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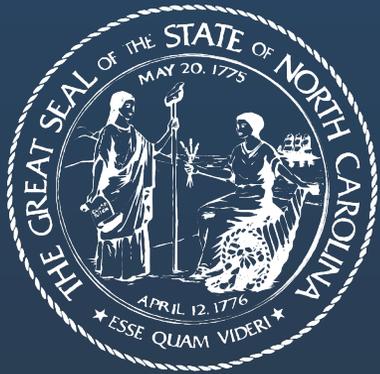
The Multigenerational Workforce
Navigating an Era of Demographic Change

Jonathan Guarine
NC Department of Commerce, LEAD
April 11, 2025

Today's Agenda

I. Economic Update: Where Are We Now?

II. Long-Term Trends Shaping the Economy

III. Workforce Implications of Demographic Shifts

IV. Preparing for Future Workforce Needs

V. Insights into the Multigenerational Workforce

Economic Update: Where Are We Now?

Poll (select one):
How would you describe the U.S. economy right now?
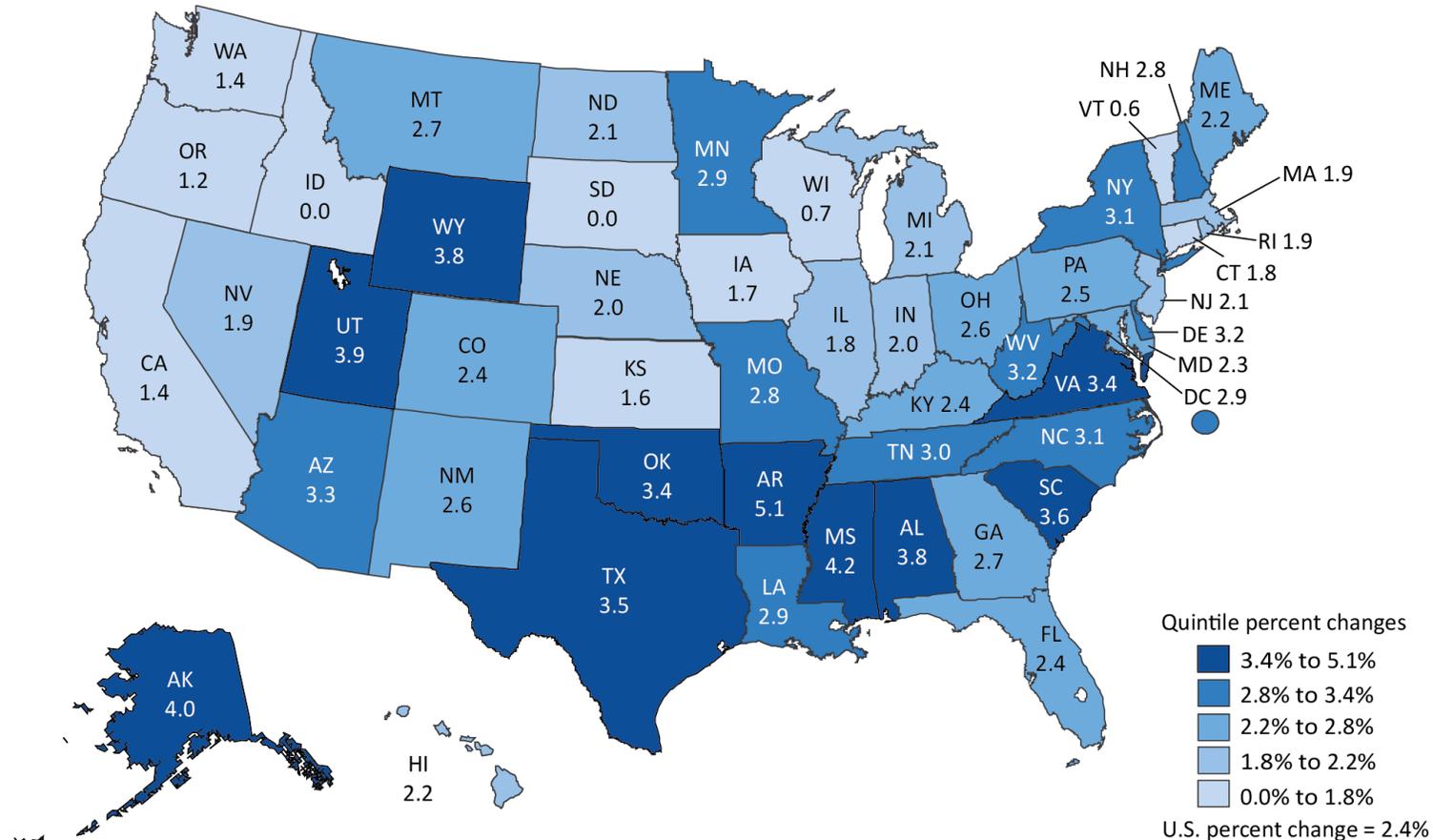
- **Strong**

- **Stable**

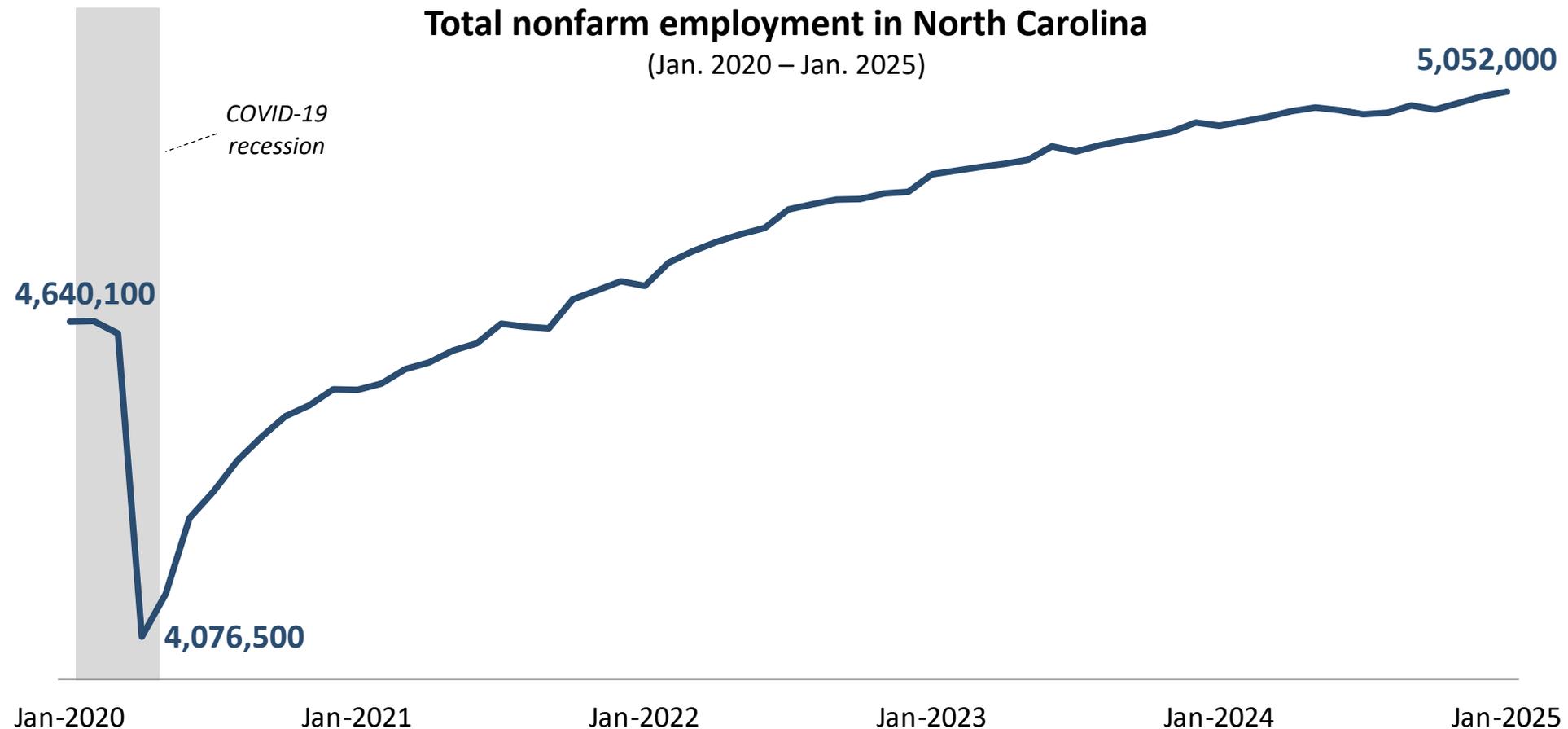- **Weak**

The economy continues to grow

NC's economy grew faster than the US average

Real GDP: Percent Change at Annual Rate, 2024:Q3–2024:Q4

WA 1.4
MT 2.7
ND 2.1
MN 2.9
NH 2.8
VT 0.6
ME 2.2
OR 1.2
ID 0.0
SD 0.0
WI 0.7
MI 2.1
NY 3.1
MA 1.9
WY 3.8
NE 2.0
IA 1.7
IL 1.8
IN 2.0
OH 2.6
PA 2.5
RI 1.9
CT 1.8
NV 1.9
UT 3.9
CO 2.4
KS 1.6
MO 2.8
WV 3.2
VA 3.4
NJ 2.1
DE 3.2
MD 2.3
DC 2.9
CA 1.4
KY 2.4
NC 3.1
AZ 3.3
NM 2.6
OK 3.4
AR 5.1
TN 3.0
SC 3.6
MS 4.2
AL 3.8
GA 2.7
TX 3.5
LA 2.9
FL 2.4
AK 4.0
HI 2.2

Quintile percent changes

- 3.4% to 5.1%
- 2.8% to 3.4%
- 2.2% to 2.8%
- 1.8% to 2.2%
- 0.0% to 1.8%

U.S. percent change = 2.4%

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North Carolina continues to add jobs
The state has added 412,000 jobs since January 2020

Total nonfarm employment in North Carolina
(Jan. 2020 – Jan. 2025)

5,052,000

COVID-19 recession

4,640,100

4,076,500

Jan-2020   Jan-2021   Jan-2022   Jan-2023   Jan-2024   Jan-2025

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Industries leading job growth

Healthcare and Government have grown the fastest lately

Source: LEAD / US Bureau of Labor Statistics (Current Employment Statistics)

Employment change in North Carolina
By select industry (% change since Jan. 2023)
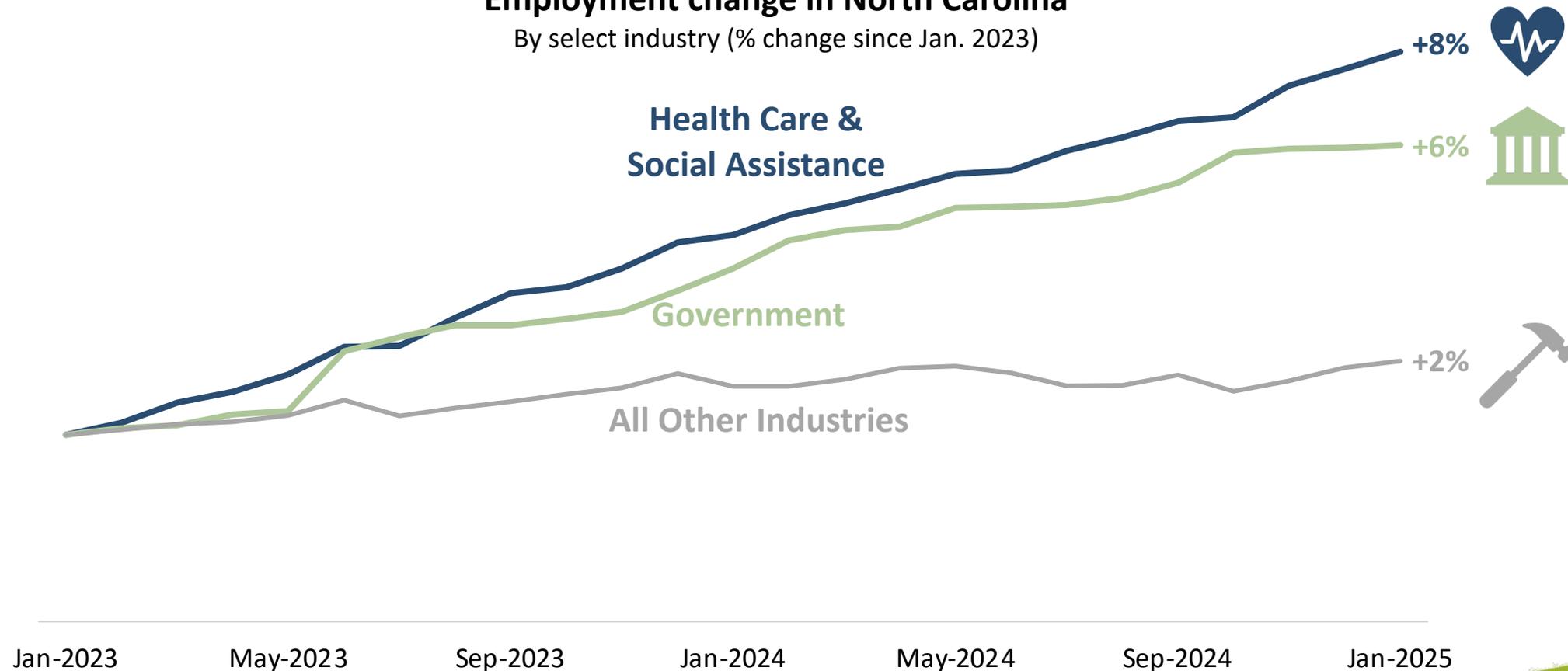
Health Care & Social Assistance — +8%

Government — +6%

All Other Industries — +2%

Jan-2023   May-2023   Sep-2023   Jan-2024   May-2024   Sep-2024   Jan-2025

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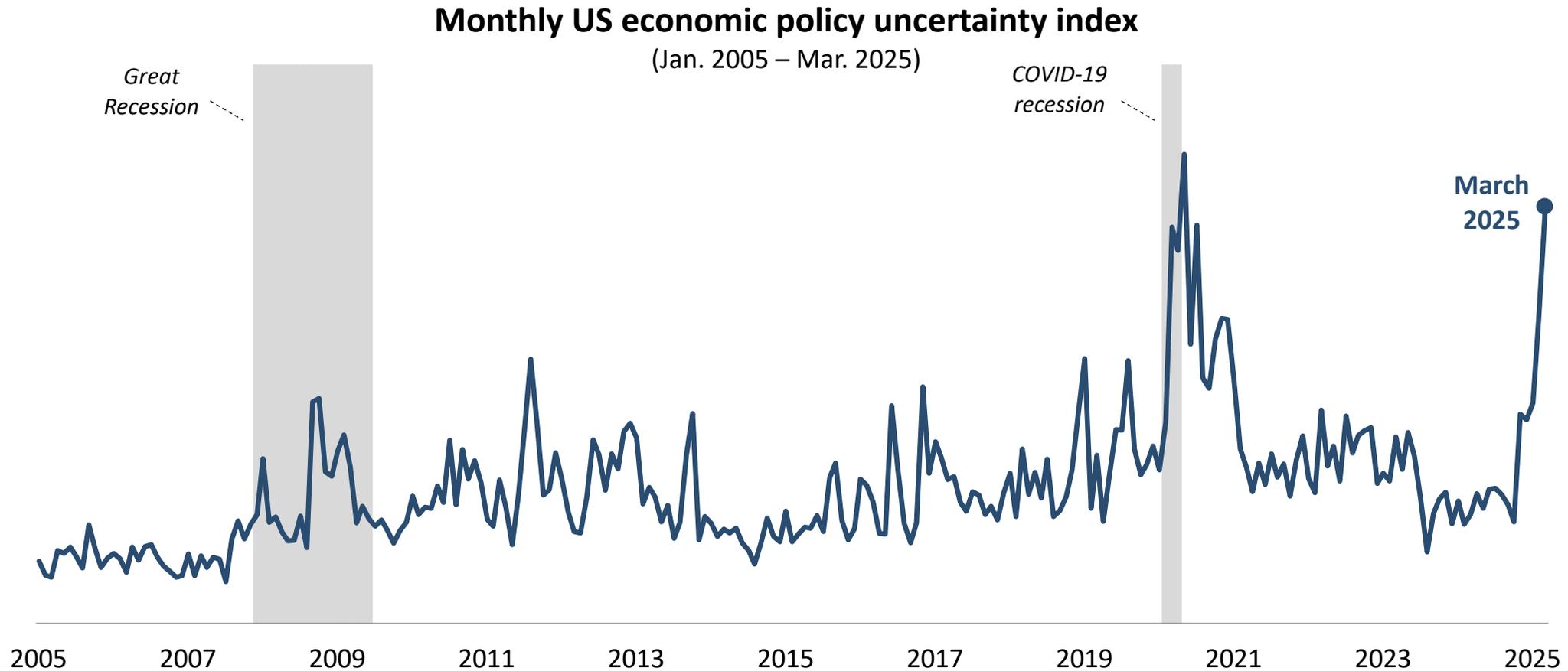
Recession fears have grown

