



# PY2020-21 ANNUAL REPORT

PLUS

**SPECIAL REPORT: COVID-19 REVIEW**

An overview of GuilfordWorks' response during a global pandemic



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# TABLE OF CONTENTS

<b>INTRODUCTION</b>			<b>BUSINESS SERVICES</b>		
From Our Director	2		Data/performance, V-Series,		
Board Of Directors	4		Virtual Job Fairs	18	
			Adult Apprenticeship	19	
<b>SPECIAL REPORT</b>			<b>STRATEGIC INITIATIVES/PARTNERSHIPS</b>		
State of the Workforce Covid-19 Recap	5-8		Community Conversations		
			Operation Workforce Recovery	20	
<b>INNOVATIONS</b>			<b>FORWARD THINKING</b>		
ZipWhip   Up360	9		Emerging Workforce Center	21	
<b>STRATEGIC INITIATIVES/PARTNERSHIPS</b>			<b>WDB WORK</b>		
Coursera, CE-Oh!	10		Mission & Vision   Strategic Plan		
			Committees	22-23	
<b>INNOVATIONS</b>			<b>MARKETING &amp; COMMUNICATIONS</b>		
VOS Greeter   Adobe Sign	11		Performance Year Highlights	24-25	
<b>ADULT AND DISLOCATED WORKER SERVICES</b>			<b>INNOVATIONS</b>		
Key Accomplishments,			Career Center Redesign	26-27	
Overview and Services, Job Fairs	12		<b>STRATEGIC INITIATIVES</b>		
Success Stories	13		Mobile Career Center	28-29	
<b>YOUTH SERVICES</b>			<b>SYSTEM HIGHLIGHTS</b>		
Key Accomplishments,			Governor's Award (Code Guilford)		
Overview and Services, Virtual Workshops	14		Local Innovations Spotlight (Coursera)	30	
Success Stories	15		<b>PROGRAM PROVIDERS</b>		
<b>PERFORMANCE DASHBOARD</b>			Two Hawk, EDSI, NCDOC	31	
A Look at the Numbers	16-17		GuilfordWorks Staff	32	





# TO OUR STAKEHOLDERS



## 2020: A YEAR OF “FUNDAMENTAL CHANGE”

2020 was challenging, in several ways, for businesses and residents throughout our community. We continued to navigate a public health crisis that disrupted the lives of tens of thousands of workers in Guilford County. Hundreds, if not thousands, of businesses significantly reduced their workforce or permanently laid-off workers. These actions created an unexpected economic crisis, resulting in our community’s unemployment rates soaring as high as 16-17%, representing nearly 44,000 individuals who were laid off or had their hours reduced to the point where they had to rely on state/federal unemployment benefits. Highly-marginalized populations, notably those in black and brown neighborhoods, were disproportionately impacted by the pandemic – with some communities experiencing unemployment rates as high as 24-25%.

**Chris Rivera**  
Executive Director

Despite these challenges, we witnessed the resiliency of our community. We observed the creativity of local businesses, shifting practices to ensure that existing and returning employees could safely return to the workplace.

Companies throughout our community leveraged or invested in innovations and technologies to create space for our workforce to continue contributing to the economy in remote environments. We saw municipalities, nonprofit organizations, human and social service agencies, and corporate partners all step up to raise, collect, and distribute critical resources. The sole purpose of this level of community philanthropy was to ensure affected workers – our most vulnerable and at-risk residents – could provide for themselves and their families.

As we traversed through what seemed to be endless health and economic crisis, our workforce development system continued to create opportunities for job seekers and businesses across the county. We found a need to quickly support businesses through virtual environments, allowing them to recruit talent in virtual and open-air environments in safe and efficient ways. We created educational opportunities for companies to access on-demand webinars, facilitated by our Business Services team, to address return to work strategies and connect to resources needed to upskill existing workers to meet the demands of shifting business practices.

In response to the growing number of individuals that needed to access employment and training services through GuilfordWorks, we strategically invested in technology to coordinate, communicate, and connect residents to services that would aid them in developing skills needed to get back to work. Like many organizations, we modified our operations by limiting the number of in-person services, ensuring the health, safety and wellbeing of the public and our staff.



## OUR RESPONSE WAS COMPREHENSIVE, having:

- deployed virtual access to our talent development and employment consultant teams;
- expanded the bandwidth of our wi-fi to allow customers to park in our parking lot and use our facilities as a hotspot;
- created online networking and mentoring groups;
- digitized all of our workshops to ensure customers could participate remotely; and
- leveraged texting platforms to distribute information and connect our customers to resources.



Moreover, we explored safe ways to mobilize employment and training services directly within communities throughout Guilford County to ensure that anyone who needed them could access them.

We could not have done this work alone. We were fortunate to have had an opportunity to work with amazing partners in this space over the past year. We’ve had the pleasure of collaborating with community development organizations, community action agencies, nonprofits, higher education institutions, K-12 leaders, municipal partners and countless leaders in our community. We collectively agree that our community deserves an equitable workforce system that is easily accessible and navigable to all. We embrace the philosophy that “together is better,” and we cannot effectively do this work alone.

We made it through despite the challenges that 2020 – the year of “fundamental change –” presented to us. Amid significant loss and despair, our workforce development system thrived, and in many ways, has been transformed. We have learned that we are part of a resilient community, and there are different ways to achieve more remarkable results. Long gone are the days where individuals seek employment in traditional methods. We can no longer solely rely on individuals coming into brick and mortar locations to receive life-changing services and resources; instead, we must continue to engage at the community level and meet residents where they are. We must continue to leverage and collaborate to create a better system that moves individuals and families towards self-sufficiency; siloing is no longer an option.

Supporting businesses and getting our community back to work remains GuilfordWorks’ highest priority. We are thankful for committed team members who show up every day in service of others. We appreciate our board of directors, public/private sector leaders who volunteer their time to guide this system while ensuring we operate impactful programs. To our community and municipal partners, we thank you for your support and service to Guilford County residents. And, to our community, we thank you for trusting us to support you in your journey; we do not take this lightly.

In service,

**Chris Rivera,**  
Executive Director, GuilfordWorks WDB



# GUILFORDWORKS COVID-19 RETROSPECTIVE

## BOARD OF DIRECTORS

<b>Harley S. Garrison</b>	Chief Executive Officer, Starr Electric Company, Inc.	<b>Jason Caldwell</b>	Founder & CEO, UBUNTU Consulting Group
<b>Diane Everhart</b>	HR Manager, Workforce Dev., Cone Health	<b>Eva Ogden</b>	Sr. Vice President, Financial Advisor, Pinnacle Financial Partners
<b>George Jordan</b>	President, MT Company	<b>Rachel Eitzen</b>	Recording Secretary/BA Teamsters Local 391
<b>Dave Robson</b>	Dir. of Operational Excellence United Healthcare	<b>Alvin Warwick</b>	Business Manager Local Union 342 IBEW
<b>Robert Hudson</b>	Wealth Management Advisor, Northwest Mutual	<b>David Bolton</b>	Dir., Workforce Initiatives, Community Foundation of Greater Greensboro
<b>Tonya Foster</b>	Vice President, Core Technology Molding Group	<b>Sandy Dunbeck</b>	Sr. VP of Economic Development High Point Economic Dev.
<b>Will Berry</b>	VP of Operations, Berico Fuels	<b>Caroline Brigmon</b>	Regional Operations Dir. NC Division of Workforce Solutions
<b>Gary Graham</b>	President, Graham Personnel Services	<b>María Layne-Stevens</b>	Chief Executive Officer, Guilford Child Development
<b>C.C. Lamberth</b>	Chief Executive Officer, C2 Contractors, Llc.	<b>Dr. Manuel Dudley</b>	VP of Workforce and Cont. Education, Guilford Technical Community College
<b>Steve Fleming</b>	President & CEO, The Well Spring Group	<b>Andrea Derflinger</b>	Counselor in Charge, NC Services for the Blind
<b>Kevin Robinson</b>	President/CTO, RTriad Enterprises, LLC	<b>Marvin Price</b>	Executive VP of Economic Development, Greensboro Chamber of Commerce
<b>David Ramsey</b>	Dir. of Business Development, Landmark Builders	<b>Sharon Barlow</b>	Deputy Director, Department of Social Services
<b>Yolanda Smith</b>	Manager – Organizational Effectiveness & Performance, VF Corporation		



## ADAPTING TO AN EVER-CHANGING LANDSCAPE

*In December 2019, a novel pneumonia was first reported, with a high potential of transmissibility between humans. Suddenly, our lives were forever altered.*

This pandemic continues to pose a real threat to our workforce and economy and has dramatically impacted our daily lives with implications on a global scale.

