



Catawba County Workforce

Meeting the challenge

A manufacturer's guide to hiring & training resources in Catawba County, North Carolina

Catawba County EDC ▪ 1960-B 13th Ave Dr SE ▪ Hickory, NC 28601 ▪ 828-267-1564 ▪ edc@catawbacountync.gov



How will the company recruit its workforce?

Short Term: 0-3 months



One-Stop Workforce System supporting employment recruitment & retention at no cost

Provides assistance in developing job descriptions

Provides assistance posting job openings on state site, www.ncworks.gov (this system also spiders other job boards to present a full portfolio of open jobs)

www.ncworks.gov offers Virtual Recruitment options, as well as state and local labor market intelligence

Provides resume and application assistance to ensure quality pre-employment screenings

Conducts recruiting events:

Arranges recruitment events at the company location or weekly at the NCWorks facility

Develops recruitment flyers for mass distribution via

www.westernpiedmontworks.org and social media outlets: Facebook, Twitter and Instagram

- Staff the recruitment events
- Coordinate interviews during the recruitment events
- On-the-job training reimbursement; Educational Training Scholarships; Incumbent Worker Grants for Training



www.cvcc.edu/CCE/Workforce_Development/Industrial/Manufacturing-Academy.cfm

The Manufacturing Academy is an industry-driven, 10-week certification course developed by 25 partner companies from Catawba County, provided by CVCC designed to prepare students for manufacturing positions currently in high demand by employers by introducing students to the basic concepts of manufacturing and careers with local companies.

Program Modules include:

- Manufacturing Overview (42 hours)
- Problem Solving (9 hours)
- Math and Measurements (24 hours)
- Teamwork and Communication (9 hours)
- Safety (12 hours)
- Introduction to Lean/Continuous Improvement/TQM/Six Sigma Overview and ISO Certifications (9 hours)



www.cvcc.edu/CCE/Workforce_Development/index.cfm

Offers in-depth customizable pre-employment screening assessment & training including:

- Career Readiness Certificate (CRC) mapping, assessment and matching
- Behavioral assessments
- Skills assessment (including classroom instruction)



Company may access students for recruitment in on-going classes:

- Mechanical Engineering Technology
- Industrial Systems Technology
- Mechatronics Engineering Technology
- Electronic Engineering Technology
- Computer Integrated Machining Technology
- Welding

Provides customized training directed by the company including:

- Safety, OSHA training, Lean, ISO, Six Sigma
- Training at the company on company equipment
- Training at the college on the following equipment:
 - **Mechatronics- Advanced Manufacturing Lab (Corporate Development Center)**
 - Fanuc LR Mate 200iC robot
 - ABB IRB 120 robot
 - Siemens PLC Lab
 - Festo MPS (Modular Production System) Mechatronics Assembly System
 - Festo PA (Process Automation) Compact Work Station
 - **Mechatronics (Curriculum Lab)**
 - Arburg Injection Molding Machine
 - Allen Bradley PLC Lab
 - Various mechanical, motor controls, hydraulic and pneumatic trainers
 - **Metallurgy Lab**
 - Scanning Electron Microscope
 - Instron Tensile Tester
 - Zeiss O-Inspect 543 Coordinate and Optical Measuring Machine
 - **Computer Integrated Machining**
 - Mazak 3-Axis and 5-Axis CNC Mills
 - Haas 3-Axis CNC Turning Stations and Mills

How will the company recruit its workforce?

Medium Term: 6-12 months



www.welcome-hky-metro.org

"Welcome Home, Hickory Metro" is a local public-private partnership formed to proactively recruit from the 15,000 skilled veterans with in-demand technical and soft skills transitioning out of North Carolina's military installations each year. The program matches highly skilled veterans with great jobs at Catawba County companies.

The bi-annual event brings 100+ veterans and their families to the Hickory Metro for a weekend of events that blend pre-matched job interviews with local companies with a series of community tours and fun excursions that highlight Catawba County's ideal quality of life for veterans and their families.



Attracting, retaining and developing talent is the top issue for the Catawba County business community. Through this conference, leaders in business and human resources come together to share best practices and spotlight recruitment and retention strategies that are "outside of the box."



Talent Jam is the perfect combo of job fair, connection event and speed matchmaking in the Hickory Metro area. It's a modern take on the classic job fair, where *both* companies and local job seekers can present one-minute pitches of their professional needs or talents followed by casual networking, while enjoying great local food and drink.

