



PIEDMONT TRIAD REGIONAL WORKFORCE DEVELOPMENT BOARD

2021/2022 IMPACT REPORT



PIEDMONT TRIAD REGIONAL
WORKFORCE DEVELOPMENT BOARD

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Wendy Walker-Fox
Workforce & Economic
Development Director,
Piedmont Triad Regional Council

Greetings,

The opportunities presented in program year 2021-2022 have paved the way to a new level of engagement with businesses and the workforce in the Piedmont Triad.

During the year we moved into post-pandemic recovery, tackling the Great Reshuffle and continuing to focus energy on evaluating and aligning talent and the regional economy. As we strategically planned next steps, it became apparent that dramatic changes would need to happen in order to make the most effective impact.

In June of 2022, the decision was made to merge our Workforce Development and Economic Development Departments. This merger has resulted in the addition of several new staff positions and further strengthened the workforce and economic development connection.

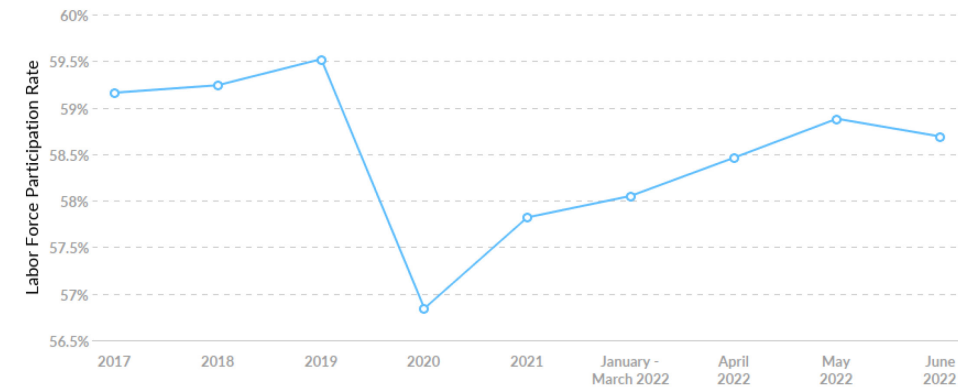
I am excited for our new approach, new perspective and new team. We look forward to even more innovative solutions in the upcoming year.

Wendy Walker-Fox

LABOR MARKET INSIGHTS

Caswell, Davie, Forsyth, Rockingham, Surry, Stokes and Yadkin Counties

Labor Force Participation Rate

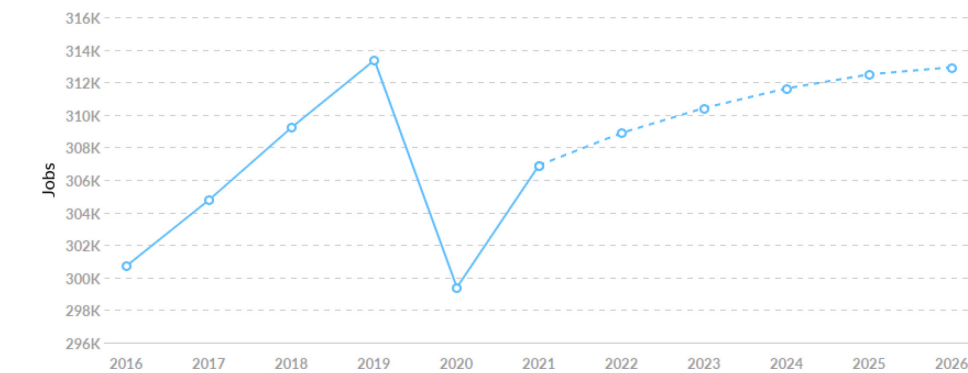


Much of our focus this year shifted to post-pandemic recovery. While we saw a noticeable bounce-back in labor force participation, the rate remains significantly lower than that of pre-pandemic. Taking the participation rate into consideration alongside the Great Reshuffle, we renewed our efforts to recruit talent and boost our regional economy.

