REPORT TO THE COMMUNITY

Northwest Tennessee Workforce Board





Dyer County and Lake County were awarded Certification at the ACT WRC Symposium in Charleston, SC.

ACT® Work Ready Communities

Beginning in the fall of 2014, under the leadership of each county mayor, Local Workforce Development Area (LWDA) 12 formed workforce development committees to launch the ACT® Work Ready Communities (ACT WRC) initiative. ACT WRC is a workforce system designed to assist sites and regions in developing their workforce pipeline to provide skilled workers for employers. The Work Ready Communities framework allows each participating community to quantify and improve the skill levels of its workforce through a standardized workforce skill credential and a robust data infrastructure that help measure, identify, and close existing skill gaps.

The key components of certification are:

- Encouraging residents to earn an ACT® National Career Readiness CertificateTM.
- Building employer recognition and support for the initiative by encouraging new hires, incumbent workers, and the emerging workforce to earn the NCRC.

This initiative is a collaboration of community partners led by the Northwest TN Workforce

Board with funding and support from the Delta Regional Authority, United State Department of Agriculture, and American Job Centers.

Since the launch of the initiative, with goals beginning in May 2015, eight of LWDA 12's eleven counties have been certified as ACT Work Ready Communities, with area residents earning over 10,000 NCRCs towards certification goals:

County	NCRCs Earned	Employers Supporting	% of Goal
Benton	486	17	100%
Carroll	631	20	93%
Crockett	396	42	100%
Dyer	2,010	54	100%
Gibson	1,994	52	100%
Henry	782	36	100%
Lake	339	23	100%
Lauderdale	916	33	100%
Obion	1,137	32	100%
Tipton	925	34	95%
Weakley	440	25	79%

















15,838 NATIONAL CAREER READINESS CERTIFICATES EARNED IN LWDA 12 SINCE 2008





"Our implementation of the ACT WRC project was very timely," says Margaret Prater, Vice President for Workforce Development. "Seven months into the project, Site Selection Magazine listed the NCRC as one of three measures in ranking states on preparing their workforce for current and future employment."

The article entitled, "Make it Less Murky-Workforce Credentials are the New Currency of Site Location Success," appeared in the January 2016 edition.

TRANSITIONS & COLLABORATIONS

New Board Structure & Regional Planning Take Effect



Board members discuss Mission and Vision at Strategic Planning Session facilitated by Thomas P. Miller and Assoc.

With the new legislation, the Workforce Innovation and Opportunity Act, effective July 1, 2015, several changes to the board were made. The new thirty-three members of the Northwest TN Workforce Board include 51% private sectors and additional stakeholders.

"We wanted to ensure we were compliant with the new law," comments

Chief Elected Official Gary Reasons, "but also have good representation of the 11 county area and employment sectors." Once appointed, each board member was assigned to a Standing Committee, including the Career Center Services Committee, Employer Services Committee, Target Populations Committee, and Promising Practices Committee, in order to provide more in depth involvement and assist the board in carrying out the activities authorized by the WIOA legislation.

Among the many duties of the local board, members play a vital role in development of not only the local strategic plan, but also the regional strategic plan. The regional plan will be a combined plan for all 21 counties in West Tennessee, LWDAs – 11, 12, and 13. Planning sessions have already been held at the local and regional level during which board members, partners, and various stakeholders contributed to the development of draft Mission and Vision Statements, identification of strategic priorities, analysis of strengths, weaknesses, opportunities, and threats, and preliminary discussion of goal development.

During the local planning session, attendees developed the below draft Mission and Vision Statements:

Mission: The mission of the Northwest Tennessee Workforce Board is to develop a quality workforce system to meet the needs of area employers and job seekers.

Vision: Northwest Tennessee is an area where business and industry thrive based on the availability of a skilled workforce and a robust talent pipeline, and where increasing wealth fuels prosperous communities and a high quality of life.

"These statements, along with the other information gathered during the planning sessions will be used to guide the remainder of the planning process," commented Jimmy Williamson, Chairman of the Northwest TN Workforce Board.



Several board members took advantage of the opportunity to learn about the new legislation by attending the National Association of Workforce Board Forum in Washington, D.C.

Staff Participate in Regional Training



LWDA and Regional Directors plan staff and board training.

During the 2015-2016 program year, staff members from Local Workforce Development Area (LWDA) 12 participated in training with staff from the region and across the State. Regionally, American Job Center front-line and management staff from LWDAs 11, 12, and 13 participated in training offered by Rick Record, a national consultant with expertise in WIOA. The three-day event included trainings entitled Case Management Strategies for Adult Programs, Understanding the WIOA Common Measures for Adult Programs, Job Development Strategies and Addressing Business Needs, Case Management and Youth Development for At-Risk Youth, and Understanding the ABCs of WIOA Common Measures for Youth Programs. The trainings offered staff strategies and techniques to effectively engage job seekers and employers and provided a foundational understanding of the changes to performance measures under the new Workforce Innovation and Opportunity Act (WIOA).

Using transitional funding provided by the Tennessee Department of Labor and Workforce Development (TNDLWD) in order to help staff prepare for the new WIOA legislation,

LWDA 12 has also been able to contract for up to 13 front-line staff members to earn a Global Career Development Facilitator (GCDF) credential. The credential is obtained by completing approximately 120 hours of training with 72 hours of online instruction and 48 hours of face-to-face instruction held with staff members from other LWDAs across the State. The first round of training is expected to be completed in September 2016 with staff members earning the GCDF credential. Credential holders receive the knowledge and skills to be able to use best practices and various assessment tools to assist individuals and groups in making informed decisions regarding career development.

TRANSITIONS & COLLABORATIONS

Customer Centered Design Project Aims to Simplify Labor Development Partnership

Over the past five months, a regional team consisting of eight staff members from Local Workforce Development Areas (LWDAs) 11, 12, and 13 participated in Round 2 of the nationwide United States Department of Labor Customer Centered Design (CCD) Challenge—an online course provided through Maher & Maher, designed to improve customer service. The three-phase process of Inspiration, Ideation, and Implementation provided the format for the challenge.



