



WPCOG

Workforce Development Board

2022 State of the Workforce

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Greetings!

The purpose of the Western Piedmont Workforce Development Board (WPWDB) is to be at the center of community and regional leadership to identify workforce challenges, to be the convener of the conversation to resolve the challenges, to be the champion for workforce development, to work in a collaborative partnership with key stakeholders, (especially economic development and education), to bring resources to bear on resolving the challenges, and to act as the accountability agent to ensure the work is completed.

The Western Piedmont Workforce Development Board (WPWDB) is happy to present to you the 2022 State of the Workforce Report for Alexander, Burke, Caldwell and Catawba Counties. You will find both challenges and opportunities detailed in this report, therefore, making it a call to action to improve our communities' workforce and educational attainment levels in order to improve economic mobility for all.

We look forward to working with our region to tackle the challenges, and capitalize on the opportunities!

Sincerely,

A handwritten signature in black ink, appearing to read 'J. McKinney', written over the printed name and title.

Josh McKinney,
Chair

SUCCESS STORIES

Tabitha's Story



Victor Hugo once said, "The one true deafness, the incurable deafness, is that of the mind." In 2019, I made a commitment to go back to school to obtain a degree in Interpreter Education. I am a single mother with two kids and worked two jobs when I enrolled. I chose Interpreter Education because Deafness has been embedded in my life since birth. I am the only hearing person in my immediate family - I have a Deaf father, mother, brother, and sister. I have been "interpreting" since I was a child. When the Fall semester arrived, I began having severe financial difficulty, as I took a reduction in work hours to be able to attend classes full time. Through some research, I found the NCWorks Scholarship Program. I called and made an appointment at the NCWorks Career Center to apply. I met all requirements and received a scholarship! The NCWorks Scholarship has been a significant aid in ensuring I graduated from WPCC. I am grateful for the financial assistance and NCWorks Career Advisor Cynthia's support. After one year in the program, I convinced my little sister Martha to join the Interpreter Education program to train to become a Certified Deaf Interpreter (CDI). There are only a handful of CDI's in the state, and the demand for them is skyrocketing. Once she joined the program, I encouraged her to apply for an NCWorks Scholarship. I am proud to

say; that I am the first college graduate in my family. In December, Martha will be our family's first Deaf college graduate! None of this would have been possible without NCWorks! The encouragement and mentoring from NCWorks Career Advisor Cynthia have made such a positive impact on my life.

The value of her support will sustain me far beyond my graduation. Words could never repay the program for all the financial and emotional support I received during my time here.

Grace's Story

Grace came to NCWorks Caldwell in 2019 to first earn her Nurse Aid I certification. She wanted to earn a stackable credential that would help her get into a competitive workforce at the time. Grace originally wanted to enter nursing, but after some job shadowing and career advising, she felt that Medical Assisting was a better fit. Now, Grace has found employment as a Medical Assistant at Novant Health in Charlotte! Congratulations, Grace, on all your hard work!

"I first heard of WIOA in my introduction to health sciences course at CCCTI, and I am so thankful I went to speak to someone about being sponsored. The WIOA sponsorship helped me attend school by providing funds for books, uniforms, credentialing exams, and tuition reimbursement. I chose to enter the Medical Assisting program because I knew I wanted to gain an Associate's Degree to continue my education but wanted to earn a degree to help me reach my goals and be competitive in today's market. Kaleigh and everyone at the Caldwell office have always been encouraging and so wonderful, and they have given me something that can never be taken away. "



Ashley Rojo-Chavez's Story

What: Ashley is interested in a career of Dental Assisting

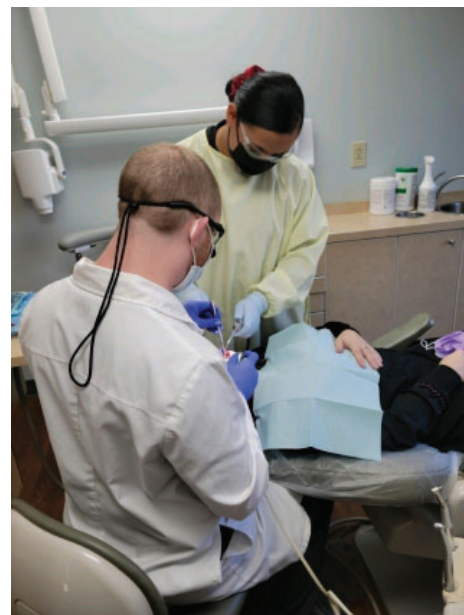
When: 2021

Where: NCWorks Career Center, Catawba County

How: NCWorks NEXTGEN program.

Best Practices: Ashley was enrolled in the NEXTGEN program during her junior year at Hickory High School in Spring 2019. At the time, Ashley was indecisive about her career pathway. She was stuck between Nursing and Dental Assisting. Despite the challenges of the COVID-19 pandemic, Ashley earned her High School Diploma in May 2020. While in the program, Ashley would also complete a paid internship with Greater Hickory Cooperative Christian Ministry, where she was a clinical assistant. With hands-on experience, Ashley could find her passion in Dental Assisting. To gain more experience, Ashley is currently interning to assist with finding permanent employment.

Client Testimonial: "As a First-Generation and POC, the lack of representation in educational and work institutions often causes a sense of "imposter syndrome." We often find ourselves in challenging situations because of this social stigma, along with other barriers and obstacles. Education and knowledge are empowerment sources to strive as a community. NCWorks helped guide me through every step, from transportation to achieving two certification programs in health care, Pharmacy Technician and Dental Assisting. I believe in progress, not perfection, and strive to lead by example."



Randy's Story



Randy has been with the NextGen program since high school and has recently completed his Associate in Applied Science Degree in Turfgrass Management Technology. During his last semester at Western Piedmont Community College, Randy applied for an internship position with the Carolina Panthers in Charlotte! During the Spring semester, Randy balanced his school schedule, work schedule, and travel to and from Charlotte. Since he graduated from WPCC in May 2022, he has accepted a full-time position with the stadium as an Assistant Sports Field

Manager! Randy now lives in Charlotte and is looking forward to continuing his career with the Panthers! Way to go, Randy!



State of the Workforce

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HICKORY MSA POPULATION TRENDS

Hickory MSA Population, 2010 & 2020 Census

County	Population 2010 Census	Housing Units 2010 Census	Population 2020 Census	Housing Units 2020 Census	Population Change 2010-2020	Housing Units Change 2010-2020	Population % Change 2010-2020	Housing Units % Change 2010-2020
Alexander County	37,198	16,189	36,444	15,960	-754	-229	-2.0%	-1.4%
Burke County	90,912	40,879	87,570	39,525	-3,342	-1,354	-3.7%	-3.3%
Caldwell County	83,029	37,659	80,652	36,931	-2,377	-728	-2.9%	-1.9%
Catawba County	154,358	67,886	160,610	70,744	6,252	2,858	4.1%	4.2%
Hickory-Lenoir Morganton MSA	365,497	162,613	365,276	163,160	-221	547	-0.1%	0.3%

Hickory MSA Population by Age Group, 2010 Census and 2020 Estimate

Age Group	2010 Census	2020 Estimate	Change	% Change
Under 5 Years	21,592	18,819	-2,773	-12.8%
5 to 9 Years	23,005	19,544	-3,461	-15.0%
10 to 14 Years	24,277	22,875	-1,402	-5.8%
15 to 19 Years	25,232	25,001	-231	-0.9%
20 to 24 Years	19,957	24,616	4,659	23.3%
25 to 34 Years	40,946	44,760	3,814	9.3%
35 to 44 Years	51,674	41,303	-10,371	-20.1%
45 to 54 Years	55,681	51,283	-4,398	-7.9%
55 to 59 Years	24,638	27,516	2,878	11.7%
60 to 64 Years	23,606	25,800	2,194	9.3%
65 to 74 Years	31,566	43,199	11,633	36.9%
75 to 84 Years	17,222	22,949	5,727	33.3%
85 Years & Over	6,101	7,529	1,428	23.4%
Total	365,497	375,194	9,697	2.7%

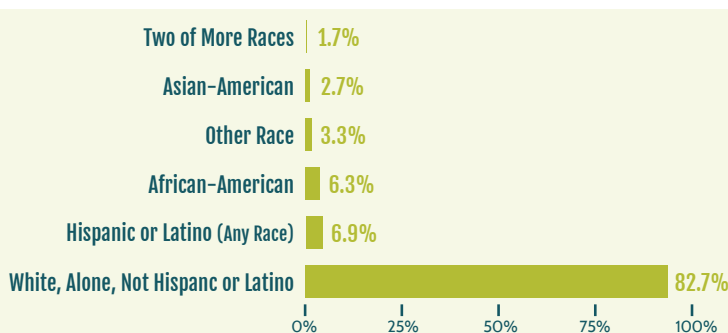
Note: Loss of 1,415 persons between age 15 and 64
Source: 2010 Census and NC Office of Management and Budget, 2021.

