

EMPLOYER RESOURCE GUIDE



**Success depends on the skill & productivity
of your workforce**



**Northeastern Workforce
Development Board**
ALBEMARLE COMMISSION
REGION R COUNCIL OF GOVERNMENTS



A proud partner of the
AmericanJobCenter®

**Fostering the employment of northeastern North Carolinians by
enriching the skills and suitability of candidate employees for regional
businesses.**



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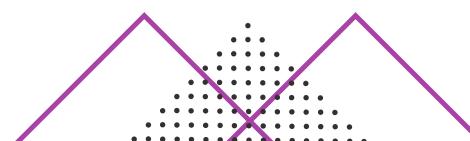
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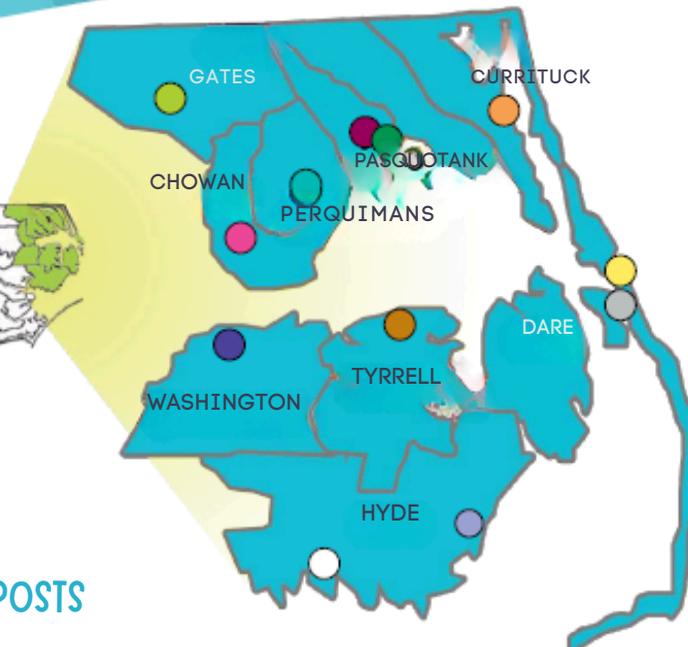
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LOCATIONS & CONTACT INFO




NORTHEASTERN WORKFORCE DEVELOPMENT BOARD
 101 ARPDC Street
 Hertford, NC 27944
 Phone Number: 252.426.5753



NCWORKS CAREER CENTERS AND OUTPOSTS

NCWorks Career Center: Elizabeth City - Pasquotank
 111 Jordan Plaza Elizabeth City, NC 27909
 252.621.6350

NCWorks Career Center: Edenton-Chowan
 118 Blades St., Building 3, Edenton, NC 27932
 252.482.2195

Beaufort County Community College - Roper
 100 Hwy 32 N., Roper, NC 27970
 252.312.6859

College of the Albemarle - Elizabeth City
 1208 N. Road Street, Elizabeth City, NC 27909
 Career Development Center - Building AE
 252.335.0821 ext. 2243

College and Career Readiness Department-
 Building C 252.312.7357

Tyrrell County Finance Building
 108 Water Street
 Columbia, NC 27925
 252.312.6859

Northeastern Workforce Development Board
 101 ARPDC Street
 Hertford, NC 27944
 252.333.5247

Gates Department of Social Services
 P.O. Box 185, 122 Main St., Gatesville, NC 27938
 -Adult: 252.312.9031
 -Youth: 252.333.5247

Hyde County Department of Social Services
 35015 US Hwy 264, Engelhard, NC 27824
 252.312.6859

Hyde County Government Building
 30 Oyster Creek Rd., Swan Quarter, NC 27885
 252.312.6859

NORTHEASTERN WORKFORCE DEVELOPMENT BOARD & THE NCWORKS CAREER CENTERS



The NWDB is headquartered centrally in Hertford, serving North Carolina's 10 most northeastern counties, including: Camden, Chowan, Currituck, Dare, Gates, Hyde, Pasquotank, Perquimans, Tyrrell, and Washington Counties

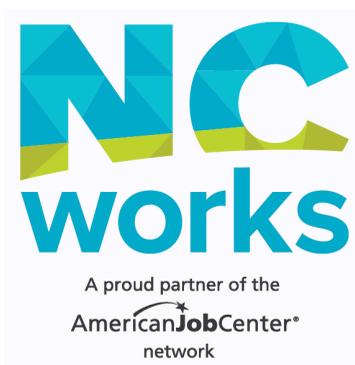
The Purpose of the NWDB is to provide policy, planning, and oversight for local workforce development programs, including the NCWorks Career Centers in the region, and to address workforce issues as identified by the communities they represent.

