

TriadWorks

UPDATE

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What is TriadWorks?

TriadWorks is a consortium of six [Workforce Development Boards](#) committed to identifying & implementing regional solutions to support a globally-competitive, highly skilled, forward-looking workforce.

TriadWorks serves 15 counties in the west-central part of North Carolina: Alamance, Caswell, Davie, Davidson, Forsyth, Guilford, Montgomery, Moore, Orange Randolph, Richmond, Rockingham, Stokes, Surry and Yadkin.

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TriadWorks Launches Regional Literacy Campaign

In North Carolina, 22 percent of adults experience literacy problems that affect their daily lives. What's more, a survey of over 6,200 low-income families in this region revealed that only 29 percent of the working poor have a high-school diploma and over half make less than \$20,000 a year.

This, coupled with the fact that 5,000 students across our region drop out of school each year, translates to a need for literacy awareness and education. "Literacy is undoubtedly a workforce issue," states Lillian Plummer, Director of Greensboro /High Point/ Guilford Work-

force Development Board and member of TriadWorks. "My job and that of my colleagues is to ensure that there are effective programs in place to support the development of a highly-skilled, literate, and motivated workforce."

To address the issue of illiteracy in the region, TriadWorks launched Phase One of its literacy awareness campaign in February 2011. [Posters, brochures, and fast-food tray liners](#) that deliver messages of empowerment were distributed throughout the area.

The brightly-colored materials carry messages that are simple but compelling,

centered around the theme: "Get **not** out of your life." Examples include "You can ~~not~~ change your future" and "You are ~~not~~ going to make it in the real world."



The materials direct people to the TriadWorks website and its Literacy and Lifelong

Learning Guide, which provides links to the literacy, career and technical education programs available in each of the region's counties.

Visit TriadWorks.org to learn more about literacy and lifelong learning.

Get Into Energy - Carolinas

TriadWorks is participating in the Center for Energy Workforce Development (CEWD)'s "Get Into Energy Career Pathways (GIECP) Program" that is being piloted in eight states: Florida, Georgia, Ohio, Minnesota, Indiana, California, Washington State and North Carolina. The pilot trains low-income young adults (ages 16-26) for careers in the energy

industry and offers the opportunity to earn stackable education credentials that transfer to energy and other industries. The [Energy Competency Model](#) is being tested with this pilot for potential long-term implementation, based on feedback from the states. To learn more, visit a JobLink in Forsyth or Guilford county.

[Get Into Energy Brief](#)

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TriadWorks Accomplishments in 2010

In 2010, TriadWorks provided training opportunities for hundreds of people through Workforce Investment Act (WIA), North Carolina Division of Workforce Development (NCDWD) and WIRED funding. In addition, TriadWorks furthered its partnerships with ESCs in the region and strengthened its ability to provide consistent services to employers throughout the region. We also developed Vision and Mission statements and a Strategic Plan to guide us. Here's a snapshot of these accomplishments:

PRE-APPRENTICESHIP PROGRAM - a collaborative project between TriadWorks and the North Carolina Department of Labor Apprenticeship Bureau.

Funded by demonstration grant funds from NCDWD
Number of participants enrolled - 62 (12 more than proposed)

Outcomes:

Number of special certifications earned - 11
Number entering Apprenticeship Programs - 5
Number of participants who entered into employment - 42

TRANSITIONAL EMPLOYMENT PROGRAM - TriadWorks, in partnership with the Piedmont Triad Partnership/WIRED, provided Transitional Employment activities in a twelve (12) county workforce area for Workforce Investment Act (WIA) participants who have completed JobsNow "12 in 6" training in the following industry clusters:

Logistics & Distribution - 77 participants
Allied Health, including medical clerical support - 97 participants
Advanced Manufacturing - 43 participants

Outcomes:

Transitioned to full-time employment - 19
Received a Career Readiness Credential (CRC) - 217

80-HOUR BROADBAND TRAINING PROGRAM, in collaboration with WIRED

Provided trainees with an understanding of broadband technology enabling them to design, install and maintain cabling and networks for LANS, CATV systems, utilities and more
Provided trainees with Customer Service Skills Training tailored for working within the communications industry
Number of trainees - 16

Outcomes:

Number of completers - 12
Program completers received Broadband Fiber Optics Certifications (CFOT & CPCT) and a Customer Service Specialist Certification (CSS).