Hickory MSA Population by Age Group, 2020 Estimate and 2030 Projection

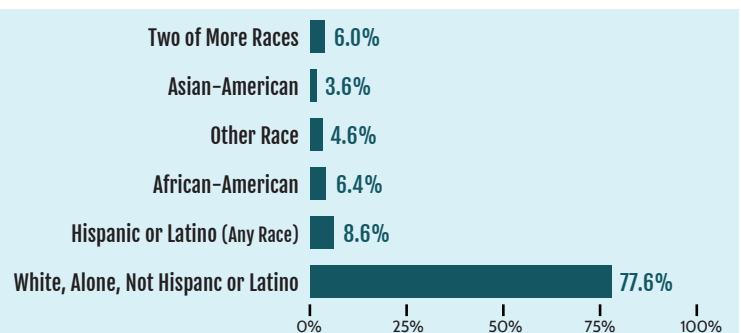
Age Group	2020 Estimate	2030 Estimate	Change	% Change
Under 5 Years	18,819	21,311	2,492	13.2%
5 to 9 Years	19,544	20,408	864	4.4%
10 to 14 Years	22,875	20,724	-2,151	-9.4%
15 to 19 Years	25,001	23,076	-1,925	-7.7%
20 to 24 Years	24,616	24,384	-232	-0.9%
25 to 34 Years	44,760	49,662	4,902	11.0%
35 to 44 Years	41,303	47,268	5,965	14.4%
45 to 54 Years	51,283	43,990	-7,293	-14.2%
55 to 59 Years	27,516	25,511	-2,005	-7.3%
60 to 64 Years	25,800	26,593	793	3.1%
65 to 74 Years	43,199	50,181	6,982	16.2%
75 to 84 Years	22,949	31,715	8,766	38.2%
85 Years & Over	7,529	10,128	2,599	34.5%
Total	375,194	394,871	19,677	5.2%

Note: Gain of 205 persons between age 15 and 64
Source: NC Office of Management and Budget, 2021.

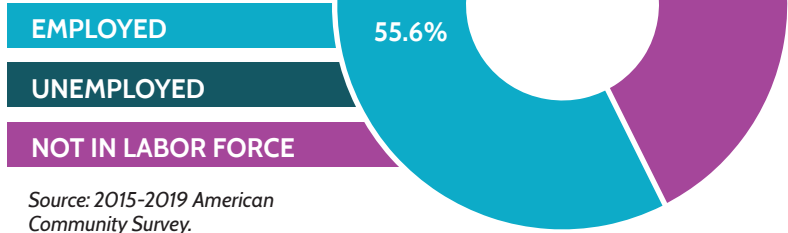
Percentage of Hickory MSA Population by Race, 2010 Census



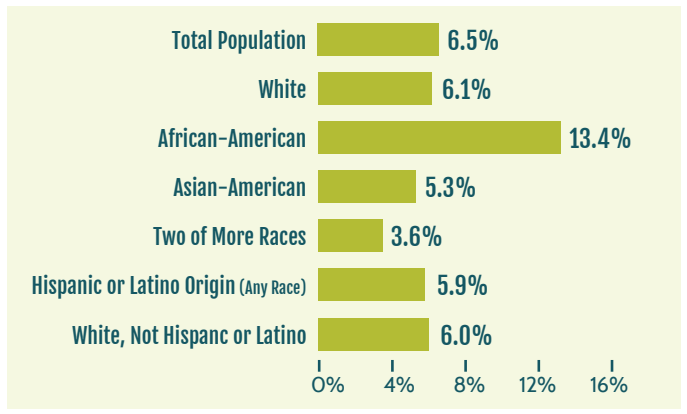
Percentage of Hickory MSA Population by Race, 2020 Census



Hickory MSA Percentage of Population over 18 Employed, Unemployed or Not in Labor Force (2015-2019 American Community Survey)

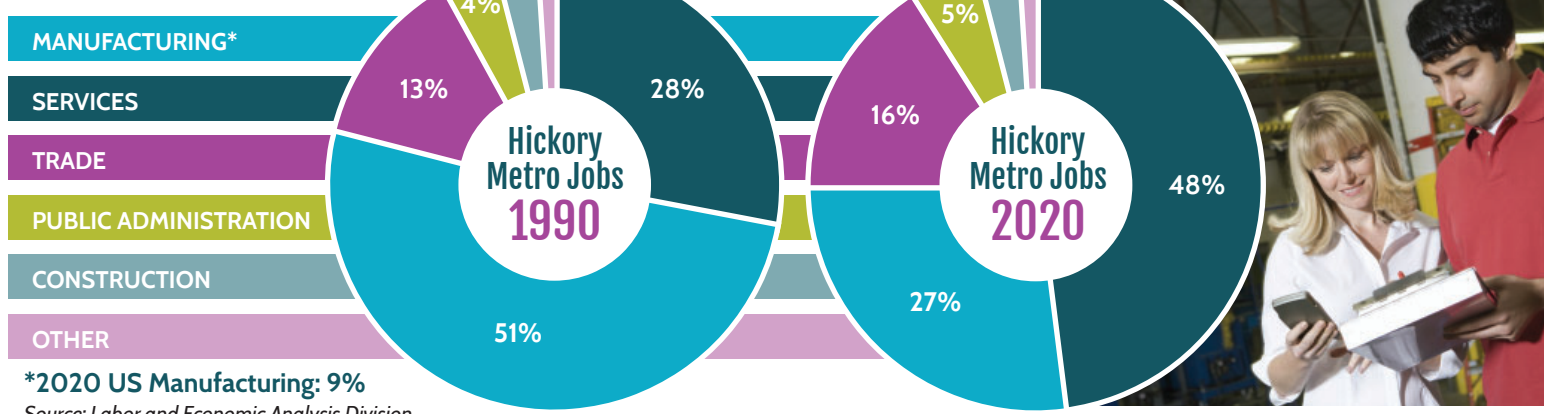


Hickory MSA Unemployment Rate by Race/Ethnic Group, 2015-2019 ACS



EMPLOYMENT BY INDUSTRY TRENDS

Hickory MSA Employment Distribution

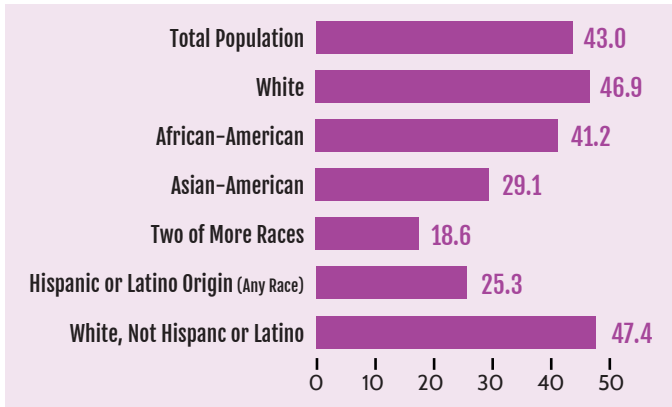


*2020 US Manufacturing: 9%
 Source: Labor and Economic Analysis Division, NC Department of Commerce.

Hickory MSA Employment by Industry (Residents Age 16 and Older) Source: American Community Survey, US Census Bureau.

Percentage Employment by Industry	2010 ACS	2019 ACS	Change
Agriculture, forestry, hunting, fishing and mining	0.9%	0.7%	-0.2%
Construction	6.0%	5.2%	-0.8%
Manufacturing	23.8%	25.9%	2.1%
Wholesale trade	4.2%	3.8%	-0.4%
Retail trade	10.5%	10.7%	0.2%
Transportation, warehousing and utilities	5.7%	3.8%	-1.9%
Information	0.8%	1.6%	0.8%
Finance and insurance, real estate, rental and leasing	3.0%	3.6%	0.6%
Professional, scientific, management, administrative and waste management services	5.5%	7.3%	-1.8%
Education, health care and social assistance	21.9%	19.0%	-2.9%
Arts, entertainment, recreation, accommodation and food services	7.3%	10.2%	2.9%
Other services, except public administration	5.9%	4.7%	-1.2%
Public administration	4.4%	3.5%	-0.9%
Civilian employed population age 16 and over	156,213	175,378	19,165