NCWorks Career Centers

The NCWorks Career Center is the lead agency for promoting, delivering, and providing:

- Career Awareness
- Career Guidance
- Employability Skills

....to provide businesses with a skilled workforce



ASSISTING BUSINESSES WITH THEIR WORKFORCE NEEDS



RECRUITMENT & SCREENING

ncworks.gov
Job Fairs
Labor Market Information



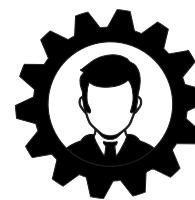
PIPELINE DEVELOPMENT

Youth Work Experiences
Career Pathways
Apprenticeships



TRAINING

On-Job-Training
Employee Training Grants
Soft Skills Training



EMPLOYER PROGRAMS

Statewide Programs
Transition Services
Partner Programs

RECRUITMENT

PRE-EMPLOYABILITY ASSESSMENTS

Hire with Confidence!

The NCWorks Career Center offers pre-employability assessments that you can use to determine whether applicants possess the skills they need to be successful in their jobs. Hire the right candidate from the start and reduce training and turnover issues by contacting the NCWorks Career Center today! There is no cost!

Tests are free to job seekers, and results are free to view for businesses.

Every occupation has an assessment for you to validate skills. Over 1,500 tests are available for specific and general needs: Typing, Data Entry, Quickbooks, Assembly and Matching, Basic Warehouse Knowledge, and many more!



Are you looking for talented employees in Northeastern North Carolina?

Here's how the **NCWorks Career Centers** help businesses find talent for their openings.

NCWorks Career Centers

NCWorks Career Centers help employers find, train, and retain qualified employees. Each center provides help to local businesses via:

- Job applicant screening and qualified candidate referrals
- Labor market information, such as average wages for jobs
- Information on tax credits for hiring particular groups of workers
- Space to conduct interviews
- Help with arranging job fairs
- Employee training resources
- Layoff/closure prevention services for employers
- Information about federal bonding (insurance for hiring at-risk workers)
- Administer pre-employability assessments

NCWorks Online

The state's official job search website, NCWorks Online (ncworks.gov) allows employers to post openings and search for candidates. It is FREE and includes these features:

- Virtual Recruiter, which automatically delivers potential candidate matches directly to your inbox
- Provides a % match for general and specific skills requirements when searching for candidates
- Job orders can be shared directly from employer accounts to other online platforms such as Facebook

NCWorks business account registration requires an employer's Federal Employer Identification Number (FEIN) and Unemployment Insurance (UI) number to protect job seekers and to divert possible scams. These numbers ensure employers are legitimate NC businesses and are reporting appropriately. Not sure what your numbers are? Call 1-866-278-3822.

LABOR MARKET INFORMATION

Understanding labor market conditions and the economic trends that impact your business is critical to the success of every business in our region. We offer a collection of labor market data resources for businesses to identify trends and make informed, data-driven business decisions at no cost.

NCWorks Labor Market Information

Search for real-time labor market trends such as number of candidates for specific occupations, median wages, and much more. Access at nccommerce.gov or contact your local business services representative for more in depth data.