According to the course materials,

CCD is "all about building a deep empathy with the people you're designing for; generating tons of ideas; building a bunch of prototypes; sharing what you've made with the people you're designing for; and eventually putting your innovative new solution out in the world." The West TN regional CCD team included American Job Center partners representing Wagner Peyser, Adult, Dislocated Worker, and Youth Services, and Temporary Assistance for Needy Families. Team members are: Bea Baltimore, Melissa Bane, William Bumpas, Bryan Poole, and Connie Stewart from Area 12; Lucy Locke and Su Therrell from Area 11, and Chauntay Jones from Area 13. Helen Parker with Maher & Maher served as Coach to the team.

As part of Inspiration phase of the CCD course, this team undertook a wide variety of field research, including interviewing American Job Center customers across all three regions to learn about their needs and experience with our services, as well as immersion research activities like being a "secret shopper" to experience the American Job Center services from the customer's perspective. The team also interviewed a number of employees across various departments and organizations in the region, in order to get a variety of views on the relationship between workforce development and the community.

One issue the team discovered during the Inspiration phase was **Community Visibility and Integration**. Many workforce employees, and even some customers, expressed frustration that American Job Centers were one of the "best-kept secrets" in the community, and wondered if there might be more effective ways to market the services.

An even deeper problem, however, was the issue of **Internal Awareness.** With the workforce development system being such a diverse group of organizations, operating across a wide geographical area, there was a great deal of confusion about how all the pieces fit together—not only for customers, but more importantly, for the very employees tasked with administering these services!

During the brainstorming Ideation phase, one "lightbulb moment" was the realization that these two issues,

marketing and awareness, are really two sides of the same coin. Any efforts to address the issue of internal awareness would basically be a form of internal marketing. Whether internal or external, the purpose is simply to "get on the same page" — both within the various partner organizations, as well as in the community at large.

The goal of the course was to come up with a real-life project prototype that could be implemented in order to address the problems the team discovered. The result is what the team calls "**Project Same Page,**" a multi-phase process of internal and external marketing intended to help the departments and service providers involved in local workforce development to become more integrated with each other and with our local communities.

Each department and partner organization involved in the local workforce system will have a simple, single-page information sheet summarizing its services and eligibility criteria, as well as how customers can access these services. The sheets will be designed to be easy to use, including only the most important and relevant information.

Initially, these sheets will be used internally, as part of a 4-6 month program of cross-training and other activities to be headed by Connie Stewart, new Director of Job Seeker Services for Area 12. Later, they will be used to help the workforce system market itself to employers, nonprofits, job seekers, and other individuals in the community. Keep an eye out for an upcoming "Same Page" workshop!





POSTSECONDARY EDUCATION

Sector-based Training and Customer Choice

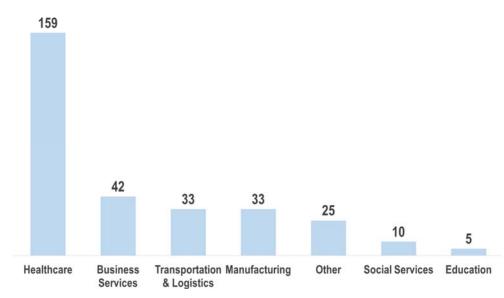
In strategic planning, the Northwest Tennessee Workforce Board must consider environmental challenges, such as employment shifts from low-skill to skilled occupations and the demand for workers with more technical proficiency. In support of the Governor's Drive to 55 initiative, as well as the Economic and Community Development Jobs4TN plan, the Board focuses on these sectors in LWDA 12: Healthcare, Business Social Services, Transportation and Logistics, Advanced Manufacturing. These sectors are shown to have positive job growth through Labor Market Information provided by local employers, the TNDLWD, and an economic analysis tool from EMSI.

Potential candidates for training must show interest and aptitude through various informal and formal assessments and evaluations of need. To be considered for training funds, the field of study must be in high growth mode according to research using EMSI or current Labor Market Information.

The American Job Center (AJC) staff works with job seekers to ensure they have adequate resources to help them make informed career choices. AJC staff interview and assess customers to determine the appropriateness of the training. Armed with information about training choices, occupational opportunities, and personal education plans, the customer then chooses which program of study and institution would be best for their career goals.

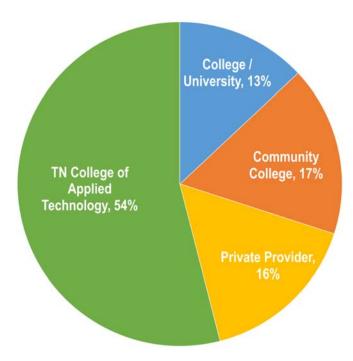
The graphics here show the numbers of customers trained by sector and the type of institutions they chose to attend. The majority of training for advanced manufacturing is conducted through Onthe-Job Training highlighted under the Business Services section of this report.

New Customers Trained by Sector



Healthcare trainees made up over half (52%) of all customers receiving occupational skills training. Business Services came in second at 14%, and Transportation and Manufacturing made up about 11% each.

Distribution of Training Providers



Over half of new customers chose to attend a location of the Tennessee College of Applied Technology, with the remainder split roughly equally between college/universities, community colleges, and private providers.

POSTSECONDARY EDUCATION

Dislocated Worker Starts New Career in Education



Leonard, aka Len, Davis was laid off from Goodyear in July 2011 where he had been employed for over twenty years. He came into the TN Career Center for Goodyear Employees in November 2011 interested in pursuing a career in teaching. After considering his options, Len chose to attend the Early Childhood Education program at Dyersburg State Community College. "I have always heard that it is not what happens to you, but how you respond to what happens" states Len. "I found that I had to do what was best for my family. That meant going back to school to go into education." Len graduated Summa Cum Laude from DSCC in December 2013 with an Associate of Science Degree in General Studies.

After self-paying for his Associate degree, Len was able to use a combination of Trade Adjustment Act (TAA) and Northwest TN Workforce Board Needs-Based Scholarships and transportation stipends to continue his education at the University of TN at Martin. Len graduated Summa Cum Laude with his Bachelor of Science Degree in Education from UT Martin in May 2016 and was hired by the Obion County Board of Education to teach sixth grade math at Ridgemont Elementary School. Mr. Jon Kerr, Principal at Ridgemont Elementary, states, "Mr. Davis has done a fantastic job bringing his life experience to Ridgemont Elementary and encouraging students to achieve more than they ever thought they could."