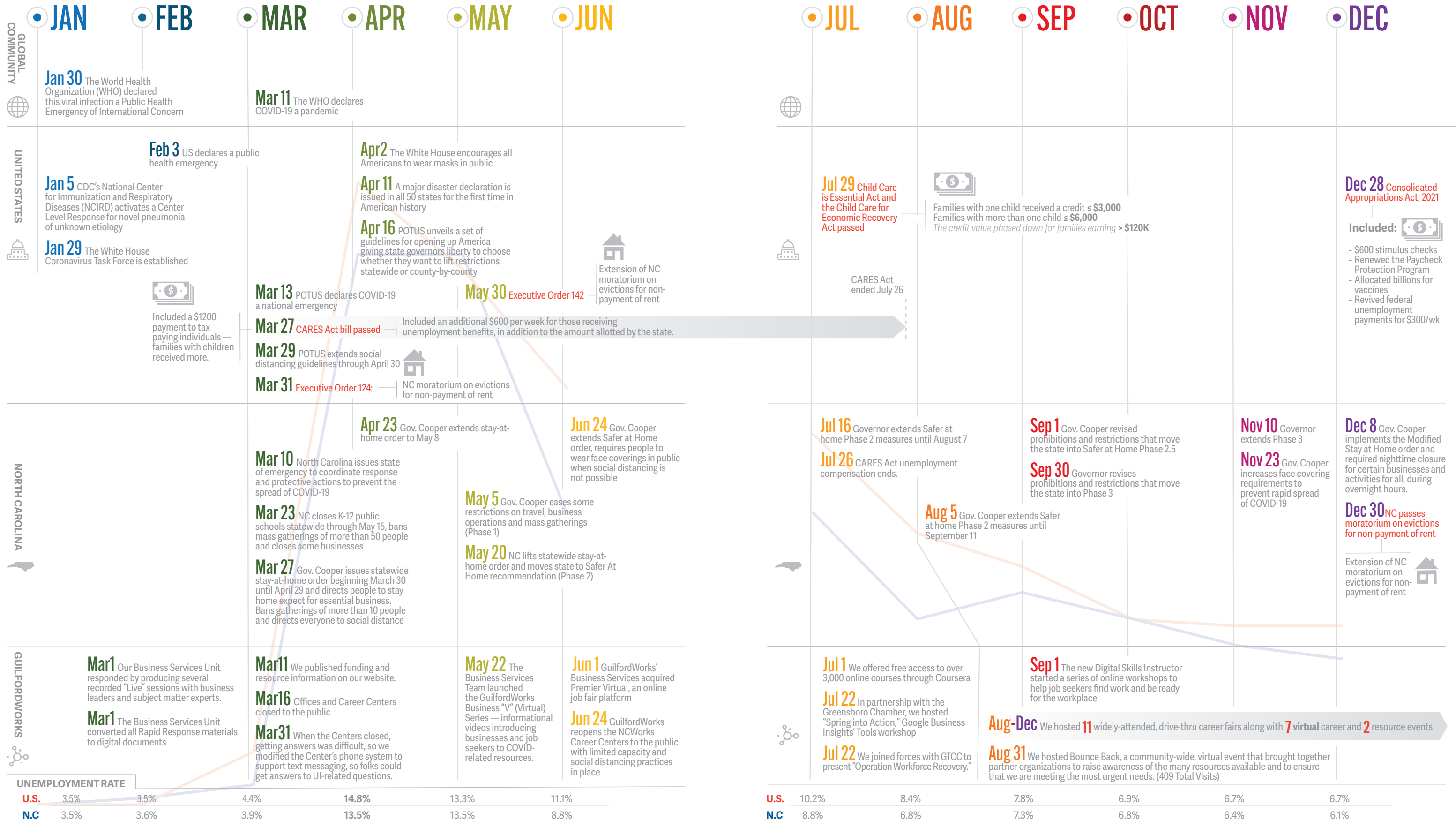
Disruptions to the labor market were most pronounced in the second quarter of 2020, when widespread lockdowns led to working-hour losses equivalent to 525 million jobs.

During 2020, the COVID-19 pandemic and the resulting lockdown caused 114 million people to lose their jobs nationwide. The International Labour Organization (ILO) estimates working hours lost in 2020 were equivalent to 255 million full-time jobs, leading to \$3.7 trillion in lost labor income.

The following timeline provides a brief overview of landmark regulatory and legislative declarations made during the COVID-19 pandemic. The timeline also looks at how these global, national, statewide, and local decisions impacted our system and how GuilfordWorks adapted to serve our community better and confront the challenges.



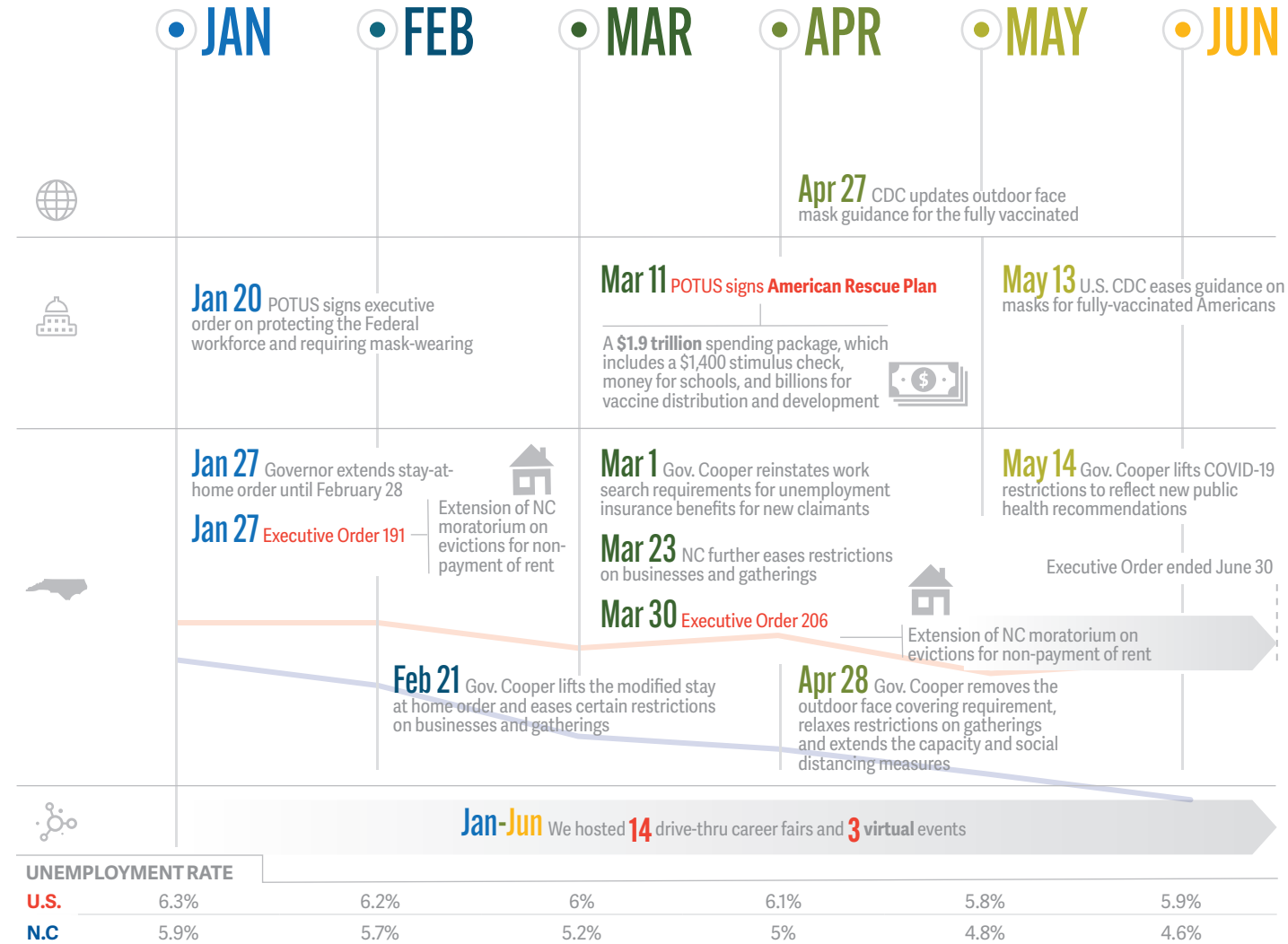
# 2020 TIMELINE





# 2021 TIMELINE

## SPECIAL REPORT: COVID-19 REVIEW



Source: U.S. Bureau of Labor Statistics

### Unemployment Claimants

	HIGH POINT	GREENSBORO	COMBINED
July	12,471	29,074	41,545
August	11,067	25,686	36,753
September	9,844	22,816	32,660
October	8,244	19,365	27,609
November	7,176	16,860	24,036
December	6,675	15,848	22,523
January	7,353	17,419	24,772
February	7,158	16,837	23,995
March	6,896	16,067	22,963
April	6,012	13,967	19,979
May	5,548	12,584	18,132
June	4,792	10,832	15,624

Source: NCDOC Division of Workforce Solutions



Once the Career Centers reopened to the public, safety measures, such as social-distancing markers, plexiglas shields and sanitation stations were employed.