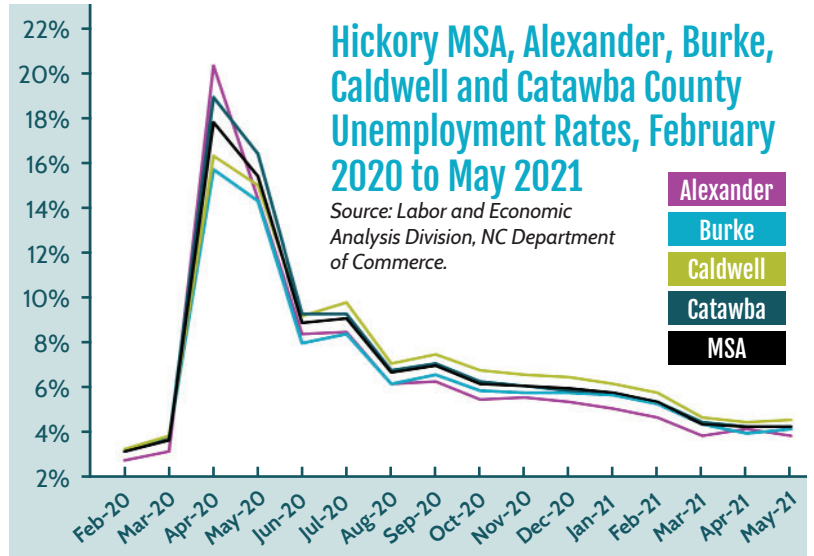
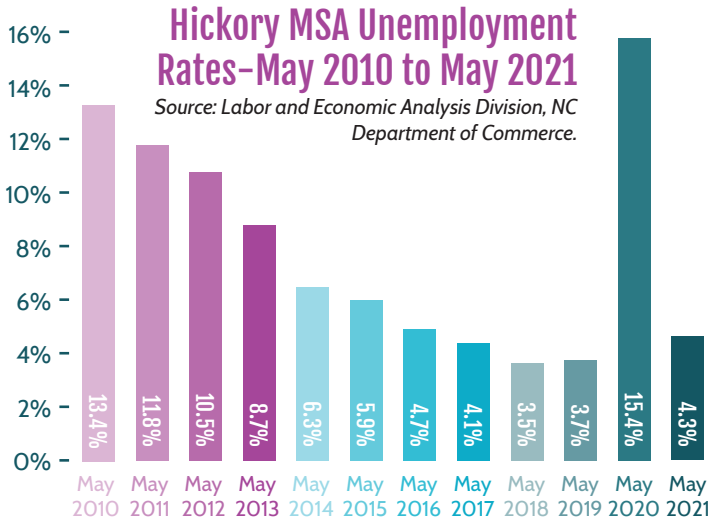
Hickory MSA Median Age by Race/Ethnic Group, 2019 ACS



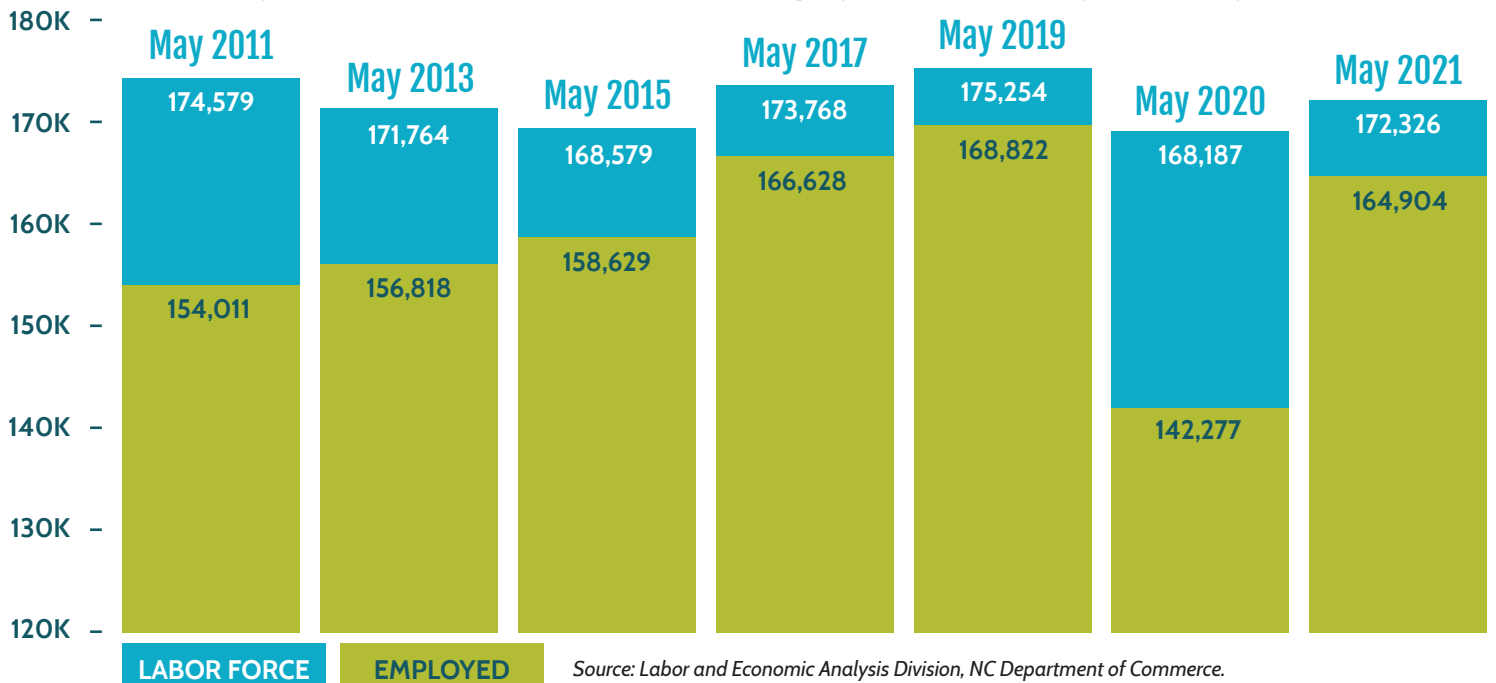
Source: 2019 American Community Survey, US Census Bureau.



HICKORY MSA UNEMPLOYMENT & LABOR FORCE TRENDS



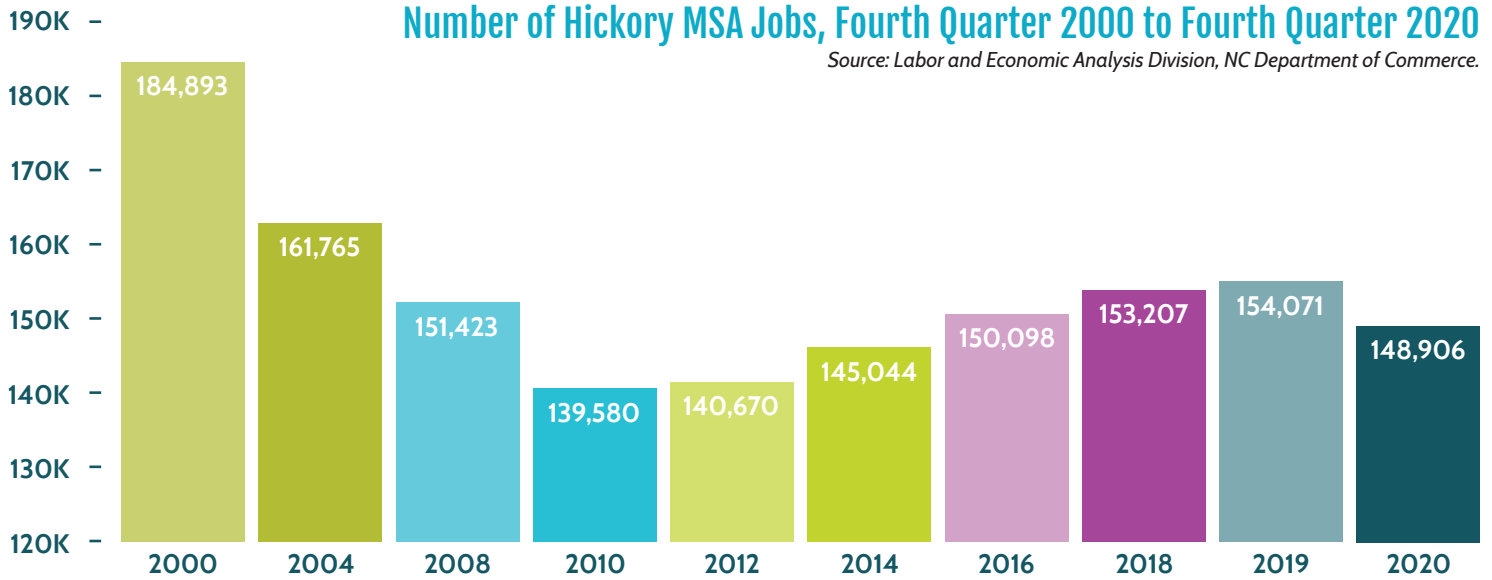
Hickory MSA Labor Force and Number of Employed Workers, May 2011–May 2021



Source: Labor and Economic Analysis Division, NC Department of Commerce.