Google searches for the word "recession" have spiked
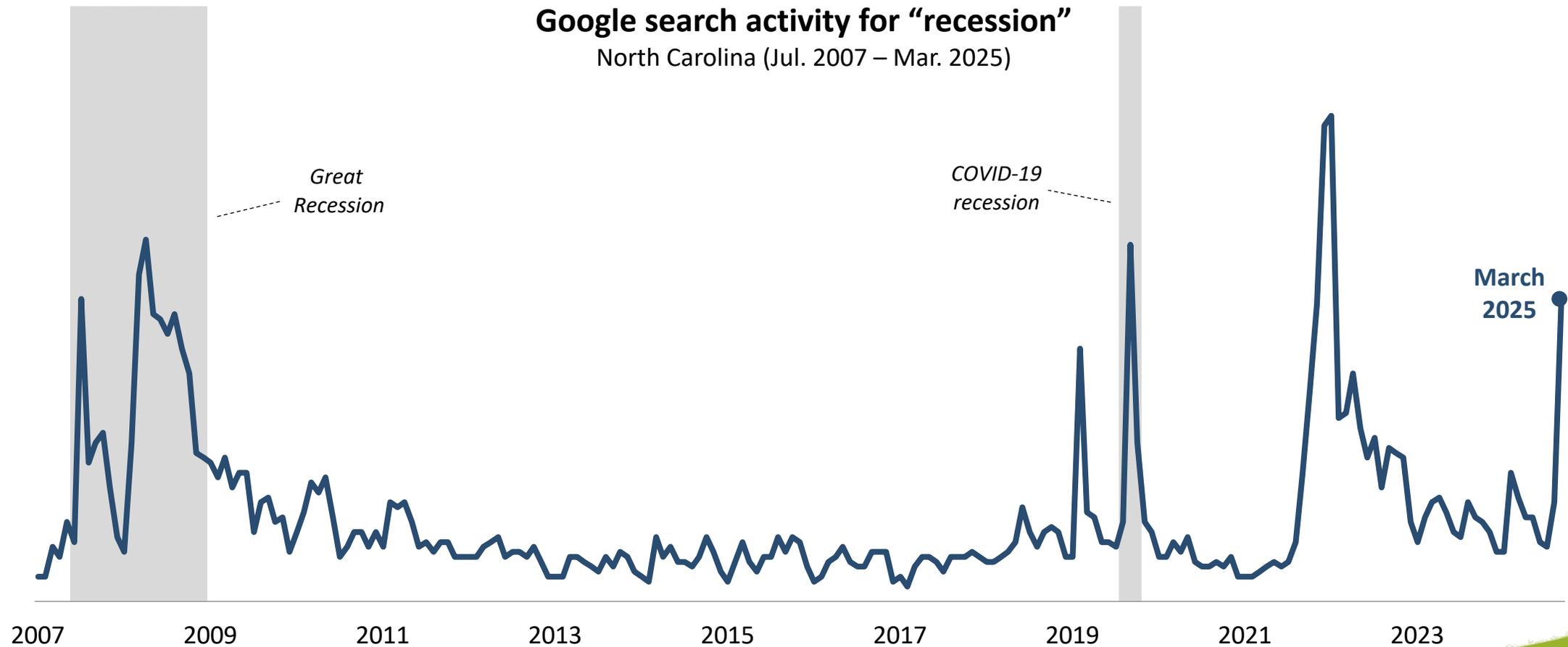
Google search activity for "recession"
North Carolina (Jul. 2007 – Mar. 2025)

Great Recession

COVID-19 recession

March 2025

2007   2009   2011   2013   2015   2017   2019   2021   2023
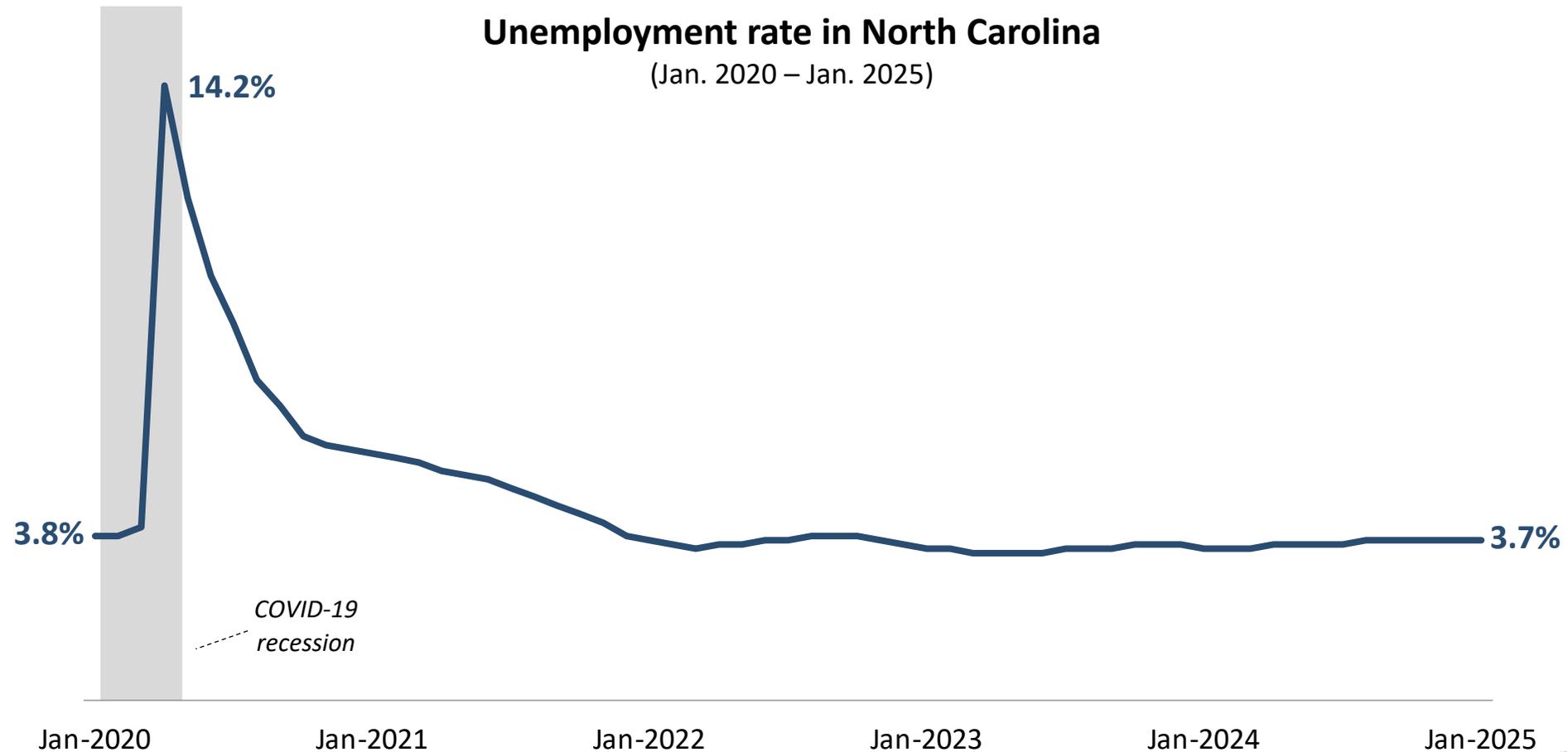
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Long-Term Trends Shaping Our Economy

Poll (select one):
Which factor will have the greatest impact on the future economy?

- **Artificial Intelligence (AI)**

- **Climate Change**

- **Demographic Shifts**

- **Global Trade**

Source: US Census Bureau, via IPUMS-USA

Workforce changes can take time

History of NC is defined by long-term structural shifts

Share of employed workers in North Carolina
By broad industry sector (1880 – 2022)

81%

Agriculture

79%

Services

59%

Manufacturing 30%

13%

4%

5%

11%

2%

1880   1900   1920   1940   1960   1980   2000   2020

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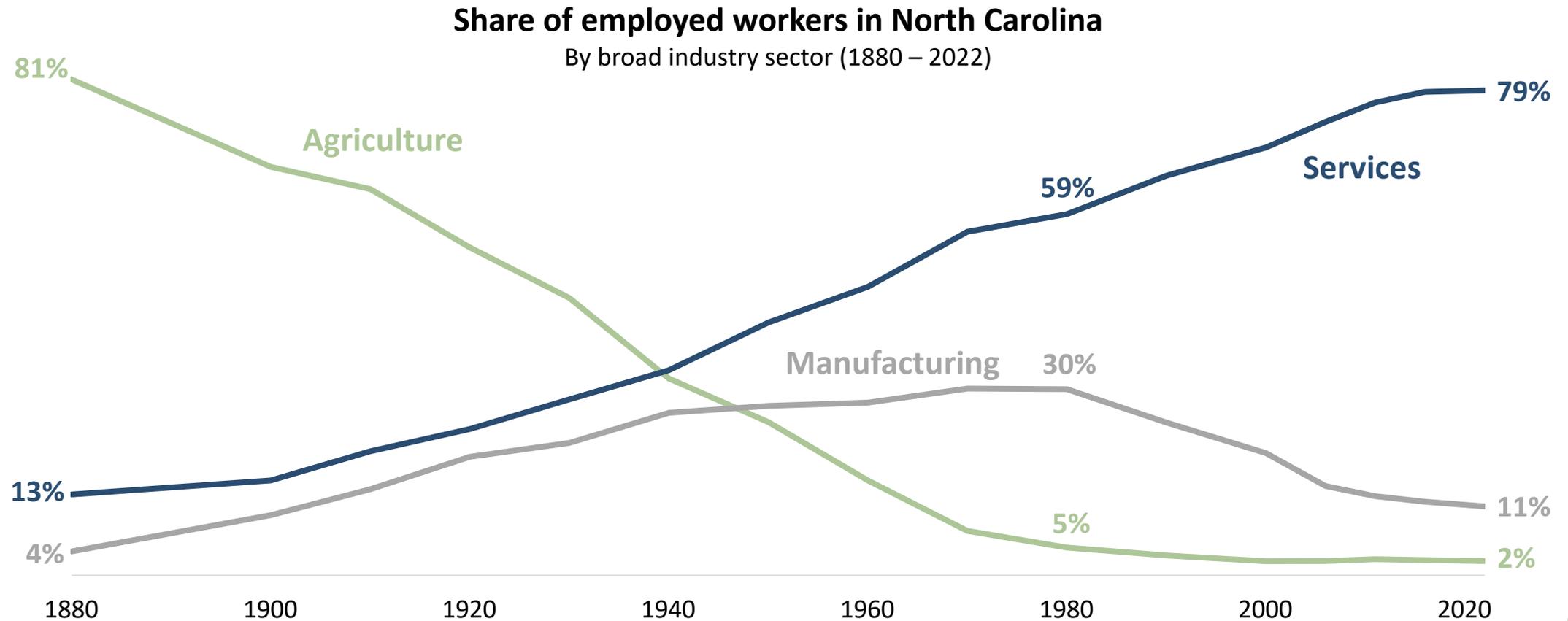
Demographic change

U.S. fertility rates have fallen since the mid-20th century

Births per woman in the United States

(1960 – 2022)

1964:
3.2 births per woman

2022:
1.6 births per woman

1960   1968   1976   1984   1992   2000   2008   2016

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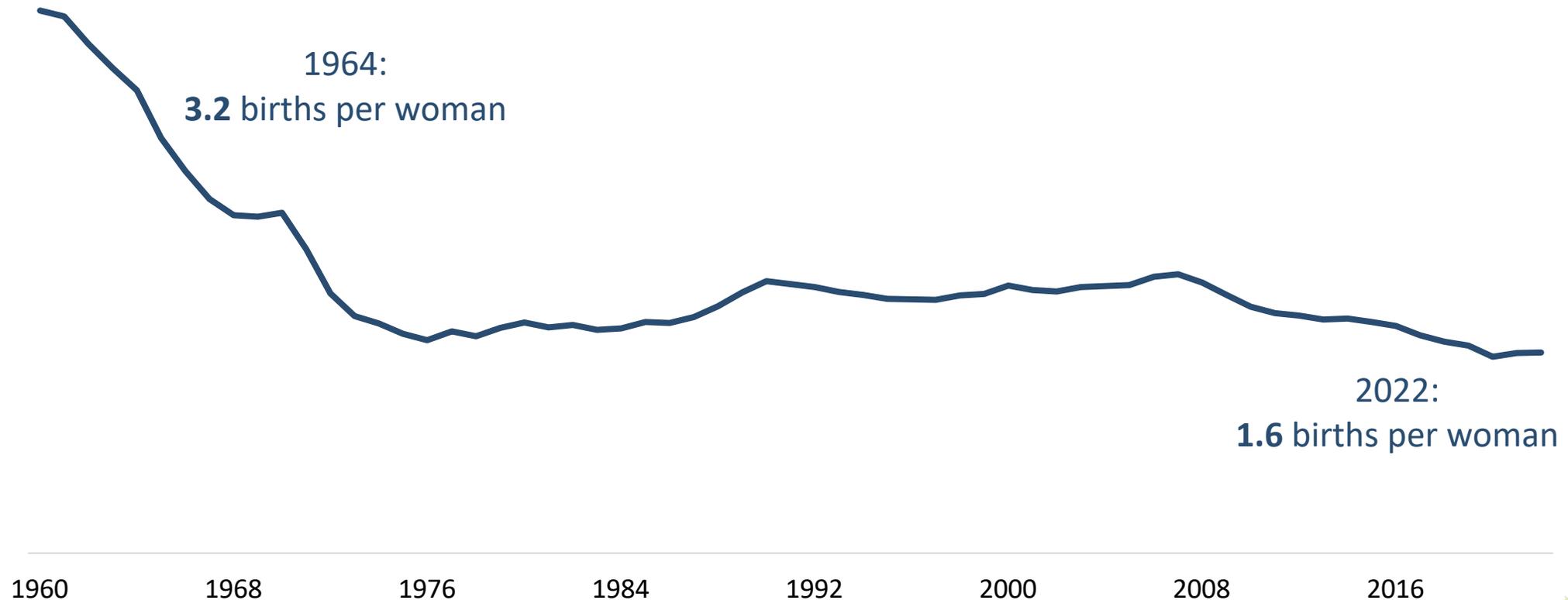
Demographic change
...But U.S. life expectancy has generally been rising

Life expectancy at birth in the United States
(1960 – 2022)

2019: **79** years

1990: **75** years

2021: **76** years

1964: **70** years

1960   1968   1976   1984   1992   2000   2008   2016

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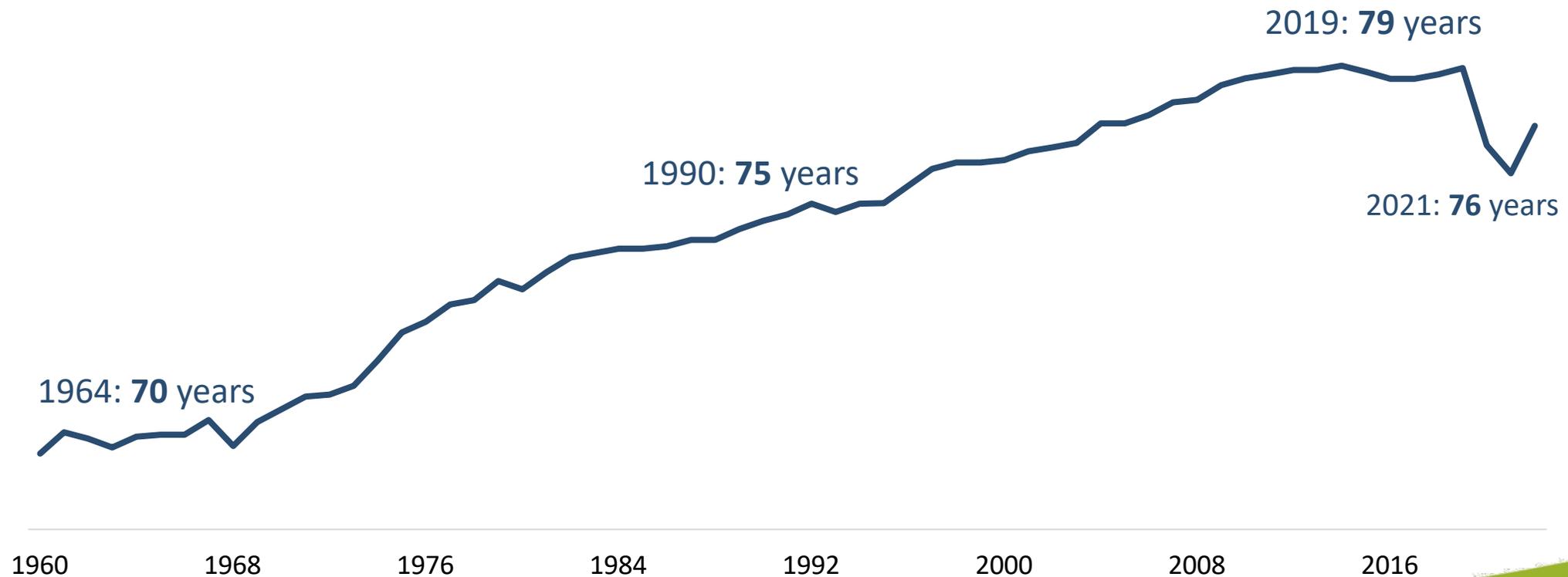
How has NC's population changed?
The state's population has grown larger and older