## INNOVATIONS

Throughout the year, we introduced several cutting-edge products and programs to deliver timely information to job seekers and a skilled workforce to employers.

### ZIPWHIP

In March, after the centers closed, GuilfordWorks introduced SMS (short message service) text messaging to support job seekers, furloughed workers and businesses. To implement this new program, we purchased **ZipWhip**, a cloud messaging service utilizes software that allows a landline phone system to compose SMS. This gave workforce development staff the ability to send and receive customer texts from a desktop computer, laptop, tablet or mobile device.



Initially utilized for increased customer service engagement, GuilfordWorks quickly pivoted its use during the stay at home orders to quickly provide SMS support for general and instructional questions regarding Job Postings, Job Search, and Unemployment Insurance Benefits.

This feature allowed us to:

- Be more responsive in addressing customer needs and concerns
- Improve customer engagement/ follow up
- Increase retention rates
- Positively impact overall customer satisfaction

### CAREER LABS VR

Up360 is a virtual reality (VR) development firm specializing in innovative and educational real-world career modules supporting career exploration. This software allows GuilfordWorks the unique ability to train and educate youth, young adults, and adults through practical career programs using virtual and augmented reality. Up360's revolutionary software is specifically designed to let jobseekers explore various career paths (HVAC, Welding, Equipment Operator, Electrician, etc.) in a realistic and immersive environment.



This capability allows us to:

- Be more innovative in introducing/educating customers to high demand career opportunities
- Increase customer engagement/ follow up
- Reduce and narrow the gap between impression and reality of industry
- Strengthen the local area talent pipeline for employers

### HIGHLIGHTS

- **27,186** messages exchanged between NCWorks and customers in need of services
- **5,465** individuals connected to Unemployment Insurance information
- **2,059** individuals provided employment connections
- **1,760** individuals were scheduled for virtual appointments



# STRATEGIC INITIATIVES

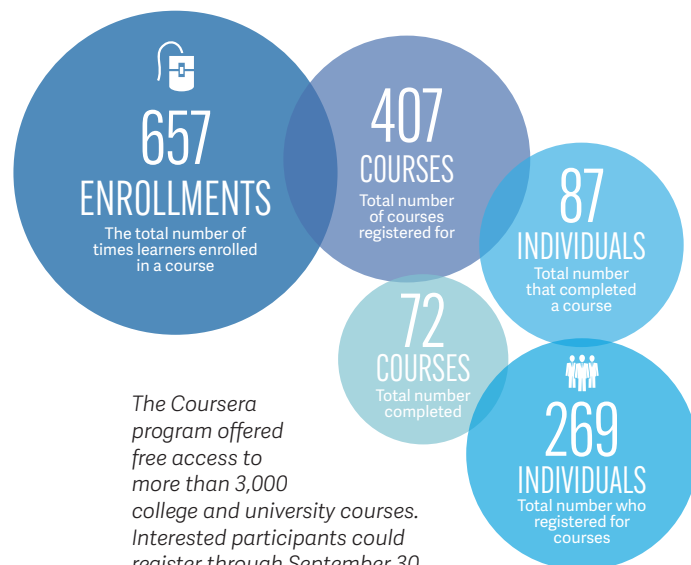
GuilfordWorks partnered with other organizations to deliver free educational opportunities for interested individuals throughout Guilford County.

## COURSERA

After many businesses closed down operations and individuals were without work, GuilfordWorks hoped to provide meaningful resources to those hardest hit. So, we teamed up with **Coursera**, an online learning platform, to offer FREE access to over 3,000 online courses, covering skills in business, technology, and data science as well as specialization content for upskilling, such as construction, manufacturing, and health care. Coursera's platform is mobile-friendly and multi-lingual, enrollees can even download courses for convenient offline access. These courses concentrated on skills and professional certifications that could help individuals find new jobs in high-demand industries.

### Through this initiative:

- GuilfordWorks supported the goal of MyFutureNC to have 2 million North Carolinians ages 25-44 with high-quality credentials or post-secondary degrees by 2030.
- GuilfordWorks sought to connect individuals that participate in Coursera to employment within the sector for which they completed.



## CE-OH!

**CE-Oh!** was a virtual business and entrepreneurship training program that primes participants for success. Whether a person wants to start their own business, enter the workforce, become an apprentice, or take college courses, CE-Oh! offered timeless skills for the modern worker.

CE-Oh! consisted of a blended learning curriculum that is designed for unemployed and underemployed individuals looking for ways to build their portfolio and gain economic traction.

The CE-Oh! program consists of e-Learning modules, Guided Application Sessions, Guest Speaker events, and other group activities including weekly team simulations that correlate with the content learned in that week's sessions.



At the end of the 8 weeks, participants who were fully engaged and successfully completed the CE-Oh! program were prepared to take the Entrepreneurship and Small Business (ESB) certification exam. The ESB certification is a nationally recognized certification that validates a student's understanding of core business principles, including the essentials needed to launch and maintain a successful business.

### PROGRAM HIGHLIGHTS

- **34** individuals expressed an interest
- **31** individuals submitted an application
- **23** applicants were determined eligible
- **15** individuals enrolled in the course
- **11** individuals completed the course

# INNOVATIONS

We introduced exciting new technologies and modifications to deliver an improved and safer experience to our Career Center customers and staff.

## VOS GREETER

**VOSGreeter** is an automated check-in system designed to greet visitors as they walk through the door. It is beneficial for front-line staff because it streamlines the process of connecting visitors with the appropriate staff.

Initially, the Centers implemented VOSGreeter as a self-directed check-in via Ipads, mounted on stands. Visitors would check in via VOSGreeter, and staff are notified of their arrival.

Once offices moved to virtual-only services, GuilfordWorks staff recognized that an existing feature within VOSGreeter could be repurposed to capture valuable data and document the services provided (virtually) during the pandemic.

VOSGreeter replaced stand-alone check-in systems that required separate registration and check-ins. VOSGreeter keeps visitor data and registrations in one place.

**VOSGreeter** is an automated check-in system designed to provide:

- Easier, Faster Check-Ins for Participants
- Online Notifications for Staff
- Visitor Tracking for Managers
- Virtual Check-in system: Replacing Service Intelligence

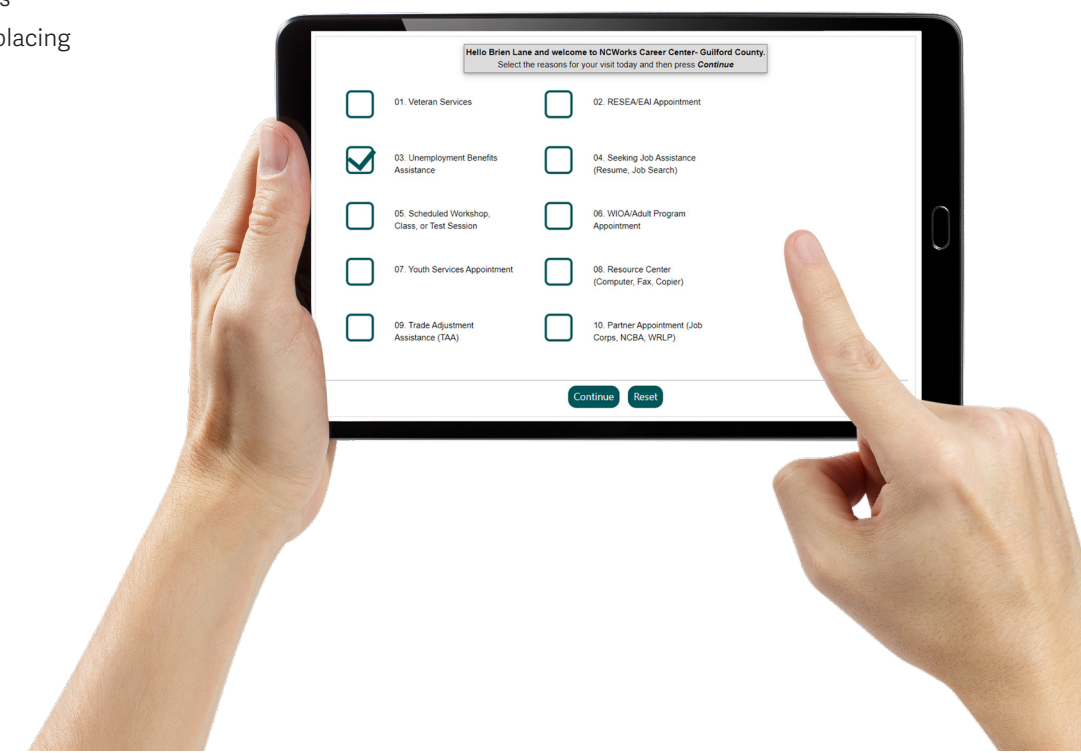
## ADOBESIGN

**AdobeSign** is a cloud-based e-signature service that allows the user to send, sign, track, and manage signature processes using a browser or mobile device.



