 annually, and have expanded our Resource Areas with additional computers.” With limited staff in each county, LWIA 12 has looked for additional ways to use technology to meet the needs of customers.

Preliminary Performance Report for PY 12

Unlike many federal programs, the Workforce Investment Act has established performance standards to measure success of the program. For the LWIAs in Tennessee, performance goals are negotiated with the TDLWD. “We were concerned about our Average 6 Month Wage target during negotiations,” said Margaret Prater, Vice President for Workforce Development. An analysis of wages for jobs listed with the career center for the same period of time revealed the wages averaged only \$10,316. “We are training in some high wage occupations, such as nursing,” continued Prater, “but we also have some lower wages.” LWIA 12 requested the

State review the analysis and renegotiate the wage standard. Locally, the Performance and Compliance unit monitors and tracks data for all participants through an electronic case management system. Monitors review files for data validation and provide technical assistance to prepare for State and Federal reviews. “I am very pleased with our performance this year,” said Laura Speer, Director of Performance and Compliance. “We have served close to 4,600 participants and have experienced a very slow economic recovery; yet we still managed to meet the performance standards set by TDLWD.”

Program Group	Standards	PY12 Targets	PY12 Actual	Percent of Goal
Adult	Entered Employment	83%	85.09%	103%
	Retention in Employment	82%	84.89%	104%
	6 Month Average Earnings	\$13,000	\$13,156.36	103%
Dislocated Worker	Entered Employment	90%	92.33%	103%
	Retention in Employment	88%	89.44%	102%
	6 Month Average Earnings	\$13,200	\$13,077.61	99%
Youth	Placement in Education/ Employment /Military	76.7%	92.74%	121%
	Credential Attainment	70%	95.87%	137%
	Literacy/ Numeracy Gains	48%	NA	NA

Performance on an individual measure is interpreted based on the following:
** Exceeds: When the actual performance achieved against an individual performance measure is in excess of 100 percent of the negotiated level of performance for the measure;
** Meets: When the actual performance achieved against an individual performance measure falls in the range of 80 to 100 percent of the negotiated level of performance for the measure;
** Fails: When the actual performance achieved against an individual performance measure is less than 80 percent of the negotiated level of performance.

Training & staff development sharpens skills

WIA staff members spent almost 500 hours offering training between July 2012 & June 2013. Many of those hours were spent offering training internally to other staff members. Local experts shared knowledge and best practices on topics such as eligibility determination, maximizing use of Excel, offering job search assistance, and proctoring the National Career Readiness Certificate exams. Three staff members also shared their expertise on fiscal management with another LWIA at Walters State Community College, while six staff members offered presentations at the statewide Promising Practices Conference regarding best practices on

coordination with TAA, job profiling, On-the-Job Training grants, and maximizing Career Center services for new local employers.

In addition to sharing their current expertise with others, WIA staff members participated in more than 200 hours of a variety of trainings to increase their knowledge, expand the services offered by LWIA 12, and improve local processes. LWIA 12 was represented at the SETA Fall 2012 and Spring 2013 Conferences, the U.S. DOL Taking Care of Business 2: Business Services Summit, NAWB forum, and the NAWDP 2012 Youth Symposium. All LWIA 12 staff also received training on the new Jobs4TN website as a tool to be used to aid job seekers in searching and applying for jobs, and employers in posting job orders and searching for qualified applicants. Two staff members also participated in ACT training to become authorized job profilers. Finally, several staff members have received training on the TN Center for Performance Excellence's Baldrige Criteria and how the criteria can help improve efficiency in the workplace.



Regional Director Pam Merritt works on exercises during the Economic Modeling Specialists, Inc. (EMSI) training held in conjunction with several LWIAs.

LWIA 12 Career Center Locations

Alamo

Affiliate Site
331 South Bells Street
Alamo, TN 38001
(731) 696-2530

Camden

Affiliate Site
60 North Church Avenue
Camden, TN 38320
(731) 584-1711

Covington

Affiliate Site
877-C Hwy 51 By-pass
Covington, TN 38019
(901) 476-5570

Dresden

Affiliate Site
135 South Poplar Street,
Ste B
Dresden, TN 38225
(731) 364-0100

Dyersburg

Comprehensive Center
Gwen Leonard, Point of
Contact
439 McGaughey Street
Dyersburg, TN 38024
(731) 286-8300

Humboldt

Affiliate Site
1593 Coleman Drive
Humboldt, TN 38343
(731) 784-5221

Huntingdon

Comprehensive Center
Bobby Blaylock, Manager
470 Mustang Drive
Huntingdon, TN 38344
(731) 986-8217

Paris

Affiliate Site
55 Jones Bend Road, Ext.
Paris, TN 38242
(731) 641-1020

Ripley

Affiliate Site
301-C Lake Drive
Ripley, TN 38063
(731) 221-1012

Tiptonville

Affiliate Site
217 Church Street
Tiptonville, TN 38079
(731) 253-8171

Union City

Affiliate Site
204 S. 2nd Street
Union City, TN 38261
(731) 884-3868



Northwest Tennessee Workforce Board Staff

Margaret Prater, Vice President for Workforce Development
LeAnn Lundberg, Director of Facilities & Computer Services
Michael Beavers, Computer Technician
Cynthia Webb, Director of Finance & Administrative Services
Theresa Ethridge, Account Clerk III
Terry Williams, Account Clerk II
Jennifer Bane, Director of Training & Staff Development
Laura Speer, Director of Performance & Compliance
Amy Maxey, Monitor
Derrick Quinn, Monitor
Lori Marberry, Director of Public Information & Planning
Connie Stewart, Director of Special Grants
Cace Rice, Career Center Coordinator-Goodyear
Jeannie Mathis, Career Advisor-Goodyear
Connie Roberts, Career Advisor-Goodyear
Mashelle Walls, Career Advisor-Goodyear
Pam Merritt, Regional Director for Workforce Development
Crockett, Dyer, Lake, Lauderdale, Obion & Tipton Counties
Ann Pennell, Career Center Coordinator-Crockett & Lauderdale Counties
Maria Waiters, Career Advisor-Crockett County
Koriann Riley, Career Advisor-Lauderdale County
Mike Whitson, Career Center Coordinator-Dyer County
Melissa Bane, Career Advisor-Dyer County
Wilma Capps, Career Advisor-Dyer County
Don Dugger, Career Center Coordinator-Lake & Obion Counties
Becky McCaslin, Career Advisor-Lake County
Marcia Fields, Career Advisor-Obion County
Delores Hayes, Career Center Coordinator-Tipton County
Gina Eaton, Career Advisor-Tipton County
Ginger Powell, Regional Director for Workforce Development
Benton, Carroll, Gibson, Henry & Weakley Counties
Lisa Bradford, Career Center Coordinator-Benton & Carroll Counties
Connie Wright, Career Advisor-Benton County
Judy Vestal, Career Advisor-Carroll County
Libby Wickersham, Career Center Coordinator-Gibson County
Lindsay Heglar, Career Advisor-Gibson County
Sheila Little, Career Center Coordinator-Henry & Weakley Counties
Rex Smith, Career Advisor-Henry County
Doris Willett, Career Advisor-Weakley County



Theresa Ethridge, Acct Clerk III, shares the history of her home town and Reelfoot Lake during a staff meeting held in Lake County.



Judy Vestal, Career Advisor-Carroll County, received a surprise gift of a rose from a thankful participant!



Career Advisors Maria Waiters & Melissa Bane ready for the Crockett County Business Expo.



Career Center Coordinators prepare for a Business Services marketing campaign.