Source: U.S. Census Bureau
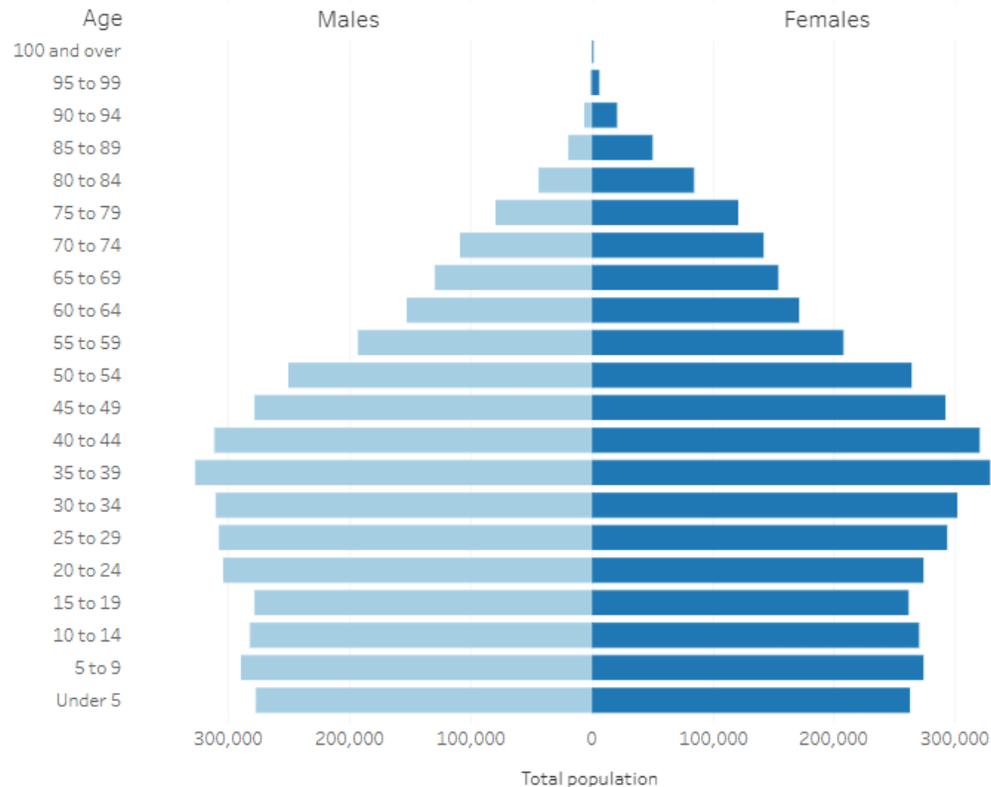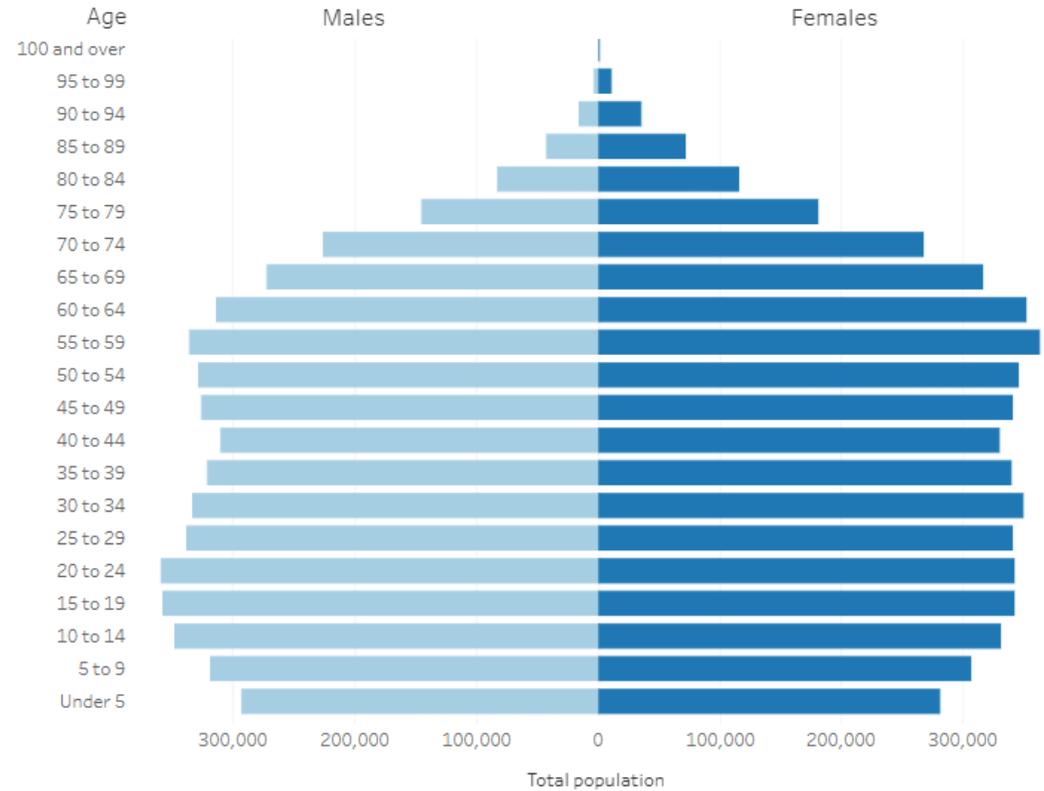
"Demography is destiny"
The population will continue to age across the state
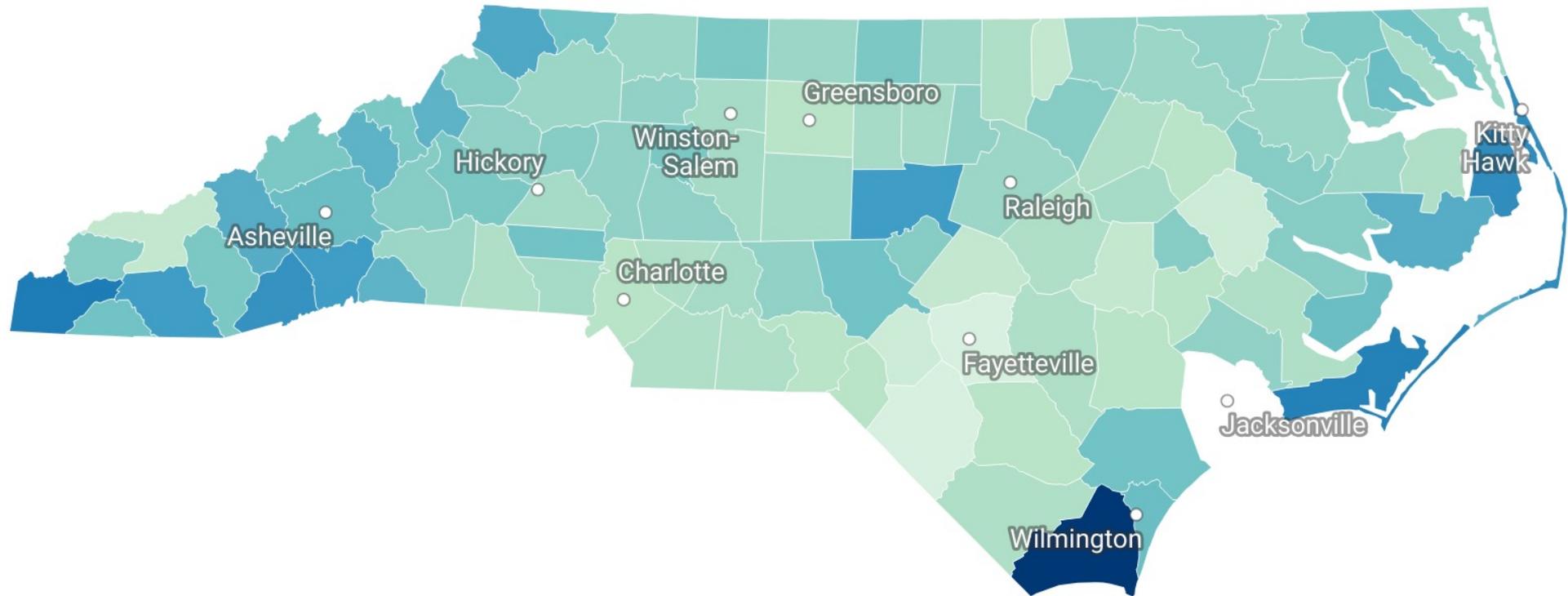
Percent of County Aged 65+ (2050)

11%　　　　52%

Workforce Implications of Demographic Shifts

Workforce impacts

Labor shortages are likely to continue as workers retire

 # jobseekers per job opening in North Carolina
(Jan. 2001 – Jan. 2024)

2001 recession

Great Recession

10.1

COVID-19 recession

North Carolina

2.0

2.1

1.1

2001 2003 2005 2007 2009 2011 2013 2015 2017 2019 2021 2023

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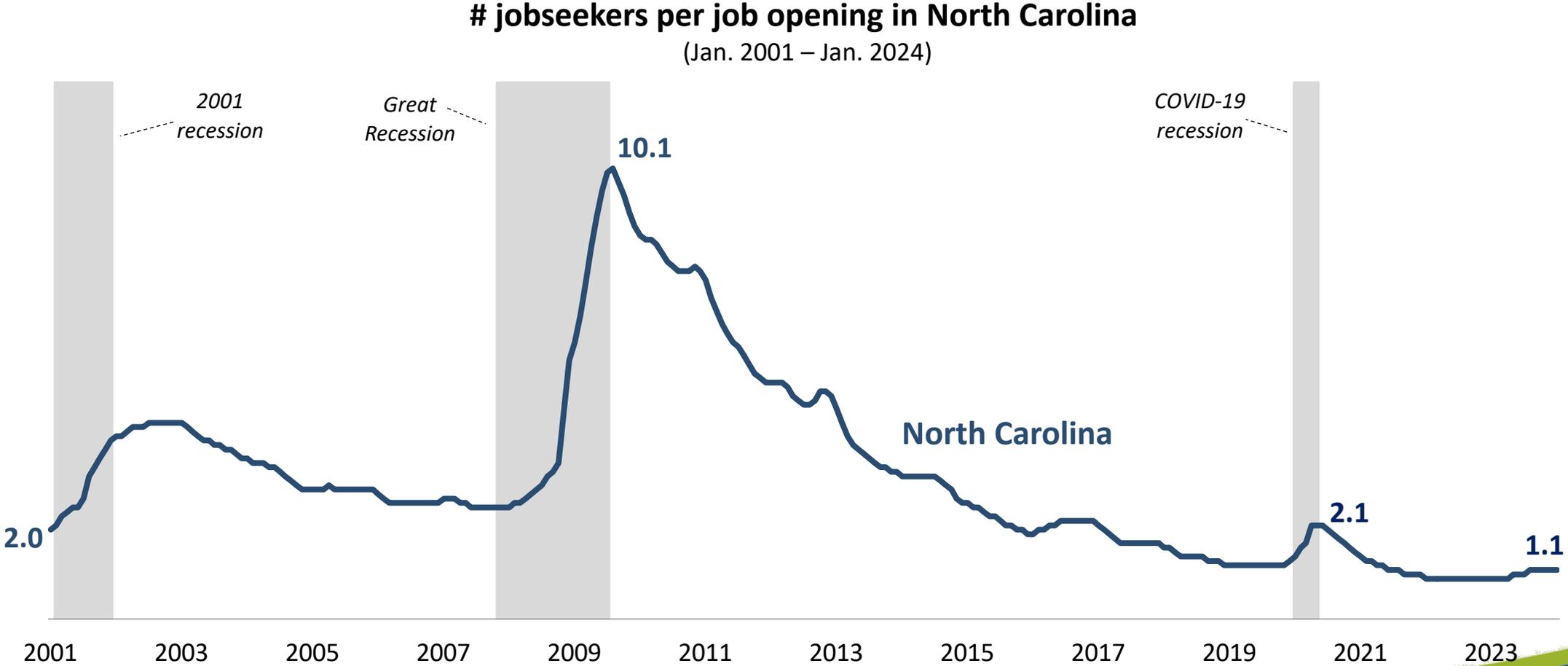
Workforce impacts

Older population → more healthcare spending

Healthcare as % of total consumer spending in the United States
By age group (2022)
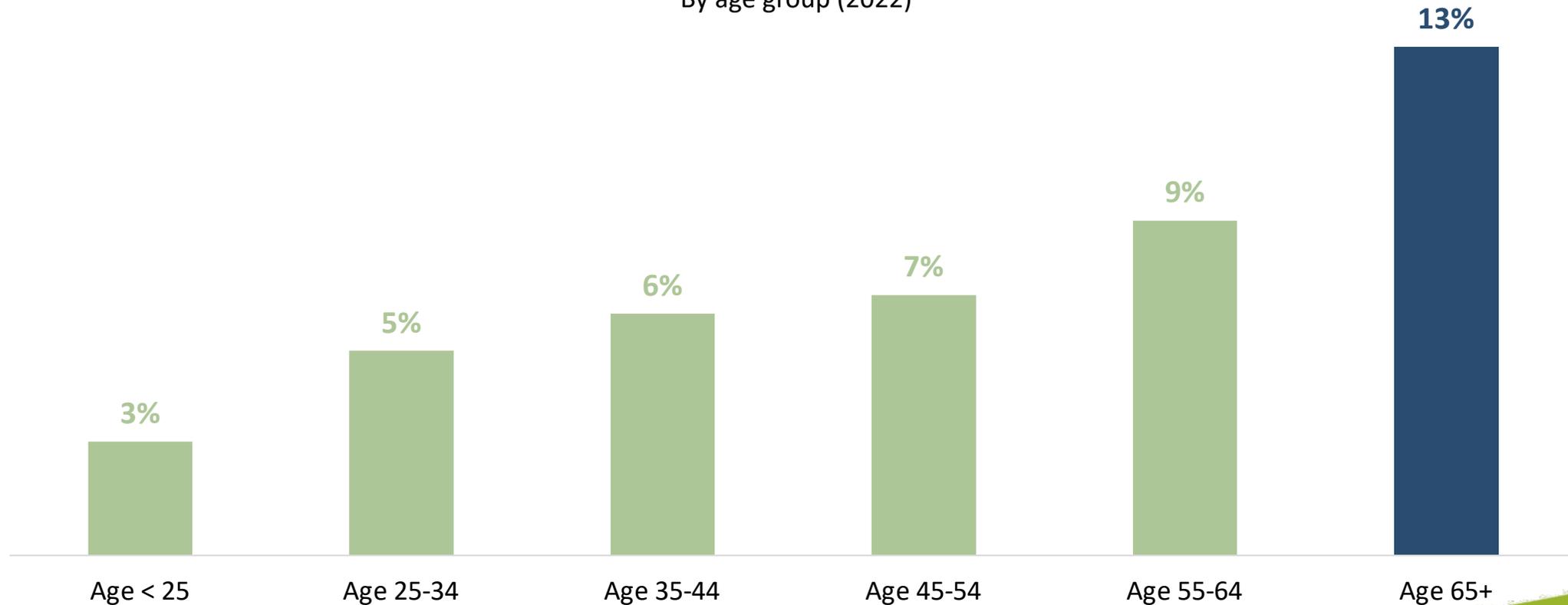
Age < 25	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65+
3%	5%	6%	7%	9%	13%

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People continue to move to NC
Domestic migration (July 2023 – July 2024)

Net domestic migration (2023-2024)

-240,000   0   90,000

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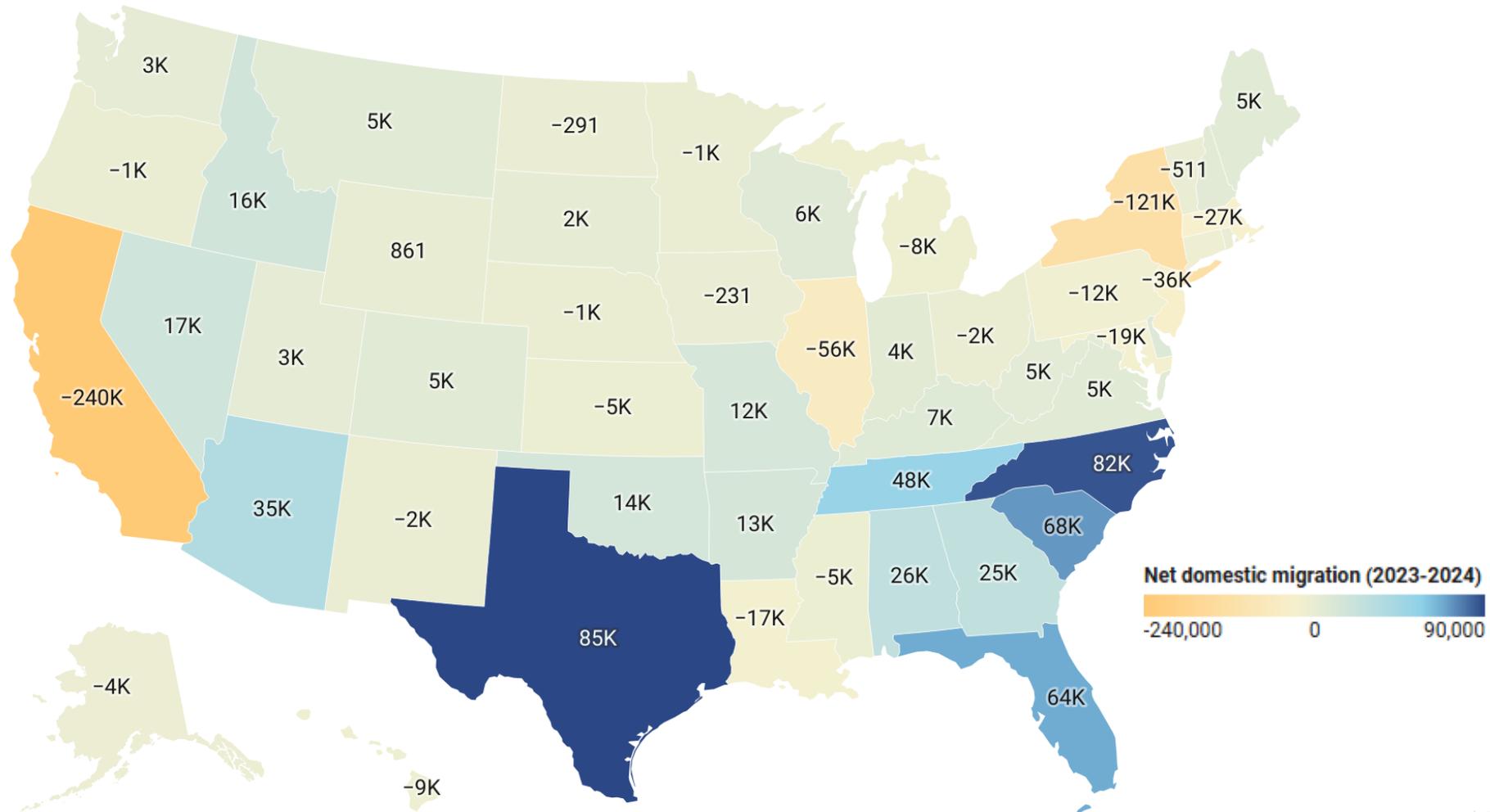
North Carolina immigration growth

Immigrant % of County Population

0.50% — 5.00%

Foreign-born population as % of county population (2000)

Immigrant % of County Population

1.00% — 13.00%

Foreign-born population as % of county population (2020)