NC Labor & Economic Analysis Division (LEAD)

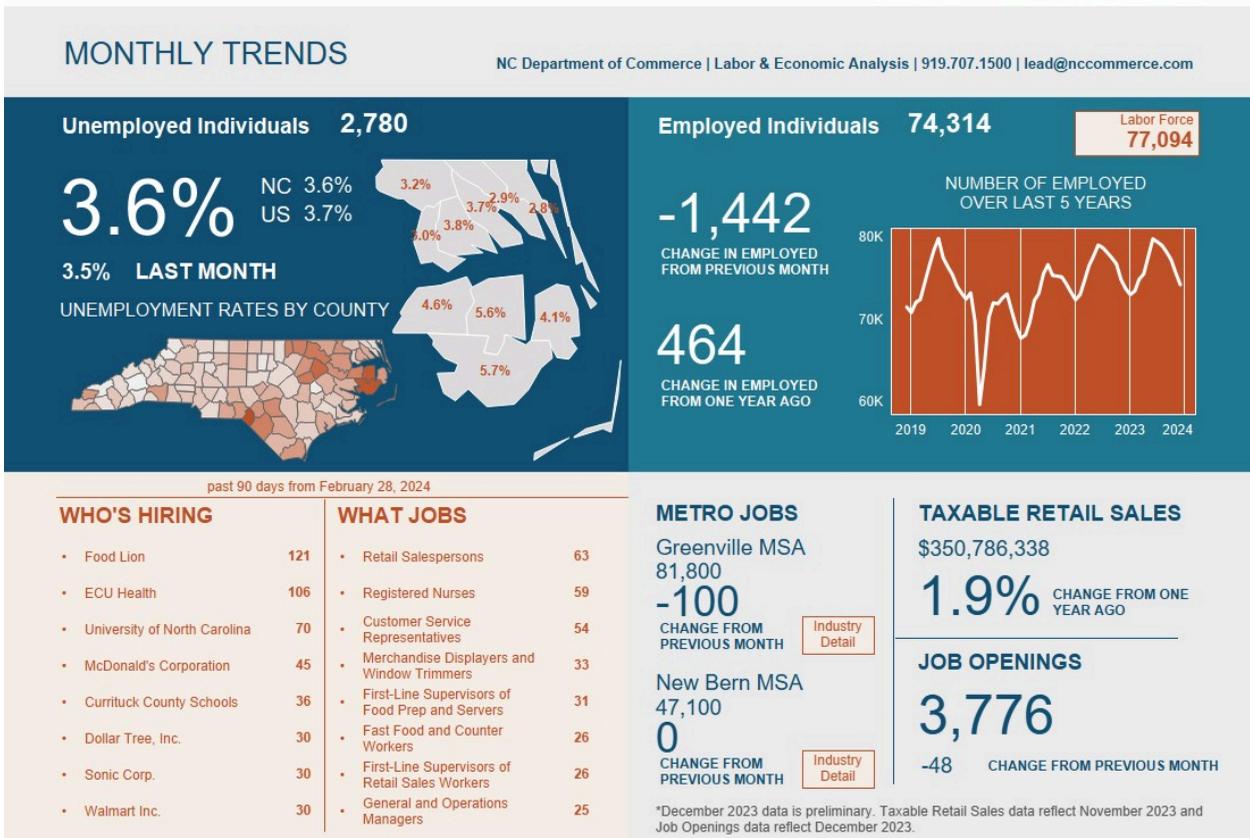
Provided through LEAD, AccessNC contains information on available properties across the state, community demographics, business location information, industry and occupational data, and interactive maps. Access at accessnc.nccommerce.com. Find out more about LEAD at <https://www.commerce.nc.gov/about-us/divisions-programs/labor-economic-analysis-division>.

REGIONAL LABOR MARKET OVERVIEW

» Northeastern WDB | December 2023 Data*



Northeastern Workforce Development Board
ALBEMARLE COMMISSION
REGION R COUNCIL OF GOVERNMENTS





RECRUITMENT

BEST PRACTICES & RESOURCES FOR FILLING OPEN POSITIONS



- Avoid lengthy job titles and write a job description that is concise and clear
 - Determine the best application receiving method that fits your business schedule and needs (ex: online applications may save you time) and use this method for all posting venues
 - Publish wages, expected start date, and benefits (think beyond the typical benefits like health insurance, ex: friendly working)
 - Partner with NCWorks Career Center to host recruiting events
 - Dedicate 1 to 2 contacts at your business for receiving resumé's, refreshing postings, and arranging interviews
 - Minimize required documentation from applicants to determine their qualifications (ex: a cover letter isn't always necessary)
 - Reduce turnover by being honest in the description (ex: job requires standing for lengthy periods of time)
 - Post open positions through as many venues as possible
-