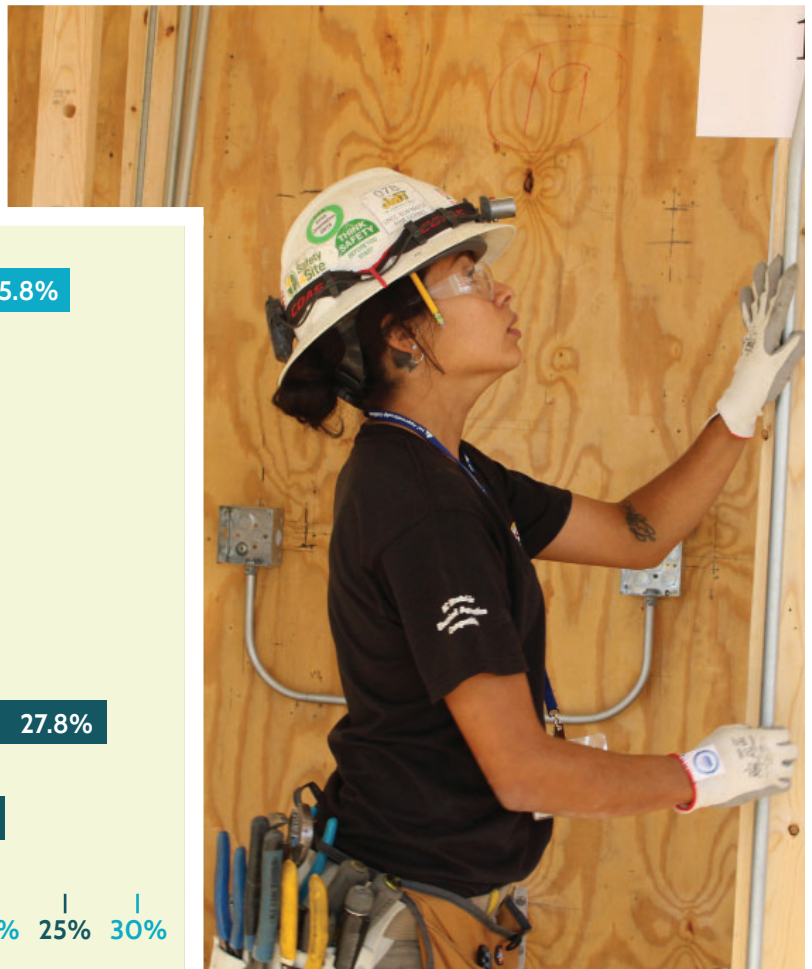
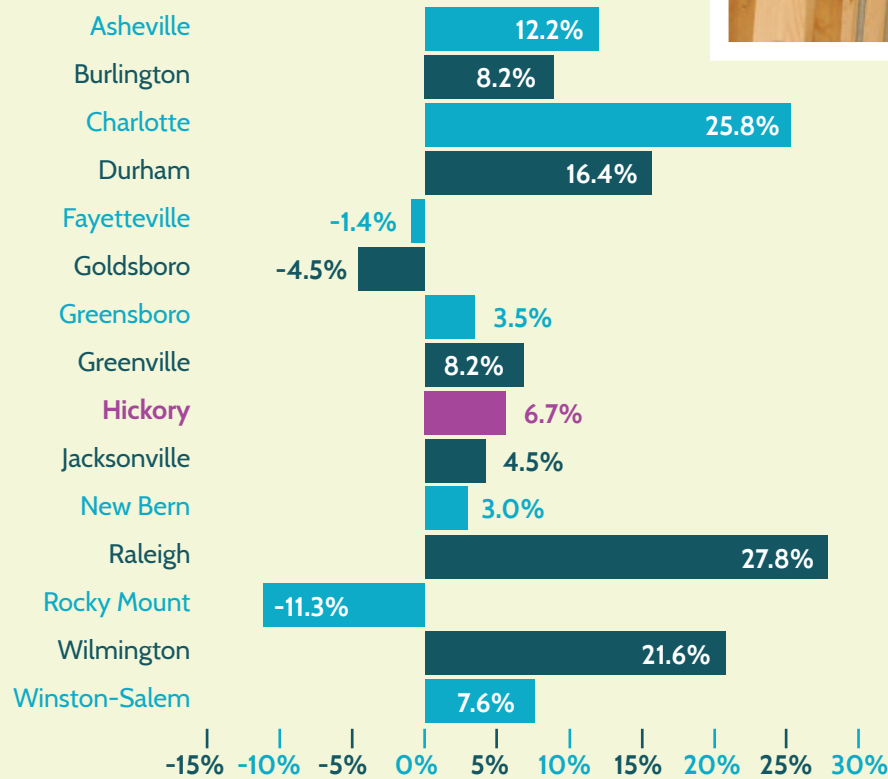
Number of Hickory MSA Jobs, Fourth Quarter 2000 to Fourth Quarter 2020

Source: Labor and Economic Analysis Division, NC Department of Commerce.



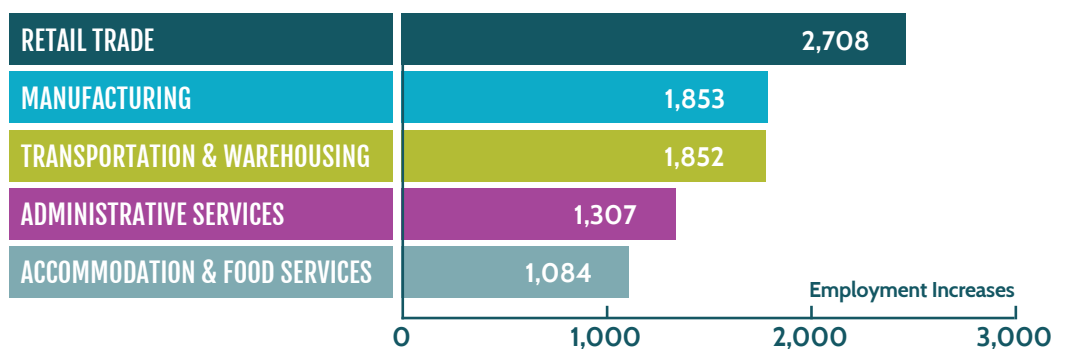
NC MSA Employment Change by Percentage, 4th Quarter 2010-4th Quarter 2020

Source: Labor and Economic Analysis Division, NC Department of Commerce.

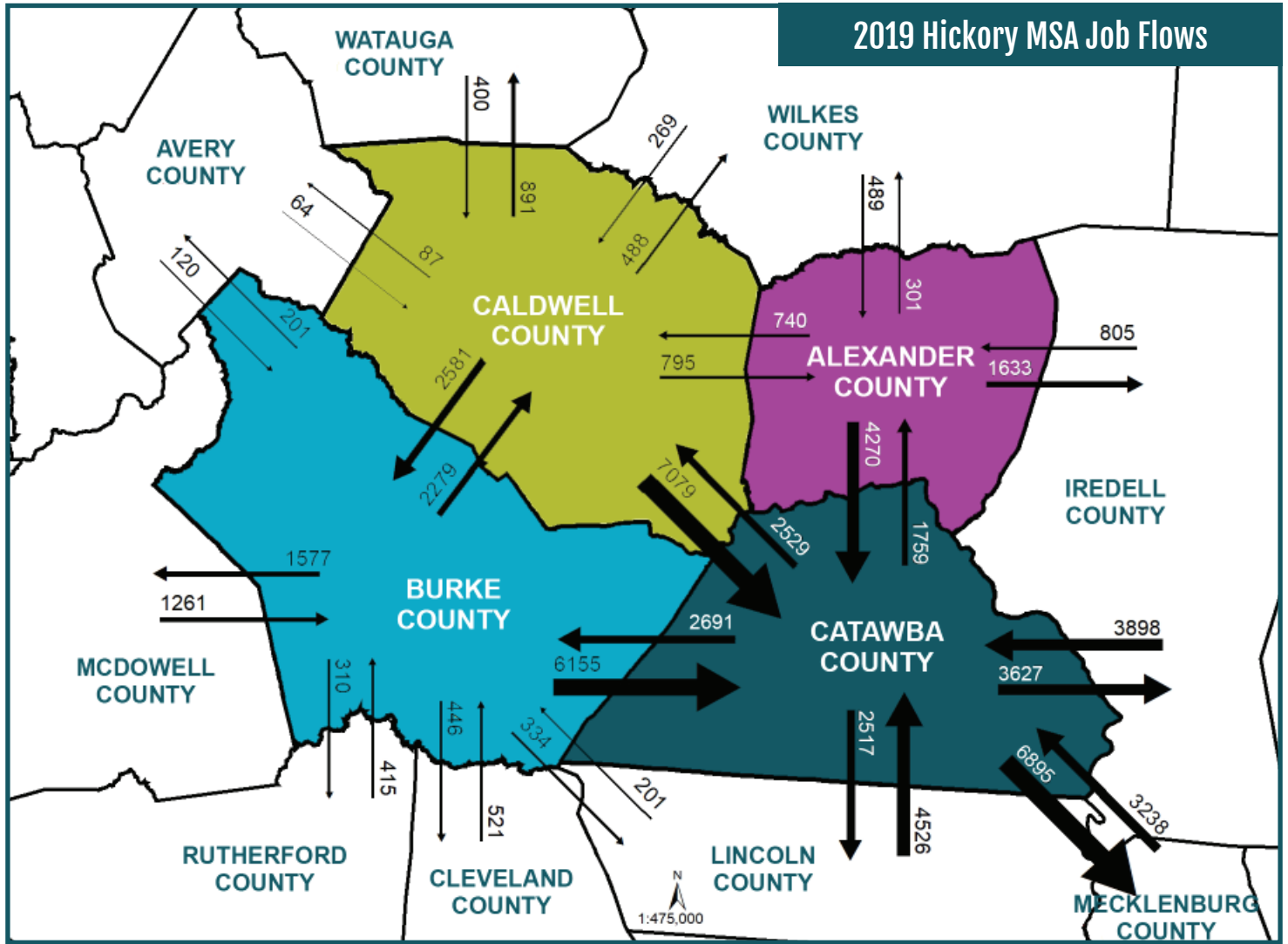


Hickory MSA Employment Gains by Sector, 4th Quarter 2010 to 4th Quarter 2020

Source: Labor and Economic Analysis Division, NC Department of Commerce.

