

High Country Workforce Development Board
Director's Update
Jan 2016

New Quarterly Report

This month we are continuing the improvement to our quarterly reports. Our updated report covers the period from July 1 to Dec 31, 2015 and includes career center traffic, total number of job seekers and businesses served and many other data points. We will have a full analysis of this report at our Feb NCWorks Committee meeting.

- Walk in traffic at the career centers is down 12% from last year but the total number of customers using our system is up from 8923 in 2014 to 9604 in 2015. 9.66% of our labor force has used our system (online or centers)
- Business services are increasing with 7.69% of area businesses using us. A total of 365 businesses since July. An improvement in how we capture this info over last year when only 72 businesses had a service recorded.
- See the full report for all the details.

Business Engagement Network

- The High Country Workforce Development Board and our network of partners are undertaking a major alignment of workforce related business services across our region. Did you know there are more than 50 professionals across the High Country that outreach to businesses? These professionals have typically worked alone focussing on only their program, service or agency. The High Country Business Engagement Network is designed to better coordinate the many services provided to businesses and help local employers with recruiting talent, training employees, and growing.
- The network got a jumpstart back in the fall with a day long bootcamp workshop provided by [Business U](#). This workshop made it clear that working as a team of professionals who align our efforts will be far more effective than working in silos. Call it collective business impact.
- January 4 we are took our next step in this process as we launched B2B Engage, a customer relations management tool shared among partner organizations. B2B Engage will allow a whole new level of information sharing to keep all of us more informed about the needs of our local businesses and how we can share them. We are excited to launch this effort with many great network partners including, Wilkes Community College, Caldwell Community College, Mayland Community College, NCWorks Career Centers, NC Dept of Commerce, Wilkes Economic Development Corporation, and NC Vocational Rehabilitation. To date 21 business focused members have joined.

New Brand Deployment

After two years in development at the Governor's office we are finally preparing to launch the NCWorks brand across our region. Rebecca Bloomquist is working with our career centers on the details necessary for new signage, marketing materials, name tags, etc. Watch for the centers to get this new look in February and March of 2016. Grand openings will be scheduled

at each center once the transition is complete. A marketing campaign will begin in May with targeted advertising to both job seekers and to employers.

New management in Wilkesboro, new staff in Boone

Greg Wade will begin serving as the manager in the Wilkesboro Career Center in February.

Les Miller and Phil Pope will assume responsibilities as Career Planners at the Boone Career Center