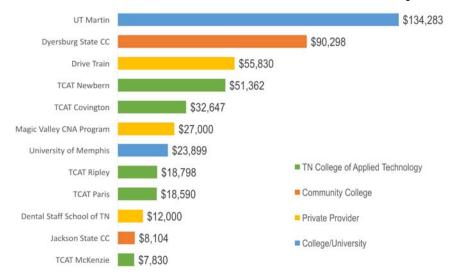
Advanced Manufacturing Enhances Young Father's Career

Christopher "Kelon" Johnson received a transportation stipend through the American Job Center in Humboldt in order to attend the TN College of Applied Technology in McKenzie. Being unemployed and having his young son Jaxton to support, the stipend helped Kelon offset the costs of traveling to and from training five days per week. "Transportation stipends are a great program to help students, and my Career Advisor, Jeannie Mathis, always encouraged me to do my best and was always there to help me" Kelon comments. While Kelon originally enrolled in the Electronics-Based Green Technology, the death of his instructor in his second trimester of training resulted in Kelon changing his course of study to Production Automation.

After earning his Production Automation Diploma in August 2015, Kelon quickly went to work as a Maintenance Technician at UNG, Inc. in Jackson, TN where he uses advanced manufacturing techniques to produce an assortment of vehicle components such as carpet systems and dash insulators. After a year of employment, Kelon earned an increase in pay and is currently making \$22.25 per hour. "Kelon never let the death of his instructor, change of programs, or supporting his son stop him from accomplishing his goals of finishing training" comments Career Advisor Jeannie Mathis. "I consider working with Kelon a privilege and admire him for overcoming so many barriers to accomplish his goals of becoming a successful adult in the workforce."



2015-2016 Investments by Institution



A total of 24 training providers received \$525,967.13 through Individual Training Accounts with \$87,235 awarded to private/ proprietary schools and \$438,732.13 awarded to state universities, community colleges, and Tennessee Colleges of Applied Technology. Also, a total of 251 customers received \$130,118.35 in travel stipends for a total investment of \$656,085.48 in postsecondary education for both existing customers and 307 new customers.

BUSINESS SERVICES







AMTECK Pre-Apprenticeship Program Provides Employment Opportunities

With the implementation of the Workforce Innovation and Opportunity Act in July 2015, Pre-Apprenticeships and Registered Apprenticeships have been noted as vital training opportunities for expanding industry-based career pathways for job seekers. According to the U.S. Department of Labor, Pre-Apprenticeships are intended to enable job seekers to successfully enter and complete Registered Apprenticeship programs. Through Pre-Apprenticeships, individuals are able to participate in career exploration and obtain career-specific training leading to employment opportunities within the industry-based career pathway.

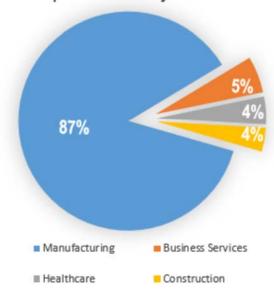
Pre-apprenticeships also benefit employers through streamlined recruiting processes, a diverse pool of pre-screened, qualified applicants, and higher retention rates for those who enroll in Registered Apprenticeships programs.

Since the fall of 2015, Amteck, in partnership with the American Job Centers, has offered free Electrical Pre-Apprenticeship training to qualified applicants. Those who successfully complete the program enter the four-year Registered Apprenticeship Program, which includes 576 hours of classroom training and 8,000 hours of on-the-job training. The TN Department of Labor and Workforce Development provided a grant for the first year of the apprenticeship for seven participants.





On-the-Job Training Expenditures by Sector



On-the-Job Training Investments focus on Manufacturing Sector

While many job seekers choose to attend post-secondary training to gain necessary job skills, others find that "hands on" work-based learning, such as **On-the-Job Training** (OJT), provides an income to sustain them while learning skills. OJT is available to companies with full-time job opportunities, with a focus on employment sectors identified in the Governor's Economic and Community Development Jobs4TN Plan.

By sector, 87% percent of OJT grants went to Manufacturing, while Business Services, Healthcare, and Construction were each granted roughly 5%.

BUSINESS SERVICES

Employer Grants and Resources

On-the-Job Training (OJT) grants are a Business Service from the to the Local Workforce Development Board for grants that will allow American Job Centers that is designed to promote, educate and expand them to increase employee opportunities and support training that results an employer's workforce. OJT contracts provide up to 50% wage reimbursement for a short training period for new hires who do not have adequate experience in the occupation and company work processes and procedures. Local Business Services Coordinators perform assessments and helps employers find the right talent, while businesses make the final hiring decision. Employers benefit from more efficient recruiting and assistance with training expenses. Twenty-one companies received an average of \$2,147 to train 286 workers on-the-job.

Incumbent Worker Training is designed to benefit business and industry by assisting in the skill development of existing employees through individualized training. Eligible employers submit applications

in individual skill attainment of employees, or improving processes that contribute to the competitiveness and productivity of a business. Six companies trained a total of 347 current employers.

Job Profiling analyzes the tasks and skill levels for specific jobs and links them to the skills measured by WorkKeys® Assessment, including the National Career Readiness CertificateTM. Employers can compare a job profile with an individual's skill assessment to decide whether the person meets the qualifications for the skills required for a particular job opening. Job Profiling is conducted by job analysts who have been trained and authorized by WorkKeys® Industrial Psychologists.

Employer Participation by Program

County	Employer	On-the-Job Training	Incumbent Worker	Job Profiling
Benton	Jones Plastic & Engineering Co LL	✓		
Carroll	Republic Doors			✓
Carron	Profile, Inc.	✓		
Crockett	ABB			✓
Crockell	Crockett County Sheriff's Dept.			✓
	Amteck	✓		
	Caterpillar, Inc.		✓	
	Firestone		✓	
Dyer	Heckethorn Manufacturing Inc.	✓	✓	
	NSK Steering Systems America, Inc.	✓		
	SRG Global		✓	
	Tennova Healthcare	✓		
Gibson	ConAgra Foods	✓		
	Dana Inc.			✓
	Euro Tranciatura USA	✓		
Henry	Pepsi MidAmerica		✓	
	Nobel Automotive			✓
	PML Inc.	✓		
Lavalandala	American Greetings			✓
Lauderdale	Marvin Windows and Doors, TN	✓	✓	✓
Madison	Blue Scope Buildings			✓
	Center Point Business Solutions	✓		
	Cox Oil	✓		
Obion	Greenfield Products	✓		
	JD Distributors Inc.	✓		
	MIA Seating Corporation	✓		
	CSC Sugar, LLC	✓		
	Conopco (Unilever)	✓		✓
Tinton	RR Donnelly - Tops	✓		
Tipton	US Cold Storage	✓		
	VF Imagewear	✓		
	WorldWide Lines, LLC	✓		
Weakley	The Marble Shop	✓		
	Total Grants Awarded	\$614,310.24	\$ 92,650.00	FREE!
Number of	Employees Trained / Jobs Profiled	286	347	11

YOUTH SERVICES

October is Manufacturing Month!