Long Term: 1-4 years



www.cvcc.edu/CCE/Workforce_Development/Industrial/Apprenticeship_Catawba_Information.cfm

1 to 4 year program combining formal education at CVCC and on-the-job training with sponsor employers

Apprenticeship in skilled trades like:

- Mechanical maintenance
- Electrical maintenance
- Tool & die
- Mechatronics
- CNC machinist
- Machine Operator



High school students are dual enrolled at CVCC in advanced manufacturing courses.

If a student is employed by a company prior to graduation, the cost for remaining courses may be funded by NC.

Catawba County Schools:

www.k12careerconnection.com

Hickory Public Schools:

www.hickoryschools.net/departments/curriculum_and_instruction/career_technical_education

Newton-Conover Schools:

nhs.newton-conover.org/apps/pages/index.jsp?uRE_ID=347404&type=d&pREC_ID=756239



www.k-64learning.com

K-64 is a unique community-wide partnership between public K-12 schools, colleges, workforce development and business to provide a skilled workforce pipeline for our businesses by aligning courses of study and training with workforce needs.

K-64 will identify, facilitate and streamline programs and initiatives that are in-place and have been proven to be best practices in improving education as it relates workforce development. If a specific educational or employer training need is not being met, K-64 will develop new programs and partnerships to insure a future-ready workforce.

Catawba County's Commitment to Manufacturing

Catawba County is a community committed to the future of manufacturing and ensuring our manufacturers have a workforce pipeline for the future. This is evident by the county's investment in a new state-of-the-art Workforce Solutions Complex on the campus of CVCC. A culmination of many years of planning and collaboration with the three public school systems, **this \$23 million dollar, 86,000 square foot facility will house technology and engineering programs for junior and senior high school students from all schools in Catawba County.** Business-driven programs will include: Computer Engineering Technology, Electrical Engineering Technology, Computer Integrated Machining, Electronics Engineering Technology, Welding, Mechanical Engineering Technology, Mechatronics, and Robotics.



www.cvcc.edu/Business_Industry_Technology/Industrial_Programs/Workforce-Solutions-Complex.cfm

Who can the company turn to for support?

Manufacturing Solutions Center



www.manufacturingsolutionscenter.org/

Bringing manufacturing into the NEW ERA of changing technologies, global marketing and production innovations. The mission of the Manufacturing Solutions Center (MSC) is to help US manufacturers increase sales, improve quality and improve efficiency to create or retain jobs.

This is accomplished by:

- Enhancing and improving products through research and development
- Assisting in creating prototypes for new, innovative offerings
- Analyzing new materials to enhance structure and programs
- Testing products for reliable content and quality
- Training personnel for lean manufacturing processes and supply chain efficiencies
- Providing a forum for rollout of new 21st century technologies
- Providing hands-on guidance for international marketing, sales and military procurement
- Providing photo-realistic renderings and visualizations
- Creating 3D rapid prototypes in a variety of materials
- Industry advocacy

Services include, testing services, training, product development, marketing, engineering, inventors & entrepreneurs.

NC Center for Engineering Technologies



www.nccet.appstate.edu

The North Carolina Center for Engineering Technologies provides facilities for applied research in engineering related fields and serves as a conduit to baccalaureate education delivered by the University of North Carolina system schools. Conceived as a community supported higher education effort in technical and engineering disciplines, this Center was established through a collaboration of business, government and higher education.

Labs include:

- Rapid Product Realization Laboratory
- Engineering Design Laboratory
- Metrology & Reverse Engineering Laboratory
- Distance Education Lab
- Polymers Lab
- Patternmaking Laboratory

Degree programs include:

- Building Sciences (Appalachian State University)
- Engineering Technology (Western Carolina University)
- Industrial Technology (East Carolina University)
- Electrical Engineering Technology (UNC-Charlotte)
- Fire Safety Engineering Technology (UNC-Charlotte)

Catawba County EDC



The Catawba County EDC serves as a clearinghouse for business information to existing industries and can usually provide information or assistance to help you minimize time spent in solving any business problem you may encounter. For assistance, please contact **Nathan Huret, Director of Existing Industries** at 828-267-1564 or nhuret@catawbacountync.gov.

Human Resource Associations



The Society for Human Resource Management (SHRM) is the world's largest HR professional society, representing 285,000 members in more than 165 countries. For The Society has been the leading provider of resources serving the needs of HR professionals and advancing the practice of human resource management. Catawba Valley SHRM is an affiliate of the Society for Human Resource Management. Catawba Valley SHRM is the local starting point for networking, information, professional development, and the continued support of excellence in Human Resources. Learn more at catawbavalley.shrm.org



The goal of the Piedmont Human Resource Association (PHRA) is to provide a means of networking and educational tools for HR leaders in the Catawba Valley region. The PHRA has endeavored to develop and offer training and seminars to meet the continually evolving organizational and professional needs of the membership. PHRA meets monthly, featuring a guest speaker focusing on cutting-edge issues in areas such as human resources, benefits and compensation, safety, labor and employment law, as well as many other industry-related topics. Learn more at www.piedmonthra.com

Catawba County specializes in manufacturing.

