



social +  
economic  
vitality

## Training for Upward Mobility and Labor Market Value Action Team

September 11, 2018 11:30 A.M.

Minutes

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Attendees: Richard B. Moore, Verna P. Best, Tangela Keaton, Hannah Taylor, Dalia Place, Jessie Hathcock, Tamara Perkins, Anthony Harris, Sterling Bowen

- Welcome and Introductions
- Overview of RTI Workforce Skills Analysis
  - Workforce, education, and hiring trends in various industries in RTP
  - Data validated experiences of service providers
  - Consider what types of education is available in school system (or not)
  - Working at Crosby to connect people who have been justice-involved who have trade skills with entrepreneurial opportunities
- Small Group Work: Consider **how** to implement group goals
  - Target population? Scope of work? What and how? Who?
  - How to coordinate efforts
  - Wake Network of Care
    - Level of utilization?
    - One-pager/infographic that gives a snapshot of what job training programs are available (similar to food allergy infographic with dots)
- Groups Report Out and Discussion
  - Inventory workforce development programs and determine efficacy
    - Coordinate resources after asset mapping
    - Many resources exist but need to be marketed better, use of tools like social media or faith community, how to meet people where they are
  - Finding jobs that pay a living wage
  - Working with WCPSS
  - How to address barriers for families (transportation, childcare, mental health, addiction)
  - Potential target population – high school-aged youth to early 20s
  - Marketing through referrals and coordination with other service providers
  - Work with leaders in industry to pressure Department of Public Instruction or WCPSS to serve industry workforce needs
  - Go directly to high schools or where high schoolers might be for job fairs or “what’s next” fairs

- Work with guidance counselors and career development counselors in schools
- Ideas and action items
  - Workforce “week” or “month” recognized by local leadership to build momentum around workforce services and marketing
  - Create infographic that shows what resources/services are available and what they each offer
  - Research workforce development options available
  - Coordinate with other service providers to address barriers like childcare
  - Advocate to WCPSS and gather intel, consider what topics could be reintroduced to public school curriculum
    - Letter to superintendent and letter to the editor in N&O
  - Social media marketing campaign

**Next meeting: Tuesday, October 9 at 11:30 am**