

# WORKFORCE DEVELOPMENT

(GuilfordWorks)

February 11, 2021

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# Workforce Development System

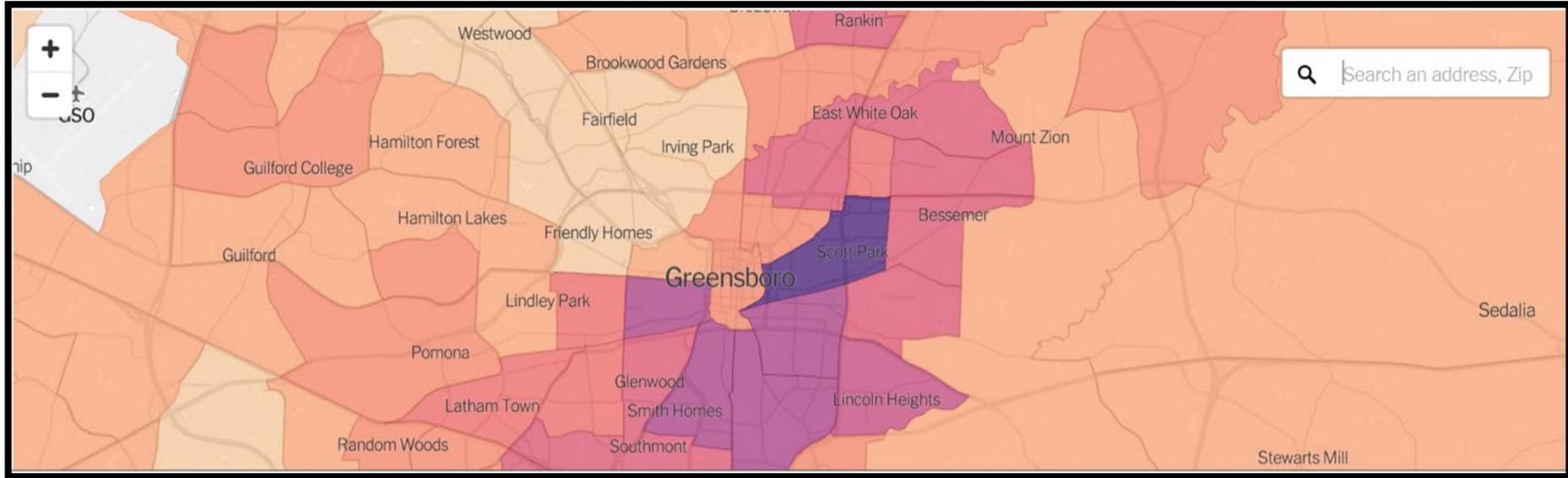
- GuilfordWorks is one of the 23 Workforce Boards in North Carolina that is part of National Workforce Development System with 538 regional entities
- Primary focus:
  - Youth Services: 16-24 year old low wage earners
  - Adult Services: 24+ year old adults that are unemployed, or earning less than \$16.25 per hour
- Third party service provider leveraged for program delivery
- Funded by Dept. of Labor and disbursed through federal allocations
- Annual employment goals: 74% of people accessing services
- Annual employer collaboration goals: 10% of registered businesses
- Brand Affiliations: GuilfordWorks, American Job Center Network (NCWorks)

# Workforce Development Programs

- Local Career Connections (V,I)
- Career Counseling (V,I)
- Connection to Community Resources (V,I)
- Online Job Market and Life-Skills Classes (V)
- Occupational Skills Training (V,I)
- Work Based Learning Opportunities (V,I)

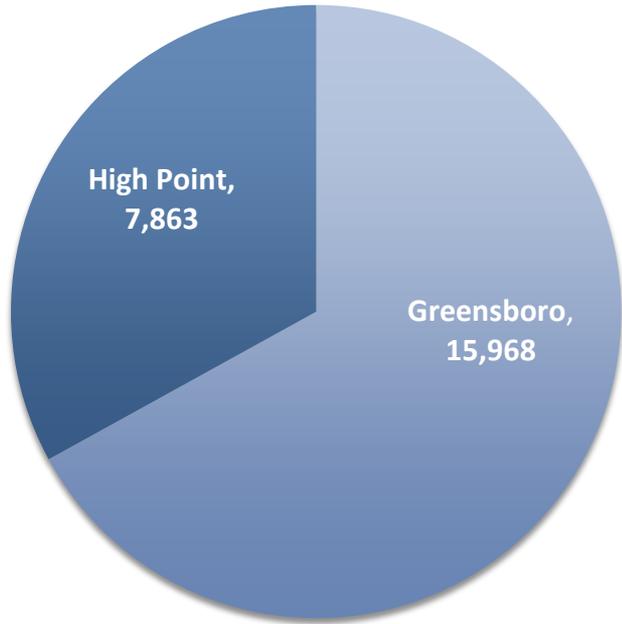
***\*\*\*Virtual (V) and In-person (I) Services are currently being offered***

# Employment Conditions: Greensboro



- Segments of Greensboro have been hit especially hard by the COVID-19 pandemic.
  - Some communities have experienced unemployment rates as high as 25%; specifically in the central-East Greensboro area – as seen in darker shaded areas of map above.