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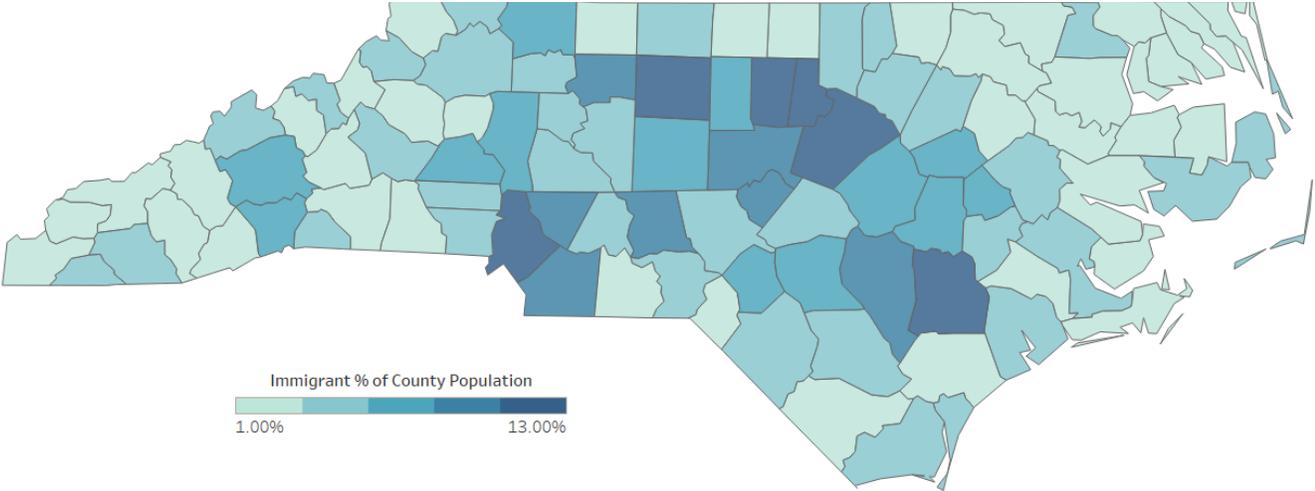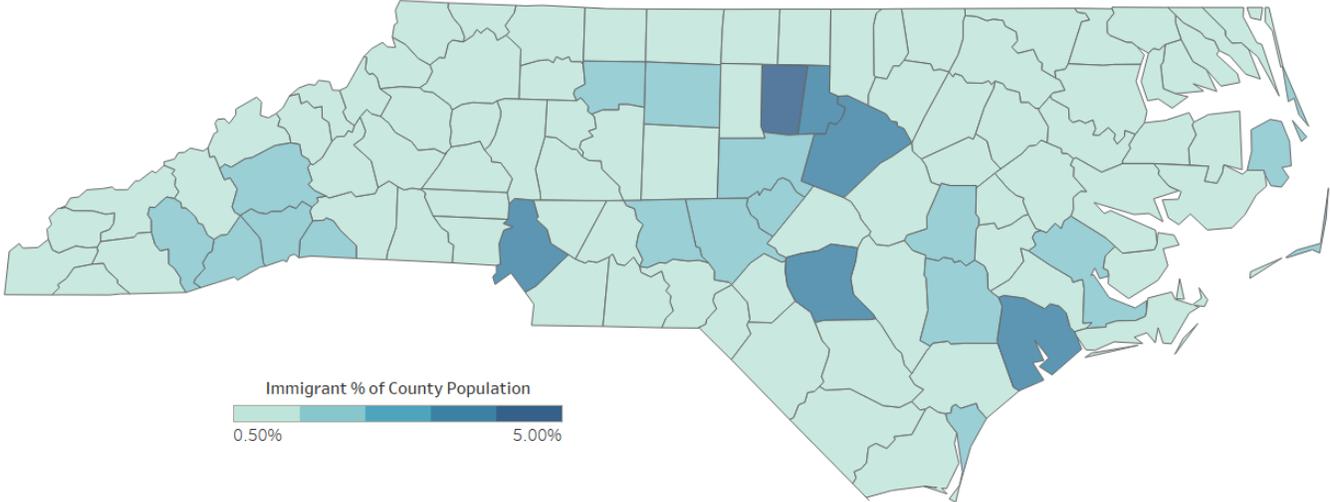
Engaging underrepresented groups
Individuals with disabilities and formerly incarcerated

Employment rate by disability status
North Carolina (2023)
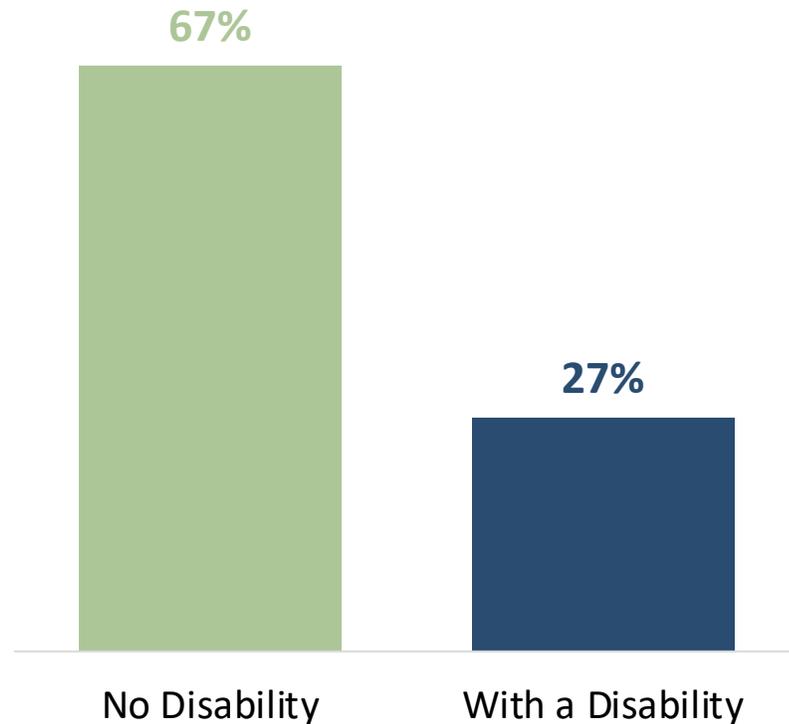
**Employment rate of formerly incarcerated
1-year following release**
North Carolina (2023)

67%

27%

No Disability   With a Disability

62%

50%

1998   2021

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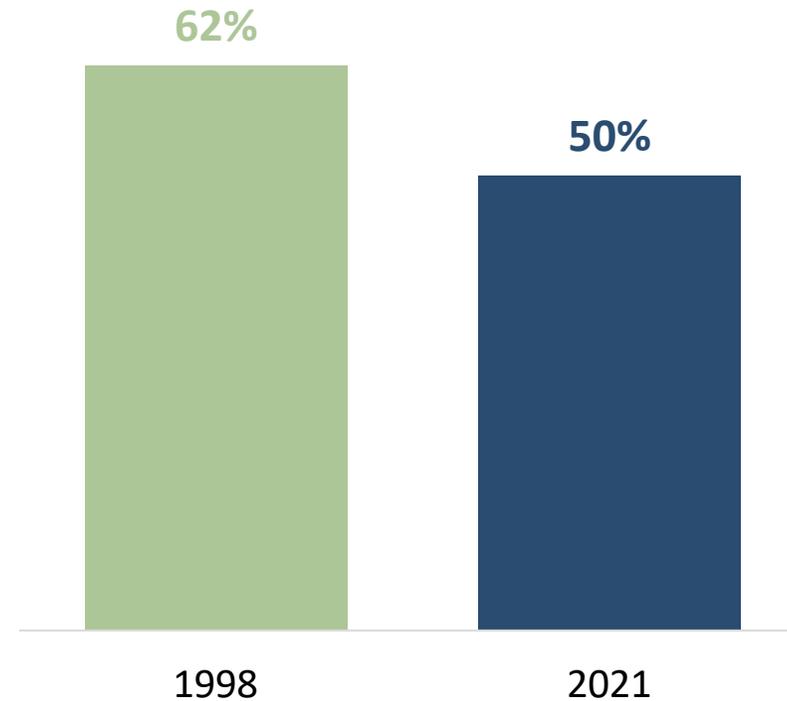
Reconnecting "opportunity youth"

Youth aged 16-24 neither in school nor working

1 in 10 youth in North Carolina

135,000

16–24-year-olds
not in school nor working

10%

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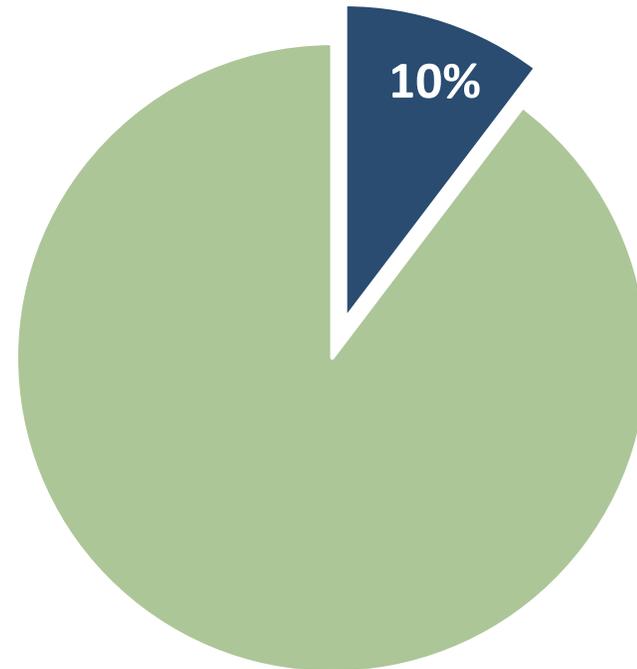
Can AI/automation help reduce shortages?

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Insights into the Multigenerational Workforce

Caution with generational research

5 things to keep in mind

1. Generational categories are not scientifically defined

2. Generational labels can lead to stereotypes and oversimplification

3. Discussions about generation often focus on differences instead of similarities

4. Conventional views of generations can carry an upper-class bias

5. People change over time

Gen Z and millennials are changing careers and job hopping more than older generations

By Scout Wallen   ABC Capricornia   Work

Gen Zers and millennials are switching jobs at an accelerating pace, and it's paying off. Here's where it can still go wrong
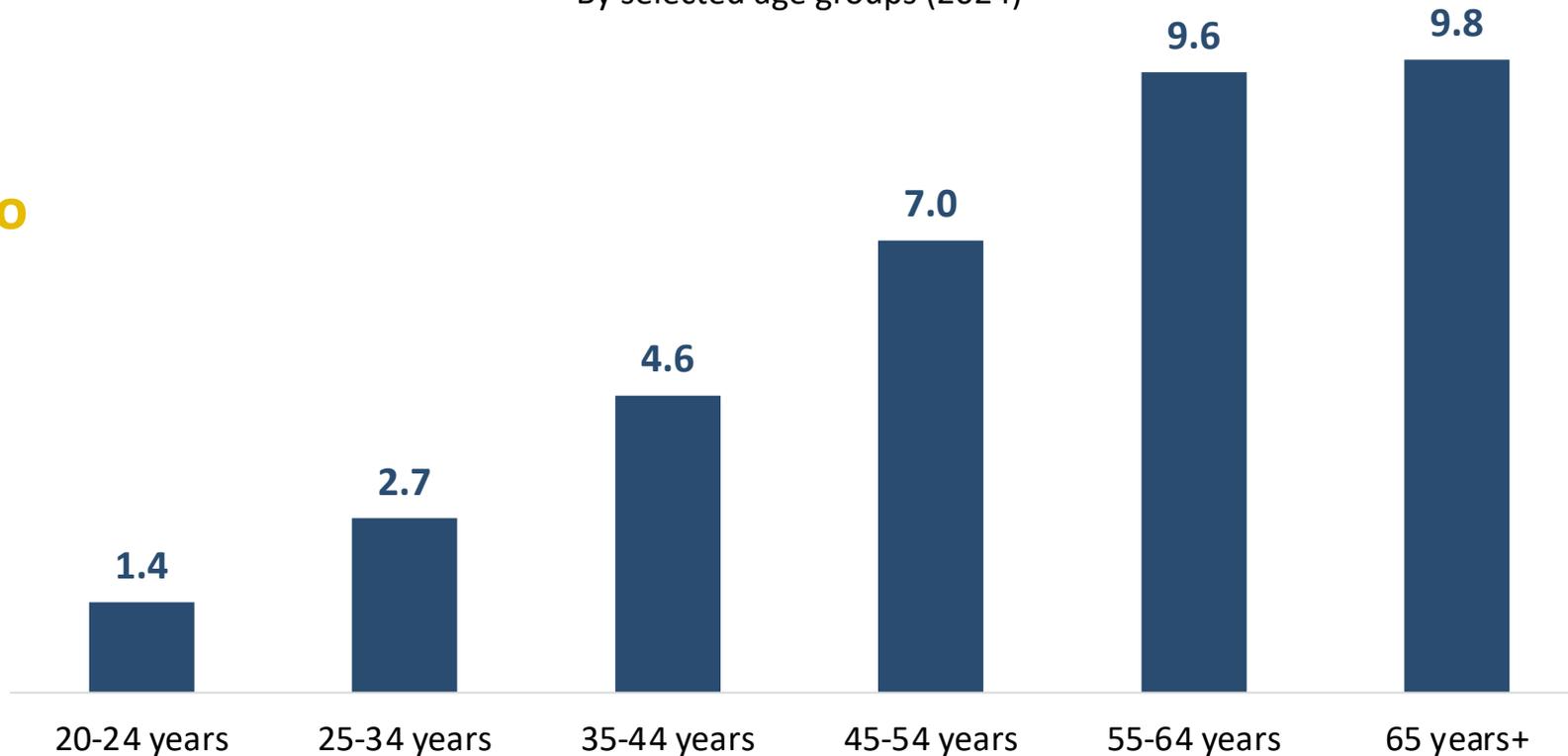
BY SCOTT GALLOWAY

April 23, 2024 at 7:33 AM EDT
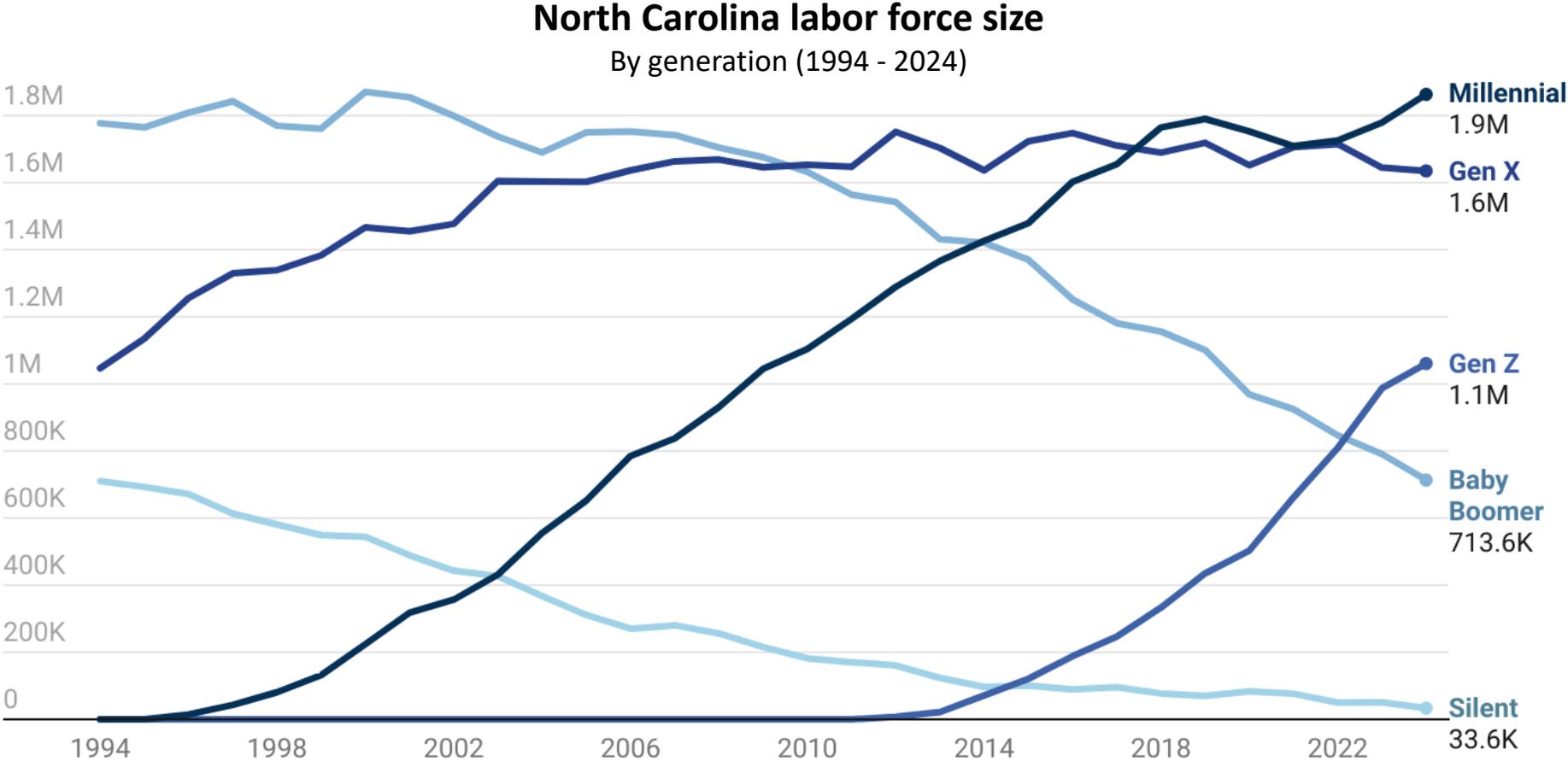
Key Events that Shape Preferences and Beliefs
Are there "generation defining" moments?

- **Large economic shocks** (recessions, wars, pandemics, inflation) impact many preferences and beliefs.

- The effect of shocks experienced **during young adulthood** is stronger and longer lasting.

INTERNATIONAL MONETARY FUND

Aggregate Shocks and the Formation of Preferences and Beliefs

Paola Giuliano and Antonio Spilimbergo
WP/24/195

WORKING PAPER

IMF Working Papers describe research in progress by the author(s) and are published to elicit comments and to encourage debate.
The views expressed in IMF Working Papers are those of the author(s) and do not necessarily represent the views of the IMF, its Executive Board, or IMF management.