The NextGen Young Adult Services team adopted Adobe Sign software, which allowed participants to complete and sign applications and enrollments virtually. Keeping both the staff and customers safe during the shutdown.

VOSGreeter replaced stand-alone check-in systems that required separate registration and check-ins. VOSGreeter keeps visitor data and registrations in one place.





## ADULT & DISLOCATED WORKER SERVICES

*Adult and Dislocated Worker Services in Guilford County provide quality employment and training services to help eligible individuals find and qualify for meaningful work and help employers find the skilled talent they need to compete and succeed in business.*

Although the adult/dislocated worker team was on-site during the shutdown, we successfully provided virtual services to roughly 30% of our clients via our program's talent development and employment solutions arms.

We began the program year by developing several new processes to implement a fully integrated service delivery model that includes collaboration with our North Carolina Divisions of Workforce Solutions (DWS) and GuilfordWorks staff partners.

The pandemic and high unemployment rate serve as reminders of the importance of ensuring employment and training services are provided to people who are out of work and desire to transition to new jobs.



We believe our program is the gold standard for success across the state during this challenging time. It has a mission to operate a program that measures success by the long-term impact on job seekers and local businesses and industry. A vision to elevate the NCWorks Career Center's image by providing a positive job seeker experience, cultivating employer partnerships that lead to sustainable employment, and implementing initiatives that promote a healthy economy. All of this will allow us to lead the conversation on workforce operations and create a positive narrative about the workforce's future in our region.

### Talent Engagement

In partnership with DWS, our Talent Engagement team provides services to every Career Center visitor. Upon entry, contractor and state employees assess individuals to determine their needs and interests, and quickly route them to the appropriate WIOA services team member.

### Reemployment Services & Eligibility Assessment (RESEA)

During the delivery of RESEA services, clients are introduced to WIOA and transferred to a WIOA team member who can further assist them in career development, training resources or job placement.

### Talent Development

Our service providers assist with overseeing and auditing the WIOA enrollment process, providing monthly auditing services to ensure the system's integrity and file compliance with state and federal regulations. These service providers help assess job seekers' "career-readiness" and identify the appropriate team member to assist with their employment needs. Further, they provide human resources to help execute on-the-job training and invoice reconciliation. These service providers have developed a productive collaboration with GuilfordWorks staff, which has led to several OJTs, long-standing employer relationships, and job seekers obtaining full-time, sustainable employment.

## SUCCESS STORIES

### DR. ELIZABETH JETER

Dr. Jeter is the definition of success. She has worked as an instructor in the realm of higher education for some time. However, due to the COVID-19 pandemic, she was laid-off from her employer. Because of this, and having a family to support, she sought services through our dynamic Guilford County NCWorks team.

Although, the NCWorks system, at-large, has primarily focused on in-demand and kinesthetic-based work experiences, assisting Dr. Jeter was a mission that our team took pride in. As a member of our local system, Dr. Jeter received soft-skills training to aid with networking, salary negotiation and transferable skills. Not only has she demonstrated the enthusiasm to prosper, but she also has utilized the many workshops and resources via our workforce system to reach her goals. Because of this, she was able to gain employment in her area of interest and was able to work in her desired environment: higher education. Dr. Jeter has since found a job where her skills are valued and work/life balance is of high importance and is receiving a salary of approximately \$75,000 annually.



### BUKOKO SEKIYOBA

Bukoko came to the U.S. a year ago as a refugee from Uganda looking for more opportunities for himself, his wife, and five young children. In Uganda, Bukoko received a bachelor's degree in teaching services and served as a nurse in Congo. Unfortunately, his nursing license and degree were not transferrable to the U.S. Over the past year, Bukoko has been working at Mountaire Farms as a farm animal caretaker. He came to an NCWorks Career Center in January 2020 to receive assistance to re-start his training path in nursing so that he can provide for himself and his family. Due to the pandemic, however, he was unable to begin classes in March, but with the help of the Guilford County NCWorks team, Bukoko started his CNA course at Guilford Technical Community College in September 2020 and is now a licensed CNA. He is currently enrolled at GTCC to complete pre-requisites for nursing school as he plans to begin an RN program in 2022.



### PROGRAM HIGHLIGHTS

- Provided services to **30,033** customers through our Career Centers
- **\$17.51** per hour was the average wage of Adults completing case managed services
- **19** justice-served job seekers obtained sustainable employment, when we successfully introduced our justice-served population to many of our employers
- Enrolled **657** new customers into case managed (career and training) services (WIOA Enrollments by Program)
- **66.41%** of participants are employed or in secondary education 180 days after completing programming
- We hosted **26** well-attended in-person and **4** virtual hiring events, and helped **67** unique employers.
- **133** industry credentials earned by customers participating in training services
- Formed work-based learning relationships with **11** different employers

## YOUNG ADULT SERVICES

*The NextGen Young Adult Program provides employment and training services to youth ages 16-24 throughout Guilford County. NextGen serves youth with barriers who require additional assistance to enter or complete an education program or to secure and retain employment.*

During the pandemic, NextGen developed several workshops, resources and partnerships. Using Facebook Live, NextGen hosted virtual workshops including Empowered for Employment and Reigniting Careers, a bi-weekly workshop designed to help youth and young adults create a resume, improve interview skills, how to discuss a criminal background and how to use LinkedIn. The "Preparing for Seasonal Employment" virtual workshop, a collaboration with the YWCA and Guilford Partnership for Children, was designed to prepare youths and young adults for seasonal employment. Following this workshop, NextGen hosted a Seasonal Virtual Job Fair via Premier Virtual to connect young adults to transitional opportunities during the pandemic. These non-traditional opportunities allowed young adults to build work experience and learn basic employability skills.

Guilford County School's Guilford Parent Academy partnered with NextGen to offer virtual workshops on employment resources. These workshops explored employment leads, strategies to accomplish goals, understanding how to be a responsible employee and starting a solid career.

In partnership with Guilford Technical Community College and Energywise, NCWorks NextGen created the Industry Spotlight Series, highlighting advanced manufacturing and HVAC developed interests. A local team discussed employment outlook, success stories and training and financial assistance available through the NextGen program.

One of the larger-scale virtual events developed by NextGen was the NC Virtual Youth Summit, a week-long workshop featuring motivational speakers, employers and college tours. To provide quality services and reduce risk to customers and staff, NextGen utilized digital services like iPads, Docusign to allow virtual enrollments, and ZipWhip /Google to maintain contact with young adults and participants via texting services.



The NextGen program worked with its NCWorks Digital Skills instructor to provide weekly virtual career readiness workshops such as Resume Building, Interview Skills, Job Search Techniques and many others. These virtual workshops continue to be well attended by young adults and others.

## SUCCESS STORIES

### GENESIS FLORES

In January 2020, Genesis enrolled in the NCWorks NextGen program. During her first meeting, she informed her youth advocate that she wanted to work in the healthcare field. Originally, she was interested in becoming a Sonographer, however, after career exploration, and doing research with



her advocate, Genesis decided that she wanted to obtain her Clinical Medical Assisting Certification.

Despite having a sick child, occasional transportation issues, working part time and experiencing hardship because of the pandemic; Genesis successfully finished a Paid Work Experience and completed her CCMA course.

Not only did she complete the course, but she passed her Board Exam and found permanent employment as a Certified Medical Assistant making \$14.72 an hour with benefits.

### HANNAH WAGNER

Hannah began her journey with the NCWorks Career Center and NextGen in August 2020. When she started with the NextGen program she was interested in cardiac monitor tech training and receiving career readiness skills. She successfully completed career assessments, career readiness workshops and mock interviewing with her youth advocate and digital skills instructor. This process led her to an internship opportunity with Dr. Warr Pediatrics and associates in High Point, NC. Hannah started her internship in October 2020 as a clinical assistant making \$12/hr.

After successfully completing all learning tasks as an intern, she was offered a part-time position which had the potential to become a full-time employment opportunity.

Hannah successfully completed cardiac monitor training through GTCC and received her certificate. Not only did she successfully complete an internship and a quick careers program, Hannah also participated in the mentoring sessions. During her time in NextGen, Hannah's youth advocate provided comprehensive guidance and counseling, leadership development, career readiness development and supportive services. Most recently, Hannah accepted a full-time position with Dr. Warr Pediatrics as a clinical assistant.