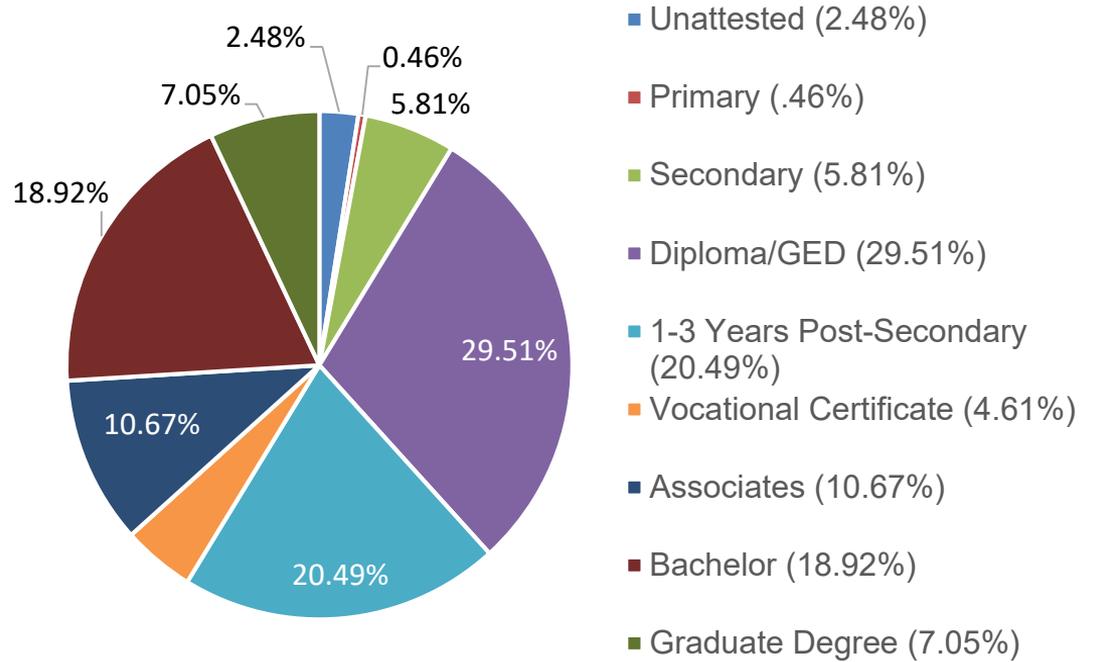
# Customers Served



■ Greensboro   ■ High Point

Total Customer Visits: 23,831

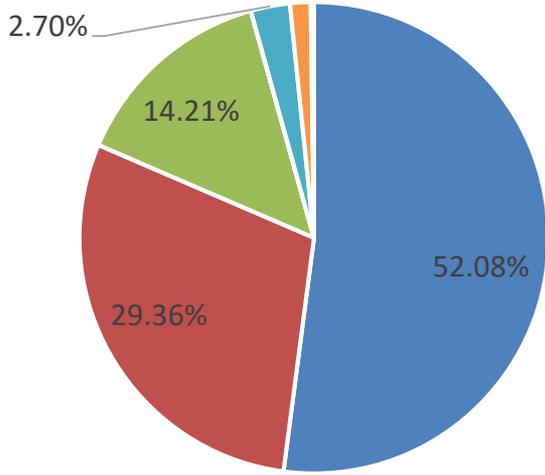
# Education Level



*\*Data represents services provided to 17,120 unique customers*

January 1, 2020 – December 31, 2020

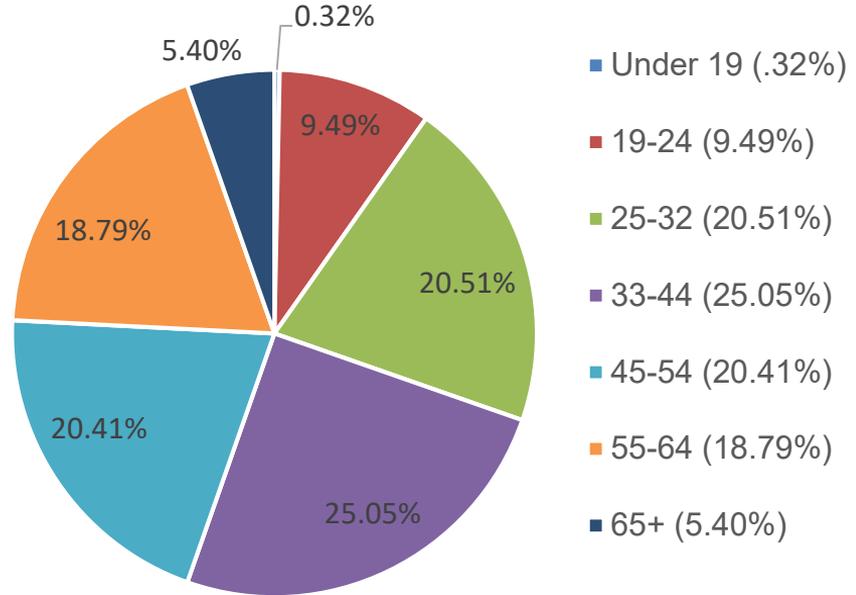
# Demographics



## Race

- African American/Black (52.08%)
- White (29.36%)
- I do not wish to answer (14.21%)
- Hispanic (.01%)
- Asian (2.70%)
- American Indian/Alaskan Native (1.42%)
- Hawaiian/Other Pacific Islander (.22%)

