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United Steel Workers,
Local 878L

Advanced Manufacturing Sector Analysis

www.northwestnccareercenter.org

T E N N E S S E E C A R E E R C E N T E R S

Advanced Manufacturing Study Completed

The Northwest Tennessee Workforce Board has completed an Advanced Manufacturing Sector Analysis for the 19 rural counties of west Tennessee including Benton, Carroll, Chester, Crockett, Decatur, Dyer, Gibson, Hardeman, Hardin, Haywood, Henderson, Henry, Lake, Lauderdale, Madison, McNairy, Obion, Tipton, and Weakley.

The analysis identifies companies, job titles, wage information, job openings, projected growth, and identifies advantaged manufac-

turing sectors, including green jobs. This Sector Analysis serves as a valuable and accessible tool for workforce development professionals, economic developers, grant writers, educators, employers, and jobseekers.

The final report is available in hard copy and on the website www.northwestnccareercenter.org. The website includes a database that allows you to learn more about the advanced manufacturing positions available in west Tennessee and also explore the companies featured in the study. A video highlighting

the study findings can be viewed on YouTube at http://www.youtube.com/watch?v=bylfsN_qeGM

A career pathway model is also available to provide youth and adult jobseekers with insight into the knowledge, skills, and training required to have a career in advanced manufacturing.

To request a copy of the Advanced Manufacturing Sector Analysis, contact Margaret Prater, Vice President of Workforce Development (731) 286-3585, extension 16 or email Prater@nwtworks.org.

Snapshot of Advanced Manufacturing in West Tennessee

Younger Associates market research firm was responsible for the research and compilation of data for the Advanced Manufacturing Sector Analysis in 19 counties in west Tennessee.

- ◆ Manufacturing accounts for over 24% of West Tennessee jobs.
- ◆ Among employers surveyed, there were over 450 job openings in March of 2011, with another 500+ openings expected in the future.
- ◆ According to a 2005 NAM survey on the advanced manufacturing workforce, 53 percent of respondents listed technical skills as the greatest need over the next three years. Additional skill sets include the ability to work in teams (47 percent), strong computer skills (40 percent), the ability to read and translate diagrams and flow charts (39 percent) and strong supervisory and managerial skills (37 percent). (National Association of Manufacturers)
- ◆ The 2005 survey of U.S. manufacturing employers found that 80 percent of respondents said that they had a serious problem finding qualified candidates for the highly technical world of modern manufacturing. (National Association of Manufacturers)
- ◆ Due to the technical nature of jobs in advanced manufacturing, more education is required to obtain an entry-level job, and workers need strong skills in reading, math, and locating information in order to earn higher wages.
- ◆ The National Career Readiness Certificate is a significant “tool” in your “toolbox” when applying for jobs in manufacturing. This portable certificate verifies that you can handle tasks that are common and vital in today’s workplaces - such as finding information, reading instructions and directions, and working with figures.
- Identification of eligible training providers within the region and within 150 mile radius of the region
- Identification of apprenticeship opportunities for secondary and/or post secondary trainees in the region

Workforce Investment Act

Providing resources for employment & training needs of adults, dislocated workers, and youth.

The federal Workforce Investment Act (WIA) is the nation's principal workforce development legislation, providing funds to address the employment and training needs of adults, dislocated workers, and youth.

The Act creates a comprehensive workforce investment system. In Tennessee, the user-friendly Tennessee Career Center system provides jobseekers access to tools they need to assist in managing their careers. The Career Centers also help

businesses connect with skilled workers and access incumbent worker training funds and on-the-job training grant assistance.

Thirteen local Workforce Development Areas, each having a local Workforce Investment Board, are responsible for establishing program policy, conducting oversight, and chartering Career Centers in their communities.

Representatives from the private sector business community comprise the majority of

each Board's membership.

The private-sector led, Northwest Tennessee Workforce Board serves the seven county region of Local Workforce Investment Area 12 (LWIA 12) including Crockett, Dyer, Gibson, Lake, Lauderdale, Obion, and Tipton Counties.

All workforce development services are delivered through the Tennessee Career Centers: *Where People and Jobs Connect.* Career Centers are located in each county.

Menu of Services Available to Jobseekers and Employers

Incumbent Worker Training	IWT provides grant funds to existing businesses for customized training to effectively retain and keep businesses competitive through upgrading skills of current employees.
On-the-Job Training	Employers receive 50% of an eligible trainee's wages during a specified training period, offsetting payroll costs while growing their business and creating jobs.
Rapid Response	Informational sessions are offered for companies and employees facing mass layoffs and plant closures to assist dislocated workers transitioning to new jobs and careers.
Workforce Training	WIA provides scholarship funding that builds northwest Tennessee's skilled, available workforce and addresses critical shortages in areas such as healthcare and skilled trades.
Peer Tutoring	Economically disadvantaged, academically successful students gain meaningful work experience in the education field, improve school graduation rates, and earn a wage.
National Career Readiness Certificate	A nationally recognized portable skills credential that serves as valid proof of an applicant's basic job skills.

In 2011, the

Incumbent Worker Training program provided 6 northwest Tennessee employers with \$127,545 in training funds and upgraded the skills of 365 employees.

Services Impact Local Economy — Fast Facts

How many jobseekers use the northwest TN Career Centers each year?	47,094
How many jobseekers utilize self-service career preparation resources?	34,595
How many jobseekers receive staff assisted services?	16,979
How many employer contacts are made in northwest TN?	963
How many jobseekers referred to employers?	34,076
How many jobseekers obtain employment?	7,754
How many receive Workforce Investment Scholarships for training?	1,623
What is the estimated annual earnings for adults who retain employment?	\$27,830
How many GED Incentives are earned each year in northwest TN?	205
How many Youth Peer Tutors are employed?	93
How many youth receive peer tutoring?	1,748
Subject areas improved?	93%
What is the total number of National Career Readiness Certificate holders?	3,595
How many jobs are created in private industry through OJT?	209

EOE. Auxiliary aids and services are available upon request. TDD # 731-286-8383 WD-02-11

EMPLOYER PARTNERSHIPS

Incumbent Worker Training Grants

Sara Lee Foods
Dyersburg Manor
Obion Grain Company
ConAgra Foods
Nordyne
Covington Care Center

On-the-Job Training Grants

Delfield Company
Nordyne
Sun Products
Bongard Creameries
Lauderdale Lumber
NSK Steering Systems
Deb's Lunchbox
David's Diesel
Charlene's, LLC
Ward's Accounting
Wright's Auto Parts
Colonial DPP, LLC
TyBe Company, LLC
Elite Health Care Group
Caterpillar Inc.
Dyersburg Regional Medical Center
First Citizens National Bank
Allied Reprocessing
Wisper
Okeena Water
Dana Commercial Vehicle Products, LLC
Ceco Door Products
SRG Global
E.W. James & Sons
Paint & Industrial Supply
Excel Polymers
Unilever
WTRB Radio

WorkKeys National Career Readiness Certificate Program

Ceco Door
Marvin Windows
NSK Steering Systems
ConAgra Foods
Advantage Manufacturing
Gibson Electric Membership Corporation
Delfield
Nordyne
SRG Global