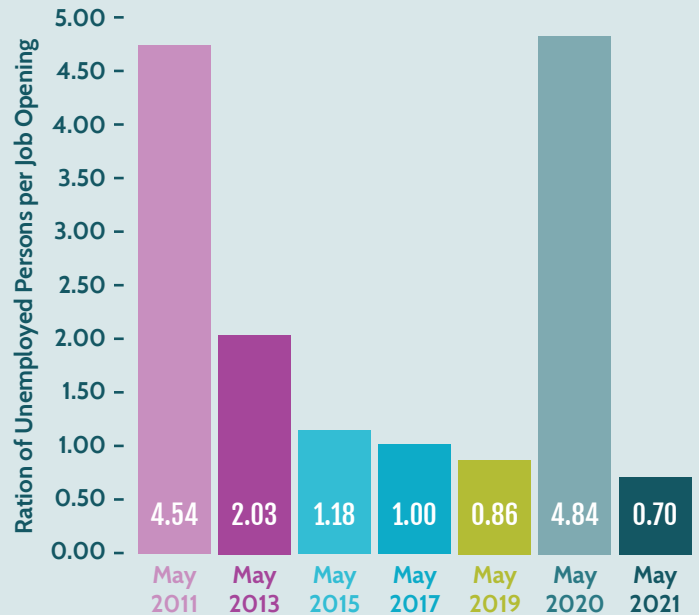


REGIONAL JOB MARKET



Hickory MSA Ratio of Unemployed Persons per Job Opening, May 2011 to May 2021

Source: NC Works Online, NC Department of Commerce 2021.



Hickory MSA Unemployed Persons and Number of Job Openings by County, May 2021

Source: NC Works Online, NC Department of Commerce 2021.

County	Number of Unemployed (Not Seasonally Adjusted)	Number of Job Openings	Number of Unemployed Persons per Job Opening
Alexander County	699	367	1.90
Burke County	1,703	2,138	0.80
Caldwell County	1,658	1,519	1.09
Catawba County	3,365	6,605	0.51
Hickory-Lenoir Morganton MSA	7,422	10,626	0.70

Hickory MSA Job Openings by Occupation and Advertised Wage Rates, June 2021 (Top 10 by Number of Job Openings)

Source: NC Works Online, NC Department of Commerce 2021.

Occupational Title	Job Openings	Entry Level Wage*	Mean (Average) Wage	Median Wage	Experienced Wage
Healthcare Practitioners and Technical Occupations	1,727	\$30,413	\$67,011	\$62,210	\$113,594
Production Occupations	1,081	\$23,782	\$29,233	\$28,600	\$35,431
Transportation and Material Moving Occupations	694	\$23,312	\$30,959	\$28,080	\$41,027
Office and Administrative Support Occupations	670	\$22,797	\$30,604	\$30,988	\$38,460
Sales and Related Occupations	573	\$18,757	\$34,521	\$24,960	\$59,234
Management Occupations	528	\$37,683	\$66,659	\$62,865	\$99,390
Healthcare Support Occupations	307	\$19,571	\$30,049	\$35,000	\$38,191
Installation, Maintenance, and Repair Occupations	302	\$31,860	\$43,705	\$40,879	\$58,307
Food Preparation and Serving Related Occupations	290	\$19,762	\$25,629	\$22,880	\$32,862
Architecture and Engineering Occupations	217	\$43,349	\$69,145	\$67,500	\$95,922

Top advertised detailed job skills found in job openings advertised online in Hickory-Lenoir-Morganton MSA in June, 2021

Rank	Advertised Detail Job Skill	Advertised Skill Group	Job Opening Match Count
1	Customer service	Customer Service Skills	2,638
2	Must be flexible	Basic Skills	1,010
3	Attention to detail	Basic Skills	855
4	Decision making	Basic Skills	807
5	Problem solving	Basic Skills	770
6	Work independently	Basic Skills	655
7	Organizational skills	Basic Skills	649
8	Critical thinking	Basic Skills	617
9	Interpersonal skills	Interpersonal Skills	614
10	Be a team player	Interpersonal Skills	491





Top advertised detailed tools and technologies found in job openings advertised online in Hickory-Lenoir-Morganton MSA in June, 2021

Rank	Advertised Detailed Tool or Technology	Advertised Tool & Tech Group	Job Opening Match Count
1	Forklift	Forklifts	684
2	Microsoft (MS) Office	Office Suite Software	652
3	Cash Register	Cash Registers	436
4	Pallet Jack	Pallet Trucks	321
5	Personal protective equipment	Hazardous Material Protective Apparel	289
6	Ladders	Ladders	265
7	Gauges	Height Gauges	255
8	Hyerptext markup language (HTML)	Web Platform Development Software	217
9	YouTube.com	Video Streaming System	204
10	Safety glasses	Safety Glasses	197

Employers with the highest number of job openings advertised online in Hickory-Lenoir-Morganton MSA on July 26, 2021

Rank	Employer Name	Job Openings
1	Carolinas HealthCare System Blue Ridge	279
2	Frye Regional Medical Center, Inc.	245
3	Catawba Valley Medical Center	213
4	UNC Health Care System	141
5	Food Lion	117
6	Catawba County Schools	85
7	Lowe's Companies, Inc.	81
8	AutoZone, Inc.	75
9	Pizza Hut, Inc.	75
10	Corning Incorporated	71

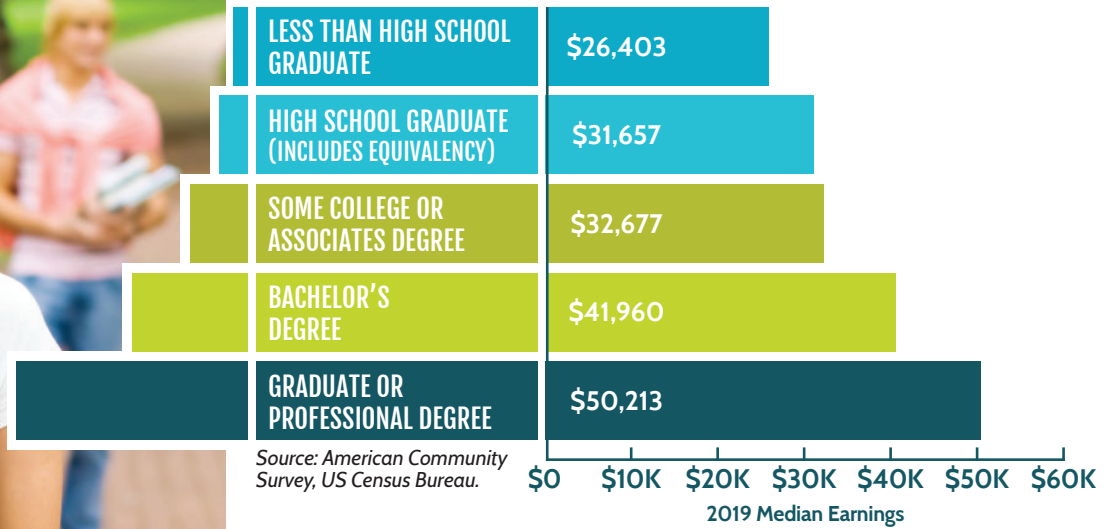
Detailed occupations with the highest number of potential candidates in the workforce system that were looking for work in Hickory-Lenoir-Morganton MSA on July 26, 2021

Rank	Employer Name	Potential Candidates
1	Customer Service Representatives	705
2	Cashiers	313
3	Office Clerks, General	305
4	Laborers & Freight, Stock, & Material Movers, Hand	272
5	Production Workers, All Other	206
6	General & Operations Managers	206
7	Heavy & Tractor-Trailer Truck Drivers	198
8	Secretaries & Administrative Assistants, Except Legal, Medical, & Executive	192
9	Sales Managers	173
10	Executive Secretaries & Executive Administrative Assistants	150

HICKORY MSA EDUCATIONAL ATTAINMENT



Hickory MSA Median Earnings for Population Over Age 25 by Educational Attainment Level, 2019 ACS



Hickory MSA Educational Attainment, 2010 ACS vs. 2019 ACS

Source: American Community Survey, US Census Bureau.

