Martin Community College

Workforce Learning Summit
Align4NCWorks

Best Practice – Collaborative Workforce Development
Martin Community College Service Area

- Martin County, 24,000, 462 Sq mi
- Segments of Bertie County, 21,000, 699 Sq mi
- & Adult Ed in Washington County, 13,000, 348 Sq mi
Manufacturing Profile
What is the best Practice?

Collaborative Workforce Development

- Collaboration between Martin County EDC, Region Q Workforce Development, NCWorks Career Center, and Martin Community College

- Streamline services to employers and job seekers.

- Serving new, expanding, and existing industry and businesses from one platter.
Collaborative Workforce Development

Martin Community College

Martin County Economic Development

Region Q Workforce Development

NC Works Career Center

Collaborative Workforce Development
“Serving our clients from one platter”
Need – Centered (Supply-based Workforce Development)

Grow – Centered (Future-based Pipeline and Youth)

Have – Centered (Maintenance, Improvement, Existing human Capital Investment)

Want – Centered (Demand-Based, Economic Development)

NCReady4Work
Collaborative Workforce Development

Martin Community College

Martin County Economic Development

NC Works Career Center

Region Q Workforce Development

Collaborative Workforce Development
“Serving our clients from one platter”
Who is involved & What are their roles?

- Martin County EDC
  - Marketing, recruiting, & support

- Region Q Workforce Development
  - OJT, Job Profiles & consulting

- NC Works Career Center
  - Employment service, testing, screening

- Martin Community College
  - CTP, CRC, Curriculum, OE training & consulting

- Industry Clients (Marco, Syfan, AHON’s, Penco)
  - Using our services to meet their goals
Martin County EDC

- Marketing
- Recruiting
- EDC Packaging
- Industry Support
Region Q Workforce Development

- Workforce Business Services
- Job Profiling
- OJT
- ProveIt Testing
- Collaborative Recruitment Plan
NC Works Career Center

- NCWorks Online
- Employment Services
- Employer Services
- WIA Programs
- Career Resource Center
Martin Community College

- Curriculum Programs
- Customizing Training Program
- OE Courses
- Career Ready Certificates (CRC)
- HRD & Pre hire training and testing
- NCWorks Career Pathways Grant Proposal
Why a best practice? Problem solved & what is the impact?

- The appearance of one service, or one stop shopping for employers and job seekers.
- Creating qualified pools of job candidates. Skilling up incumbent workers.
- Recruiting new industry & support, expanding, and existing industry needs.
- Better jobs & job fits for workers, training and support to create a more productive workforce.
What is the impact?

- Building Reuse, NC 1 Fund, Martin County, Edgecombe Martin EMC, GoldenLeaf, CDBG
  - 3.25 million dollars in Incentives for employers

- Customized Training Projects
  - 4 active projects over the next 3 years
  - $345,000 in CTP projects
  - 550 employees scheduled to receive training

- Local area employment Impact
  - 220 new jobs
  - 350 incumbent workers receive training
How is it funded?

- Martin County EDC (current funding)
- Region Q Workforce Development (current funding)
- NC Works Career Center (current funding)
- Martin Community College (current funding)
- Incentives & Grant Support (as available & qualified)
  - Building Reuse, NC 1 Fund, Martin County, Edgecombe
  - Martin EMC, GoldenLeaf, CDBG
What lessons were learned during its development & implementation?

- Services can be confusing to industry
- There are many options for finding the right incentives & candidates for employers
- What services do they really need?
- Timing issues delivering services, Time is a precious commodity for all
- Great demand technical job skills and soft skills
Industry Quotes
Alon Kessler, President & CEO, Syfan Mfg. Corp.

“The support and cooperation we have received from Day 1 was a key factor in our decision to locate and expand the Syfan plant in Everettts, North Carolina.
Greg Britt, HR Director, Ann’s House

“The team in Martin County, have been extremely supportive, proactive, and responsive to all our needs to grow our business and improve the performance of our associates at all levels. This partnership continues to mature and develop in the best way! They are a tremendous industry resource!”
Darin Dougherty, Operations Manager, The Marco Company

“The Martin County Employee Development Coalition has been a tremendous resource for The Marco Company. We’ve streamlined the entire employee fulfillment process, including supplemental training. Because they work together as a team one would think they all worked from the same office allowing us to seamlessly integrate desired changes in the way we do our hiring and training.”
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(Supply-based Workforce Development)

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(Demand-Based, Economic Development)

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Questions?