JOB POSTING VENUES

- Contact your local NCWorks Career Center
- Post jobs for free on the statewide job-engine tool via NCWorks Online (ncworks.gov)
- Partner with NCWorks Career Center to hold a job fair
- Contact Newspaper (see contact information on page 10)
- Contact Chambers of Commerce. Some Chambers offer members a spot on their webpage for job openings. (see contact information on page 10)
- Post positions via Facebook.
 - All counties in the NWDB region have pages that allow businesses to post for free by registering
 - In Facebook, search for "Chowan County NC Jobs" (change for your county)
- LinkedIn, Indeed, Craigslist, etc.
- Consider using staffing agencies

There are many numerous online yard sales (ex: Pasquotank County Online Yard Sale) where you can post positions. These ads have to be very short so consider the most important details.

TIPS FOR POSTING A JOB ON RECRUITMENT FORUMS/BOARDS

Online recruitment forums are proving to be a great tool for businesses to fill a variety of positions. In order to find the most qualified candidates in a timely manner, read through these tips:

- **Start with a good headline:** This is what job seekers see first, so it should grab their attention. The title is one place on your ad that using the maximum number of characters is best. (ex: Landscaper-Edenton-Full Time-\$15.00) You will be surprised at the difference a title can make in the ads performance. Experiment with different titles and track their performance on the same ad.
- **Job Description:** Aim to use bullet points for the primary tasks associated with a position.
- **Details:** Job-seekers should also see the wage, days/hours of expected work, any available benefits and when they can begin.
- **Category:** Post in the right category on the forum/board. This seems obvious but read through the different ads that are posted within each category.
- **Requirements:** Include basic information about your company and inform potential applicants about any special requirements for the job unless they are commonly known in the profession. Some examples of special conditions you should let potential applicants know about include heavy lifting and exposure to extreme temperatures.
- **Application Procedures:** Be clear and concise about expectations and the expected process when applying. If an online application is available (or sending applications via email), this is best as it's quick and simple for both job-seekers and businesses. Many forums allow the option to make your email anonymous if you want to keep your company name private while you screen applications. However, if you prefer applicants to apply in-person, provide the address and simple directions on how to get there. If you prefer phone calls, be prepared to dedicate one person at your business to take the lead on receiving those.
- **Posting Frequency:** Listings are often in reverse chronological order, meaning newest listings get the most prominence. Be prepared to refresh your listings on a daily basis so that it will have a better chance of appearing on the first page of openings when a job-seeker is searching for positions. Refresh your posting as often as possible. Don't forget to take down your ad once the position is filled!



Northeastern Workforce Development Board

Tips For Hiring in a Tight Labor Market

North Carolina is currently experiencing a tight labor market, meaning there are few job seekers per job opening. To address this challenge consider these tips and resources to explore ways to retain talent in order to remain competitive.



RECRUIT BEYOND THE JOB BOARD

- Utilize more than one recruitment source
- Focus on your job description
- Use NCWorks Candidate Search and Virtual Recruiter
- Host hiring events on-site or at your local NCWorks Career Center
- Present to graduating students at local schools



CATER YOUR HIRING PROCESS TO THE CANDIDATE

- Move quick in the hiring process to avoid losing a good candidate
- Consider other openings an interviewee may be good for
- Focus on building your brand. Let them know why they want to work for you



BUILD YOUR OWN TALENT PIPELINE

- Use Employee Training Grants to upskill current employees
- Consider NC Customized Training for education and training
- Consider registering an apprenticeship program with ApprenticeshipNC



CONSIDER UNTAPPED LABOR POOLS

- Veterans and transitioning military personnel
- Justice involved individuals - consider federal bonding
- Workers with disabilities through your local Vocational Rehabilitation
- Youth Workers through NextGen's paid work-based learning



CONSIDER NEEDS BEYOND WAGES

- Family-friendly workplaces have a competitive advantage. Flexible scheduling, paid leave, benefits, development & promotion opportunities, employee engagement & company culture



RETHINK REQUIREMENTS

- Consider relaxing pre-hire requirements, education, and testing
- Look for people with similar skills in a different job or industry
- Utilize On-the-Job Training to receive wage reimbursements while training a new hire



HIRING VETERANS

Veterans Education and Training Services (VETS) provides employers with assistance in finding qualified transitioning service members and veterans in our region. For more information: dol.gov/vets

What can a veteran bring to your business?