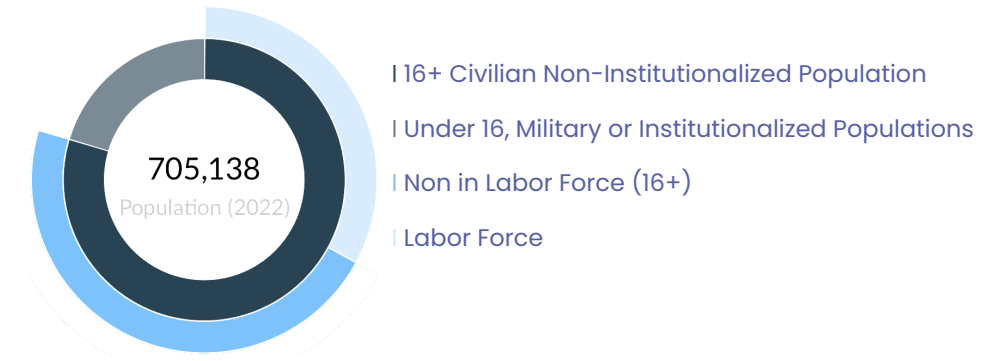
Throughout program year 2021/2022, Piedmont Triad Workforce Development Board has been focusing on innovative solutions to align talent and most needed jobs. One strategy has been to identify and remove barriers to employment and education for those who are disengaged from the workforce.

The Piedmont Triad Regional Workforce Development Board can help provide you with additional data. To request, visit our website at: www.ptrc.org/DataRequest

Job Growth Rate

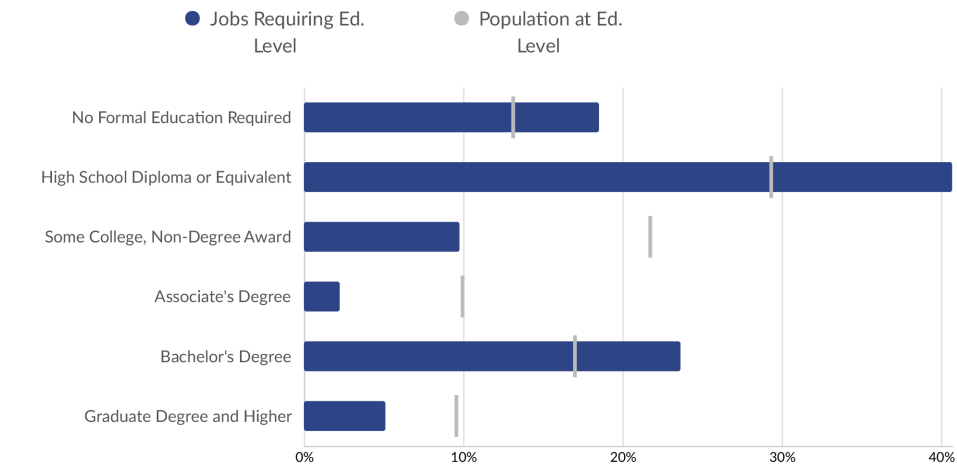


June 2022 Labor Force Breakdown



Education Requirements per Job Postings

Data pulled from job postings in the Piedmont Triad Regional Workforce Development service area.



ECONOMIC OVERVIEW

Overview of the counties served by the Piedmont Triad Regional Workforce Development Board: Caswell, Davie, Forsyth, Rockingham, Stokes, Surry and Yadkin.

705,138
POPULATION

Population grew by 2.8% over the past 5 years.

306,904
TOTAL REGIONAL
EMPLOYMENT

Jobs grew by 6,190 over the last 5 years.

\$62.0 K
AVERAGE EARNINGS
PER JOB

Regional average earnings per job are \$15.80 below the national average earnings of \$77.8K per job.

PREPARING THE WORKFORCE

Caswell, Davie, Forsyth, Rockingham, Surry, Stokes and Yadkin Counties

Finish Line Grants (FLG)

Since July of 2018, Finish Line Grants have been helping community college students who are on the cusp of completion and in need of emergency supportive funds to graduate. Financial emergencies include events like unexpected healthcare costs, childcare expenses, or costly car repairs that would prevent students from reaching their goal. In the upcoming year, PTRWDB will continue partnerships as the management of FLG moves to the community colleges.