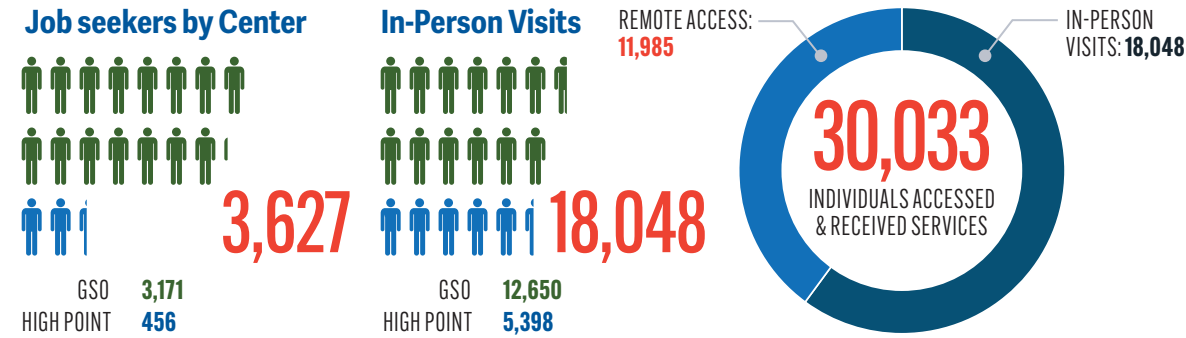
### PROGRAM HIGHLIGHTS

- **251** new young adult enrollments
- **259** participants exited the program
- **73.36%** of participants are employed or enrolled in secondary education 180 after exit
- **119** young adults participate in a work experience
- **\$11.80** average wage for exiting youth
- Work experience relationships with **18** different employers
- NextGen hosted **2** virtual career fairs



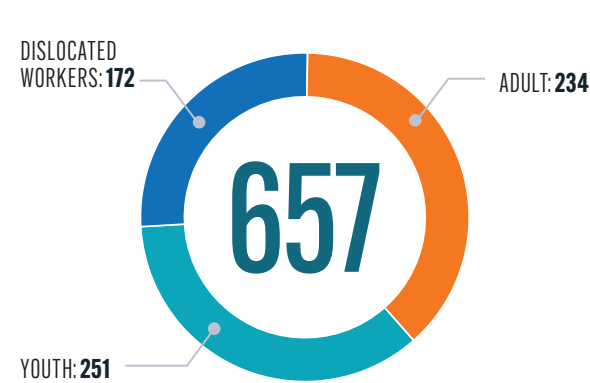
# PERFORMANCE DASHBOARD

## BASIC CAREER SERVICES



## CASE MANAGED SERVICES

### WIOA Enrollments by Program



### Obtained Employment



## BUSINESS SERVICES

**922**  
 EMPLOYERS ENGAGED SYSTEM-WIDE IN PY20-21

	ADULT	DISLOCATED WORKER	YOUTH
Infrastructure Costs Expended	\$408,997.00	\$ 403,996.00	\$360,675.00
Career Services Costs Expended	\$635,694.48	\$ 355,438.46	\$1,199,582.01
Training Services Costs Expended	\$139,066.23	\$24,167.20	\$54,574.43

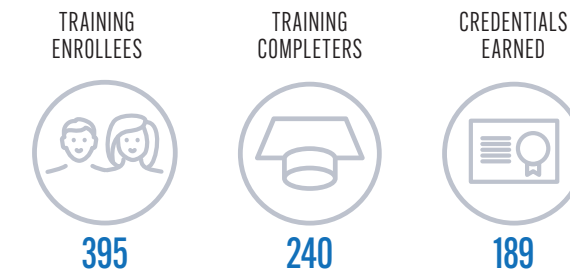
Last year (PY20), Guilford Works invested approximately **\$3.6** million into workforce services throughout Guilford County.



PERFORMANCE YEAR 2020 (JULY 1, 2020 – JUNE 30, 2021)  
**AT A GLANCE**

## CASE MANAGED SERVICES

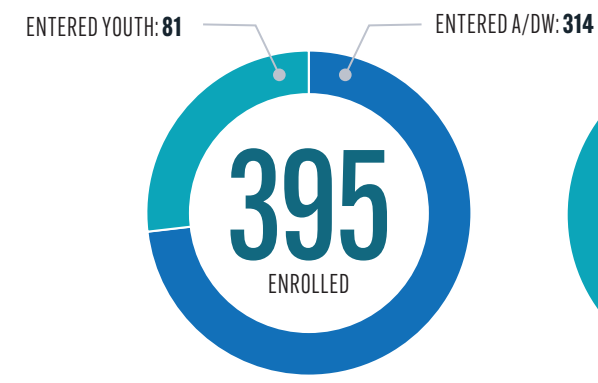
### Occupational Training Outcomes



CUSTOMERS SERVED VIA VIRTUAL PLATFORMS BY TALENT DEVELOPMENT & BUSINESS SERVICES

**30%**

### Occupational Skills Training



### Job Placement Outcomes



## PROGRAM OUTCOMES

	EMPLOYED	EXITERS	WAGES
Adults	128	342	\$17.51
Dislocated Workers	74	131	\$17.66
Youth	119	259	\$11.80
Wagner-Peyser	5550	6,863	\$5,013.00

\*The number of individuals employed after exit.  
 Represents an average of Median Earnings per quarter. Does not take into account an hourly rate or whether an individual is FT or PT.

# BUSINESS SERVICES

## PROGRAM HIGHLIGHTS

- Awarded **\$49,394** in Incumbent Worker Training Grants for local small businesses to up-skill their existing workforce
- **4** businesses received grants of more than **\$20,000**
- **71** employees received skill-enhancement training
- **4** apprentices participated in our Adult Apprenticeship Program
- **2** Pre-apprentice training partners and **5** Employer-apprentice partners participated in our Adult Apprenticeship Program
- **9** local companies participated in our Work-based Learning programs
- Business Services conducted **8** virtual Career Fairs, **2** Resource Events, and **1** Career Expo with more than **138** employers and **81** agencies.
- Provided Worker Dislocation Services to **5** Guilford County companies that were downsizing their workforce and information sessions to approximately **527** impacted workers

**LEARN MORE** View segments of the **GuilfordWorks Business V Series** at <https://bit.ly/3G2xBSi>:

## VIRTUAL EVENTS

The Business Services team acquired Premier Virtual, an online career fair platform — chosen by nearly 200 Workforce Development Boards — making it the number one virtual career fair platform in the industry.

The acquisition of that software sustained continued system growth and customer engagement. This program led to increased discussions between our workforce development partners and employers.

From June of 2020 through March of 2021, the Business Engagement Team Conducted 8 Virtual Career Fairs and 2 Resource Events, featuring 138 employers and 81 partner agencies with over 1,800 positions posted.

Our Business Services staff also hosted two days of in-person training for operational staff to utilize this platform.

## BUSINESS “V” SERIES

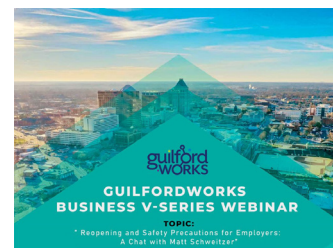
In response to the pandemic GuilfordWorks produced informational video content that could be delivered online.

These videos allowed our team to quickly and safely deliver information on unemployment benefits, special funding programs for employers, and other high-demand topics relevant to the pandemic.

This concept evolved into the **GuilfordWorks Business V Series**, a webinar format in which our team engaged with the community through discussion of meaningful topics with local subject matter experts. Community response was overwhelmingly positive.

GuilfordWorks produced seven Business V Series Webinars, each covering a relevant topic:

- Capital access for small business
- Safely returning to the workplace
- Cybersecurity when working from home
- Career pathways
- Introduction to Justice Served programs
- and more.



The average webinar attendance was 25 persons. However, each webinar was recorded, edited, and uploaded to GuilfordWorks' YouTube channel, allowing anyone unable to attend to view at their convenience.

# ADULT APPRENTICESHIP PROGRAM

## ADULT APPRENTICESHIP

Our Business Services team worked with local businesses, education partners, and state agencies to develop an adult apprenticeship program.

In March 2020, the GuilfordWorks Adult Apprenticeship Program became a registered apprenticeship program, making GuilfordWorks the first workforce board in the Piedmont recognized with this honor.

This program is an adult-focused apprenticeship initiative that prepares unemployed and underemployed adults and out-of-school young adults (age 18-24) who can benefit from this level of participation in the workforce.

To date, there have been limited opportunities for this population to access apprenticeship prospects in a coordinated manner. This initiative also serves as an excellent opportunity for job seekers within the women and minorities, veterans, older youth, and justice-served populations.

In the GuilfordWorks Adult Apprenticeship program, apprentices are paired with experienced mentors and trained in all aspects of the occupation. Currently, this program offers three industry tracks: welding, cybersecurity, and computer support specialist. As this program grows, GuilfordWorks plans to expand to create new industry tracks.