- Ability to quickly learn new skills and concepts
- Strong leadership qualities
- Respect for procedures and accountability
- Strong personal integrity
- Flexibility to work efficiently in teams or work independently
- Hands on experience with technology and globalization

NCWorks Career Centers can help:

- Meet with the Local Veterans Employment Representative (LVER) to learn more about the benefits of hiring transitioning service members, veterans, and wounded warriors.
- Consider applying for the HIRE Vets Medallion Program. This program recognizes employers who recruit, retain, and employ veterans, and who offer charitable services in support of the veteran community.

USE THE CAREER READINESS CERTIFICATE

TO HIRE QUALIFIED APPLICANTS

The ACT WorkKeys National Career Readiness Certificate (CRC) is a three-part assessment that offers a credential at four levels. (bronze, silver, gold, and platinum) The CRC measures and certifies the essential work skills needed for success in jobs across industries and occupations. The CRC is also the foundation for counties to achieve Work Ready Communities status. **For more information:** workreadycommunities.org/nc

The CRC verifies skills proficiency in:

- Problem solving
- Critical thinking
- Reading and using work-related text
- Applying information from workplace documents to solve problems
- Applying mathematical reasoning to work-related problems
- Setting up and performing work-related mathematical calculations

How can the CRC help employers identify and keep strong employees?

Case studies and research show that employers benefit from understanding and using the ACT WorkKeys CRC.

Benefits include:

- Better quality hires & reduced turnover
- Reduction in time-to-hire & shorter training periods
- Increased performance ratings for skilled workers
- Improved employee moral
- Decreased operator error
- Improved promotional opportunities

Anyone can take the CRC at their local community college for a fee. Career Centers are available to assist job-seekers in preparing for the CRC and determining eligibility for a free CRC opportunity. **More information can be found at:** act.org/certificate/



PIPELINE DEVELOPMENT

SUPPORTING CAREER PATHWAYS



In order to sustain a talent pipeline for a growing workforce, business partnerships with workforce and education partners are critical to ensure that training for job-seekers matches the needs of employers.

Benefits to Employers

- By providing work-based learning opportunities for students and adults, employers are helping build the pipeline which will help feed their hiring pools.
- As partners in Career Pathways, employers have the opportunity to network with liaisons from other stakeholder groups, including workforce development professionals, community college partners, secondary school teachers and counselors, and other employers.
- When companies are deciding whether to expand or relocate to Northeastern NC, the quality and availability of a workforce is one of the most important factors.

Interested in learning more?

Employers are encouraged to join us at our next regional meeting: nencpathways.org



NextGen is designed to empower eligible youth and young adults to reach their educational and career goals by removing obstacles to their success through a variety of services. We are here to invest in educational and career exploration services provided to young adults ages 16-24. For more information: nwdbworks.com/nextgen

How your business can benefit from empowering NextGen youth through a work experience agreement:

- Employers benefit by having EXTRA part-time help at no cost
- Employers do not pay the worker, NextGen provides the salary
- Give opportunities to a young person to develop work and life skills needed for success
- Invest in the community by enhancing the talent of the future workforce
- Give youth the opportunity to participate in hands-on work experience for career exploration and work skills development





TRAINING



Reduce the cost of hiring and retaining employees through **On-the-Job Training** and **Employee Training Grant**

WHAT IS ON-THE-JOB TRAINING (OJT)?

OJT allows employers to think outside of the box when it comes to new employees. It's an ideal solution for employers who have difficulty filling their open positions with qualified, experienced, workers. After eligibility is determined by NCWorks Career Center staff, employers hire an eligible OJT candidate, train them while they work, and get a reimbursement to offset the cost of providing additional training to employee. For more information:

<http://nwdbworks.com/business/prospective-employees-on-the-job-training-contracts/>

WHY USE OJT FOR HIRING DECISIONS?