## Age



- Under 19 (.32%)
- 19-24 (9.49%)
- 25-32 (20.51%)
- 33-44 (25.05%)
- 45-54 (20.41%)
- 55-64 (18.79%)
- 65+ (5.40%)

January 1, 2020 – December 31, 2020

# Workforce Development COVID Response

- Workforce Career Centers have continued to provide virtual and in-person services; **15,968 residents of Greensboro** received more than **117,000** services ranging from resume assistance, labor market information, virtual workshops, virtual job fairs and referrals to jobs
- Launched text technology that connected **5,400+** residents to unemployment information; **2,059** residents to employment connections; and **1,760** virtual appointments scheduled
- Hosted Virtual Community Resource Fairs to link residents with essential services such as rent/utility, food, clothing and health services; **147** residents were served

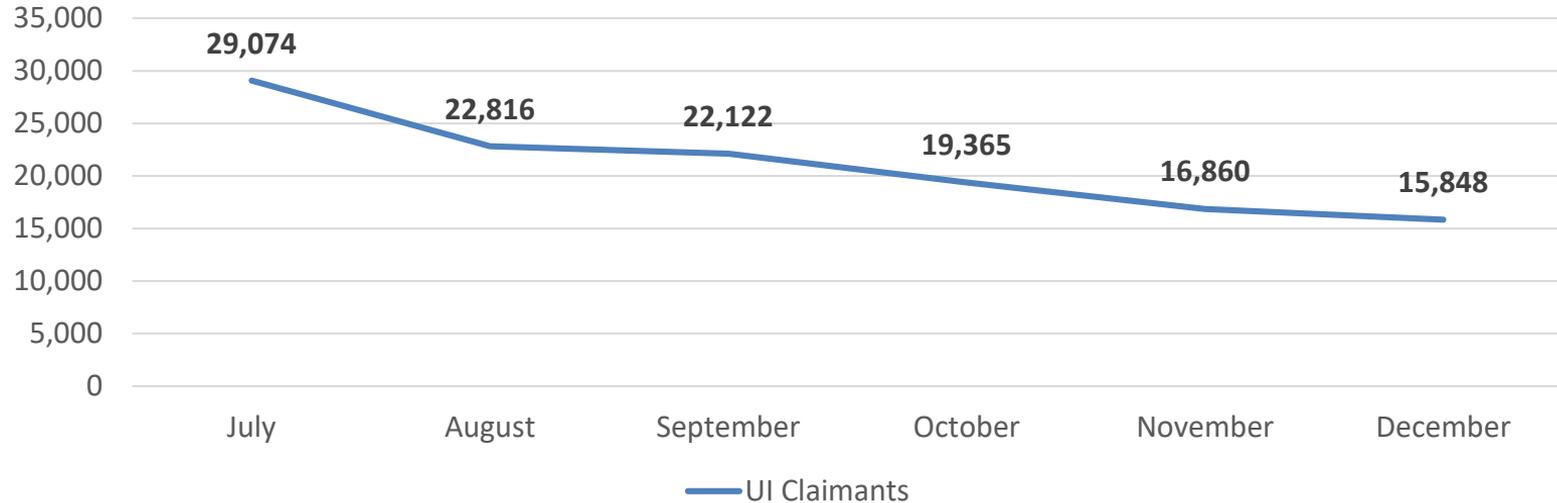
# Workforce Development COVID Response

- Offered free online college training courses to dislocated workers; **257** residents participated
- Partnered with GTCC to host virtual skills training event to connect individuals to training in in-demand occupations; **57** residents participated
- Hosted more than **60** Open-Air/Drive-thru Job Fairs; over **30** employers participated and more than **1,200** residents attended

*\*\*\*To date: **3,535** individuals that have accessed our services have returned to work;  
**1,928** are residents of Greensboro*

# 6-Month Unemployment Trends

UI Claimants: Greensboro



Unemployment claims continue to decline in Greensboro. However, the number of residents that continue to collect benefits is still nearly 2.5x higher than there were at the start of the pandemic.

# Future Offerings

- **Community Conversations:** Workforce Developments Staff has begun engaging residents and leaders in areas that are experiencing high unemployment. Information received will enable the department to deploy targeted services, in the community, based on need.
- **Mobile Career Center:** Workforce Development, as a participating partner of the Eastern Triad Workforce Initiative, has secured funding to purchase a Mobile Career Center. This will enable the department to mobilize a variety of services to communities in need and ease the burden of customers having to visit brick and mortar locations. Expected commission date: March 2021.