Computer Support Pre-Apprenticeship Completion and Awards Ceremony (L-R) Fred Henry, Joshua Berry, Andre Jones, Johnathan Berry, Melissa Smith

Despite the COVID-19 Pandemic — and thanks to our partnership (Nehemiah Community Empowerment Center, and ApprenticeshipNC) — 4 of our NextGen participants were able to complete Phase 1 of their Pre-apprenticeship ITF component. Our participants earned their Intro to PC/Digital Lit and ITF+ Certification with CompTIA. These certifications are currently in high-demand within Information Technology occupations.

## COVID RESPONSE



**RAPID RESPONSE**  
We converted all packet materials to digital documents



**BUSINESS “V” SERIES**  
Informational videos discussing resources during COVID



**ONLINE “LIVE” SESSIONS**  
Recorded videos with business leaders and topical experts



# STRATEGIC INITIATIVES/PARTNERSHIPS

## COMMUNITY CONVERSATIONS

Community Conversations is a series of discussions held with community members and leaders from Greensboro and High Point. GuilfordWorks partnered with East Greensboro Now Inc. and Goodwill Industries of Central NC to facilitate over a dozen important discussions on a variety of topics. Vital questions were asked and discussed in an effort to determine the needs of the community regarding employment, training, and barriers to entering the workforce.



Through these conversations, we discovered the following barrier themes:

- lack of access to technology
- transportation barriers
- childcare needs
- lack of awareness about resources and services in the community, and how to access them.



These Community Conversations resulted in each organization using data from existing barriers to continue to build stronger partnerships, increase organizational presence in the community, meet residents where they are, and to spread awareness of resources for the community.

## OPERATION WORKFORCE RECOVERY

On Thursday, Aug. 6., GuilfordWorks joined forces with GTCC to present "Operation Workforce Recovery," a virtual event to raise awareness of courses offered by GTCC and financial support extended through NCWorks in Guilford County.

GTCC identified several short-term, non-credit courses that could be completed in as soon as four weeks. The program ran from late-August to mid-October, varying in length depending on individual requirements.



### LEARN MORE

View the follow-up discussion between Danielle Harrison, GuilfordWorks' Assistant Director, Rhonda Pass, Goodwill Industries of Central NC, Program Director, and Mac Simms, President of East Greensboro Now. <https://guilfordworks.org/community-conversations>

# FORWARD THINKING

## EMERGING WORKFORCE CENTER

For the past eight years, we have operated a state sanctioned Young Adult program, known as NextGen, out of our NCWorks Career Centers in Greensboro and High Point. During this time, we've been able to reach thousands of residents from the ages of 16 to 24.

We have seen many of these individuals develop into contributing members of our local workforce; landing positions in advanced manufacturing, aviation, healthcare, transportation and logistics, and skilled trades. Despite this achievement, we recognize that there is much more that we can do to serve this population of future workers.

In February 2020, we began the process of acquiring space located at 301 S. Greene St., Suite 101. This space will soon serve as the location of our new standalone, NextGen Emerging Workforce Center. This becomes the fifth standalone publicly funded workforce system in North Carolina and the first to be located in an urban center.

This Emerging Workforce Center will be 3,100 square feet of dedicated space in which community members between the ages of 16-24 can come to access employment and training resources.

- **Services include, but are not limited to:**
- Skills assessment
- Career exploration, guidance and planning
- Peer-based career-readiness workshops
- Access to scholarships to attend school
- Support services such as childcare assistance, transportation, and uniform/equipment/needs related assistance
- **Job placement assistance**

### The Central Downtown location is ideal for several reasons, including:

- Quick access to essential community partners like public libraries, Parks and Recreation, The Forge, East Greensboro Now, and Judicial Partners
- Surrounded by college and university systems
- Accessible by car, bus, bikes, and other modes of transportation
- Convenient parking — parking fees will be paid by our program for all customers
- Providing productive activities for young adults while in the downtown area

This space will be one that will attract a younger generation and will include state-of-the-art technology to aid in connecting young adults to meaningful employment.



### LEARN MORE view coverage from local media

<https://www.wfmynews2.com/article/news/local/hiring-the-next-generation-in-downtown-greensboro/83-ca59a700-2ee5-4096-a8f1-f551a47594a7>

# HARD AT WORK PRODUCING ESSENTIAL RESULTS

## IMPROVING OUR SYSTEM

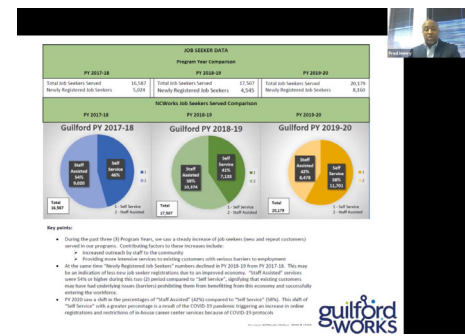
GuilfordWorks' Board of Directors participated in a virtual strategic planning retreat to create direction and advance the critical work of the organization for the next three years. The conversation centered on equity and inclusion. Board members:

- assessed the landscape of our economy;
- unpacked the strengths, weaknesses, opportunities and threats of the current workforce system;
- evaluated the impact of services provided to business and job seeker communities;
- considered the value proposition and return on our investments in upskilling our workforce; and
- grappled with the inequities plaguing our community while strategizing ways to mitigate them.

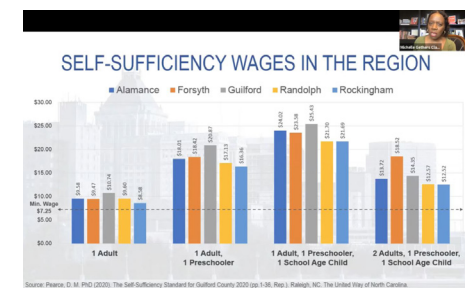
From this work, our Board of Directors adopted new mission and visions statements, approved a new organizational name, and adopted its 2021-2023 Strategic Plan. We are excited about the impact this work will have on our community!



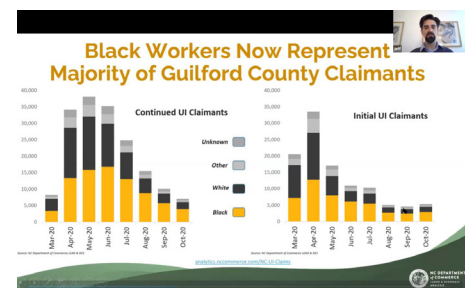
Chris Rivera, Executive Director, GuilfordWorks delivered an analysis of the organization and system, which spurred discussion around overall solutions to current issues.



Fred Henry, Business Engagement Manager, GuilfordWorks, provided updates regarding job seeker information from prior performance years, which helped us project how we could adapt our services to better serve the community.



Michelle Gathers-Clark, former President & CEO of United Way of Greater Greensboro, presented eye-opening statistics to help us determine ways to be more inclusive in how we serve the underserved and marginalized in our community.



Jeff DeBellis, Director of Economic & Policy Analysis, NC Department of Commerce, presented data from 2019-20 regarding the labor market during the pandemic and what we should expect moving forward.

# OUR FINISHED PRODUCT

## WDB STRATEGIC PLAN

**Goal 1:** Position GuilfordWorks as the convener, connector and hub of equitable workforce development services in Guilford County.

- Strategy 1:** Create a conceptual framework that describes our initiatives to enhance economic development and workforce services.
- Strategy 2:** Cultivate strategic partnerships that facilitate board member leadership on local, state and federal workforce issues.
- Strategy 3:** Create educational opportunities for stakeholders to better understand public workforce development programs and how we promote equitable opportunities in our community.
- Strategy 4:** Promote diversity, equity and inclusion through active engagement with in-demand employers, education institutions and job-seekers in the talent development process.

**Goal 2:** Facilitate customized workforce solutions, for business and industry, that prepare qualified candidates and advance current workers' careers.

- Strategy 1:** Ensure career pathways are aligned with targeted, in-demand and emerging occupations.
- Strategy 2:** Create engagement opportunities to better understand how workforce development can support industry needs.
- Strategy 3:** Align our workforce solutions with existing local initiatives.
- Strategy 4:** Create talent pipelines for K-12 learners, post-secondary learners and career-interested individuals.

**Goal 3:** Affect positive change for our stakeholders.

- Strategy 1:** Identify common outcomes among our core and strategic partners.
- Strategy 2:** Develop mechanisms to gather information and create strategies to maintain a constant stream of communication to demonstrate our impact with stakeholders.
- Strategy 3:** Provide work-ready and career-oriented employment channels for the new emerging workforce.
- Strategy 4:** Create a strategic marketing campaign toward our stakeholders, positioning us as their first option to help address workforce challenges in a mutually beneficial way.