Every occupation requires a unique set of skills. However, the requirements of an open position do not always match the current skillset of job candidates. OJT provides an incentive to employers to hire individuals that are motivated to work but lack skills in a specific occupation. This incentive can be a reimbursement of up to 50% of a new employee's hourly wage for a set amount of hours. Employers benefit from OJT because they have an opportunity to hire a motivated job-seeker that is willing to learn the skills required of their new job.

WHAT JOBS QUALIFY?

Permanent, full-time positions that require specific occupational training from employers. There is an hourly wage expectation in line with our region's livable wage standards.

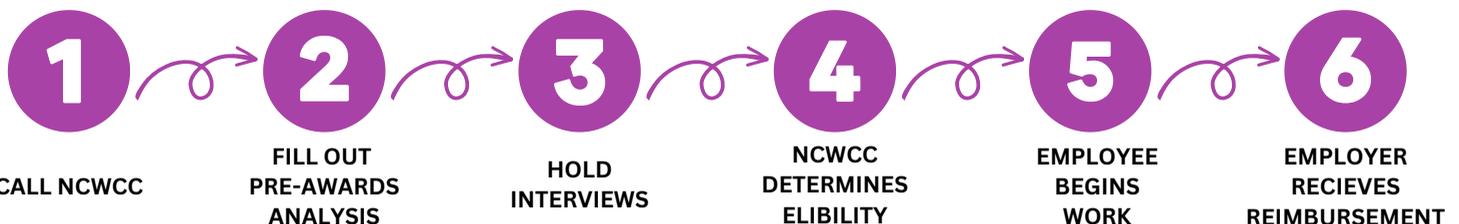
WHO PARTICIPATES?

OJT candidates must be eligible under the guidance of the Workforce Innovation and Opportunity Act.



HOW DO WE GET STARTED?

Contact the Business Services Team at the NCWorks Career Center (NCWCC)



WHAT IS THE *EMPLOYEE TRAINING GRANT*?

The Employee Training grant is an opportunity for businesses to enhance the skills of their current employees with the foal of retaining a strong workforce and ultimately increase the stability and competitiveness of the employer. Up to \$10,000 is available to employers to hire trainers and/or register for classes that will help identified employees overcome skills gaps.

For more information: <http://nwdbworks.com/business/incumbent-workers-employee-training-grants/>

WHAT ARE THE *BENEFITS*?

Investing in employee training can result in increased retention rates, improved work ethics, stronger company-wide morale, and even increased productivity. Different trainings can be identified for different employees within the same application.

WHAT EMPLOYERS *QUALIFY*?

North Carolina businesses that have been in operation for a minimum of 12 months and have at least three employees are eligible to apply.

WHAT IS THE *PROCESS*?

1. Businesses can submit their applications to the Business Services Team of the Northeastern Workforce Development Board
2. Application are scored for approval by the Northeastern Workforce Development Board
3. After an award is announced, a contract will be established and the businesses is expected to pay for the training (in accordance with the budget set forth in their application). The business then receives reimbursement from the Northeastern Workforce Development Board for the trainings.



HOW DO WE *GET STARTED*?

Contact the Business Services Team at the NCWorks Career Center.





PARTNER ORGANIZATIONS

The Northeastern Workforce Development Board and the NCWorks Career Centers are proud of our partnerships with the other 19 workforce boards throughout the state, the Economic Development Partnership of NC, Vocational Rehabilitation offices, the Small Business and Technology Development Center (SBTDC), local Chambers of Commerce and Economic Developers, the Career and Technical Education departments of our k-12 school systems, the Customized Training departments at Community Colleges, and others committed to assisting businesses throughout the region.

Economic Development Partnership of North Carolina (EDPNC)

EDPNC is focused on recruiting new businesses to the state, supporting the needs of existing businesses, connecting exporters with customers all around the globe, helping small business owners get their start, and attracting tourists and visitors from all over the world. Learn more at edpnc.com

Small Business & Technology Development Centers (SBTDC)

The SBTDC provides management counseling and educational services to small and mid-sized businesses. Most services are free of charge, and all are confidential. The SBTDC's experienced and knowledgeable business counselors are equipped to help businesses with a wide variety of business problems, issues, and challenges.