2024
SEP

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Example #1:
COVID-19 Pandemic

Example #2:
Great Recession

Example #3:
Fall of the Soviet Union and the Gulf War

Example #4:
1970s Oil Embargo

Summary and Key Takeaways

Our economy and labor force continues to grow, but uncertainty abounds

- Job growth persists, and the unemployment rate is low, but the economic outlook is uncertain

Demographic change will significantly impact the future workforce

- An aging population leads to lower labor force participation, succession challenges, labor shortages, and increased demand for healthcare services

There's no single solution for impending labor challenges

- Potential responses include having more migration to the state, engaging underrepresented populations, and implementing automation and AI

Be cautious with generational research

- Avoid generalizations and stereotyping when analyzing generational research
- Our labor force is shifting, and past economic shocks are important to consider

More on LEAD Analytics

Analytics.NCcommmerce.com

- Regional economic dashboards

- Labor market data

- Reports, tools, & blog, newsletters

Commerce.nc.gov/News/ Newsletter-Subscription-Center

The below is written content (not images) CSI will present in PPT slides at NCETA 2025

Title: **BE READY FOR WORK**

Subtitle: **Keys to being prepared to work in spite of being hampered by having a criminal record**

Slide 1:

Behavioral Objectives for "Be Ready For Work." These objectives represent what we hope you will take away from this experience.

1.) A desire to enjoy a satisfying and productive future.

2.) An appreciation of the value of a happy unselfish life.

3.) A commitment to be of help and service to other people.

Slide 2:

WARM UPS (Responsive)

- Tell us all about a happy experience from your very earliest memories.
- Tell us all about a happy experience *before* your first unlawfulness.
- Tell us a happy experience while incarcerated.
- Tell us all a happy experience since you to out.

Slide 3:

Think about what you really want to do for the rest of your life. (To occur with instructor out of room, and with no conversation.)

Family?	Just have a job?
Professional career?	Something artistic?
Skilled manual labor?	Volunteer work?

Slide 4:

What you're doing now to prepare for the rest of your life?

> Reading?
>
> Volunteering?
>
> Taking training courses?
>
> Associating with people doing what you want to do?
>
> Already employed at something?
>
> Improving skills in other ways?
>
> Regular church going?

Slide 5:

WRITE A LETTER TO MYSELF FIVE YEARS FROM NOW

(Recommended to leave attendees to themselves, perhaps check in occasionally, lest conversation starts up, or there are questions. Try to leave them in their own minds. There are no right or wrong letters, do not check their letters, nor require them to share them. Urge them to take these workbooks and their letters with them, and to refer to the rest of the material in this workbook from time to time. There is a lifetime of worthwhile information in this book, compiled by Sheldon Howard years ago, and it's all still valuable today. If you have time you might want to flip through the pages with them, so they can see the nature of the information here.)

Slides 6 -12:

HOMEWORK

1.) What can I do now that will support my goals?
   a.) List of my experiential skills
   b.) Everything I know that might have market value
      1. Are my skills up to date?
      2. How can I update or enhance my skills?
   c.) What are my personal skills?
      1.Do I have strong community skills, neighborliness, church going volunteer work?

2) Can I sell products and services face to face?

3) Am I comfortable managing several task/people at once?

2.) Continued Growth

a) What new skills would mix well with my current skills? (E.g., experience in accounting with taxation knowledge. HVAC with Electrical license, short or cook with food safety regulations, tattoo artist with Photoshop skills)

b) How will new skills cost and where can I conveniently attain them?

c) How will this new skill increase my market value, and will it pay for itself in the short or long term.

3) Job Searching

a.) Prepare my resume in electronic format. Consider several versions

b.) Research the most popular websites for job listing and consider local listing as well.

c). Commit to posting several applications online per day. How many can I do realistically in one sitting? (Keep in mind some applications are very lengthy. Quality and quantity are both important.)

d.) Record my efforts using the community Success Job Search Form.

4). Interview for the Job

A. Prepare for the Interview

1. Body language both feet on floor, sit upright, eye contact

2. Dress belt at waist, shirt in.

3. Listen carefully to the questions being asked

4. Answer precisely to the questions being asked

5. Ask questions when given the opportunity

a.). Ask about the Company policy on family emergencies medical appointments etc.

b). Ask about how and when you will be paid

c.) Ask about the Company promotion policy

d.) Ask about available training opportunities

e.) Ask about training opportunities for advancement

B.) Have with you at least one copy of my resume

C.) Be formal, but at ease I the interview
    1. Don't use slang language

    2. Turn my phone off

    3. No gum

    4. Say Thank You" when the interview ends

D.) Social Media
    1. Company may not want to review what you say online

    2. What you say online is public

    3. It Can cost you a job

 E.) Business Etiquette
    1. Do not talk about your last employers' trouble

    2. If fired from last job tell the truth using the best face possible

    3. Do not interrupt

  F.) Practice doing interviews

Slides 13 and 14:

Killer B's
1. Be Ready

2. Be on Time

3. Be open Minded

4. Be Prepared

5. Be Groomed

6. Be Polite

7. Be Prepared to Listen

8. Be Alert

9. Be Insightful

10. Be Thoughtful

11. Be Clam

12. Be on the Point

13. Be Resilient

14. Be Tough Minded

15. Be Kind

16. Be of good Cheer

17. Be Present

18. Be not Afraid

19. Be Mindful

20. Be Humble

21. Be aware of your human Dignity

22. Be Honest

23. Be Truthful

24. Be Straightforward

25. Be Relentless

26. Be of good Health

27. Be your best Self

28. Be sure to Listen

29. Be a Comfort

30. Be Hopeful

Slide 15:

NETWORK!

Tell everyone you know that you are looking for employment. Research shows that most people find jobs through networking and applying directly to an employer.

Slide 16:

MAKE A "TO DO" LIST EACH DAY

Follow up on any lead you have immediately, and if possible, apply for jobs as soon as they are posted and early in the day. This make a good impression.

SEND A COVER LETTER (in addition to resume) WHEN INQUIRING ABOUT OR APPLYING FOR A JOB

Letter should be typed, have good grammar and spelling and give basic information such as your name, address, phone number and job skills, and contain a request for a job interview.

RESEARCH POTENTIAL EMPLOYERS BEFORE APPLYING FOR OR INTERVIEWING FOR A POSITION SO THAT YOU KNOW MORE ABOUT THEE COMPANY.

Call employers to find out the best days and times to make job applications.

Consider applying to several companies in the same area to save time and money.

Job Interview

1. Research the company and position before the interview.

2. Try a practice interview, either with a friend, MTSTCIL, staff or by yourself. Try to imagine what kinds of questions you would be asked and how you would answer them.

3. Know with whom, where, and when you interview is held and how to get there.

4. Show up for your interview on time and be prepared (bring extra copies of your resume, identification, questions for employers written down, references with address and phone numbers and anything else you may need. It's fine to ask the company or person interviewing you if you need to bring anything special to the interview.

5. Dress professionally and be well groomed. While not every company requires people to wear business suits, you should dress and look professional for your interview (even if it means you are overdressed for the occasion) Again it fine to ask the interview before your interview how you should dress.

6. Introduce yourself to your interview and shake hands. Be sure to thank the interviewer for seeing you.

7. Use good posture be polite keep eye contact throughout the interview.

8. Use good listening and communication skills. Listen carefully to the interviewer and answer their questions as best as you can. Be cheerful and enthusiastic when talking.

9. Follow up your interview with a thank you card, letter or email. Thank the interviewer for their time and ask them when a decision will be made about the position. Call back in a few days to see if a decision has been made.

Slide 19:

ONCE YOU ARE HIRED (*the following will be condensed into a few bullets*)

Once you have found a job you like, you'll want to keep it. Some employees are on a probationary (trail) period. If you are, find out how long the period is and what will be expected of you during that time. The probationary period is for your employer to decide whether you are the best person for the job. It is also for you to decide if the job is right for you.

You may also wand to find out and when you will have an employee evaluation. Ask your manager or boss what kind of things they are looking for and what you will be evaluated on. If possible, get an evaluation form before your evaluation and discuss your progress with your manager. Ask yourself if you think you are doing what is necessary to get a good evaluation.

Slide 20:

GOOD EMPLOYEE CHECKLIST
Here are some quick tips to be a good employee. Ask yourself daily if you are meeting the requirements below. Also, be sure to check regularly with your manger or supervisor to see if you are meeting his or expectations and if there are new or additional things you could be doing.

- I get to work on time. If I am going to be late, I call and let my boss know.
- I rarely miss work. If I am going to miss work, I let my boss know ahead of time (or call if I am sick)
- I work as hard as I can
- I pay attention to my work
- I do my work as I am told. If I am unable to so something or have questions, I ask my supervisor or coworkers

- I am friendly on the job
- I try to solve problems that come up
- I follow safety and company rules
- I use materials properly
- I behave professionally

Slides 20 and 21:

Job Search Forms

Participant's Name:_____

Phone Number_____

Date of Job Search_____

Name & Address of Business_____

Contact Person_____

Phone number_____

Position Applied for _____

Date of interview (if any)_____

Participant

Signature_____ Date_____

Topics

- North Carolina Job, Employment and Transition (NCJET)
- Requesting a Document
- Requesting a Signature
- Most Popular NCWorks Online Reports
- Enhanced Texting

North Carolina Job, Employment and Transition (NCJET)

What is NCJET?

North Carolina Job, Employment, and Transition (NCJET) is a system designed to help second chance employees to find jobs and transition into community more smoothly. This system is designed to support individuals in jump starting their job search just prior to parole, to increase their chances of landing a job before or soon after getting out of prison.

- The Division of Workforce Solutions (DWS) and NC Department of Adult Correction (DAC) have a partnership for NCJET to support Individuals inside the DAC facilities and NCWorks Online/NCWorks Career Centers to support them once they are released.

- The Reentry Employment Opportunities (REO) Module named NCJET, was added as a portal to NCWorks Online. This means there is a separate user interface but the database is shared.

- NCJET does not allow the incarcerated individuals access to anything on the Internet, such as websites, email, or direct messaging applications. All communications–whether between the individual, staff member, or employer–are handled internally within the database of the system.

- Access to NCJET by individuals is only allowed from within a DAC Corrections Facility.

- The pilot site for NCJET is the North Carolina Correctional Institute for Women (NCCIW).

What can be done in NCJET?

- Incarcerated Individuals nearing their release from one of the DAC facilities will be able to register in NCJET.

- Individuals register in NCJET with their Offender Number and SSN, but no email address or phone number is required.

- Incarcerated Individuals can:
  - Create a résumé
  - Search for jobs
  - Submit résumés to apply for jobs
  - Through corrections staff, communicate with potential employers
  - Create Skills Assessments
  - Explore careers and related occupations
  - Explore market data, such as what jobs in specific areas pay, what skills or training specific jobs require

NCJET - Upon Release

- Upon Release:
  - The Individuals' NCJET account is automatically transferred to an NCWorks Online account.
  - Based on the Individuals' release address zip code, an NCWorks LWIA and Office will be assigned in the NCWorks Online Account.
  - Individuals use the same username and password to access NCWorks Online as they did for NCJET.
  - The transferred NCWorks Online account maintains all the information the Individual entered such as Resumes, Job Applications, and Skills Assessments.
  - DAC encourages Community Partners to send Individuals to the NCWorks Career Centers.
  - Individuals will receive information on access to NCWorks Online and how to contact an NCWorks Career Center.

NCJET – Home Page

NCJET – Individual Dashboard

NCJET - Release

- DAC Staff can enter the Release information in NCJET

Username	Name	Offender ID	Facility	Assigned To REO	Last Login	Scheduled Release Date	Action
DMREO16	DMIndiv NumberSixteen	2025016	North Carolina Correctional Institute for Women (NCCIW)	03/14/2025			Edit ⬀ Release ⬀

Site Access: ⦿ NCWorks Online ◯ NC REO

Scheduled Release Date : 03/18/2025 🔳 Today (MM/DD/YYYY)

Auto Release this individual from REO to VOS on the Scheduled Release Date: ☑

Update LWIA and Office based on residential address: ☑

Assigned LWIA:
Department of Correction ▾

Assigned Office:
North Carolina Correctional Institute for Women (NCCIW) ▾

NCJET - Release

Current Facility:

North Carolina Correctional Institute for Women (NCCIW) ▾

* **Country:** United States ▾

Address Line 1 : 100 Main St

Address Line 2:

* **Zip Code:** 27603

Find zip code ⬈

City: Raleigh

* **State:** North Carolina ▾

County / Borough / Parish: Wake County ▾

State Of Residency: North Carolina ▾

Phone Numbers

Primary Phone: ☐ - ☐ - ☐   **Extension:** ☐

Primary Phone Type: None Selected ▾

Alternate Phone: ☐ - ☐ - ☐   **Extension:** ☐

Alternate Phone Type: None Selected ▾

Text Message Cell Phone Number: ☐ - ☐ - ☐

Only Certain communications can be sent via text message. Normal text messaging rates apply.

E-mail Address

Primary E-mail:

Create E-mail Account ⬈

Confirm Primary E-mail Address:

Secondary E-mail:

Confirm Secondary E-mail Address:

Requesting a Document

NC works

Live Demo

- Live Demo of Requesting a Document

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Requesting a Document

- Staff Online Resources under the Documents section

  - **Requesting a Document** 2/12/2025

Requesting a Document from an Individual

To request a document, go to **Manage -> Assist an Individual -> Search for Individual**.

While assisting an Individual, go to **Staff Profiles -> General Profile -> Documents (Staff)**.

📁 **Staff Profiles**
  📁 **General Profile**
    📄 Summary
    📄 Case Notes
    📄 Activities
    📄 Documents (Staff)
    📄 Identity Issues
  📁 Case Management Profile
  📁 Report Profile

From the bottom of the Documents screen click **Document Requests**.

Document Requests | Add a Document | Scan a Document | Link a Document | Complete Online Form
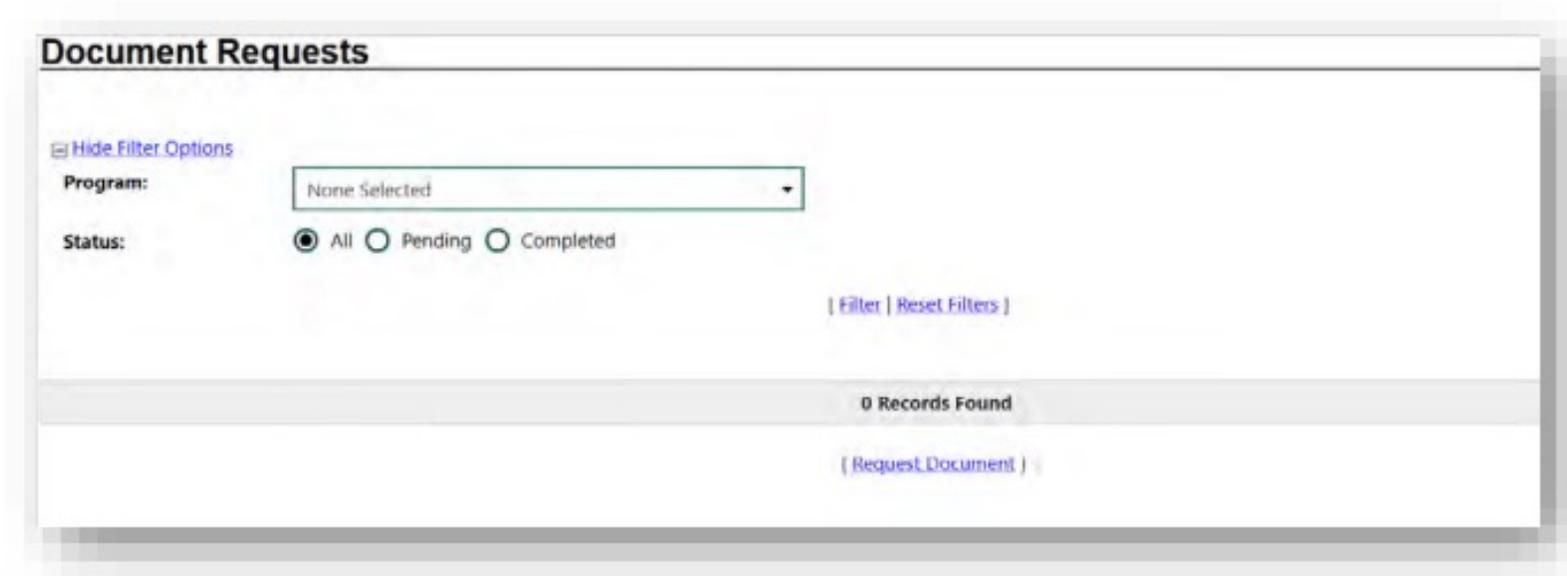
Requesting a Document

Requesting a Document

Select a **Program** to associate with the document, i.e., WIOA, and the application.

Enter a **Document Description** from the drop down (not required), though it is required to add a **Document Tag**.

Requesting a Document

Proceed to the **Message Center**.

Note that it auto-fills **Recipient Type**, and the **Selected Recipient** is the current Individual.

Select the **Delivery Method**.

Recipient Type: Individual

Create Case Note: ◯ Yes ◉ No

Recent Recipient(s):

OR

Recipient(s) By: ◉ Login Name ◯ User ID

(Comma delimited list. Limit your entry to 500 users.)

[**Add**]

Selected Recipient(s): Dee, Sandra ✕

Selected Recipient(s) Number: 1
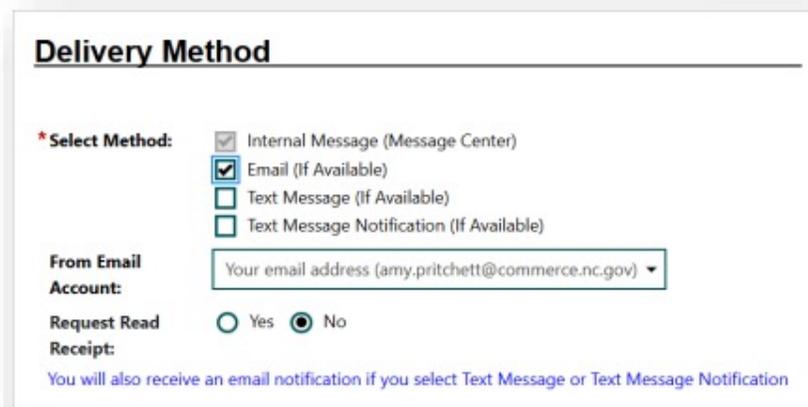
Delivery Method

Select Method:
- ☐ Internal Message (Message Center)
- ☑ Email (If Available)
- ☐ Text Message (If Available)
- ☐ Text Message Notification (If Available)

From Email Account: Your email address (amy.pritchett@commerce.nc.gov) ▼

Request Read Receipt: ◯ Yes ◉ No

You will also receive an email notification if you select Text Message or Text Message Notification

Note that if **Text Message** is selected, an alert is sent regarding loss of HTML formatting and character-length restriction.

