Workforce Learning Summit Innovation or Best Practice

Rowan-Cabarrus Community College

Navigate Forward: Talent Management System

Community colleges play an ever increasing role in helping job seekers and employers navigate the job market. As the economy improves, this effort is shifting to aiding firms as they struggle with staffing growing companies from shrinking labor forces.

Born out of the major worker dislocations of textile mill closures in 2007, Rowan-Cabarrus Community College's R3 Career Services is undergoing a transformation from a supply side to a demand-driven initiative. The Workforce Learning Summit presentation covered how Novant Health Medical Center's experience served as a turning point for both the company and the college in redesigning this center into a talent management services solution suite of services.

DETAILS

Rowan Regional Medical Center joined Novant Health in 2008. The changes had an immediate impact on operations and staffing. An obsolete finance software system would lead to consolidation of Rowan Business office in 2011 into the business office of Novant Health. Many of the staff were unskilled and unprepared for the change, and a transition of existing staff into other areas was questionable. It seemed that a layoff was inevitable, but Novant sought the assistance of Rowan-Cabarrus Community College to assess how to serve in the interest of the impacted and the business.

52 billing office employees in Salisbury, NC were slated for a layoff. Rowan-Cabarrus was asked to participate in the announcement to staff, and to offer alternative re-training programs tailored to this population. The R3 Career Services Team for Rowan-Cabarrus Community College began services at the time of notification onsite. These services included “Refocusing” workshops and activities to prepare the employees to look at opportunities both internally and externally. Medical terminology classes to qualify as Medical Unit Secretaries were offered, as well as the Certified Nursing Assistant program.

Implementation began in January 2011.

Partner Type(s):
- Business/Industry (direct involvement)

Impact/Outcomes
Of the 52 employees scheduled for layoff, zero resulted in unemployment.
26 chose positions in Winston-Salem
4 chose retirement
11 found other positions within Novant Health in the Charlotte market
11 retrained with the Rowan-Cabarrus offerings
9 of those remain employed at Novant Health Rowan Medical Center
Funding Source(s)
Funding was provided through regular state-line budget in continuing education programing.

REFLECTIONS

Innovation or Best Practice
In order to provide a holistic approach to workforce development, it is critical to build on the needs of business. The partnership between Novant and Rowan-Cabarrus Community College shows a best practice of developing programming and services tailored to the need of the business. This relationship goes beyond traditional performance measures and programming and shows an example of relationship building with many benefits as a result.

Lessons Learned
It is never too late to enhance a workforce. Many issues businesses face with their staffing are built on problems such as soft skills and the need for a change in the culture of the workplace. When these needs are addressed first, training and technical skill enhancements are not only probable, they are attainable.

Scalability
This strategy is scalable with a plan to include qualitative delivery of services as well as a quantitative. Important data can be retrieved in the form of customer evaluation statistics.

RESOURCES

Workforce Learning Summit Presenters
Dr. Carol Spalding, President of Rowan-Cabarrus Community College
Jessica Ijames, Community Engagement Manager, Novant Health Rowan Medical Center for
Dr. Darise Caldwell, President, Novant Health Rowan Medical Center

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