REGIONAL ON-THE-JOB TRAINING POLICY

Reviewed and incorporated State guidelines
Compared policies and eliminated redundancies
Streamlined and standardized OJT policies and contracts across region

REGIONAL STRATEGIC PLAN

Adopted Vision and Mission Statements
Determined goals and objectives for Year One
Set schedule for roll-out to individual boards; positioned to integrate TriadWorks goals with individual boards' goals

RECENT NEWS

January 2011

TriadWorks Business Services Representatives held a **Virtual Job Fair** on Triadworks.org from January 24-28. Dislocated workers and WIA customers were invited to attend. Over 670 job seekers attended, and 515 resumes were submitted online for the 101 jobs posted by 32 employers.

March 2011

◆ TriadWorks and NCETA co-sponsored the **2011 SETA Spring Conference** at the Koury Convention Center from March 6-9. Over 550 people attended and 33 vendors exhibited.

◆ Northwest Piedmont Workforce Development Board is participating in a regional launch of the **North Carolina "E3" initiative** with B/E Aerospace. E3, which stands for Economy, Energy, and Environment, helps manufacturers reduce their carbon footprints. Visit <http://www.e3.gov/> for details.

April 2011

◆ A Youth Leads Forum for Youth Leads, Youth Councils and Local Workforce Development Board Area Directors from across the state provided an opportunity for information exchange, training, and establishment of regional coordination strategies.

◆ The 5th Annual Youth Summit in Greensboro brought together youths from 17 local areas across the state. Over 175 youth collected info on education, career, and training opportunities, shared their stories, attended workshops, and heard from motivational speakers.

CHAIR CHAT



Trent Cockerham

In this issue, we shine the spotlight on the benefits of a regional approach to workforce development.

Sharing their views are Trent Cockerham, the Chief Operations Officer at Triad Medical Services, Inc., and chair of the Northwest Piedmont Workforce Development Board, and Althea Hairston, the Director of the Northwest Piedmont Workforce Development Board.

A changing landscape

As new businesses, products and services emerge in our region, members of the workforce must adjust to new demands. For individuals seeking self-sufficiency, the new economy requires higher-level skills, a commitment to pursue continuous training, an ability to assume greater responsibility for career progression, and often, a willingness to travel outside of one's own county for work opportunities.

TriadWorks – a flagship consortium made possible through a [WIRED](#) grant – unifies six contiguous Workforce Development Boards in order to understand and support this changing landscape and

to share local expertise to achieve regional goals.

Why regionalism?

“As a region, we share common obstacles yet we solve them in different ways,” says Trent Cockerham. “We know there is more than one way to catch a mouse and regionalism allows us to borrow from each other's ideas, in a non-competitive atmosphere,” he continues.

“When my board meets, we address the needs of our local board but also the goals that the six boards have agreed to work on as a region. We apply a more efficient use of our individual resources when we share ownership of our goals and objectives,” Trent observes.

The regional goals of TriadWorks were finalized during a two-day retreat of board chairs, vice-chairs and directors last spring. As representatives to the 15 counties they serve, these individuals were able to determine where their local objectives overlapped: this became the [TriadWorks Strategic Plan](#).

“Companies coming here will experience a regional approach to staffing their workplace,” states Trent. “Everyone benefits: employer, employee, city, county and region,” he adds.

TriadWorks for everyone

Facilitating a meeting of the minds between six workforce boards

spanning 15 counties that include rural, suburban and urban communities can be daunting.

So how does TriadWorks work for all of its constituents? “Fortunately, the directors of these boards have been working together informally for a couple years before organizing formally as TriadWorks,” offers Althea Hairston. “We already knew the benefits of talking with each other about solutions to common problems so forming as an official group was the logical next step,” she adds.

“With the help of board chairs such as Trent, we gave our boards a series of presentations and provided opportunities for Q&A. We were able to reassure smaller or rural counties that they will have an equal voice to larger counties, and we were able to demonstrate the value of regional collaboration,” Althea reports.

Spreading good news

“I think one of the best things that has come out of working as a region is the opportunity for each local board to celebrate its successes more loudly,” Trent states, adding, “Local boards now have a regional voice for spreading the word about successful programs.”