Manufacturing Specialization

27% of Catawba County's workforce employed in manufacturing; NC average is 11% and US average is 9%

420 manufacturers in Catawba County alone

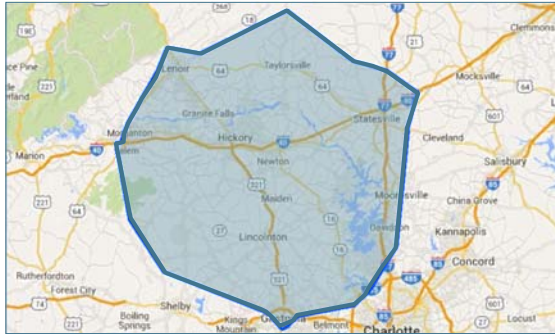
22,895 employees in Catawba County alone

3 times as specialized in manufacturing as the US average

1st in NC and SC for highest concentration of manufacturing

6th metro area in the US for highest concentration of manufacturing

45-minute drive time



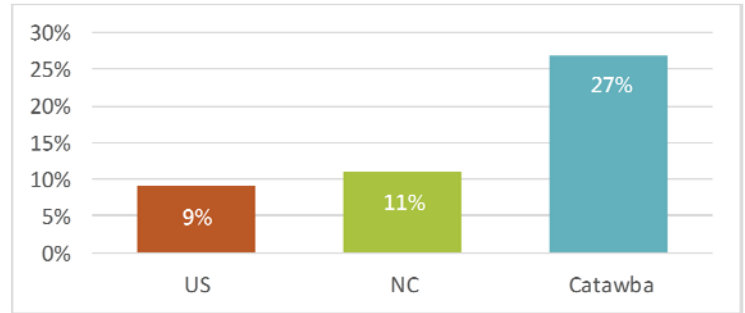
779,315

Population

395,002

Labor Force

Workforce employed in Manufacturing (%)



Source: US Bureau of Labor Statistics

10 Largest Manufacturing Employers

1. GKN Driveline Newton	1000+	Automotive Parts	6. Ethan Allen Operations	500-999	Furniture
2. CommScope	1000+	Fiber Optic Cable	7. Pierre Foods	500-999	Frozen Foods
3. Corning Optical Comm.	1000+	Fiber Optic Cable	8. Lee Industries	500-999	Furniture
4. HSM Solutions	500-999	Industrial Components	9. McCreary Modern	500-999	Furniture
5. Century Furniture	500-999	Furniture	10. Sherrill Furniture Co.	500-999	Furniture

International Employers

Company	Country	Local Employees	Industry Sector
Mosdorfer NA	Austria	15	Electrical/Fiber Optic
Tajji Group USA	China	78	Paper Tubes for Textile Industry
CertainTeed	France	125	Plastic/Vinyl Siding
Joulin	France	17	Industrial Machinery
BSN Medical	Germany	50	Wound and Orthopedic Devices
Heico Fasteners	Germany	20	Furniture Industry Fasteners
Klingspor Abrasives	Germany	200	Coated and Bonded Abrasives
Poppelmann Plastics	Germany	100	Plastic Containers/Automobile Parts
Punker USA	Germany	25	Fan Wheels
Sarstedt	Germany	225	Plastic Medical Devices
Technibilt Wanzl	Germany	300	Shopping Carts
ZF	Germany	250	Automotive Chassis Components
Ideaitalia	Italy	100	Furniture
Minelli, USA	Italy	15	Specialty Wood Products
Prysmian	Italy	475	Fiber Optic Cable
Turbocoating	Italy	60	Coatings for Turbine Blades
US Conec	Japan	200	Optical fiber ferrules & connectors
ArcelorMittal	Luxembourg	12	Plates for Heavy Trucks
Axjo America	Sweden	35	Plastic Cable Spools
Windak	Sweden	5	Spooling Systems
GKN Driveline	UK	1,600	Automotive Parts
GKN Sinter Metals	UK	92	Automotive Parts
Unigel	UK	15	Fiber Optic Cable Components



4000+ Catawba county workers employed by International manufacturers



17% of Catawba County manufacturing workers employed by International manufacturers