SBTDC @ Elizabeth City State University - 252-335-3247 - sbtcd.org/offices/ecsu/staff

Customized Training Program

The Customized Training Program provides education, training, and support services for new, expanding, and existing businesses and industry in North Carolina through our network of 58 community colleges, serving all 100 counties of the state. The goal is to foster and support three key aspects of a company's well-being:

- Job Growth
- Technology Investment
- Productivity Enhancement

All training solutions are the result of collaboration with the management team and customizing the training to meet specific objectives adding to business success. Examples of training are safety, leadership, lean, SS methodology, blueprint reading, and industry specific topics.

Customized Training @ Beaufort County Community College - 252-940-6311

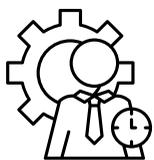
Customized Training @ College of the Albemarle - 252-335-0821 ext. 2418

The Small Business Center Network (SBCN)

The mission of the SBCN is to increase the success rate and the number of viable small businesses in NC by providing high quality, readily accessible assistance to prospective and existing small business owners, which will lead to job creation and retention. With one location at each community college, the 58 Small Business Centers (SBCs) are community-based providers of entrepreneurship training, confidential on-on-one business counseling, referral, and information.

SBCN @ Beaufort County Community College - 252-940-6306

SBCN Training @ College of the Albemarle - 252-335-0821 ext. 2370



STATEWIDE EMPLOYER PROGRAMS

TAX CREDIT PROGRAMS

The Work Opportunity Tax Credit (WOTC) is a federal tax credit available to employers who hire individuals from eligible target groups who are qualified for positions but face significant barriers to employment. Businesses can receive a one-time tax credit of \$1,200-\$9,600 for hiring a qualified job applicant; the amount varies, depending on the hire.

For more information: <https://www.commerce.nc.gov/grants-incentives/workforce-grants/work-opportunity-tax-credit>

AGRICULTURAL BUSINESSES

Agricultural employers can benefit from the services offered at local NCWorks Career Centers. Our agricultural employment consultants are mobile and can help employers fill their labor needs and understand farm-related regulations.

Call your local NCWorks Career Center for more information.

FEDERAL BONDING PROGRAM

The Federal Bonding Program encourages businesses to hire at-risk, hard-to-place job seekers by providing insurance policies that protect against employee theft or dishonesty. Bonds are available at no cost to the job applicant or the employer. The bond may cover an period up to 6 months, with coverage based on potential risk starting at \$5,000.

Call your NCWorks Career Center for more information.



TRANSITION SERVICES

RAPID RESPONSE

Rapid Response is an early intervention to assist employers and workers facing layoffs, closures, and other sensitive actions such as:

- Downsizing/Restructuring
- Natural Disasters
- Plant Relocations
- Bankruptcy
- Federal action impacting defense, timber, or fishing industries

To initiate help from the Rapid Response program a business may need to file a Worker Adjustment and Retraining Notification (WARN) notice with the state. Once filed, the Rapid Response team is deployed within 48 hours to help that company and the affected employees. The team will assess the situation and work with company officials to plan the most appropriate response. Rapid Response teams provide the following services to businesses:

- Providing convenient on-site services to ease the transition for workers
- Offering specialized assistance, such as job fairs, financial planning workshops, and interest/aptitude assessments or other specialized services

For more information: <https://www.commerce.nc.gov/business/business-closure-resources/rapid-response-support-workers>







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Northeastern Workforce Development Board

ALBEMARLE COMMISSION
REGION R COUNCIL OF GOVERNMENTS

101 ARPDC Street
Hertford, NC 27944

Phone: 252.426.5753
nwdbworks.com

ncworks.gov



NCWorks is an equal opportunity employer and provider of employment and training services. Auxiliary aids and services are available upon request. Dial 711 to place a free relay call in North Carolina. <https://nwdbworks.com/about-nwdb/the-stevens-amendment/>