The NW TN Workforce Board collaborated with several partners to HENRY: Henry County High School - Nobel Automotive, Dana host successful Manufacturing Day events in October and November 2015, with a significant increase from last year in the number of students reached. Approximately 1,035 students, up from 800 last year, LAUDERDALE: Halls & Ripley High Schools - Komatsu, TCAT from 21 high schools, toured and/or heard presentations from 28 local Ripley, American Greetings, Marvin Windows. industries about the benefits of working in advanced manufacturing.

Steve Bullard, Plant Manager of Caterpillar-Dyersburg, stated, "It's important that young people realize there are great opportunities in their hometown. Students might not know about the variety of career pathways in manufacturing - human resources, marketing, sales, engineering, and logistics – besides traditional jobs. We are thrilled to collaborate to help young people learn more about the exciting MIA Seating, Kohler prospects in the manufacturing industry!"

A big thanks goes out to our employers and schools!

BENTON: Benton County Career and Technical School - Unimin

CARROLL: Carroll County Technical School - Noranda

CROCKETT: Crockett County High School – Caterpillar, Tyson, Southern Pride, ABB

DYER: Dyer County & Dyersburg High School – Eaton, Tyson, Caterpillar, Ermco, Dot Foods, PolyOne, NSK

GIBSON: South Gibson County, Gibson County, Trenton Peabody, Milan, Humboldt, and Bradford High Schools - Ceco Doors, Chicago Metallic, TA Tool and Die, MacLean Power Systems, Mayor Tom Witherspoon

LAKE: Lake County High School - Caterpillar, NSK, Eaton, Ermco

OBION: South Fulton & Obion County Central High Schools -Greenfield Products, Green Plains Renewable Energy,

TIPTON: Covington, Brighton, & Munford High Schools - DSCC Jimmy Naifeh Center, Unilever, TCAT Covington, CSC Sugar, Mueller Industries

WEAKLEY: Dresden High School - MTD



LEAP Grant Provides Manufacturing Training



In January 2015, the Northwest TN Workforce Board and Dyersburg State Community College (DSCC) were awarded \$850,000 Labor and Education Alignment Program (LEAP) State funds to align education and training with the needs of business and industry. response to local industries, the Board and Dyersburg State secondary collaborated with schools, TN Colleges of Applied Technology (TCAT), and local

businesses to begin to build a pipeline of employees through the introduction of manufacturing skills in high schools.

During the 2015-16 school year, 17 area high schools provided 148 students with the opportunity to earn nationally recognized manufacturing credentials through the Manufacturing Skills Standard Council (MSSC) Certified Production Technician (CPT) training. These students earned over 230 national certifications in Safety, Quality, Manufacturing Processes, and / or Maintenance Awareness, with 25 students attaining all credentials to become a Certified Production Technician. The MSSC credentials may be used to request up to 12 hours of college credit at DSCC toward an Associate Degree in Advanced Integrated Industrial Technology, or advanced standing at local TCATs.

TN LEAP Day, which coincided with "Leap Day" on February 29th, gave students the opportunity to demonstrate the skills they are learning through the program and to meet with employers. Area employers were invited into the newly created CPT classes to learn more about what the students are studying in preparation for careers in manufacturing. Several employers invited graduates to participate in internships to further develop skills.



Pathways Tennessee

The NW TN Workforce Board of Local Workforce Development Area 12 was tapped to serve as convener for the Pathways Tennessee initiative.

The mission of Pathways TN is to provide Tennessee students rigorous academic/career pathways, which are linked to economic and labor market needs and trends.

To be successful, Pathways TN recommends a framework that includes these goals and

- Active industry involvement starting in middle school
- Strong integration of student supports, interventions, and counseling
- Seamless transition from secondary to postsecondary education institutions
- Participants have multiple entry and exit points
- Students earn postsecondary credits and industry certifications in high school

YOUTH SERVICES

Youth Work Experience: Where Are They Now?

The Work Experience Program through the American Job Centers continued to provide short-term employment opportunities linked to academic and occupational programs for eligible youth, 18-24 years of age, with little or no work experience. Employer partners serve as mentors to youth needing assistance by training them on proper work procedures and developing positive work habits.

The program aims to provide work experience at safe, well-supervised job sites; develop positive work habits and employment related skills; enhance opportunities for long-term employment and self-sufficiency; and increase understanding of higher education and career options available.

Tiffany Chipman



Tiffany, customer of the American Job Center at Ripley, smiles on the job as a Radiography Technician at Lauderdale Community Hospital. Tiffany completed a Work Experience position at the hospital while enrolled in Jackson State Community College's Radiography program. Tiffany earned her Associate of Applied Science in Radiography in August of 2015 and has been employed with Lauderdale Community Hospital since December 2015. Joan Simpson, Human Resources at the Hospital, praises Tiffany for being a hard worker, very sweet, always getting everything done.

Kalli Parr

Kalli struggled to find a position in her field after earning a B.S. in Animal Science from Middle TN State University in December 2014. Youth Career Advisor Trudy Kindle knew Kalli would be the perfect fit for a work experience position at the Animal Care Clinic in Dyersburg, TN, where she worked from April to June of 2016. Kalli was then able to successfully apply for and be hired as a Receptionist / Animal Care Assistant at the Dyer County Animal Hospital, thanks in part to the skills and experience she gained through the work experience position. "I'm thankful for the opportunity to work in my field of study and feel that finally having the experience I needed helped open the door for me" states Kalli.

Arielle Bradshaw



Arielle was placed in a clerical position at the Administrative Office of the Northwest TN Workforce Board in August 2015. Arielle's work ethic and experience she gained made her an excellent choice for a position as Career Advisor Assistant in the American Job Center in November 2015, and poised her for a promotion to RESEA Advisor for Lauderdale County in January 2016. When asked about the program, Arielle commented, "The work experience program helped jump start my career to helping people, offering them encouragement and opportunity." Arielle is currently working towards an Associate Degree at Dyersburg State Community College and plans to continue her education at the University of TN at Martin Ripley Campus to pursue a Bachelor Degree in Psychology.