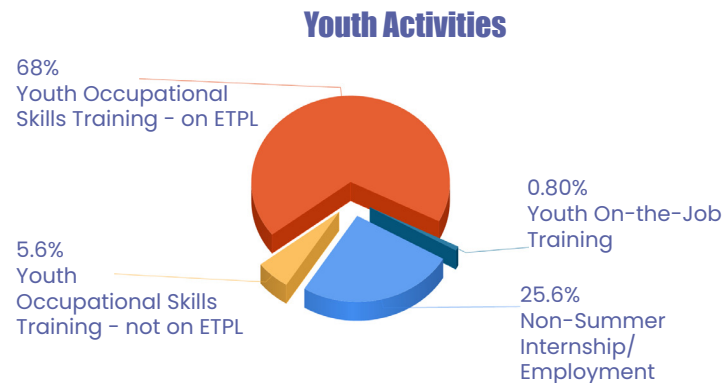


PTRWDB FLG Expenditures

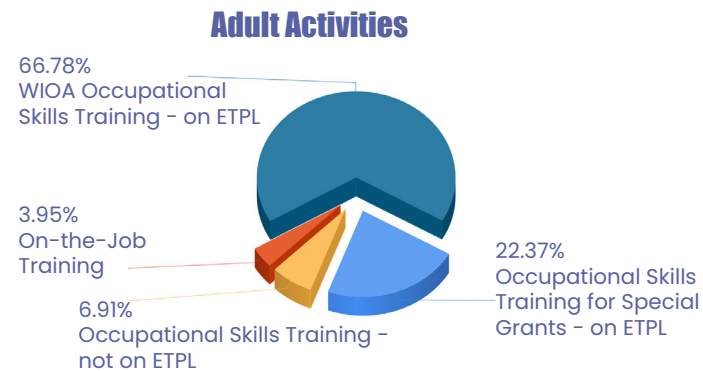
PY 2018-2019	\$ 48,765.38
PY 2019-2020	\$228,513.38
PY 2020-2021	\$362,055.32
PY 2021-2022	\$ 119,081.47

=====
\$758,415.55

Training Activities



ETPL: Eligible Training Provider List



ETPL: Eligible Training Provider List

National Dislocated Worker Grant (NDWG)

PTRWDB applied for and was awarded a National Dislocated Worker Grant. This grant provides resources to large, unexpected layoff events that cause significant job losses. These funds help workers who are laid off get the training needed to move into high-demand careers.



NDWG SUCCESS STORY

Angela lost her job in April 2021 due to the COVID-19 impact. As a single parent, she faced many challenges. She worked a production job in manufacturing for many years and wanted a change.

After being laid off, she came to NCWorks Career Center in Rockingham. She took the Work Interest Assessment. The results showed strong interests in truck driving. Angela was excited at the idea of becoming a truck driver, but would need to obtain the required license. She qualified for the National Dislocated Worker Grant (NDWG) and wanted to use this opportunity to gain the skills she needed to become marketable in the high demand transportation industry.

Angela obtained her Class B CDL license. The Career Center staff assisted with modifying her resume and with job leads. Angela applied for a position with the Rockingham County School Bus Office. She completed school bus training, took the road test, and received her school bus license. She now works for Rockingham County Elementary School as a bus driver. This new career not only provides for her financial needs, but allows her the flexibility to be more available to her children.

FLG FUNDS BY COMMUNITY COLLEGE

DAVIDSON-DAVIE COMMUNITY COLLEGE	\$ 2,469.00
FORSYTH TECHNICAL COMMUNITY COLLEGE	\$ 91,478.48
PIEDMONT COMMUNITY COLLEGE	\$ 4,488.49
ROCKINGHAM COMMUNITY COLLEGE	\$ 10,903.73
SURRY COMMUNITY COLLEGE	\$ 9,741.71
=====	
TOTAL	\$119,081.41

NDWG FUNDS BY COUNTY

CASWELL	\$ 8,549.92
DAVIE	\$ 18,951.39
FORSYTH	\$ 44,727.27
ROCKINGHAM	\$ 17,328.02
STOKES	\$23,633.96
SURRY	\$ 41,960.34
YADKIN	\$ 48,161.91
=====	
TOTAL	\$203,312.81

HELPING PEOPLE ENTER THE WORKFORCE

Caswell, Davie, Forsyth, Rockingham, Surry, Stokes and Yadkin Counties

FUNDS DISTRIBUTED (PY 2021-2022)

PROGRAM	CASWELL		DAVIE		FORSYTH		ROCKINGHAM		STOKES		SURRY		YADKIN		TOTAL	
	# served	funds	# served	funds	# served	funds	# served	funds	# served	funds	# served	funds	# served	funds	# served	funds
ADULT	69	\$ 67,929.94	173	\$ 34,205.62	2,186	\$ 409,147.93	809	\$ 249,586.24	182	\$ 89,451.59	700	\$ 259,357.19	182	\$ 49,179.70	4,301	\$ 1,158,858.21
DISLOCATED WORKER	44	\$ 50,751.26	182	\$ 112,493.11	2,539	\$ 352,357.92	553	\$ 200,914.79	182	\$ 140,288.28	391	\$ 249,071.40	142	\$ 285,883.24	4,033	\$ 1,391,760.00
YOUTH	13	\$ 72,806.22	30	\$ 86,069.07	64	\$ 514,463.14	27	\$ 97,300.52	23	\$ 145,500.25	44	\$ 160,274.16	21	\$ 74,113.20	222	\$ 1,150,526.56
TOTAL	126	\$ 204,525.83	385	\$ 254,188.19	4,789	\$ 1,412,174.74	1,389	\$ 576,033.30	387	\$ 398,874.08	1,135	\$ 720,404.86	345	\$ 457,338.05	8,556	\$ 4,023,539.05

