

## Workforce Learning Summit Innovation or Best Practice

### Martin Community College

#### Collaborative Workforce Development

Collaboration among Martin County EDC (Economic Development Corporation), Region Q Workforce Development, NCWorks Career Center, and Martin Community College streamlines services to employers and job seekers. This approach continues to evolve and has led to success with new, expanding and existing industry. Aligning our services improves efficiency for all and serves our clients from one platter. Our coordinated efforts deliver a better understanding of our services and are flexed based on the specific needs and timing of our clients. This collaboration has also strengthened the working relationship and understanding of each of our different roles and services in workforce development.

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#### **DETAILS**

Supporting new, expanding and existing industry and connecting qualified job seekers to employers is our challenge. In the past, shotgun approaches with broad patterns left clients confused and searching for needed services. Our collaborative approach is much more targeted and streamlines what they need, when they need it, and how they need it. Great credit goes to Martin County EDC for initiating our collaborative approach.

Over the past year or so we have refined this model with several industry clients. The Marco Company is a great example of our collaboration. The Marco Company expanded to NC from Texas and needed our support to start-up its east coast manufacturing operations. With the collaboration team in place, we delivered grants, employment services, and a customized training plan to support their mission. Syfan Manufacturing is another example as we have collaborated to support their current expansion by providing incentives, employment services and a customized training plan. Penco Products recently moved its corporate office from Pennsylvania to Greenville, NC and has consolidated manufacturing from several out-of-state locations to its Hamilton, NC location. Our collaborative team met with Penco, and to date we have a customized training plan in progress and are assisting with employment services. Ann's House of Nuts is also increasing its permanent employee numbers again, and our team is currently assessing their needs.

Implementation began in January 2013.

#### **Partner Type(s):**

- Business/Industry (direct involvement)
- Economic Development
- Workforce Development Board
- Career Center

## **Impact/Outcomes**

### *Impact*

- Building Reuse, NC 1 Fund, Martin County, Edgecombe Martin EMC, Golden LEAF, CDBG
  - \$\$\$ Incentive
- Customized Training Projects
  - 4 Projects (3 years)
  - \$345,000.00 in training plans
  - 550 Trainees
- Industry
  - 220 new jobs
  - 350 incumbent workers trained

### *Outcomes*

- Better understanding and coordination of workforce development services among providers
- Clients have a better understanding of services available to them
- Better focus and execution of services provided
- Incentives, employment services, on-the-job training (OJT) and other training for new, expanding, and existing industry

### **Funding Source(s)**

Martin County EDC, Region Q Workforce Development Board, NCWorks Career Center and Martin Community College Customized Training program all have their existing funding for workforce development. Building Reuse, NC 1 Funds, Martin County, Edgecombe Martin EMC, Golden LEAF, and CDBG funds have been available for several projects.

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## **REFLECTIONS**

### **Innovation or Best Practice**

The collaborative approach provides our clients with more of a one-stop service. Partners in the collaboration are able to support each other's efforts and respond to more than just our individual services. Clients see us as one entity and are often more likely to invite us to the table and use our services.

### **Lessons Learned**

We have learned our services can be confusing and overwhelming to clients when presented individually and from separate agencies. We consolidate our meetings with clients to avoid this confusion and to save valuable time. Often we find not all services are applicable for some clients. To coordinate our efforts and avoid confusion, often our team will meet before and after our meetings with clients to discuss our strategy.

### **Scalability**

Our collaborative approach is scalable for small and large projects. It focuses on the client's needs and prioritizes our services as needed.

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## **RESOURCES**

### **Workforce Learning Summit Presenters**

Billy Barber, Assistant to the President for Business & Industry, Martin Community College

Marvin Davis, Executive Director, Martin County Economic Development Corporation

Wayne Rollins, Workforce Business Services Manager, Region Q Workforce Development Board

Louis Ward, WIA Consultant, NCWorks Career Center

### **For Further Information**

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