Amber Cunningham

Amber participated in the Dual Enrollment Scholarship Program to earn college credit while still in high school. Shortly after graduation, she joined the Youth Work Experience Program and began working at the American Job Center in Union City to assist with recruitment and testing events. Amber states, "The work experience program really helped me on my interpersonal skills and fear of public speaking." Proving to be a tremendous asset to the AJC, Amber was hired for the position of Career Advisor Assistant in February 2015 and later promoted to RESEA Advisor in July 2015. In addition to working, Amber also attends the University of TN at Martin where she is pursuing a Bachelors Degree in Information Systems with a Business Communication concentration.



Virtual One-Stop System Enhances Customer Service

Beginning July 1, 2016, Jobs4TN, the Virtual One-Stop System initially implemented in December 2014 by the TN Department of Labor and Workforce Development, also became the universal system for staff to gather and analyze customer data through the Greeter feature. Before the implementation of the Jobs4TN Greeter, data was collected via different methods amongst the many AJCs. The Jobs4TN Greeter now allows staff to uniformly collect data such as the number of customers entering the American Job Centers (AJCs), the services

being provided to customers, and the time customers spend waiting to be assisted by an AJC staff member.

When customers enter an AJC, they are asked to register in the Jobs4TN Greeter by using a designated iPad stationed at the front desk. The information entered is then automatically populated into Jobs4TN which generates a notification to staff that a customer needs to be assisted. The accumulated data is available through reporting options to be reviewed and analyzed by staff as needed.

"Having immediate access to customer data allows our AJC staff to better serve customers in the moment, as well as in the future as we are better able to identify service needs and respond accordingly."

--Jennifer Bane, Director of Career Development Services

JOBS4TN。GOV

LWDA 12 July 2015 - June 2016 American Job Center Customer Traffic Count															
	100	Alder Alder	ino his	and Page	\$ /10°	Drille Right	ed Jrif	N CIN DR	der Con	Affiliation	Juliotal Ove	Sture Hunti	Compreh	Subdal Total	3
July	175	109	335	344	89	422	352	211	619	2656	883	354	1237	3893	
August	171	169	375	441	202	714	638	285	970	3965	1067	557	1624	5589	
September	151	147	312	443	171	779	539	225	814	3581	991	424	1415	4996	
October	132	133	349	367	173	521	513	211	636	3035	883	515	1398	4433	
November	105	145	430	349	139	483	425	183	630	2889	713	476	1189	4078	
December	137	121	439	281	115	388	271	160	486	2398	830	407	1237	3635	
January	191	154	392	458	118	628	403	204	743	3291	856	592	1448	4739	
February	226	95	388	496	173	535	403	193	620	3129	728	531	1259	4388	
March	181	87	351	503	171	523	402	230	829	3277	727	575	1302	4579	
April	208	113	433	460	173	538	424	233	846	3428	668	481	1149	4577	
May	222	116	498	413	178	619	927	281	1031	4285	712	585	1297	5582	
June	200	69	458	465	124	685	558	270	761	3590	742	640	1382	4972	
Subtotal	2099	1458	4760	5020	1826	6835	5855	2686	8985	39524	9800	6137	15937	55461	
Mo. Avg	191	133	433	456	166	621	532	244	817	3593	891	558	1449	5042	
% Avg.	3.8%	2.6%	8.6%	9.1%	3.3%	12.3%	10.6%	4.8%	16.2%	71.3%	17.7%	11.1%	28.7%	100.0%	
Source: Affilia	ates - iP	ad Che	ck-in sy	stem &	(transiti	on to) VC	OS Greet	er; Com	prehensi	ve - VOS	Greeter				

Customers Receiving WIOA Funding by American Job Center

County	Adults	Dislocated Worker	Youth	TOTAL Served	NCRC	All Other Services
Benton	149	9	34	192	97	95
Carroll	128	20	18	166	88	78
Crockett	33	12	7	52	15	37
Dyer	5 9 5	75	31	701	211	490
Gibson	104	19	53	176	53	123
Henry	410	10	18	438	303	135
Lake	36	3	7	46	35	11
Lauderdale	220	32	43	295	158	137
Obion	161	51	22	234	68	166
Tipton	347	63	30	440	252	188
Weakley	99	9	37	145	29	116
Other	1	0	0	1	0	1
TOTALS	2283	303	300	2886	1309	1577



Customers Served by Special Program

Special Programs	Adults	Dislocated Worker	Youth	TOTAL Served
NCRC	1309	0	0	1309
IW	350	0	0	350
Asset Building	53	0	0	53
OJT	249	122	26	397
In-School Youth	0	0	99	99

Job Fairs Connect Job Seekers to Employers

When it comes to job fairs, all types of employers use the American Job Centers (AJCs) to recruit employees. Likewise,

hundreds of job seekers take advantage of these recruitment opportunities to enhance their chances of finding a good job.

A few of the employers using the AJCs for hiring events include: Advantage Staffing, Randstad, Lake



County Mayor's Office, DOT Foods, Unilever, and Manpower.



Job seekers are encouraged to prepare for job fairs and other employment opportunities by participating in one of the many workshops offered at the AJCs.

Workshops Enhance American Job Center Services

Workshop Title	Description	Partner/Provider	Frequency	
Job Search: Focus, Find, & Get the Job	Your passport to career success! Learn about completing job applications and creating winning resumes. Register for Jobs4TN and job search, and much more!	NW TN Workforce Board Career Advisors	Monthly	
Interviews: Present Your Best Self	A successful interview is critical to getting the job you want. Learn how to answer common interview questions and all about the current dos and don'ts of interviewing.	Workforce Essentials Transition Coaches, Employment Specialists, or Job Developers	Monthly	
Starting a Small Business	Entrepreneurship as a career - how to start your own business!	TN Small Business Development Center at Dyersburg State Community College; or Regional Entrepreneurship & Economic Development (REED) Center at UT Martin	Bimonthly	
Financial Literacy / Managing Your Money	How to be smart with your money - banking services, tracking your money, credit, installment loans, and the basics of home ownership.	BancorpSouth, Carroll Bank & Trust, Commercial Bank, First Citizens, Regions, and Security Bank.	Bimonthly	
Introductory Computer Skills	This class takes you through the basic computer skills and lingo you need to know when searching for and keeping a job.	NW TN Workforce Board Director of Facilities & Computer Services	Varies by Office – Monthly, Bimonthly, or Quarterly	