Year	Persons Over 25 with High School or Equivalent or Higher	% of Persons Over 25 with High School or Equivalent or Higher	Persons Over 25 with Some College or 2-Year Degree	% of Persons Over 25 with Some College or 2-Year Degree	Persons Over 25 with 4-Year Degree or Higher	% of Persons Over 25 with 4-Year Degree or Higher
2010 ACS	200,324	80.2%	74,239	29.8%	43,953	17.6%
2019 ACS	221,894	83.7%	87,334	32.9%	52,068	19.6%
Change	21,570	3.5%	13,095	3.1%	8,115	2.0%

NC MSA Educational Attainment Comparison, 2019

MSA	% High School Degree or Higher	Ranking (1=Highest %)	% Bachelor's Degree or Higher	Ranking (1=Highest %)
Asheville	91.2	4	35.5	5
Burlington	87.3	11	25.4	9
Charlotte-Concord-Gastonia	89.9	6	36.2	4
Durham-Chapel Hill	89.2	7	46.3	2
Fayetteville	90.2	5	23.8	11
Goldsboro	85.8	13	18.1	14
Greensboro-High Point	86.4	12	30.0	7
Greenville	88.3	9	32.1	6
Hickory-Lenoir-Morganton	83.7	15	19.6	13
Jacksonville	91.7	3	24.7	10
New Bern	89.3	8	20.9	12
Raleigh	92.3	1	48.0	1
Rocky Mount	85.4	14	17.4	15
Wilmington	92.2	2	39.3	3
Winston-Salem	87.7	10	27.1	8

HICKORY MSA INCOME AND POVERTY TRENDS

Hickory MSA Household Income Distribution

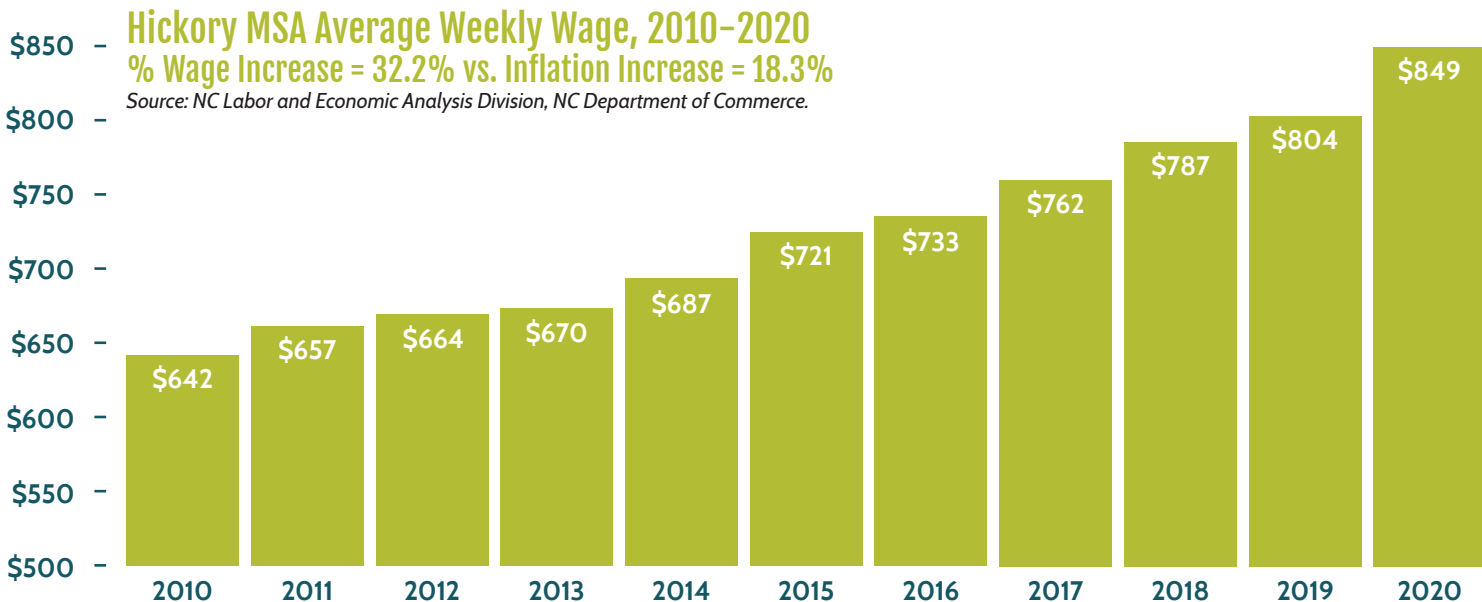
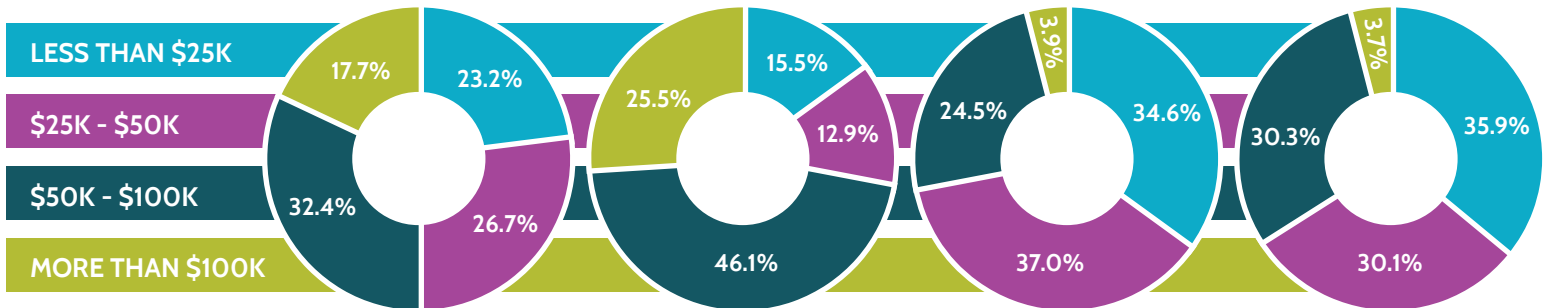
Household Income	2010 ACS	2019 ACS	Change	% Change
Less than \$10,000	11,055	10,626	-429	-3.9%
\$10,000 to \$14,999	12,132	6,461	-5,671	-46.7%
\$15,000 to \$24,999	21,085	15,334	-5,751	-27.3%
\$25,000 to \$34,999	19,355	16,751	-2,604	-13.5%
\$35,000 to \$49,999	22,967	23,093	126	0.5%
\$50,000 to \$74,999	27,298	29,458	2,160	7.9%
\$75,000 to \$99,999	13,623	18,655	5,032	36.9%
\$100,000 to \$149,999	8,348	16,355	8,007	95.9%
\$150,000 to \$199,999	2,366	4,837	2,471	104.4%
\$200,000 or More	2,118	4,754	2,636	124.5%
Total Households	140,327	146,324	5,997	4.3%

	2010 ACS	2019 ACS	Change	% Change
Median Household Income	\$39,381	\$50,631	\$11,250	28.6%



Hickory MSA Household Income Distribution, 2019 ACS (2019\$)

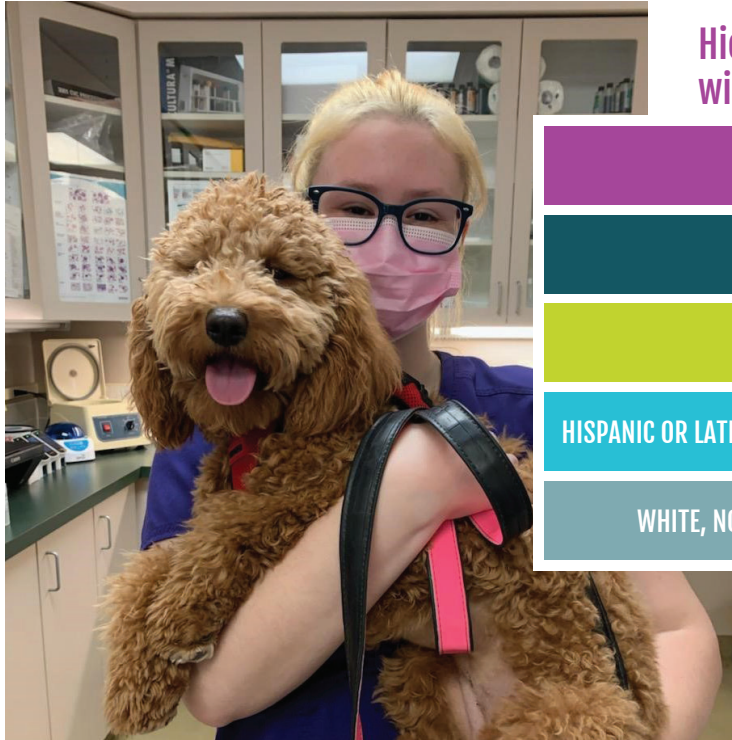
Households — White, Not Hispanic — Asian-American — African-American — Hispanic or Latino