Requesting a Document

Subject and **Message** auto-fill. The message includes what is being requested and the ways the Individual can respond.

Requesting a Document

Once sent, the **Document Requests** screen display, listing requests. If the **Document Attached** column displays "No," the document has not been received.

Under the **Action** column, **Delete Request** allows the request for the document to be deleted.

Requesting a Document

If/when the Individual submits documents via NCWorks, they display in **Documents Available**, where Staff can Edit them (redact, change document name, etc.).

Requesting a Document

Under **Document Requests**, **Document Attached** is "Yes," and **Actions** have changed to **View** and **Delete**.

DO NOT USE **DELETE** under **Action**, as this action deletes the document completely from the record.

Requesting a Signature

NC works

Live Demo

- Live Demo of Requesting a Signature

Requesting a Signature

- In the documents tab, if an uploaded document is a PDF, you can add an electronic signature and send to customer to sign

Document Name	Document Tags	Program Name	Category	Modify Date	Expiration Date	Action
mh_test.pdf	tagmh	General - no Program association	General	07/01/2024 04:46		View [↗] Review Edit Download Meta Data Delete Signature Mark as Medical

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Requesting a Signature

- Select who needs to sign

Requesting a Signature

- You can place date, name and signature independently or place a signature block which automatically includes all three.

- For signature block or signature, you need to click and draw the box where you want it.

Requesting a Signature

- If there are multiple pages, keep pressing Next to get to end. Press Finish when done
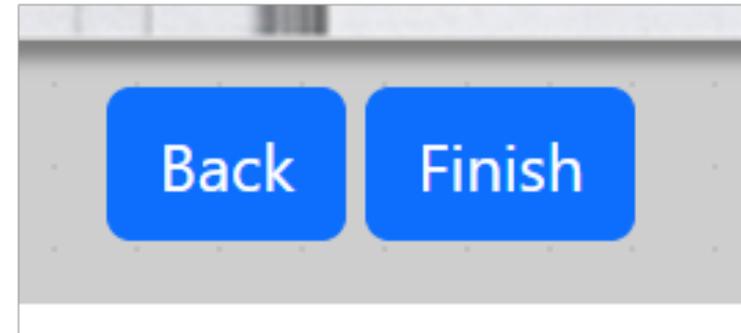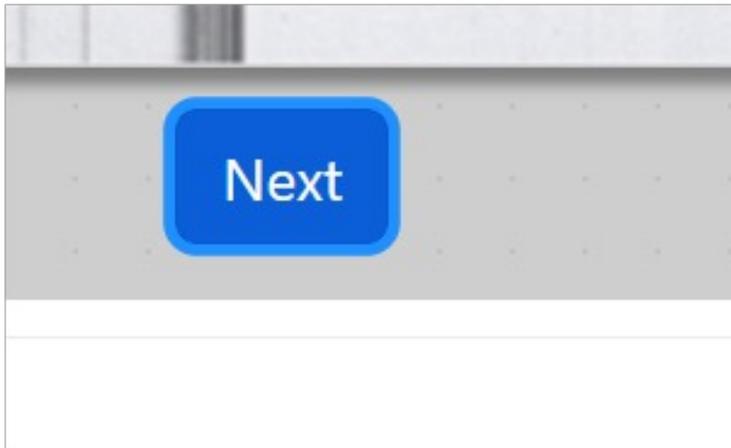
Requesting a Signature

- You are taken to the Message Center to send the signature request.   Choose email/text
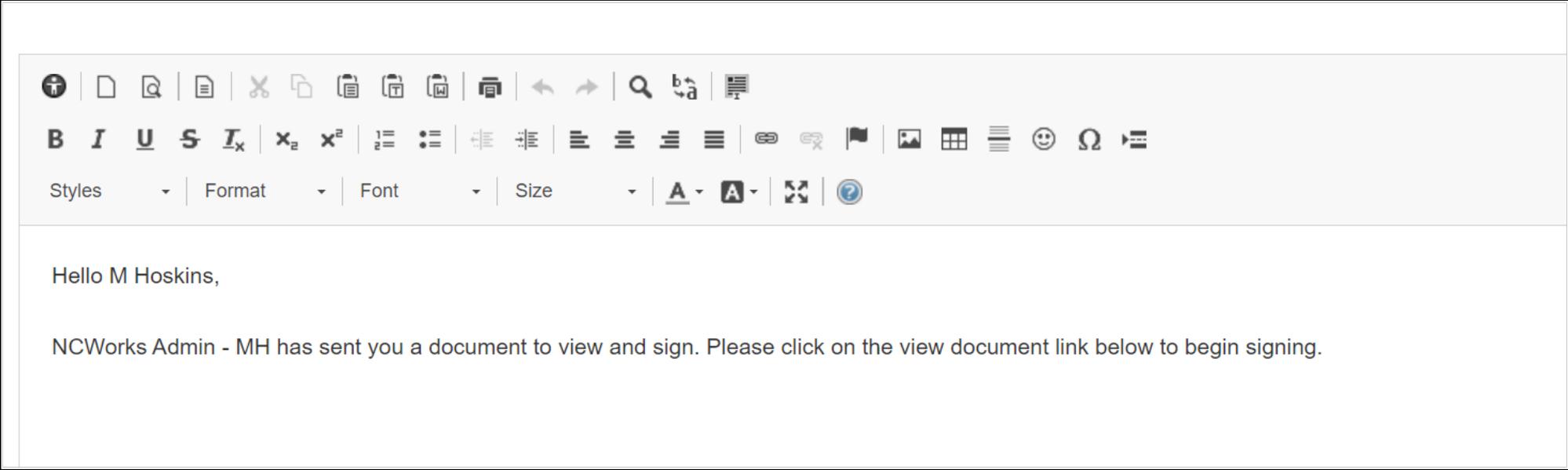
Requesting a Signature

- Email is received for Electronic Signature Request.
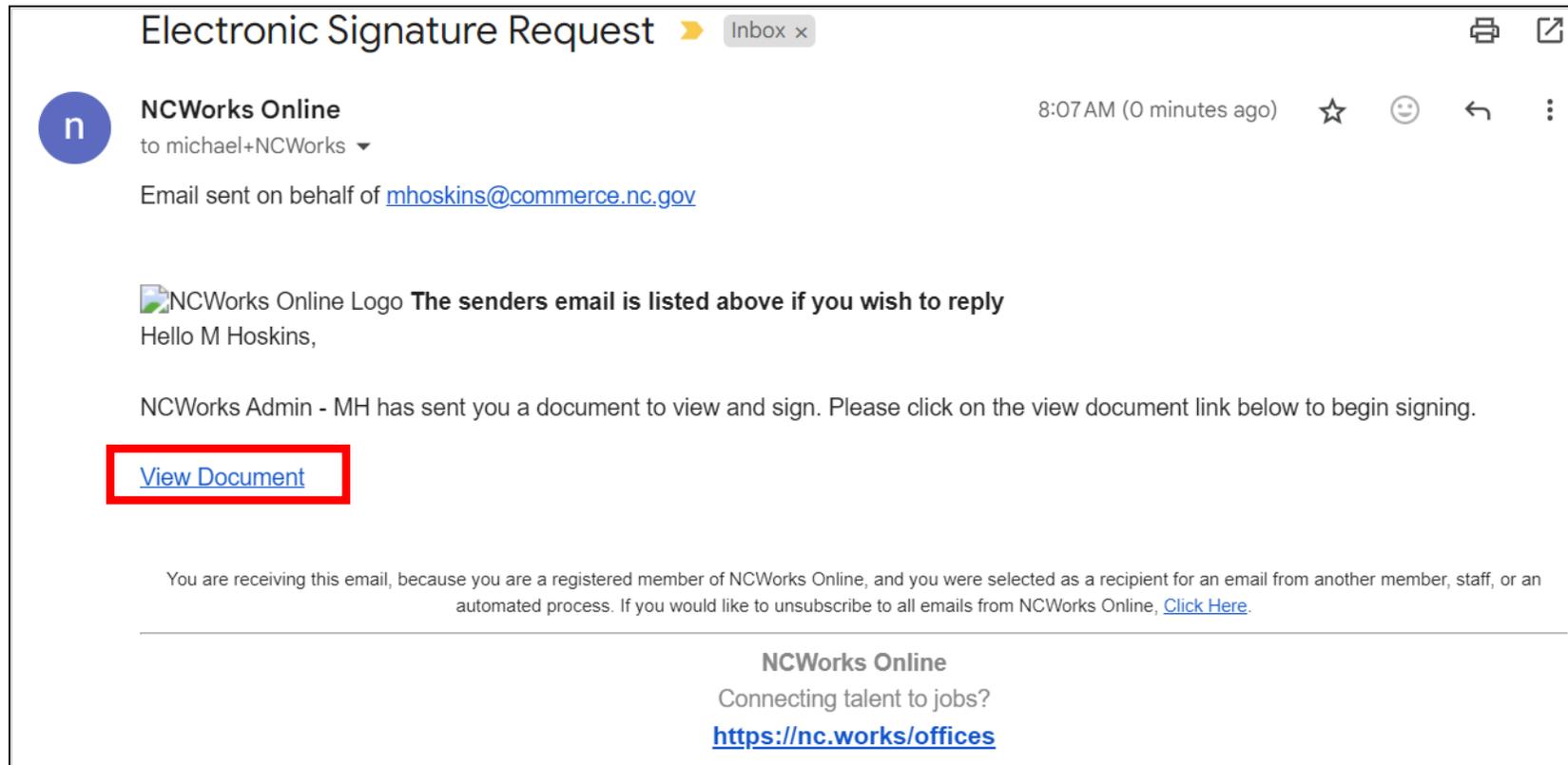
Requesting a Signature

- After clicking the link for View Document, the signature block looks the same and then stores the saved signature at the original PDF.

Most Popular NCWorks Online Reports

Accessing Reports

Menu

✕ **Reports**

My Reports

Business Intelligence Data Analytics

Summary Reports ❯

Detailed Reports ❯

Custom Reports ❯

SQL Query Tools

Federal Reports ❯

Widget

▼ **Scheduled My Reports**

My Reports   Reports Dashboard

Report Description	Status	View
LEAD: ETP by Program Summary	Succeeded	📊
State Master Summary Last 7 Days Monday	Succeeded	📊
Services Provided Employer Friday	Succeeded	📕
WIOA Individual- Enrolled by Age Tuesday	Pending	📊

⏮ ◀ **Page** 1 ▾ of 2 ▶ ⏭

Reports Dashboard

▼ **Report Tools**

▶ **My Reports**
Manage your saved reports and view ones from other regions. Select this option to display specific reports that you have previously saved.

▶ **Business Intelligence Data Analytics**
BI Data Analytics tool allows Staff to explore their data and create visual insights with meaningful information for each specific purpose. Staff can customize this page by pinning links to favorite dashboards and adding slides with data visualizations.

▶ **SQL Query Tools**
Create your own SQL queries and output from the database. This option requires some SQL knowledge and an understanding of table structure.

👁 **Last Viewed**

🔍 **Reports Finder**

Only One Keyword

Keyword:

Or **At a time**

Navigation: [None Selected ▾]

Group: [**None Selected** ▾]

Category: [None Selected ▾]

Subcategory: [None Selected ▾]

Search

☰ **Reports Menu**

▶ **Summary Reports**
Dashboard, Executive, Master and Trending reports. Select this option to view executive summary reports and dashboards summarizing key information.

▶ **Detailed Reports**
Outline specific information in the system by a variety of parameters and filters. Areas include Attendance, Case Management, CRM, Employer, Financial, Individual, provider and more. Select this option to view reports outlining specific information in the system by a variety of parameters and filters.

Summary & Detailed Reports

▼ **Summary Reports**
Dashboard, Executive, Master and Trending reports. Select this option to view executive summary reports and dashboards summarizing key information.

▶ **Dashboards**
View dashboard reports documenting specific data on activity by: grant, jobs (openings, orders and referrals), and registered accounts (individual and employer).

▶ **Executive**
Reports for executive and program management, mobile app usage, and the Performance Gauge report for WIOA Performance Measures.

▶ **Master Summary**
View activity counts by: LWIA, region, office, month, staff, and programs. For a broad overview, select the Detail Master Summary report, or analyze trends using the Activity Trend report.

▶ **Trend**
Analyze monthly, quarterly, or yearly trends in individual and employer registrations; job openings, referrals, and orders; and, WIOA Activity trends and comparisons.

▼ **Detailed Reports**
Outline specific information in the system by a variety of parameters and filters. Areas include Attendance, Case Management, CRM, Employer, Financial, Individual, provider and more. Select this option to view reports outlining specific information in the system by a variety of parameters and filters.

▶ **Administrative**

▶ **Case Management**
View reports providing a snapshot of various case management indicators prior to federal reporting. Identify key indicators, such as individuals who are soon-to-be soft exited, youth missing listed goals, or individuals currently enrolled without case assignment.

▶ **Case Management - Program Specific**
Reports grouped by a specific federal or local program containing detailed information unique to that program.

▶ **Employer**
The Employer Reports group provides data such as internal and external job order information, employer registration information, job referrals and more.

▶ **Financial**
The Financial Reports group includes reports for managing Individual Fund Tracking (IFT).

▶ **Individual**
The Individual Reports group provides data on registered or enrolled individuals, mainly from information provided by individuals to the system.

▶ **Provider**
Reports displaying information about provider institutions, their programs, and contacts.

▶ **Services**
View reports providing data on staff-provided services to either individuals or employers.

▶ **Staff Efficiency and Tracking**
Track services associated with events, system measures, messaging, and survey results.

Most Popular Summary Reports

- Executive
- Master Summary

Summary Reports

▼ **Summary Reports**
Dashboard, Executive, Master and Trending reports. Select this option to view executive summary reports and dashboards summarizing key information.

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View dashboard reports documenting specific data on activity by: grant, jobs (openings, orders and referrals), and registered accounts (individual and employer).

▼ **Executive**
Reports for executive and program management, mobile app usage, and the Performance Gauge report for WIOA Performance Measures.

　　▶ **Executive Summary**
　　These reports provide monthly or annual statistics on industry employment, services, job postings, placements, referrals, and training programs and services.

　　▶ **Performance Gauge**
　　A graphical representation of data for WIOA Performance Measures.

▼ **Program Management**
Reports to assist staff in identifying specific participant levels for identifying program participants by specific exceptions, age ranges, or In-School versus Out-Of-School definitions.

Displays WTP Summary Report	Management Summary
WIOA Participant Summary	WIOA Services Summary

▼ **Master Summary**
View activity counts by: LWIA, region, office, month, staff, and programs. For a broad overview, select the Detail Master Summary report, or analyze trends using the Activity Trend report.

Activity by Region Summary	Activity Summary by Month
Activity Trend	Detail Master Summary
Detail Master Summary by LWDB	Detail Master Summary by Office
Master Summary	Master Summary by LWDB
Master Summary by Office	Programs Summary
Staff Activity Summary	

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Most Popular Detailed Reports

- Case Management
- Employer
- Individual
- Provider
- Services

Detailed Reports: Case Management - Case Status - Case Load

▶ Case Load ℹ️

Active Cases

Application

Assigned Case Load

Case Closure Information

Case Summary By Application Date

Co-Enrollment Customer Groups

Credentials

Days since Last Active Service

Enrolled clients with Pseudo-SSN

Enrollment Summary By LWDB

Exited Cases

Hourly Wage Before and After Enrollment

Individual Disability

Measurable Skill Gains Required

Participants by Training Occupation

Potential Closed Never Enrolled

Projected End Dates

Soon to Exit Cases

Staff Caseload by Program and Status

Targeted Measurable Skill Gain

Training

Active Enrollment

Assessment of Educational Functioning Levels

Case Closure Employment

Case Closure Reportable Performance Indicators

Closed Never Enrolled

Co-Enrollment Summary

Credentials Required

Eligibility Enrollments

Enrollment in Homeless Veterans Reintegration Program

Exit Reason Summary

Expiring Work Authorization

Individual Barriers

Measurable Skill Gains

Obtained Employment

Participants Co-enrolled in Partner Programs

Projected Begin Dates

Quarterly Follow Up Status

Staff Assisted Summary

Summary

Timeliness of Data Input

Veteran Data Discrepancies

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Detailed Reports: Case Management – Documentation – Case Notes

▼ **Documentation**

Case note and document management reports where staff can retrieve a case note in the system, multiple case notes sharing a common keyword, or documentation provided by program enrollees.

▶ **Case Notes** ℹ️

Employer
Provider

Individual

Case Management – Staff Referrals

▼ **Staff Referrals**

View reports on the services, follow-up activities, or training referrals made by staff. Track referrals by referral type, provider, or staff.

List

By Referral Type

By Provider

By Staff

Detailed Reports: Employer – Registered Employer – Employer

▶ **Employer** ℹ️

List

by Affirmative Action

by Assigned One Stop Location

by County/Parish

by Federal Contractor Status

by Industry Sector

by Number of Employees

by Region/LWDB

by State

by Zip Code

by ADA Compliance

by Assigned Case Manager

by Benefits Offered

by Employer Type

by Industry

by Mailing Information

by One Stop of Registration

by Staff Created

by Worksite Locations

Employer Worksite Location by Zip Code

Employer - WARN

▼ **WARN**

View reports displaying details of the layoff or closure associated with the WARN notice.

by Company

by Layoff Date

by LWDB

by NAICS

WARN Detail Report

by County/Parish

by Location

by Month

Detailed Listing

WARN Notice Report

Detailed Reports: Services – Services Provided Employers

▼ Services Provided Employer
View reports displaying information on the services provided by staff to employers.

List of all
Services Provided
to employers

List

by Employer
by Region/LWDB
by Service Status
by Staff and Services

by Current & Past Year Comparison
by Office
by Service
by Staff

Employer – Registered Employer – Employer

▶ Employer ℹ

List of all
Registered
employers

List

by Affirmative Action
by Assigned One Stop Location
by County/Parish
by Federal Contractor Status
by Industry Sector
by Number of Employees
by Region/LWDB
by State
by Zip Code

by ADA Compliance
by Assigned Case Manager
by Benefits Offered
by Employer Type
by Industry
by Mailing Information
by One Stop of Registration
by Staff Created
by Worksite Locations
Employer Worksite Location by Zip Code

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43

Detailed Reports: Registered Individual - Registered

▼ **Registered Individual**
Report data from information entered into the system by individuals during registration.