NEXTGEN YOUTH PROGRAM

Caswell, Davie, Forsyth, Rockingham, Surry, Stokes and Yadkin Counties

Another Great Year for Triad Career Connect

Piedmont Triad Regional Workforce Development Board (PTRWDB) created the award winning, Triad Career Connect (TCC). This model was designed as a bridge between talent needs of employers and career exposure needs of youth. PTRWDB brought together regional employers, community colleges and school systems to develop the course curriculum. The TCC program provides a pathway to a career through both education and work experience opportunities.

This summer five NextGen Youth participated in TCC Rockingham. All completed the 10-day classroom based learning through Rockingham Community College and received the following certifications:

- OSHA-10 Certification
- Lean Six Sigma - White Belt Certification
- Human Recourse Development (HRD soft skills)
 - Employability Skills: Resume Prep Job Search
 - Financial Literacy
 - Working Smart Job Skills

Students also received employment opportunities with:

Bridgestone Aircraft Tires, Press Glass, Cone Health Annie Penn Hospital, and Old North State League Baseball.

TCC has proven to be a successful model in a number of our counties. We continue to look for opportunities to replicate and expand this model.



Pictured above: NextGen Youth participating in the Rockingham Triad Career Connect program.

NextGen Youth Program

The NextGen Youth Program provides training and employment services to youth ages 16 to 24. The primary goals are to give structure and a sense of accomplishment in the lives of youth served.



Success Story

Kendall was a participant in the NextGen program. With the help of his case manager, he identified an interest in the Healthcare career pathway and registered for a CNA class. With that momentum, he was driven to go farther. He applied for the Radiology program at Forsyth Technical Community College which is a competitive program and only selects a few candidates, Kendall was one of them. In his first semester, he made the Dean's list. During this training, Kendall served on Piedmont Triad Regional Workforce Development Board's Youth Committee.

Through NextGen, he was able to get work experience at Forest Heights Senior Living Community. The facility supervisor liked his work ethic and performance so much that she offered him a part-time position.

Covid-19 delayed Kendall's training start dates and put everything on pause. In August 2020, his journey began to become an X-Ray Technician. NextGen was pivotal in helping Kendall. He was provided gas cards and continued encouragement during the clinical training. On April 29, 2022, Kendall successfully completed the Radiology program at FTCC. On May 8, 2022, he was offered permanent employment at Novant Healthcare as a Radiographic Technologist. This opportunity also came with a \$5000.00 sign-on bonus.

Kendall's next goal is to buy a house. He's very grateful for all the NextGen program has done for him, and he hopes they will continue helping youth and young adults like himself for years to come.

YOUTH COMMITTEE

PTRWDB convenes a group of business and community members from each county who share a common interest of seeing youth succeed. This committee directs the youth programs that the Board provides.

Youth Committee Members

Nancy Johnston, Chair
Devita Ewell, Vice-Chair
Traci Crisco, Secretary
Stephen Parker
Polly Long
Crystal Folger-Hawks
Sharon Frazier
Yajaira "Jackie" Gonzalez
Bobbi McDowell
George Redd
Nancy Gaston
Amber Tankersly
Rhonda Smith

For more information about the Youth Committee, contact: [Sandra Shepard, Program Coordinator](#)



Youth Committee Personal Protective Equipment (PPE) Drive

We are proud of our NextGen Youth Committee. These dedicated members go beyond to help NextGen Youth. To assist participants return safely to classes and to work, the Youth Committee provided 140 NextGen Youth with hand sanitizers and masks.

INITIATIVES TO ADDRESS CHALLENGES

Convening Partners to Develop Creative Workforce Solutions

National Association of Development Organizations (NADO) Recognizes This Innovative Initiative

Piedmont Triad Regional Council was proud to receive the 2022 National Association of Development (NADO) Aliceann Wohlbruck Impact Award for its Rural Transportation Initiative.