## NEWLY ADOPTED STATEMENTS

### MISSION

GuilfordWorks creates equitable opportunities for our community and region by incorporating workforce and economic development practices that connect job seekers and employers in fundamental ways.

### VISION

As the leader in workforce services, GuilfordWorks will equitably empower job seekers, employers, and local communities to realize their full potential.

## NEW STRATEGIC WDB COMMITTEES

### Emerging Workforce Committee

This committee provides ongoing oversight and direction for strategic initiatives that addresses workforce issues faced by an emerging workforce. The committee provides oversight and guidance in the development and implementation of a comprehensive youth system in the Local Area.

### Key Performance Indicators Committee

This committee provides ongoing oversight of the local workforce system in the form of: establishing mutually beneficial goals that elevate the impact of workforce development services; analyzing and understanding performance measure outcomes; evaluating program integration; reviewing monitoring reports and customer service feedback.

### Business and Education Intelligence Committee

This committee aligns workforce investment, education, and economic development to drive a collective response to labor market challenges. In addition, the committee oversees labor market data to recommend growth sectors.

### Community Partnership Task Force

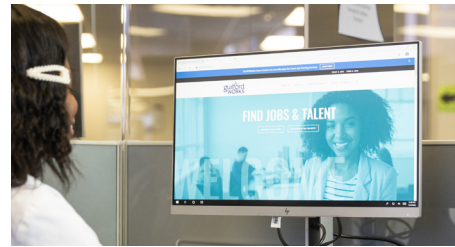
This committee researches and recommends partner related activities including developing mutual beneficial collaborations and role clarity.



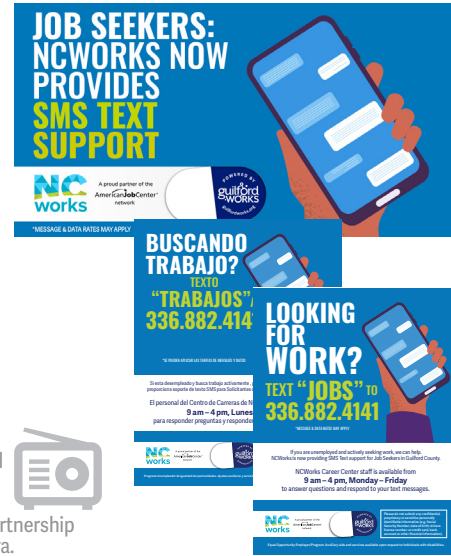
# MARKETING AND COMMUNICATIONS

2020 began with the exciting prospect of launching the new GuilfordWorks brand. We intended to roll out a new website along with the new identity to make a grand introduction. Unfortunately, the pandemic threw a wrench into those plans. Instead, we applied the logo to existing collateral and an outmoded website and forged ahead.

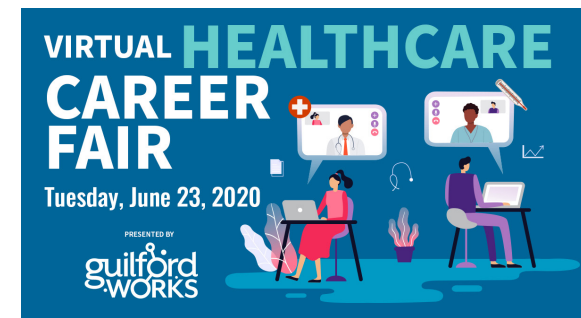
We hoped to start the new year with a fresh start, a new brand and a new website. Unfortunately, nothing happened quite as expected in 2020.



When the Centers closed, we created a series — in English and Spanish — notifying citizens about text messaging support. These messages were posted on Greensboro and High Point Transit, digital posters on downtown kiosks, messages across our social media channels, and flyers posted throughout the community.



Once again, we published multi-lingual information about our partnership with Coursera. We produced digital and printed collateral and an audio spot that ran on Greensboro Transit and local radio stations.



We hosted several virtual events for job seekers and business owners throughout the Performance Year, including a Virtual Healthcare Career Fair featuring ten local employers and over 400 registrations.

We hosted "Spring into Action" with Google Business Insights Tools workshop in partnership with the Greensboro Chamber of Commerce. The Live Stream session taught employers how to use Google Analytics to learn how consumers engage with their businesses online.



**FREE ONLINE TRAINING for job seekers**



We helped the NextGen team, GTCC and Energywise, promote two virtual "Industry Spotlight" sessions.



## MARCOM HIGHLIGHTS

- GuilfordWorks LinkedIn page grew by **250** Followers between January 2020 and June 2021; **208** during PY20
- GuilfordWorks Facebook page reach **95,991** visits during PY20
- The GuilfordWorks Facebook page's audience grew organically by **10.4%**, the NCWorks Guilford County page by **32.6%**, and the Guilford County NextGen page by **11.95%** (01/20 - 06/21)
- Collectively, the GuilfordWorks staff produced **48** videos. The marketing team made **26** feature videos
- GuilfordWorks or NCWorks – Guilford County staff appeared over **50** times on local television outlets

While maintaining the old site, we developed a new website with many new features. We made the best of a difficult situation by using the new "GuilfordWorks" brand name at every marketing and communication touch-point. Eventually, the new name gained traction.

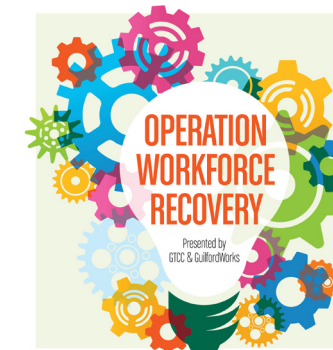
In March, we temporarily closed the NCWorks Career Centers to the public. Nonetheless, we were extremely busy rolling out new initiatives to assist anyone willing and able to work. Although the Career Centers were temporarily closed to the public, we were busy engaging job seekers and employers online with timely information. Those activities included several virtual presentations and in-person career fairs, each of which required a heavy dose of promotion.

We eventually reopened to the public in mid-June with stringent guidelines for visitors and staff. That, however, opened the doors for more in-person and hybrid events. One such event was "Operation

Workforce Recovery," held in July. In partnership with GTCC, this virtual event raised awareness of courses offered by GTCC and education support offered through NCWorks. In August, we hosted several drive-thru career fairs and resource events. The most prominent was "Bounce Back," which brought together partner organizations to make citizens aware of the varied resources to meet the most urgent needs.

In November 2020, we worked tirelessly to launch the new GuilfordWorks Adult Apprenticeship Program, which required several moving parts, including videos for a major launch event. We also ran a feature story in the Triad Business Journal, all coinciding with Apprenticeship Week.

We worked with Business Engagement, Adult and Dislocated Worker Services, and the NextGen program to produce a variety of marketing collateral for a myriad of media and channels.



We partnered with GTCC to help promote Operation Workforce Recovery, a virtual event that raised awareness of in-demand courses offered by GTCC and education grants offered through NCWorks.



We produced a variety of videos, including success stories and promotional event videos. Check out some of those videos at [guilfordworks.org/success-stories/](http://guilfordworks.org/success-stories/)



Providing Businesses with Results-Oriented Solutions

The Return on Investment project launched by GuilfordWorks is a collaboration between the UNCC MBA Capstone Consulting Team and the Business Services Unit of GuilfordWorks. This team effort aims to create a practical way to capture the business impact of incumbent Worker training grants dollars. The success of this project will help secure meaningful connections with our business community and demonstrate a greater value of our work-based learning opportunities.

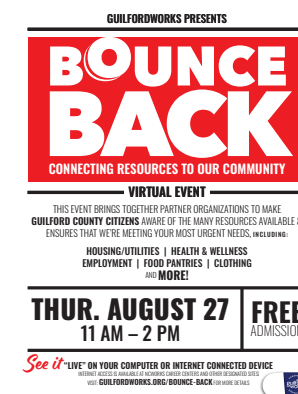
A team of adult working graduate students, in the final stages of their MBA program, at the Bryan School of Business at UNCC, will undertake this effort.



We created a series of videos featuring our Pre-Apprenticeship and Employer Partners highlighting the benefits of participating in the program, all for a November launch.



We conceptualized the graphics for the Mobile Career Center and art-directed the production.



For Bounce Back, we produced a variety of promotional items, resulting in 409 registered online visitors.

During the first quarter of 2020, we produced three email newsletters. Unfortunately, the urgent marketing and communication need brought about by the pandemic impeded production. However, we intend to relaunch a quarterly newsletter in the first quarter of 2022.

Introduced a new name and brand identity

Introduced a new, responsive website

Added online features: blog, job search & events calendar



# CAREER CENTER REDESIGN

In June of 2020, GuilfordWorks contracted with Able & Company, a full-service design and branding firm, to redesign the NCWorks Career Centers in Greensboro and High Point.