▼ **Characteristics** ⓘ

▶ **Registered** ⓘ

List

by Attending School Status

by County/Parish

by Education Achievement

by Gender

by Hispanic Ethnicity

by Migrant Farmer Worker Types

by No Virtual Recruiter

by ONET Occupation Group

by Race

by Registration Source

by Unemployment Status

by Ward/Borough/Township

by Works in Agricultural ONET Occupation

Disability

by Age

by Cookie Location

by Disability Status

by Employment Status

by Heard About WebSite

by IP Location

by Military Spouse/Dependent Status

by Office

by Preferred Language

by Region/LWDB

by UI Update Date

by VR Services

by Website Access Location

by Zip Code

Limited English Proficiency

Detailed Reports: Enrolled Individual - Enrolled

▼ Enrolled Individual

View reports on enrolled individuals by various criteria, such as age, education and work status, with filters by program, subprogram, type, county, or veteran status, among others.

▶ Enrolled ℹ️

List

by Attending School Status

by County/Parish

by Disability Status

by Employment Status at Participation

by Grant by Zip Code

by Hispanic Ethnicity

by NEG Grant

by Race

by Registration Source

by Staff Assigned

by Ward/Borough/Township

by WIOA 15 Percent Grant

by Work Status

by WP Special Program

by Age

by Cookie Location

by Desired Occupation

by Educational Achievement

by Gender

by Haitian Ethnicity

by Migrant/Seasonal Farm Worker Types

by One Stop Office

by Region/LWDB

by Selective Service Registration

by Unemployment Status

by Web Site Access Location

by WIOA Partner Program

by Working in Agricultural ONET Occupation Code Status

by Zip Code

Detailed Reports: Services – Services Provided Individuals – Service

▶ **Service** ℹ

List

by Activity Completion Status

by County

by Disabled Veteran Status

by Education Level

by Ethnicity

by Grant

by Learning Mode

by Office

by Provider

by Region/LWDB

by Service Assistance Type

by Staff Assigned

by Staff Reported

by Veteran SBE

by Wagner Peyser Services with Rapid Response Event

by Zip Code

by Access Location

by Age

by Disability Status

by Discharge Status

by Enrollment Characteristics

by Gender

by Individual

by MSFW Status

by Potential Eligibility for Veteran Benefits

by Race

by Selective Service

by Services

by Staff Edit

by Veteran Campaign Status

by Veteran Status

by Work Status

Detailed Reports: Provider

▼ Provider

Reports displaying information about provider institutions, their programs, and contacts.

▼ Eligible Training (CRS)

Reports displaying information about Eligible Training (CRS).

All Students Performance

by Program Performance

by Program Status

by Provider

by Provider with ETPL Applications

by Program

by Program Reapplication

by Program Summary (with Locations)

by Provider Contact

Eligible Training Program List

▼ Provider

Reports displaying information about provider institutions, their programs, and contacts.

by Contact

by Providers

by Program

(984)-236-4259
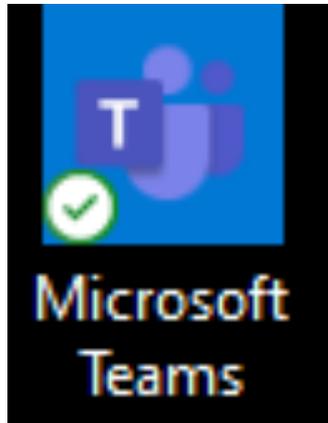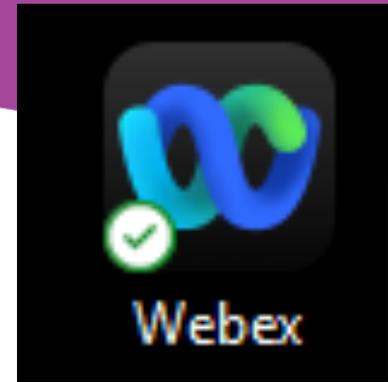
McKemie, Patrick

patrick.mckemie@commerce.nc.gov
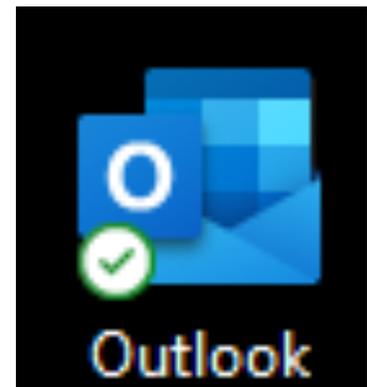
Enhanced Texting

NC works

What is Enhanced Texting

Enhanced Texting allows texting, integrated into NCWorks Online, between Staff and an Individual or Staff and an Employer contact.

The Enhanced Texting function in NCWorks Online will potentially replace any stand-alone systems that have been purchased for this purpose.

- Integrating the Enhanced Texting into NCWorks Online allows all the communications to be stored together.

- Stand-alone systems do not provide data sovereignty. If Staff leave, the texts within NCWorks Online can still be accessed for records retention purposes.

Features of Enhanced Texting

- Staff will have the ability to send and receive SMS text messages to Individuals and Employer contacts.

- Only text is allowed and not images, videos or audio.

- The display of the Staff texts and responses are in a sequential display similar to the Chat Log for Live Chat.

- All messages sent and received will be added in the Message Center within the Communications Profile under the Text Chat Log.

- Personally Identifiable Information (PII) should not be sent in the text messages and Staff should not ask for any PII to be sent to them in the text messages.

Go-Live for Enhanced Texting

- Enhanced Texting is currently being tested

- Go-Live target is August 1, 2025

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Live Demo

- Live Demo of Enhanced Texting

Staff – Sending a text to an Individual

- Login as Staff

- Select **Menu**; **Manage Individuals**; **Assist an Individual**

- Search for and select an Individual

- Select Message Center Icon at top of screen (**Mail** envelope)

- Select **Text Chat Log** link
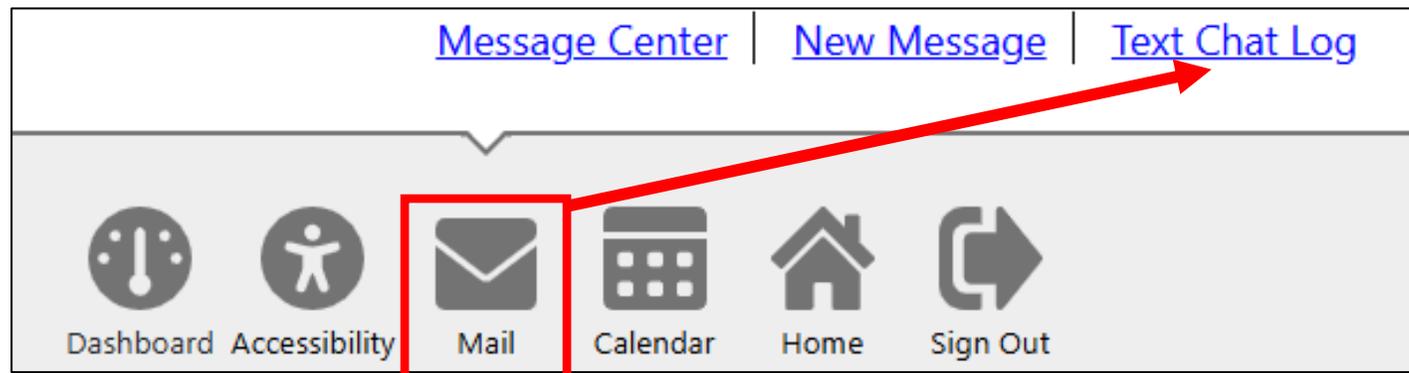
Staff – Sending a text to an Individual

- Select **Create New Conversation**
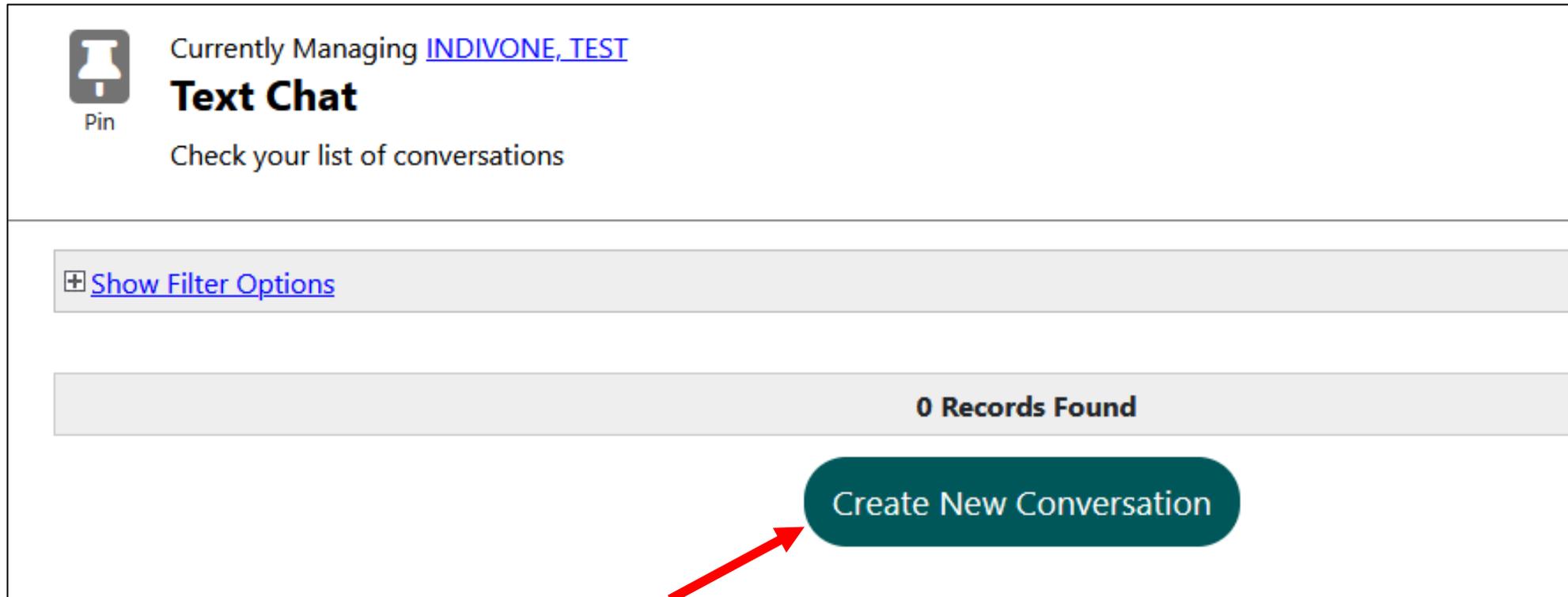
Staff – Sending a text to an Individual

- Select **Recipient Type** Individual
- Select **Search**; Search for the user you are assisting
- Enter your name in the **From** field
- Enter a **Subject**; Enter a **Message**
- Select Send

Staff – Sending a text to an Individual

- After pressing **Send**, the text conversation is displayed

Staff – Sending a text to an Individual

- After pressing **Close**, the Text Chat grid is displayed

Individual – Receiving the Text

- Individual receives the text on a mobile device

- The Individual responds
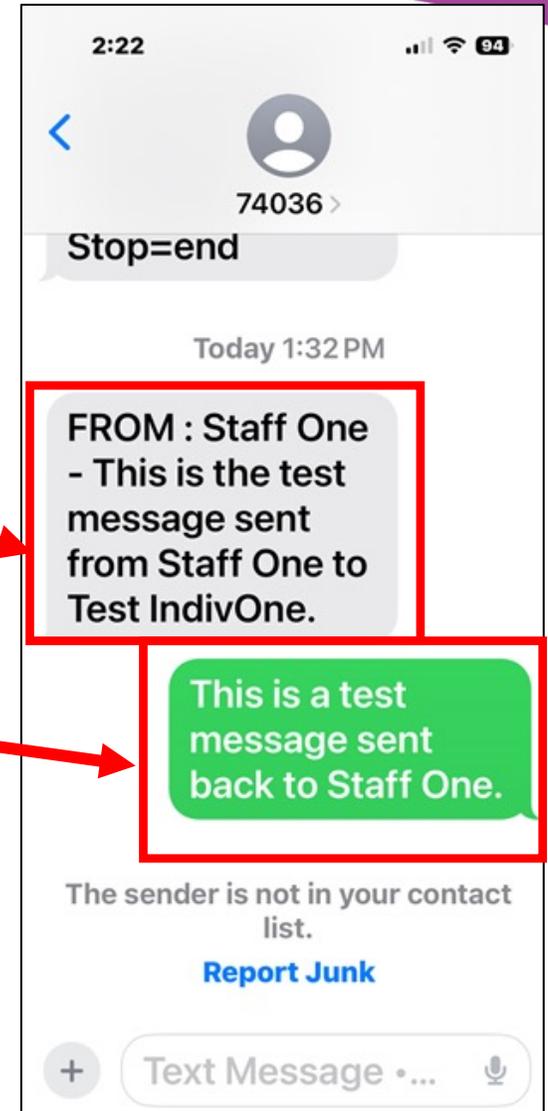
Individual – Message Center

- Login as Individual

- Text message appears in Welcome pop up

- Click on the link to view the **Text Chat Log**

  Or

- Select Message Center icon at top of screen (**Mail** envelope)

- Red dot appears next to **Text Chat Log** link

- Select **Text Chat Log** link
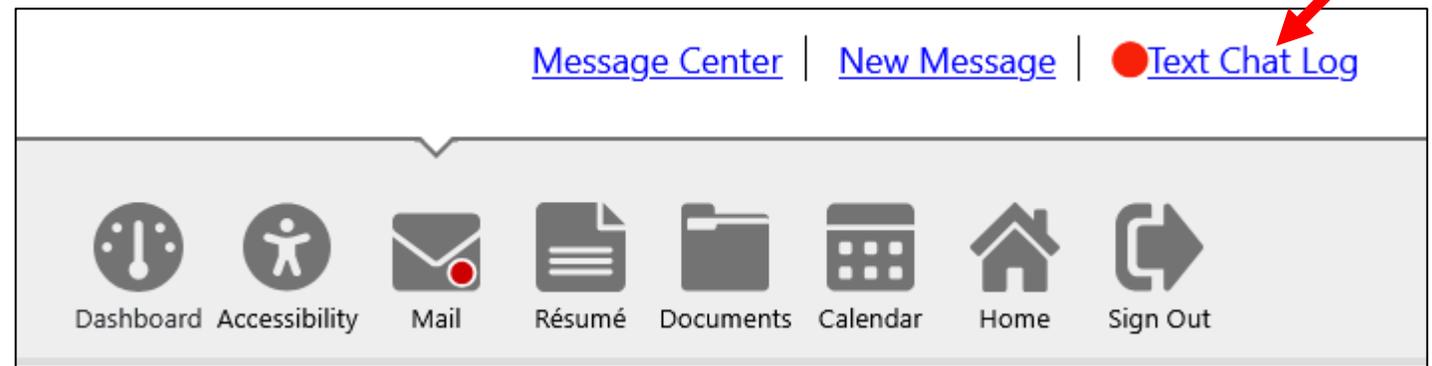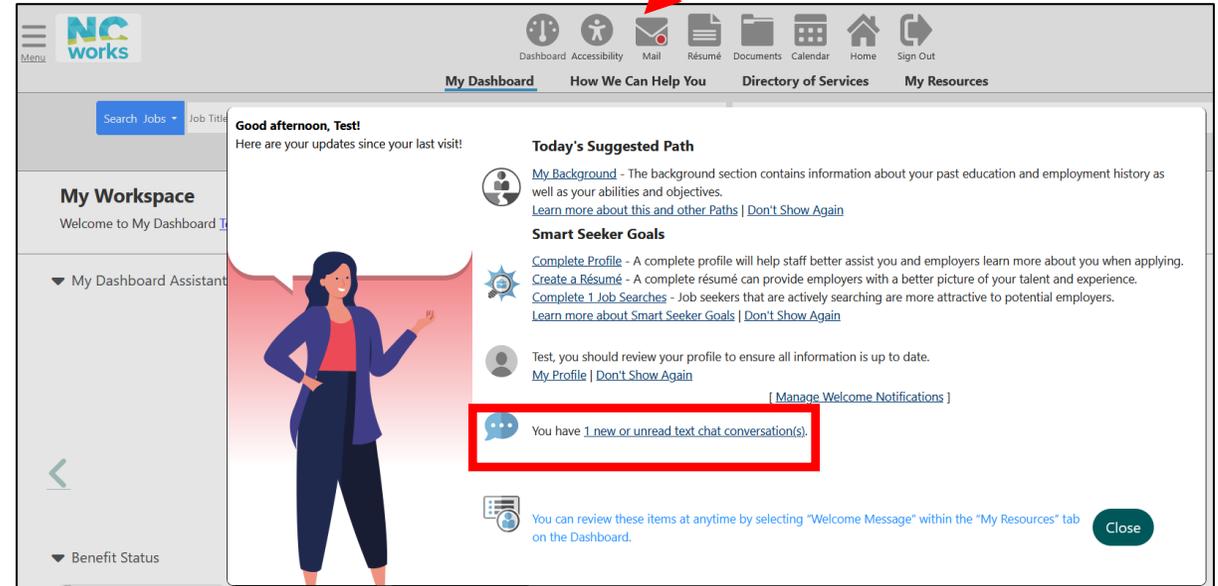
Individual – Message Center

- Text Chat appears

- **Show Filter Options** expands to display the filters that can be used to filter the list of Text Chats

- Select **Text Chat ID**

Individual – Message Center

- The Text Chat Conversation is displayed.

Individual – Can't reply from Message Center

- If an Individual presses **Create Text**, they receive an alert

  "You need to reply to the message from your phone".

Staff – Replying to a text message

- Staff can open an existing conversation and press **Create Text**, to reply to a text.

Staff – Viewing Individual's Text Chat Log

- Staff can view the **Text Chat Log** of the Individual they are currently managing

Staff – Forwarding text message

- To forward a text, press the blue arrow within a text bubble. You will be directed to a page allowing you to select a recipient. Press **Forward**.

