



**Rowan County Board of Commissioners**  
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**To:** Rowan County Board Commissioners

**From:** Vice-Chairman Jim Greene

**Date:** November 1, 2016

**Subject:** Jobs Initiative Program

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Attached please find an outline for a Jobs Initiative Program (Program) in Rowan County. This Program, like our East Spencer Program, would take certification programs to individuals in different communities. At this time we are projecting Cleveland, China Grove, Rockwell and West End in Salisbury.

This Program is not only for a manufacturing institute but would allow individuals to be certified and placed in other job markets.

Our budget for these four 8-week courses would be approximately \$100,000. Our goal is to have 20 to 25 people participate in each enrollment opportunity.

There are many variations of this project that may develop. I ask that this be added to our agenda for November 7, 2016.

If you have any questions, please contact me.

## Growing Rowan Community Employability Project Proposal

As part of the **Growing Rowan** initiative, Rowan Commissioners have requested Rowan Cabarrus Community College to propose community-based outreach and delivery strategies for workforce development to support economic growth. The college's award-winning R3 (Refocus, Retrain, Re-employ) model will serve as the service delivery structure to meet the following objectives:

### ***Increasing Access to and Participation in Employability-Building Activities for All Rowan Residents***

Raising the labor force participation rate among Rowan residents is crucial to long term economic growth and prosperity. **This initiative is designed to engage citizens where they live with services that prepare them for high-growth, high-wage careers.** Specific training and placement activities will assist Rowan residents connect with job opportunities within Rowan County Government Offices or with local employers.

### ***Building Stronger Networks to Solve Community Barriers to Workforce Participation and Success***

Improving Rowan County's ability to solve complex problems, we must link and leverage our assets to innovate, conserve and grow. This project will not only address a current problem, but will establish a framework for similar projects in the future in the communities served.

### ***Raising Wages of Rowan Workforce Through Skill Development and Access to Better Jobs***

Rising incomes drive county growth and stability. Access to career planning, skill training and job opportunities stimulates growth at the household, community and county level.

## Services Strategy and Prototype Timeline

Building on and in addition to the Rowan Commissioners' investment in East Spencer, four zones have been identified within Rowan county for delivery of employability services:

- West Rowan/Cleveland
- China Grove/Landis
- Rockwell/Granite Quarry/Gold Hill
- Salisbury West End

One zone would deploy each fiscal quarter, using the strategy and sequence outlined below:

**Community Forum**—to establish needs and outcomes while identifying assets, partners and resources that fill community needs and leverage existing capabilities (Day 1-Day 30)

**90-Day Community Plan**—to promote, roll out, deliver and evaluate Employability and Foundation Skill services and courses (Day 31-Day 120)

**Promotion and Outreach**—to inform and motivate community residents about the services, scholarships and job opportunities available (Day 31-120)

**Occupational Course Delivery**—to connect interested residents with appropriate Occupational Training and Certification courses (whether on-site, online or on-campus) (Day 60-ongoing)

**Community Sustainability**—to identify resources and partners within the community to deliver ongoing services to residents and businesses (ongoing)

## R3 On Demand Employability Services Menu for Rowan Communities

### Employability Services, Clinics and Seminars:

- Career Coaching—build individual 30-day action plans for career choice and skills development
- Working Smart—enhance workplace effectiveness skills and habits
- Resume Clinic—start a new resume or enhance an existing one
- Interview Clinic—tell your story clearly to prospective employers

### Foundation Skills Courses:

- Adult Basic Education—improve workplace math and reading skill levels
- GED Preparation—earn a high school equivalency
- Work Keys Career Readiness Certification—prove to employers you have what it takes
- College Admissions Testing Preparation—test your best for optimal college placement
- Digital Literacy—bridge the digital divide and increase access to online resources
- Overcoming a criminal past to find employment

### Occupational Training and Certification Possibilities:

- Introduction to the Medical Field
- Certified Production Technician (NCMI)
- Truck Driving
- Detention Officer
- Phlebotomy
- Nurse Aide
- Welding
- Notary
- Medical Coding and Billing
- Fork Lift Operator
- ServSafe
- NCFast for DSS Positions