SCSEP Participants Gain Employment as RESEA Advisors



Beginning in August of 2015, through a contract with the TN Department of Labor and Workforce Development, Local Workforce Development Area (LWDA) 12 expanded RESEA services to be offered at eight additional American Job Centers (AJCs) in the region. RESEA Coordinator Connie Wright states, "RESEA is designed to assist individuals with appropriate reemployment services, such as referrals to education and training, that will lead to successful employment outcomes." Customers who receive RESEA services are automatically selected through a computer model that identifies the Unemployment Insurance (UI) recipients most likely to benefit from receiving one-on-one services from a RESEA Advisor. The program strives to assist participants in overcoming barriers so that they can make a successful transition to gainful employment. RESEA Advisors provide selected customers with

an orientation to all RESEA and AJC services, conduct assessments to identify customers' needs, and assist customers in developing an Individual Employment Plan (IEP) that details the customer's employment goals and objectives.

Fortunately, when it came to identifying new staff for the RESEA services, the NW TN Workforce Board didn't have to look far for qualified applicants. Many of the AJCs participate in work experience programs through the Senior Community Service Employment Program (SCSEP), which places individuals aged 55 years and older in work experience positions in order to gain valuable skills and enhance their marketability for securing unsubsidized employment. Thanks to the program, three SCSEP participants, Peggy Cook, George Girard, and Beverly Sneed were hired as RESEA Advisors in July 2015. Each had worked in an AJC for approximately one year before becoming RESEA Advisors, where they assisted customers in using resources, registering for Jobs4TN, conducting job searches, and making referrals to onsite and offsite programs. "SCSEP gave me an opportunity to meet people and move into a more challenging position where my skills and abilities could be utilized" comments Beverly Sneed, RESEA Advisor for Tipton County.

These three RESEA Advisors are not only able to utilize the skills and knowledge they

gained while participating in work experience at the AJCs, but they are also able to relate to RESEA customers' situations, and can provide the support and encouragement many job seekers need in order to regain employment. "When I lost my job of 28 years due to the company closing, I wasn't ready to retire, but I struggled to find employment at my age (80)" explains Peggy Cook, RESEA Advisor for Weakley County. "I am so grateful to SCSEP and the AJC at Dresden for providing me with the opportunity to help others find jobs." George Girard, RESEA Advisor for Henry County adds, "I really enjoy helping customers with various employment situations. It's a great feeling!"



SNAP Employment & Training

In the spring of 2016, the Northwest TN Workforce Board contracted with the Tennessee Department of Labor and Workforce Development (TNDLWD) to begin offering Supplemental Nutrition Assistance Program Employment and Training (SNAP E&T) in the 11 American Job Centers within the region. The SNAP E&T program is a partnership between the Department of Human Services (DHS) and TNDLWD which allows eligible SNAP (i.e. Food Stamps) recipients to receive job readiness services such as job search assistance, training or educational placement assistance and scholarships, high school equivalency test fees, and books and transportation assistance for Adult Education classes through any American Job Center in the region. "The goal of SNAP E&T is to provide recipients the skills they need in order to become self-sufficient and no longer need government services" states Sharon Hall, SNAP Coordinator.

SNAP E&T funds offset the need for Workforce Opportunity Act (WIOA) Innovation and Scholarship funds to be applied towards tuition and fee costs, allowing WIOA funds to cover other costs such as books, supplies, tool, uniforms, and transportation stipends. "Aligning services such as SNAP E&T and WIOA Scholarships allows customers to receive all the help they need, but also provides a way for us to maximize the funds we have available to serve more customers" comments Jennifer Bane, Director of Career Development Services. Furthermore, SNAP E&T funds can be used to fund classes of special, localized trainings such as Industrial Readiness Training (IRT) and Certified Production Technician (CPT) training. In the fall of 2016, eligible SNAP recipients from Lauderdale and Tipton counties will have the opportunity to attend an IRT/CPT class at the Dyersburg State Community College campus in Covington, TN at no cost. The CPT training modules include Safety, Quality, Maintenance, and Manufacturing Processes, and IRT includes the

National Career Readiness Certificate, soft skills and work readiness training, safety training, and OSHA-10 certification.



Jail2Job

DYER COUNTY CORRECTIONAL WORK CENTER PROGRAM



Thanks to a grant through the TN Department of Labor and Workforce Development, the Northwest TN Workforce Board has developed a partnership with the Dyer County Sheriff's Office to establish a "specialized" American Job Center (AJC) on the campus of the Dyer County Correctional Work Center (DCCWC). The 30-bed inmate correctional center, a State approved mental health counseling center, opened in the summer of 2015 and provides counseling on

relapse prevention, drug and alcohol education, and socialization, to its male population. The goal of the new Jail2Job program is for inmates to owe no fines, have a valid driver's license, be drug free, and have a job by the time they are released.

To achieve this goal, Jail2Job will provide each inmate with onsite career services as if he were visiting the local AJC. A Career Advisor, also trained as a Correctional Officer, is responsible for providing individuals with Basic and Individualized Career Services such as assessments of skills, career and labor market exploration, resume development, interviewing skills instruction, creation of individual employment plans, National Career Readiness Certificate testing, and job search assistance. The Career Advisor also assists the Superintendent/Job Developer for the program in placing individuals in work experience positions developed in partnership with local employers.

Since the implementation of the program in early 2016, 24 individuals have received services through the specialized AJC. Sixteen local employers have partnered with the center's staff to provide work experience opportunities to 21 of the individuals receiving services. Additionally, one individual has earned his high school equivalency diploma, and another is well on his way to earning his diploma. Seventeen individuals have also completed the National Career

Readiness Certificate (NCRC) assessment and have earned the following levels:



⇒ Gold Certificates: 1⇒ Silver Certificates: 13

⇒ Bronze Certificates: 3

In July 2016, four individuals began the first module, Safety, of the Manufacturing Skill Standards Council's (MSSC) Certified Production Technician (CPT) training. The training is technology-based and offered onsite, with testing for certifications being completed as each individual completes a module. Individuals completing all four modules of the training will earn nationally-recognized credentials in Safety, Manufacturing Processes, Quality Practices & Measurement, and Maintenance Awareness, and will obtain CPT certification at the completion of the program. If inmates choose to further their education upon release, they can apply

certificates earned for advanced standing at TN Colleges of Applied Technology or up to 12 hours of college credit toward an Associate degree in Advanced Integrated Industrial Technology at Dyersburg State Community College (DSCC).