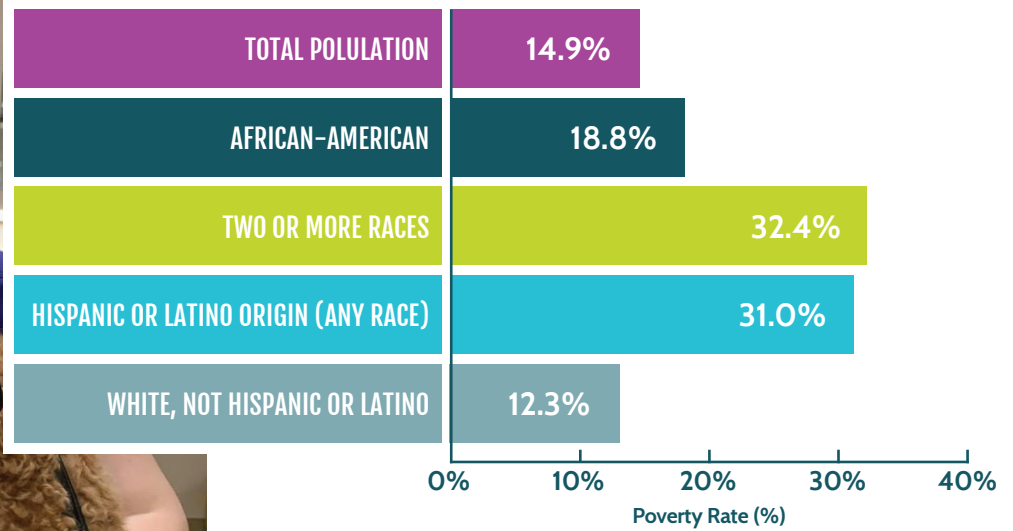
Hickory MSA Job Openings by Occupation and Advertised Wage Rates, June 2021 (Top 10 by Number of Job Openings)

Source: NC Works Online, NC Department of Commerce 2021.

Persons Below Poverty Level	2010 ACS Persons	2010 ACS % of Age Group Population	2019 ACS Persons	2019 ACS % of Age Group Population	Change	% Change
Under 18	20,690	24.9%	16,759	22.8%	-3,931	-19.0%
18 to 64	33,753	15.1%	30,922	14.2%	-2,831	-8.4%
Over 65	4,660	8.9%	6,227	8.9%	1,567	33.6%
All Persons	59,103	16.4%	53,908	14.9%	-5,195	-8.8%



Hickory MSA Percentage of All Persons in Households with Income below Poverty Level, 2019 ACS



Living Wage Calculations for Hickory MSA Source: Source MIT, 2021.

	One Adult (Working) Number of Children			Two Adults (One Working) Number of Children			Two Adults (Both Working) Number of Children		
	0	1	2	0	1	2	0	1	2
Living Wage	\$13.50	\$27.70	\$34.68	\$21.91	\$26.18	\$29.82	\$10.94	\$15.25	\$19.23
Poverty Wage	\$6.13	\$8.29	\$10.44	\$8.29	\$10.44	\$12.60	\$4.14	\$5.22	\$6.30
Min Wage	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25



Strategies & Metrics

WPCOG



STRATEGIES, METRICS, & RESPONSIBLE PARTIES

WESTERN PIEDMONT WORKFORCE DEVELOPMENT BOARD WORKFORCE INTELLIGENCE SUB-COMMITTEE



STRATEGY	METRIC	RESPONSIBLE PARTIES
Promote/Market local area careers; labor market details for the region.	<ul style="list-style-type: none"> • Develop a monthly Labor Market Snip-it that includes business focused information that is emailed to businesses (<2 pages). • Develop a marketing plan to advertise/promote local careers/pathways, and career & educational services, within 18 months. 	<ul style="list-style-type: none"> • WPWDB Staff • Workforce Intel Committee • NCWorks Career Centers • Community College Career Centers • Other workforce partner career services.
Broaden outreach and career services to underserved communities.	<ul style="list-style-type: none"> • Create a list of establishments where we post information physically (beyond social media). • Ridgeview Community Career Services set up. • Work to provide career services in other underserved communities in the region. • Create career availability and scholarship information that is provided in other languages. 	<ul style="list-style-type: none"> • WPWDB • NCWorks Career Center/Advisors
Identify employers located on or close to bus routes for potential workers who do not have transportation	<ul style="list-style-type: none"> • Create e-version/printed map of bus routes passing close to employers. • Share maps with employers/community. • Investigate “Share-the-Ride” programming (ie, GoTriad). 	<ul style="list-style-type: none"> • WPWDB Staff • WPCOG Transportation Division • Greenway
Develop a career interest tool that helps potential students navigate the skills and education needed for the job and lifestyle they desire. (Consider partnerships with K-64 and Work in Burke)	<ul style="list-style-type: none"> • Career exploration tool accessed via State of the Workforce Report, for e-view or print within 18 months. • Promote www.nccareers.org 	<ul style="list-style-type: none"> • WPWDB Staff • NCWorks/NEXTGEN • K-12 • CTE Directors • Community Colleges • Universities • Libraries • Other Non-Profits
Coordinate and host a regional workforce summit.	<ul style="list-style-type: none"> • Within the next 18 months plan & provide a workforce summit that focuses on career pathways, and career & business services. 	<ul style="list-style-type: none"> • WPWDB Staff • Workforce Intel Committee • NCWorks Career Centers
Strengthen internship opportunities that builds partnerships between employers, CTE and NCWorks NEXTGEN programs, and University programs.	<ul style="list-style-type: none"> • Promote local area career pathways. • Assemble NEXTGEN & CTE teams to collectively promote intern promote. • the intern opportunities to businesses. (ex: K-64 portal). • Develop an internship program guide for businesses. 	<ul style="list-style-type: none"> • NCWorks NEXTGEN Staff • CTE Staff • K-64 • Community Colleges • Universities
Strengthen advocacy efforts for Re-entry candidates (formerly incarcerated) so they can more quickly enter the workforce (Western Piedmont Regional Reentry Initiative).	<ul style="list-style-type: none"> • Ensure a re-entry component is part of the workforce summit. • Update current WP Regional Re-entry Resource Guide. • Resuscitate the WP Regional Re-entry Initiative through research on the ARC Recovery to Work Grant and/or other grants. 	<ul style="list-style-type: none"> • NCWorks • WP Regional Reentry Planning Group
Ensure WPWDB Members help promote and increase awareness of the State of the Workforce (SOW) Report.	<ul style="list-style-type: none"> • Obtain input from the WPWDB members for the report, especially those in industries that are projected to grow over the next 3-5 years. • Add links to the SOW, and provide regular reminders to WPWDB members about the available data and sharing the data with other groups which they are involved. 	

MAIN THEMES FROM THE S.W.O.T. ANALYSIS

SWOT



[S]TRENGTHS

- Collaboration and partnerships
- Number and variety of education partners in the area (K-12, Community Colleges and University)
- Supported Career Pathway programs
- Diverse group of employers and training
- Workforce innovation and virtual services



[W]EAKNESSES

- Mental health and substance abuse effects on the workforce, reducing the labor force
- Systemic barriers to underserved communities
- Aging of the workforce and few new workers to replace older workforce
- Lack of funding for workforce development programs including CTE
- Lack of Transportation



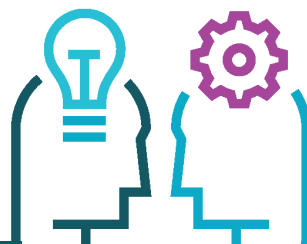
[O]PPORTUNITIES

- Improve marketing efforts across the workforce development system
- Need to leverage resources to attract workers to the region
- Gain a clearer picture of inequities
- Better understand the needs of people seeking employment (how to meet those needs – telecommute, flexibility)
- Help students realize opportunities locally, set goals, plan for the future. Use CTE as a platform for career pathways



[T]HREATS

- Complacency in the workplace
- Low wages for workers (maintaining consistency)
- Negative perception of the region (especially among youth and young adults)
- Cost of daycare and transportation
- Automation (Threat and Opportunity)
- Funding reductions (across several workforce programs)



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Everyone dreams about their future.

Where will you live? What kind of career will you have?
How do you land your dream job? Will your children
follow in your footsteps?

But you may not have figured out how to get to that
future of your dreams.

That's where NCcareers.org comes in.

NCcareers is your one-stop shop for high-quality education and career information that will help you shape your short- and long-term goals.

Students, teachers, job searchers, and career counselors can access data on current and future workforce needs as well as use simple tools to help identify, plan for, and achieve each person's goals. NCcareers provides a fun and easy way to start exploring your unlimited career options today.