Piedmont Triad Regional Workforce Development Board (PTRWDB) is addressing the problem of lack of transportation in the rural communities we serve. With the help of an Appalachian Regional Commission (ARC) grant, PTRWDB conducted research that identified lack of reliable transportation as the number one barrier for individuals getting to work and getting the training they need to enter the workforce. Based on this data, PTRC applied for and received a Golden Leaf Foundation, Golden Leaf Opportunities for Work Grant. With these funds, PTRWDB will study the transportation problem and recommend potential solutions.



CEDS, Conducting Research to Plan for the Future

The Piedmont Triad Regional Council values input and is gathering data from various sources across the region. The Comprehensive Economic Development Study (CEDS) is a strategy-driven plan for regional economic development. It is a key component in establishing and maintaining a robust economic ecosystem by helping to build regional capacity (through hard and soft infrastructure) that contributes to individual, firm, and community success. The CEDS provides a vehicle for individuals, organizations, local governments, institutes of learning, and private industry to engage in a meaningful conversation and debate about what capacity building efforts would best serve economic development in the region.



Strategic Restructuring

This year Piedmont Triad Regional Council announced the merger of its Workforce Development and Economic Development departments. This strategic restructuring will build on the region's competitive advantages, prioritize regional infrastructure, build resilient communities and build on projects that develop, support and create pathways for talent in the Triad.

This merger has created additional opportunities to align talent to the needs of businesses, assist businesses with funding opportunities to support their growth, develop initiatives to attract talent to our region and help remove workforce barriers and improve economic prosperity for diverse populations.

Providing seamless Workforce and Economic Development services will position us to build stronger opportunities for impact across the region.

Strengthening Innovation, Talent & Equity

Piedmont Triad Regional Council contracted the National Institute for Economic Development to conduct a Workforce Equity Assessment. Community leaders, industry executives, public administrators, employers, and others with knowledge of the workforce in the Piedmont Triad region were surveyed. The purpose of the study is to better understand the obstacles faced by residents seeking access to employment, as well as some of the problems employers have in attracting qualified talent.

REQUEST DATA

Piedmont Triad Regional Workforce Development Board is dedicated to helping organizations in our local area stay informed on current workforce issues. Your Business Services Coordinator can help you with customized workforce/economic and labor market data analysis.

Labor Market Data Request Form

PTRWDB has access to the most recent data reports.

Examples of available reports include:

- Economy Overview
- Workforce Demographics
- Industry Snapshot
- Occupational Snapshot
- Occupational Demographics
- Education Profile

To request labor market data, visit:

www.ptrc.org/datarequest

WORKFORCE AND ECONOMIC DEVELOPMENT STAFF

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Will Early	Business Services Coordinator	wearly@ptrc.org

WORKFORCE DEVELOPMENT BOARD MEMBERSHIP

Board members are designated by each County to serve as their representative on the regional level. The composition of our board is described in the Workforce Innovation & Opportunity Act to include private industry, community based organizations and other detailed partners.

A SPECIAL THANK YOU TO ALL OF OUR BOARD MEMBERS FOR THEIR DEDICATED SERVICE.

Darren Poole, Chair*	Business, Forsyth
Andrew Egbert, Vice Chair*	Business, Yadkin
Thomas Bongaerts,	Business, Davie
Dr. Linda McRae	Business, Forsyth
W. Trent Cockerham*	Business, Forsyth
James "Jim" Rochester	Business, Forsyth
Nancy Johnston*	Business Forsyth
Ben Rowe	City of Winston-Salem Representative
Marc A Maready	Business, Forsyth
Lisa Tillman	Business, Forsyth
Orlando Poteat	Business, Rockingham
Dawn Cardwell	Business, Stokes
Monica Jackson-Buxton	Business, Stokes
Josh East	Business, Surry
Alvin Warwick	Labor Organization, Forsyth
Vernon Gammon	Labor Organization, Rockingham
Robert J. Egleston	Community Based Organization Forsyth
Sherry Carpenter	Community Based Organization, Forsyth
Carolyn McManamy	Economic Development, Davie
Shannon Stanley	Adult Education and Literacy Activities under WIOA Title II, Forsyth
Dr. Mark Kinlaw	Higher Education, Rockingham
Cathy Johnson	Government Agency Public Assistance, Yadkin
Tony Mizzi	Wagner-Peyser Act, Forsyth
Toni King	Vocational Rehabilitation

* Executive Committee Members



PIEDMONT TRIAD REGIONAL

WORKFORCE DEVELOPMENT BOARD

www.ptrc.org/workforce