DSCC also donated several computers to support the project.

Doris Willett, Career Development Services Coordinator, states "I am so excited to be working with the Dyer County Sherriff's Office on this project. Our goal is to help the inmates gain the skills they need to be successful upon their release. The numerous services we're able to offer them while incarcerated is going to help them do just that." During the 12 month grant period, Jail2Job hopes to serve at least 25 inmates, with 70% earning one or more credentials (NCRC or MSSC), and 60% of those released during the grant period securing unsubsidized employment within one year.

American Job Centers Provide Rapid Response to Dislocated Workers

Fortunately, in the 2015-16 program year, the region experienced very few closures and layoffs. However, the Rapid Response Team responded to two companies with 190 total employees. In Dyer County, Eaton had 15 employees dislocated due to layoff, while 175 employees were dislocated due to closure of Sun Products. Additionally, the Rapid Response Team coordinated with other states to assist over 300 residents affected by closures and layoffs at Noranda (MO) and Master Loggers (KY).

When layoffs occur, companies can choose to hold mass employee meetings or distribute materials from the American Job Centers about services available for dislocated workers. Rapid Response Teams often provide onsite services including resume assistance, National Career Readiness Certificate testing, Career Fairs, etc. Undoubtedly, there were more people affected by the loss of employment, but notification to the TN Department of Labor Dislocated Worker Unit in advance of a plant closure or layoff is only required when 50 or more workers are affected.

While the eleven counties in LWDA 12 are gaining ground, the area is still experiencing the highest unemployment rates in the state, starting the year at 8% and ending at 6.4%. The state UI rate was 5% in June 2016.

FISCAL & PERFORMANCE

4th Quarter Preliminary Performance Report for PY 2015

Program Group	Standards	PY15 Negotiated Targets	PY15 Actual VOS Adjusted	Percent of Goal
Adult	Entered Employment	85.0%	85.3%	100.35%
	Retention in Employment	86.0%	93.8%	109.06%
	6 Month Average Earnings	\$13,500.00	\$16,767.60	124.20%
Dislocated Worker	Entered Employment	91%	90.4%	99.34%
	Retention in Employment	90.0%	98%	108.89%
	6 Month Average Earnings	\$13,200.00	\$14,722.50	111.53%
Youth	Placement	86.0%	87.7%	101.98%
	Credential Attainment	85.0%	90.8%	106.82%
	Literacy/Numeracy Gains	48.0%	75%	156.25%

Fiscal Report for 2015-2016	Available July 1, 2015	Current Year Expenditures	Percent Expended*	De-obligated Funds	Carryover July 1, 2016
Administration	\$567,289.34	\$363,532.99	64%	\$0.00	\$203,756.35
Adult Formula	\$1,633,770.29	\$1,216,378.03	74%	\$0.00	\$417,392.26
Dislocated Worker Formula	\$1,307,096.07	\$943,271.45	72%	\$0.00	\$363,824.62
Youth Formula	\$2,319,306.71	\$1,002,486.03	43%	\$0.00	\$1,316,820.68
Incumbent Worker	\$109,740.00	\$66,864.00	62%	\$1,950.00	\$40,926.00
Fast Track OJT	\$237,780.00	\$43,523.20	18%	\$0.00	\$194,256.80
Rapid Response	\$136,819.00	\$136,819.00	100%	\$0.00	\$0.00
SNAP Employment & Training	\$112,211.00	\$11,674.48	10%	\$0.00	\$100,536.52
Transitional Funding	\$86,730.00	\$86,730.00	100%	\$0.00	\$0.00
Apprenticeship (AMTECK)	\$37,920.00	\$17,422.50	46%	\$0.00	\$20,497.50
RESEA	\$345,631.00	\$207,773.91	60%	\$0.00	\$137,857.09
JAIL2JOB	\$69,500.00	\$23,648.29	34%	\$0.00	\$45,851.71
Incentive	\$45,455.00	\$45,455.00	100%	\$0.00	\$0.00
Youth Work Experience	\$10,975.71	\$10,975.71	100%	\$0.00	\$0.00
TOTAL GRANTS	\$7,020,224.12	\$4,176,554.59	60%	\$1,950.00	\$2,841,719.53

^{*}Funds are received at various times during the year and are available for multiple years.

Non-WIOA grants received, not listed above, also include \$30,400 U.S. Department of Agriculture funds, \$150,000 Delta Regional Authority funds, and \$850,000 Labor and Educational Alignment Funds.

STAFF & BOARD RECOGNITION

Rita Alexander Named LWDA 12 Board Member of the Year



Rita Alexander, Vice President for Human Resources and Communications at Gibson Electric Membership Corporation, was named the 2015 Board Member of the Year. Nominated and elected by the staff to the Board, Rita was recognized for her leadership and being a champion for workforce development. Margaret Prater, Vice President for Workforce Development, states "We are lucky to have Rita on the Board. Her knowledge and expertise are invaluable, and she is always willing to serve in

any way she can." Rita has served on the Northwest Tennessee Workforce Board since 2010 and has chaired the Employer Services Committee since the fall of 2015.

Cynthia Webb Named Regional Employee of the Year



Cynthia Webb, Director of Administration & Fiscal Services for the Northwest TN Workforce Board, earned recognition as Tennessee's 2015 Western Region Workforce Services Employee of the Year by the

Tennessee Department of Labor and Workforce Development (TNDLWD). This annual award publicly acknowledged Webb for her outstanding service to customers, exhibiting a positive attitude, initiative, exceptional work ethic, her positive relationship with both internal and external customers, and her ability to relate to the mission of the TNDLWD. "Cynthia does an amazing job and always has a smile on her face," says Margaret Prater. "She is an inspiration to her co-workers."