So how does it work?

NCcareers.org offers many ways to explore careers and jobs in North Carolina and identify education and training information to prepare you for those jobs.

If you're not sure what job is right for you, use the **Interest Finder** tool. After answering a few questions, you can see the career interest types that best fit you and explore jobs that match those types. You can also explore careers based on salary, geography, education level and job outlook.

Use **Reality Check** to understand your lifestyle goals – things like living costs, savings plans and spending habits – and how that matches jobs.

Career Cluster Match helps you identify career fields that match who you are, what you like to do, and your favorite school subjects.

Using results from these tools and more, NCcareers.org helps you narrow down nearly 800 North Carolina occupations to the ones that best fit you. Explore what a job does, the work environment, and the skill and education required. You can even watch a short video about many jobs.

Access to Career and Education Data

With help from various partners in North Carolina, NCcareers provides you with high quality, unbiased, real-time data to help you:

- Identify promising careers in your area
- Choose a college or career training program
- Access tips and resources from career professionals
- Search current job postings

Create an account to save your work

Use your CFNC.org credentials to save your favorite occupations, results, and more. The site also shares information between NCcareers.org and CFNC.org.

Start dreaming and planning today.

No matter your goals, we can help you make, plan for, and achieve them. Check out NCcareers.org and get your journey started today.



Make it yours...

Create a profile to save your interests. And personalize your experience.

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Environmental Engineers | HR Managers | Heating & Air Technicians

★★★★★

Environmental Engineers

Agriculture, Food and Natural Resources

Environmental engineers use the principles of engineering, soil science, biology, and chemistry to create solutions to environmental problems. They may also focus on global issues such as unsafe drinking water, climate change, and environmental sustainability.

[Learn More](#)

Annual Median Wage
\$83,970

\$59,900 ————— \$142,710
 Annual NC Wage Range

Growth Rate

 Moderately Growing

Education Level

- Bachelor's degree

Education programs to prepare for this occupation

- Environmental Engineering

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ACTIVITIES

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- [INTEREST FINDER](#)
- [CAREER CLUSTER MATCH](#)
- [SMALL BUSINESS ENTREPRENEUR READINESS SURVEY](#)
- [WORK VALUES SORTER](#)
- [SKILLS MATCHER](#)

EXPLORE

[Further Education](#) | [Change Careers](#) | [Remove Barriers](#) | [Prepare for Work](#)

Two Schools For The Price Of None

Want to get a jumpstart on earning college credit, tuition free while still in High School? Learn more about NC Career and College Promise.

[Learn More](#)

Making College Affordable in NC

Check out the numerous programs and opportunities to lower your education costs at NC's public and independent four-year colleges and universities.

[Learn More](#)

Exploring Careers for Students (K-12th)

Career Development Coordinators (CDCs) in Career and Technical Education (CTE) and School Counselors in Student Services can help Middle and High School students explore careers.

[Learn More](#)





Western Piedmont Council of Governments

Workforce Development Board

www.westernpiedmontworks.org

Find your career path.

- The NCWorks Career Center is available to assist businesses and career seekers.
- Go to www.ncworks.gov for Job Searching & Job Getting. If you need to upgrade your skill set or need help with job search assistance visit your nearest NCWorks Career Center.
- NCWorks workshops and recruitment events listings can be found at www.westernpiedmontworks.org.

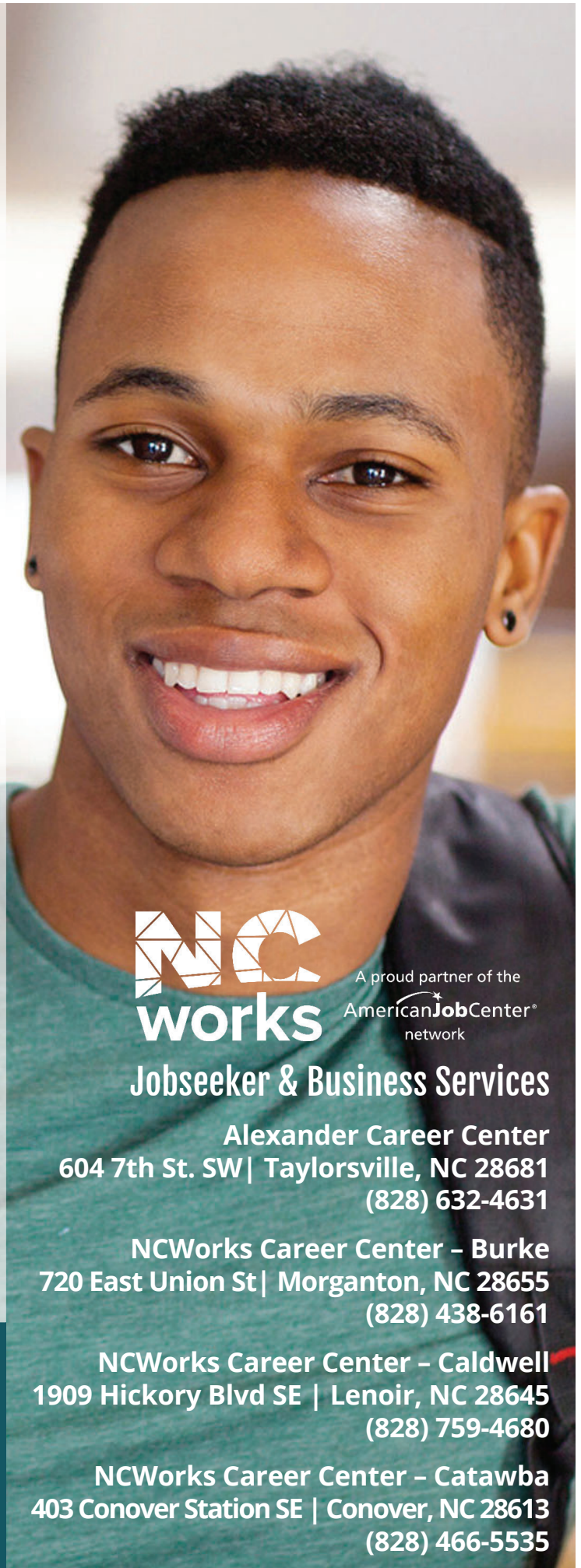
NCWorks Career Services

- Career planning and coaching
- Resume review & development
- Job preparation workshops
- Scholarships for training
- Business recruitment & retention services
- Skills assessment & labor market info
- Customized Youth & Young Adult Services - Career Advantage Program

FOLLOW US



An Equal Opportunity/Affirmative Action Employer/Program.
A proud partner of the  American Job Center network.



A proud partner of the
American Job Center®
network

Jobseeker & Business Services

Alexander Career Center
604 7th St. SW | Taylorsville, NC 28681
(828) 632-4631

NCWorks Career Center – Burke
720 East Union St | Morganton, NC 28655
(828) 438-6161

NCWorks Career Center – Caldwell
1909 Hickory Blvd SE | Lenoir, NC 28645
(828) 759-4680

NCWorks Career Center – Catawba
403 Conover Station SE | Conover, NC 28613
(828) 466-5535

NCWorks NEXTGEN

Your Future Starts Here



- Ages 16-24
- In need of a HS Diploma or GED
- Have difficulty with math and reading
- Are juggling the responsibility of a child or finding a stable place to live
- Want to attend college or earn a credential
- Those who want careers and a better life for themselves!

SERVICES INCLUDE

- Adult Secondary
- Paid Work Experience Opportunities
- Community Referrals
- NCWorks Training
- Transportation Assistance
- Employability Workshops
- Training Assistance
- Credential Life Skills
- Work Readiness Skills
- Case Management
- Informal/Formal Assessments
- Labor Market Information
- Basic Computer Classes
- Grants/Scholarships
- Leadership Development
- Job Referral/Placement
- Career Readiness Certificate
- Job Coaching
- Soft Skills Coaching
- Application Assistance
- Budgeting/Financial Literacy

LEARN MORE AT WWW.WPCOG.ORG/YOUTH

Upskill

Upskill Western Piedmont, an initiative of the Western Piedmont Workforce Development Board (WPWDB), offers competitive training grants to businesses in addressing employees' skill gaps, improving employee retention, helping stabilize the business, and increasing the competitiveness of the employee and business. Through this effort, businesses:

- **Improve Productivity and Increase Competitiveness**
- **Retain Key Talent and Expertise**
- **Reduce Employee Turnover**

Grants of up to \$10,000 may be awarded to eligible businesses in the WPWDB service region for training of their current workforce in areas including, but not limited to:

- **Technical Training**
- **Certifications**
- **Leadership Development**
- **Soft Skills**
- **Professional Development**

Funding is available for up to 12 months from the time of the award notification. Businesses may reapply in subsequent years. A lifetime maximum of \$60,000 may be awarded to any individual business.

LEARN MORE AT WWW.WPCOG.ORG/UPSKILL