

## HIGH GROWTH INDUSTRIES

Health Care

Advanced Manufacturing

Construction

Biotechnology

Automotive

Energy

Hospitality

Retail

Information Technology

Transportation

Geospatial Technology

Financial Services

Aerospace

Homeland Security

For more information:  
[www.doleta.gov/BRG/JobTrainInitiative/](http://www.doleta.gov/BRG/JobTrainInitiative/)

The Board’s interest in building relationships with the business community is on-going. Workforce Development Board meetings often feature programs on one of the high growth industries identified by the US Department of Labor. These programs help inform the Board in making policy decisions and provides an opportunity for professionals in those fields to learn more about the Board’s work and services. Programs on construction, agri-business, tourism and hospitality, energy, and advanced manufacturing have already been held. A business-focused approach to service delivery has also been established through each county’s JobLink Career Center.

Workforce Development Board Business Consultant, **Ken Cone**, is also under contract to identify and respond to the region’s key business needs and raise business awareness of the Workforce Development Board while also marketing the Incumbent Worker and On the Job Training Grants. As a service to businesses, the Workforce Development Board also developed and distributed Worker Verification Brochures. These mini brochures were developed to assist employers in determining if an employee is authorized to work in the United States. Employer surveys have also been completed with the five largest employers in each county in order to learn and assist with their training needs while also sharing the mission of the Workforce Development Board.

Another business service developed by the Board’s staff is the ability to profile individual positions in a company. Certified Job Profiles are developed, working with employees in a focus group format to determine skill levels needed by employees being considered for promotion and for prospective employees applying for positions within a company. A customized Job Profile Report is prepared which documents the tasks of a job, the skill levels required and the qualitative reasoning behind the skill levels provided by job incumbents. The Workforce Development Board Business Consultant is an ACT authorized Job Profiler and is available to meet with businesses to develop job profiles for their positions.

In helping to meet the needs of the Region’s employers and job seekers, the Workforce Development Board has funded a pilot Career Readiness Certification (CRC) program in Alleghany, Ashe and Wilkes Counties. Individuals are assessed through ACT WorkKeys to determine their current skill levels and the degree of improvement needed to meet the requirements for higher level

positions. Through the CRC, a certificate signed by the Governor assures businesses that an applicant meets their needs for a particular job skill set. For the job seeker, the CRC serves as a portable credential that certifies their skill levels and assists them during the job search process.

**High Country JobLink Career Centers**

<b>High Country JobLink Career Centers</b>			
Alleghany County	115 Atwood Street, Suite C	Sparta	336-372-WORK
Ashe County	626 Ashe Central School Road	Jefferson	336-982-JOBS
Avery County	175 Linville Street	Newland	828-733-3901
Mitchell County	100 Kim Thickets Road	Spruce Pine	828-765-7758
Watauga County	207 Winkler’s Creek Road	Boone	828-265-5385
Wilkes County	Midtown Plaza	North Wilkesboro	336-651-2540
Yancey County	Under Development		828-682-7262