Terry Williams Named LWDA 12 Employee of the Year



Terry Williams was recognized as the 2015 Employee of the Year for Local Workforce Development Area (LWDA) 12. Terry was nominated and selected by her peers due to her outstanding performance, dedication to her work, and being a pleasure to work with. Terry began working for LWDA 12 under the Lauderdale County Recovery Grant in May 2010. Her exceptional attention to detail made her a natural candidate for an Account Clerk I position and later promotion to Account Clerk III in September 2014. "Terry is a great asset to the Fiscal Department" says Cynthia

Webb, Director of Finance and Administrative Services. "She is a true example of a team player with her positive attitude and willingness to help in any situation."

Prater Shares Expertise on National and State Level

With 33 years of experience in the workforce development arena, Margaret Prater, Vice President for Workforce Development has been tapped to share her insights for the transition to the new Workforce Innovation and Opportunity Act (WIOA).

Initially, Prater was featured in the Youth Services video as a part of the "Voices of Experience" project produced by Maher & Maher for the U.S. Department of Labor Employment and Training Administration. She shared both successes and challenges working with the young adult population.



Prater also served on a panel of experts for the launch of a Workforce GPS webinar series entitled "Act Now Series: Partnerships in Action." Workforce GPS is sponsored by the U.S. Department of Labor's Employment and Training Administration and serves as an interactive online community which provides workforce development staff with tools and resources for building a more innovate and effective workforce system. Prater's contribution to the webinar included providing on -the-ground best practices for coordination and partnership among WIOA programs, such as Temporary Assistance for Needy Families (TANF).

In the spring of 2016, Prater was invited to present at the Southeast Employment and Training Conference in Myrtle Beach, SC on the topic, "Marketing Services / Job Candidates to Employers." The presentation covered the "menu" of services offered by the local area. Using a restaurant theme, Prater described levels of service from the bare minimum of a self-serve vending machine to a fine dining experience at a five-star restaurant. Topics included labor market information, Jobs4TN Online, WorkKeys® Job Profiling, National Career Readiness Certificate, Job Skills Training Grants, and other specialized services.

Recognized by the State for her leadership in the 11 county rural workforce area, Prater joined Workforce Board member Ian Cochran, Human Resources Generalist with Marvin Windows and Doors, to serve on the *Education and Workforce Committee* in support of the Governor's Rural Task Force initiative. The mission of the Governor's Rural Task Force is to build a stronger rural Tennessee by driving local, state, and federal partnerships and stakeholders to continuously improve education, health, entrepreneurial opportunities, digital infrastructure, and economic and workforce development. The Education and Workforce Committee worked to develop ideas, recommendations, and strategies to address at-risk rural counties, especially those currently identified as distressed. While on the committee, Prater served as Chair of the Reducing Recidivism Sub-Committee.

Northwest Tennessee Workforce Board

LOCAL CHIEF ELECTED OFFICIALS

Barry Barnett, Benton County Kenny McBride, Carroll County Gary Reasons, Crockett County Chris Young, Dyer County Tom Witherspoon, Gibson County Brent Greer, Henry County Denny Johnson, Lake County Maurice Gaines, Lauderdale County Benny McGuire, Obion County Jeff Huffman, Tipton County Jake Bynum, Weakley County

WORKFORCE BOARD MEMBERS

Rita Alexander, Committee Chair - Gibson^{1,3}

Sandy Barnett - Carroll² Dr. Karen Bowyer, Secretary-Dyer^{1,4}

John Bucy - Obion⁴

Karla Carpenter - Tipton⁴ Glad Castellaw - Crockett⁵ Kay Castellaw - Dyer⁵

Doug Clark - Weakley⁵

Ian Cochran - Lauderdale⁵

Keith Cursey - Weakley³

Yvette Dixon - Lauderdale²

Jon Dougherty - Dyer⁴ Will Douglas - Lauderdale⁴ Bedford Dunavant - Obion² Lindsay Frilling - Obion⁵ Bernadette Fuller - Tipton³

Landy Fuqua - Weakley⁴
Allen Hester - Dyer³

Brad Hurley, Committee Chair-Carroll^{1,5}

Mary Jones - Tipton⁵

John Killen - Carroll² Ed Ledden, Committee Chair-Henry^{1,2} Ben Marks, Committee Chair-Benton 1,4 Adam Miller - Tipton 3

Kristy Mercer - Gibson³

Charlie Moore - Crockett³

Ted Piazza, Vice Chair - Gibson^{1,2}

John Penn Ridgeway - Henry² Jennifer Starks - Henry³

Cliff Sturdivant - Carroll⁴

Gayanne Williams - Lake⁵ Jimmy Williamson, Chair - Dyer^{1,3**}

Sandra Woods - Gibson^{2**}

**State Workforce Board Member

COMMITTEE MEMBERS

¹Executive Committee

²Career Center Services Committee ³Employer Services Committee ⁴Promising Practices Committee

⁵Target Populations Committee

Non-Board Member Committee Members:

Melinda Goode² Ronnie Gunnels⁵ Alvin Smothers⁴

LWDA 12 AMERICAN JOB CENTER LOCATIONS & WORKFORCE BOARD STAFF

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Michael Beavers, Computer Technician

Theresa Ethridge, Financial Coordinator Bill Hardy, LEAP Project Director Lori Kelley-Burdine, Director of Public Information & Planning

LeAnn Lundberg, Director of Facilities & Computer Services Derrick Quinn, Quality Coordinator

Kim Quinton, Executive Secretary
Connie Stewart, Director of Youth Services
Cynthia Webb, Director of Finance &
Administrative Services
Mike Whitson, Youth

Coordinator Terry Williams, Account Clerk III

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TNCareerCentersNWTN

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American Job Center at Huntingdon (Carroll County)

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Lisa Bradford, Business Services Coordinator Judy Vestal, Career Advisor

American Job Center at Alamo (Crockett County)

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Maria Waiters, Career Advisor

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Maghan Smith, Career Advisor Assistant Laura Speer, Director of Performance & Compliance

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Ashton Nolen, Career Advisor

American Job Center at Ripley (Lauderdale County)

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Gina Johnson, Business Services Coordinator

Koriann Riley, Career Advisor

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American Job Center at Covington (Tipton County)

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Teresa Johnson, Career Advisor Pam Merritt, Director of Training Services Beverly Sneed, RESEA Advisor

American Job Center at Dresden (Weakley County)

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

Jennifer Bane, Director of Career Development Services Peggy Cook, RESEA Advisor Donna Dildine Career Advisor Doris Willett, Career Development

Services Coordinator