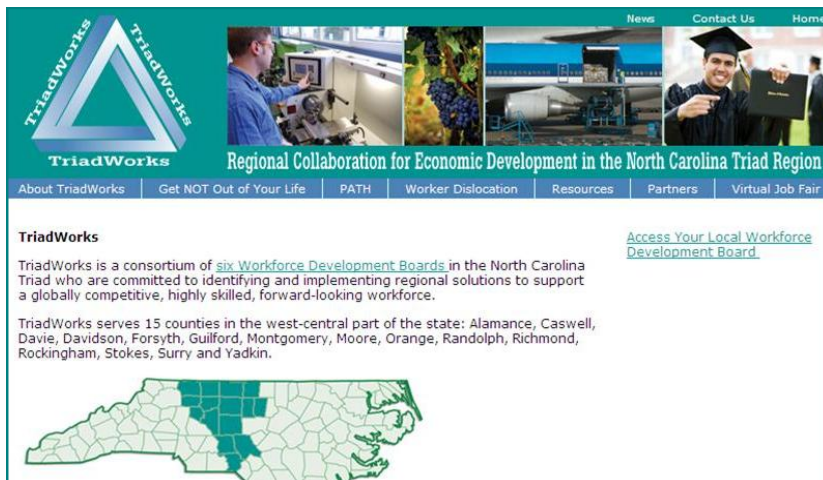
“And from what I've heard, TriadWorks is one of the more successful regional consortiums in the country, so we are getting national recognition as well,” Trent asserts. ~



TRIADWORKS.ORG

If you haven't visited TriadWorks' website lately, you may have missed some updates. While the website continues to evolve, we hope you'll agree that today's version is more streamlined and easy to navigate. Highlights include:

- Added "Get Not Out of Your Life" literacy page to Menu options
- Added "PATH" page to support Piedmont Alliance for Triad Healthcare
- Added "Worker Dislocation" page for workers facing mass layoffs
- Consolidated content for ease of use



News from Washington

The National Association of Workforce Boards (NAWB) in Washington provides up-to-date news and views on workforce issues affecting the nation.

Visit <http://www.nawb.org/> to learn more about these and other headlines:

- FY 2011 Continuing Resolution to Fund the Government
- Fact Sheets on the Impact of Proposed Funding Cuts
- Workforce Investment Act (WIA) 101 Toolkit for Local Elected Officials
- Call to Action Letter Writing Campaign to Support WIA Funding
- Education & Training Administration (ETA) Guide to State & Local Workforce Data: For Analysis and Informed Decision Making
- [Link to Workforce Investment Works – Success Stories](#)

TriadWorks UPDATE is a production of TriadWorks

If you have an idea for a newsletter article, or if you have a question or comment, please contact the editor, Kate McMahon, Project Manager for TriadWorks at 336-608-3561 or by email at kmcmahon@nwpcog.org. Copyright 2011.

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Green Tip

Green Spring Cleaning

Spring is the time of year when nature cleanses and renews. Here are some bio-safe ways to spring clean your nest.



Drain Cleaner: Pour a half-cup of baking soda down the sink and add at least a cup of vinegar. Cover the drain and wait a few minutes, then rinse with a mixture of boiling water and salt.

Window Cleaner: Mix two ounces of vinegar with a quart of water in a spray bottle.

Silver Polish: Put a sheet of aluminum foil into a plastic or glass bowl. Sprinkle the foil with salt and baking soda and fill the bowl with warm water. Soak your silver in the bowl and tarnish migrates to the foil. Dry and buff.

Brass Cleaner: Cut a lemon in half, sprinkle it with salt and rub the lemon on the metal. Buff with a cloth.

Rust Remover: Use vinegar to remove rust on nuts and bolts and other mineral deposits such as calcium deposits.

<http://www.earthshare.org/green-tips.html>

Important Dates to Remember

May is Workforce Development Professionals Month.

Visit <http://ncwdpmonth.wordpress.com/> for details on seminars & recognition ceremonies.

June 7 - Regional Meeting Business Services Reps

June 21 - Regional Meeting Finance Managers

June 29 - Regional Meeting JobLink Managers

July 13 - Regional Meeting Case Managers