Limited access to the career center during operational hours and Covid-19 restrictions delayed construction until late in the calendar year.

Phase I of the project encompassed the lower level of the Career Center in Greensboro.

The redesign included a fresh coat of paint on most surfaces, vinyl graphics, and other substantial displays to tell an inspiring story and create surroundings to match the energy of the work being done.

Phase II concentrated on the upper level of the existing West Meadowview building, including training classrooms and GuilfordWorks' Board of Directors conference room.

Phase III encompasses the revamping of the High Point offices, scheduled for a later date.



Posters, highlighting Guilford County's core industries adorn the walls of the customer breakroom.



Although a majority of the redesign focused on the interior, some modifications were made to the exterior as well.

Once the Career Centers reopened to the public, safety measures, such as social-distancing markers, plexiglas shields and sanitation stations were employed.

“ The redesign is meant to not only freshen the center's appearance but to create a productive and invigorating environment, with accommodations that inspire our customers to continually use the center. – **Chris Rivera** ”

LEARN MORE visit [guilfordworks.org/renovations](https://www.guilfordworks.org/renovations)



## NCWORKS MOBILE CAREER CENTER (MCC)

On April 28, 2021, we held a ribbon cutting ceremony at the NCWorks Career Center in Greensboro. The ribbon-cutting ceremony announced the arrival of the NCWorks Mobile Career Center. We are thrilled with the opportunity that this vehicle affords in being able to reach an underserved population throughout Guilford County.

The ribbon cutting ceremony coincided with an in-person career fair, attended by five employers and held in the adjacent parking lot of the Career Center.

In the two months after its launch, the MCC was utilized on **13** different occasions – three in High Point and ten in Greensboro — by **14** local agencies.

### MCC DETAILS:

- The mobile career center was manufactured wholly by Spevco, a leading supplier of mobile exhibition, hospitality, and industrial trailers along with mobile marketing vehicles.
- The exterior illustration — which highlights both the in-demand and emerging industries important to this area — was actualized by Able&Co., a strategic marketing and communications agency.
- The interior of the mobile career center houses an abundance of technology, including 12 laptop computers, two television monitors, which have multiple streaming options, and wi-fi connectivity.
- The interior can also be reconfigured in multiple ways, including as a classroom.
- The interior contains an ADA-compliant restroom facility complete with a sink and sanitizing station.
- The exterior passenger side of the vehicle includes another television monitor, which extends the classroom configuration, and a retractable awning to shield event participants from the weather.
- Most importantly, there are two means of egress; a swinging door in the front with retractable stairs and a wheelchair ramp in the rear capable of lifting over 1,000 pounds.
- Both sides of the vehicle retract for easy transport. During use, both sides expand to create over 320 square feet of usable interior space.

“ This Mobile Career Center enhances our efforts to truly serve the community – out in the community. With the MCC, we can actively support communities and connect residents across the local area, to NCWorks employment and training services, for greater access to sustainable opportunities. – **Anthony Rogers** ”





# SYSTEM HIGHLIGHTS

GuilfordWorks was acknowledged twice by the State of NC in 2020, for its groundbreaking initiatives.

## GOVERNOR'S AWARD (CODE GUILFORD)

In September, GuilfordWorks was notified that **Code Guilford: Community Coding Workforce Initiative** was a 2020 recipient of the **Governor's NCWorks Awards of Distinction for Innovative Partnership**.

The initiative, introduced in July 2019, included partners Welfare Reform Liaison Project, Inc.; Guilford Technical Community College (GTCC); and Guilford County Schools (GCS). Working together, we developed a unique educational opportunity through exposure to technology-based career options for youth, young adults, and adults.



A virtual presentation ceremony took place on October 21. You can view the presentation at <https://guilfordworks.org/code-guilford-initiative-recognized/>.

## LOCAL INNOVATIONS SPOTLIGHT (COURSERA)

GuilfordWorks was featured in a Spotlight on Local Workforce Innovations report from the Governor's NCWorks Commission. The report highlighted the Coursera initiative launched in June 2020, which provided unemployed and furloughed job seekers or those with reduced hours with job-relevant online learning at no cost.

Coursera established the Workforce Recovery Initiative in early 2020 to help governments worldwide provide unemployed workers with free access to online courses. The initiative's goal was to help impacted workers develop the knowledge and skills to become re-employed. GuilfordWorks was the first local agency to partner with Coursera in the state of North Carolina.

GuilfordWorks wanted to provide a meaningful resource and make a large impact moving forward. So, we teamed up with Coursera, an online learning platform, to offer FREE online access to over 3,000 courses, covering skills in business, technology, and data science as well as specialization content for upskilling, such as construction, manufacturing, and health care. Coursera's platform is mobile-friendly and multi-lingual, enrollees can even download courses for convenient offline access. These courses concentrated on skills and professional certifications that could help individuals find new jobs in high-demand industries.

### THROUGH THIS INITIATIVE:

- GuilfordWorks supported the goal of MyFutureNC to have 2 million North Carolinians ages 25-44 with high-quality credentials or post-secondary degrees by 2030.
- GuilfordWorks sought to connect individuals that participate in Coursera to employment within the sector for which they completed.

### INNOVATIVE LEADERSHIP

It's highly-unusual for a workforce development board to receive even one accolade for an initiative, but two recognitions by the State of NC in 2020 puts GuilfordWorks in a unique category.



# PROGRAM PROVIDERS



**MURRAY MILLER**  
Operations Director/  
One-Stop Operator



**SUSAN GERKE**  
Greensboro Career  
Center Manager



**THADDEUS SHORE**  
High Point Career  
Center Manager

**ONE-STOP & CAREER CENTER OPERATIONS**  
**Two Hawk Workforce Services** realizes the job seeker is a key ingredient to successful workforce development programs. We work directly with both Adult and Dislocated Workers, individuals with disabilities, underemployed individuals and individuals receiving public assistance. In fact, our corporate mission statement highlights our commitment to the job seeker. "We believe in the human spirit and offer our services to all people."



**ERIK SWANSON**  
Program Director NCWorks  
WIOA Services – Guilford Co.



**KAY CARTER**  
Program Manager  
NCWorks WIOA  
Services – Guilford Co.

**WIOA ADULT & DISLOCATED WORKER SERVICES & WIOA YOUNG ADULT SERVICES**  
**EDSI (Educational Data Systems, Inc.)** is a national workforce development, talent solutions and consulting company with a passion for helping great companies and communities train and retain great people. The Adult/Dislocated Worker program primarily helps connect clients to employment opportunities from local businesses. We also help "skill-up" job seekers by providing pathways to training with local providers. Additionally, our In-School and Out-of-School Youth programs help the emergent workforce gain the skills they need for high-demand jobs in their communities. We provide training, workshops, field trips, mentoring and internships that allow young adults to explore new areas and find out what they're good at.



**SABRINA BREEDON**  
NextGen Young Adult  
Prgrm Mgr – Guilford Co.



**JEREMIAH MCCAFFERTY**  
NextGen Young Adult  
Program Community  
Outreach Coordinator

**WAGNER PEYSER SERVICES**  
At the **NC Division of Workforce Solutions**, we guide and assist individuals in North Carolina as they secure employment and transition careers. To accomplish our mission, we administer a statewide system of workforce programs that prepare North Carolinians for employment. We offer services for adults, veterans, youth, and more. We connect employers with the talent they need to make their businesses competitive. To maintain the quality of those services, our state's workforce professionals are constantly training to upgrade their skills. We operate NCWorks Online, the state's official job-search portal that is helping match talented individuals with employers.



**CAROLINE BRIGMON**  
Regional Operations  
Director



**KAREN MCINTOSH**  
Division of Workforce  
Solutions Manager



# GUILFORDWORKS STAFF



**CHRIS RIVERA**  
Executive Director



**DANIELLE HARRISON, ED. D.**  
Assistant Director



**SYRETHA BROWN**  
Executive Assistant



**TIM BLAKE**  
Marketing &  
Communications  
Coordinator



**ANTHONY ROGERS**  
Strategic Initiatives  
Coordinator



**MATT JEFFREYS**  
Administrative  
Manager



**SALWA MAJEED**  
MPA, Accountability  
Specialist



**JOSIE JOHNSON**  
Admin. Co-ordinator



**JESSICA CLEMONS**  
Marketing and  
Communications  
Support Specialist



**TODD GIBBS**  
Mobile Career Center  
Driver/Operator



**JENNIFER STOKES**  
MIS Specialist



**IRVING BRIGGS**  
Facilities Tech



**MILLIE TILLMAN**  
Special Projects  
Specialist



**FRED HENRY**  
Business  
Engagement  
Manager



**MELISSA SMITH**  
Business Services  
Consultant



**MATT FELTS**  
Business Services  
Consultant



**JOYCE RICE**  
Business Services  
Consultant



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