Staff – Forwarding text message

- If Staff select the same Individual, they receive the forwarded text message again. This might be useful if an Individual changes phone numbers and wants a copy of previous texts.

- Staff can forward a text message to a different individual that they already have a conversation with.
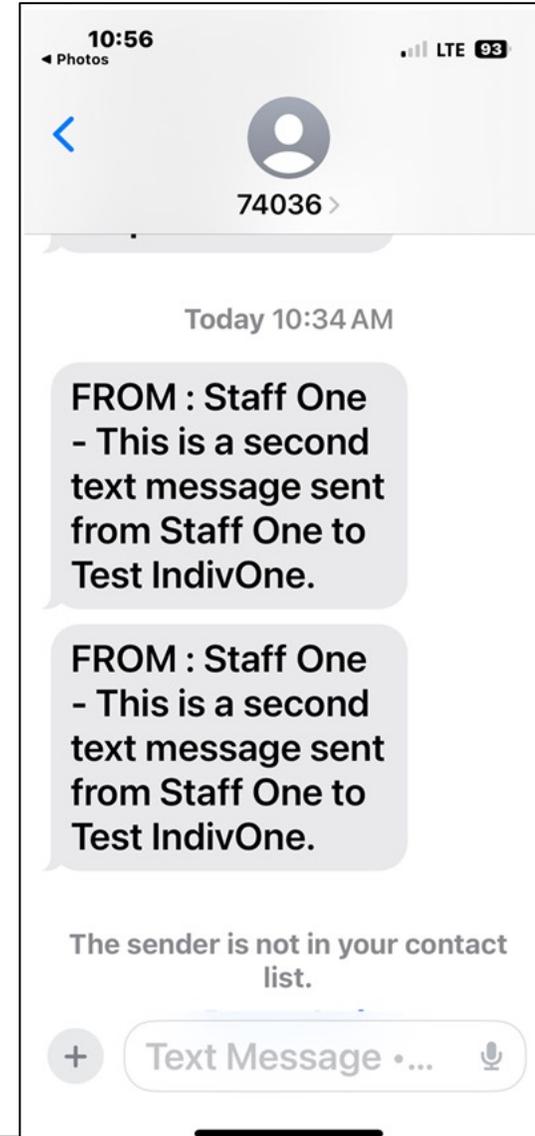
Staff – Sending a text to an Employer

- Login as Staff

- Select Menu; **Manage Employers**; **Assist an Employer**

- Search for and select an Employer

- Select Message Center Icon at top of screen (**Mail** envelope)

- Select **Text Chat Log** link

Staff – Sending a text to an Employer

- Select **Create New Conversation**
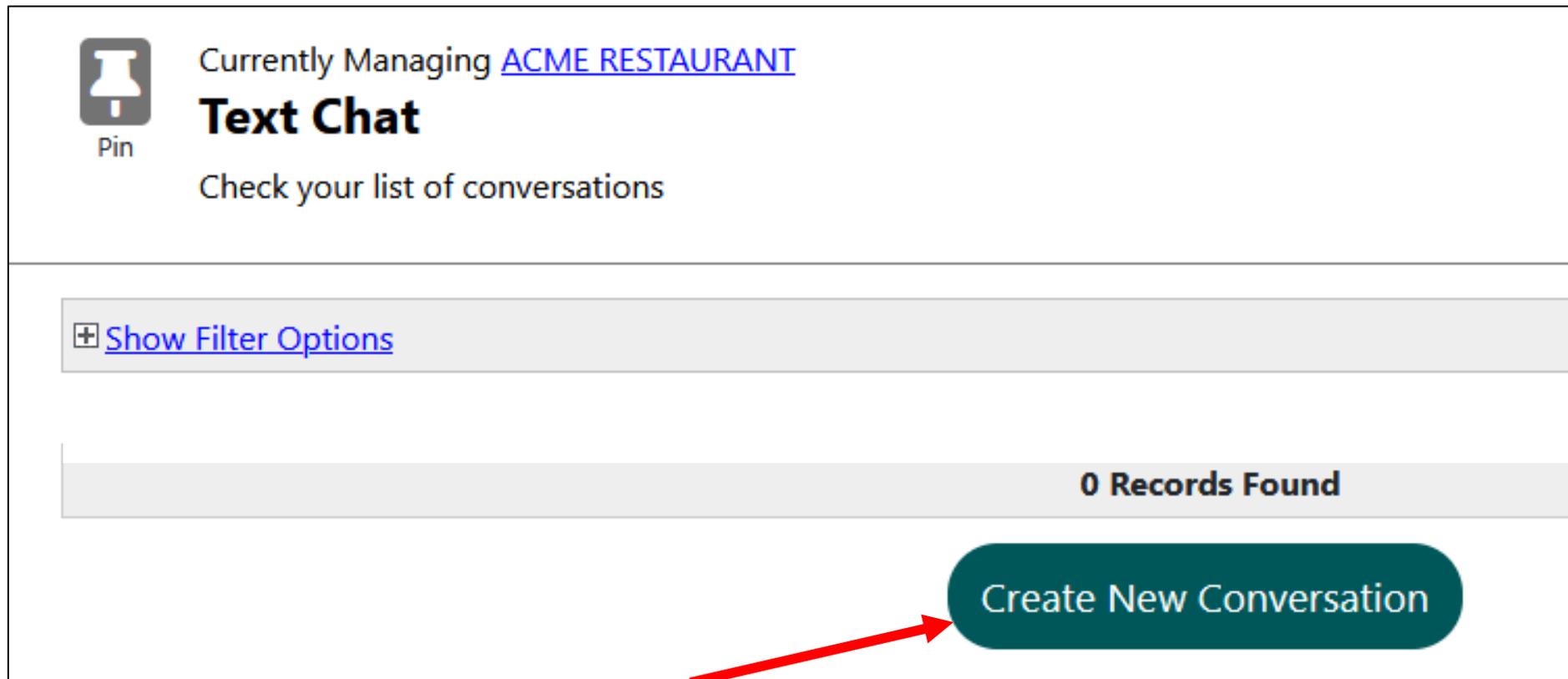
Staff – Sending a text to an Employer

- Select **Recipient Type** Employer

- Select Search; Search for the Employer you are assisting

- Enter your name in the **From** field

- Enter a **Subject**; Enter a **Message**

- Select **Send**

Staff - Sending a text to an Employer

- After pressing **Send**, the text conversation is displayed

Staff – Sending a text to an Employer

- After pressing **Close**, the Text Chat grid is displayed

Staff – Viewing Employer's Text Chat Log

- Staff can view the **Text Chat Log** of the Employer they are Currently Managing

Employer – Receiving the Text

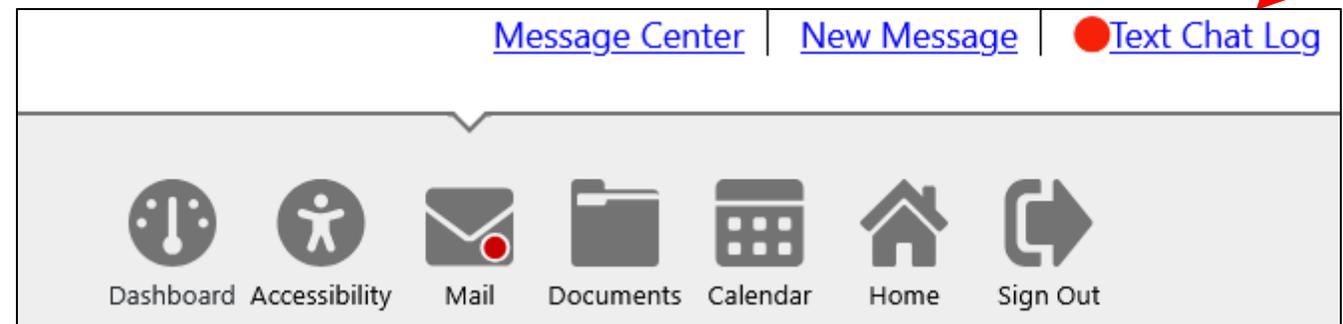- Employer Contact receives the text on a mobile device

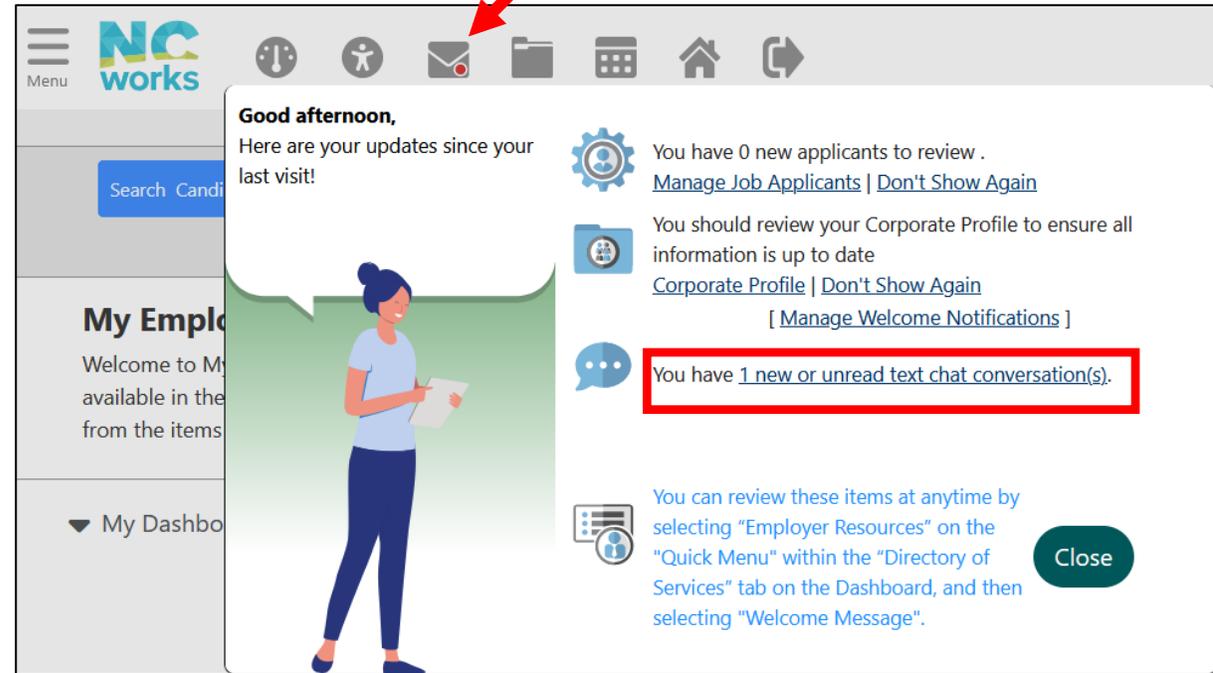- The Employer Contact responds
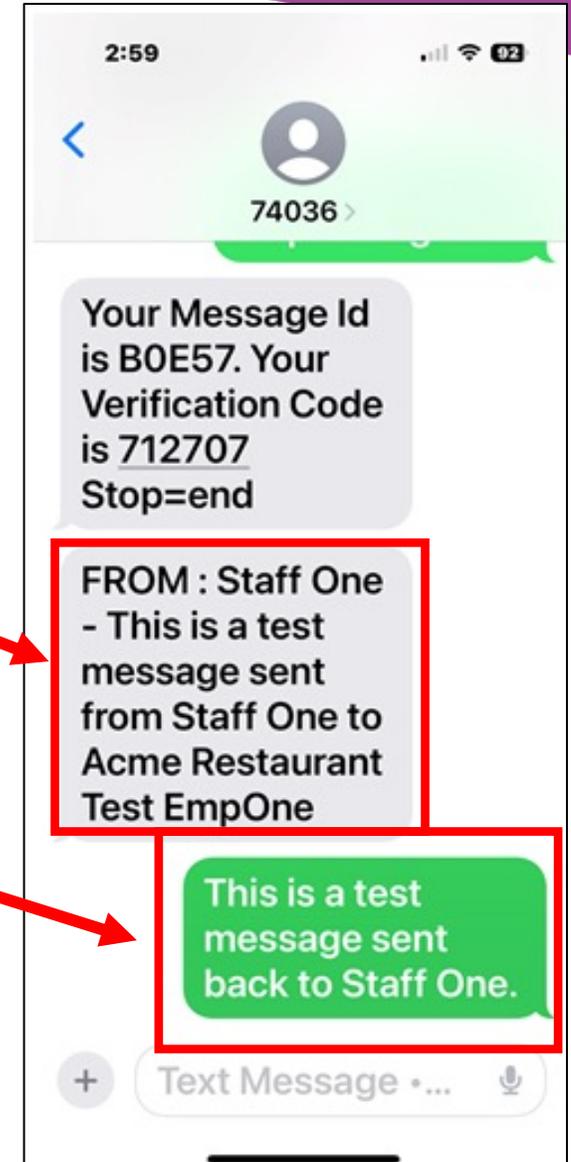
Employer – Message Center

- Login as Employer

- Text message appears in Welcome pop up

- Click on the link to view the **Text Chat Log**

   Or

- Select Message Center icon at top of screen (**Mail** envelope)

- Red dot appears next to **Text Chat Log link**

- Select **Text Chat Log** link

Employer – Message Center

- Text Chat appears
- Select **Text Chat ID**

Employer - Message Center

- The Text Chat Conversation is displayed

Conversation

Display texting conversation

Staff One 03/24/2025 02:30 PM ↱
FROM : Staff One - This is a test message sent from Staff One to Acme Restaurant Test EmpOne

EmpOne, Test 03/25/2025 06:17 PM ↱
This is a test message sent back to Staff One.

Create Text   **Close**

Conversation

This page displays the text conversation that you selected.

To forward a text, click the blue arrow within the text bubble. You will be directed to a page allowing you to select a recipient.

The **Create Text** button directs you to a screen allowing you to send a text to the user in the selected text conversation. You will see it displayed text conversation after hitting the Send button.
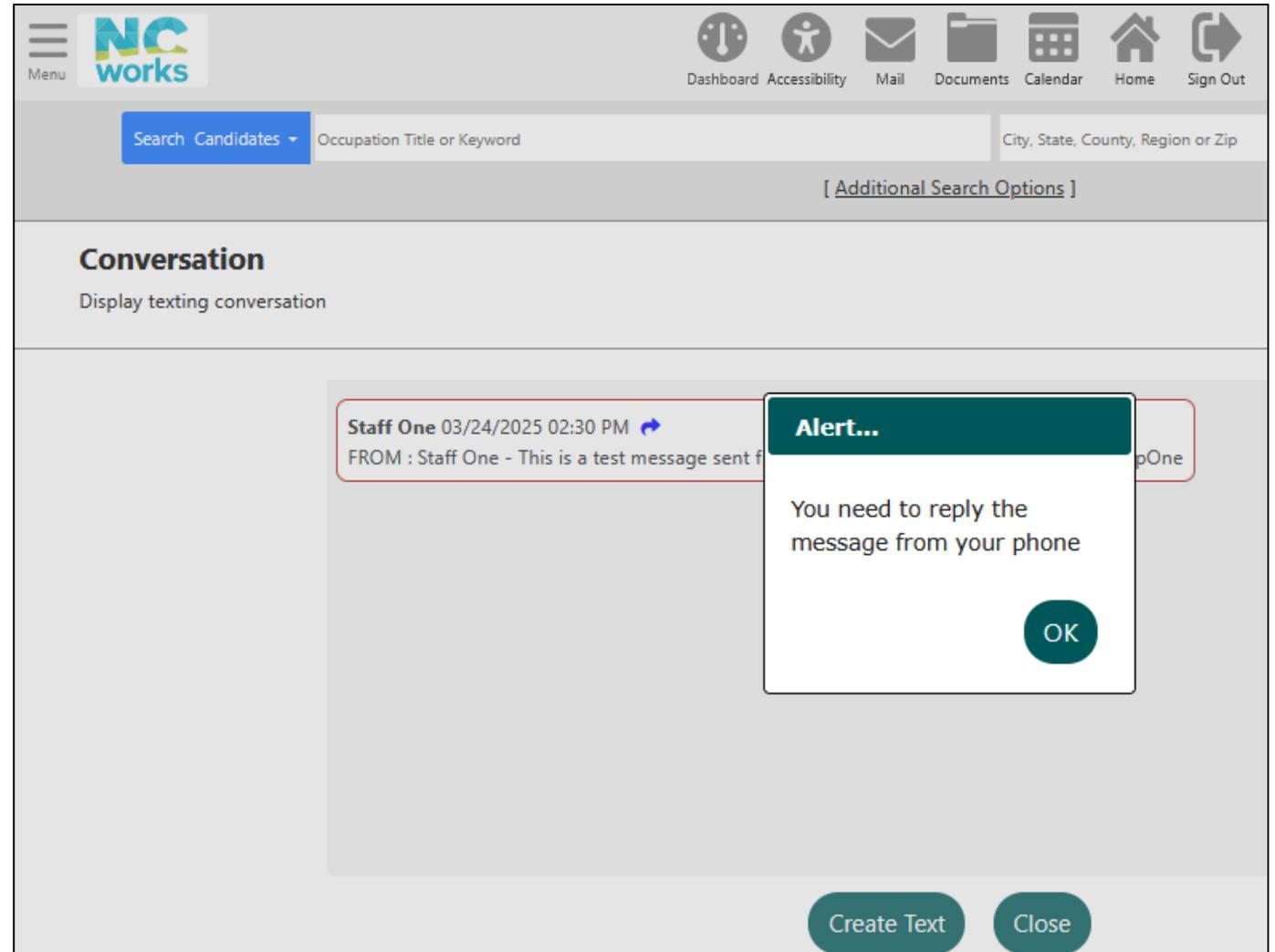
Click the **Close** button to return to the Text Chat grid.

Employer – Can't reply from Message Center

- If an Employer presses **Create Text**, they receive an alert that "You need to reply the message from your phone".

Charts to show after Live Demo

- The following charts will be reviewed after the Live Demo of Enhanced Texting

Staff – Can only send texts if Individual or Employer have Opted In

- If an Individual or Employer have not entered a cell phone number, then they will not be found in the **Search** for Create a New Conversation.

- If an Individual or Employer has opted out of text messages from 74036 then "User phone number hasn't opted in. Please select another user" is displayed.
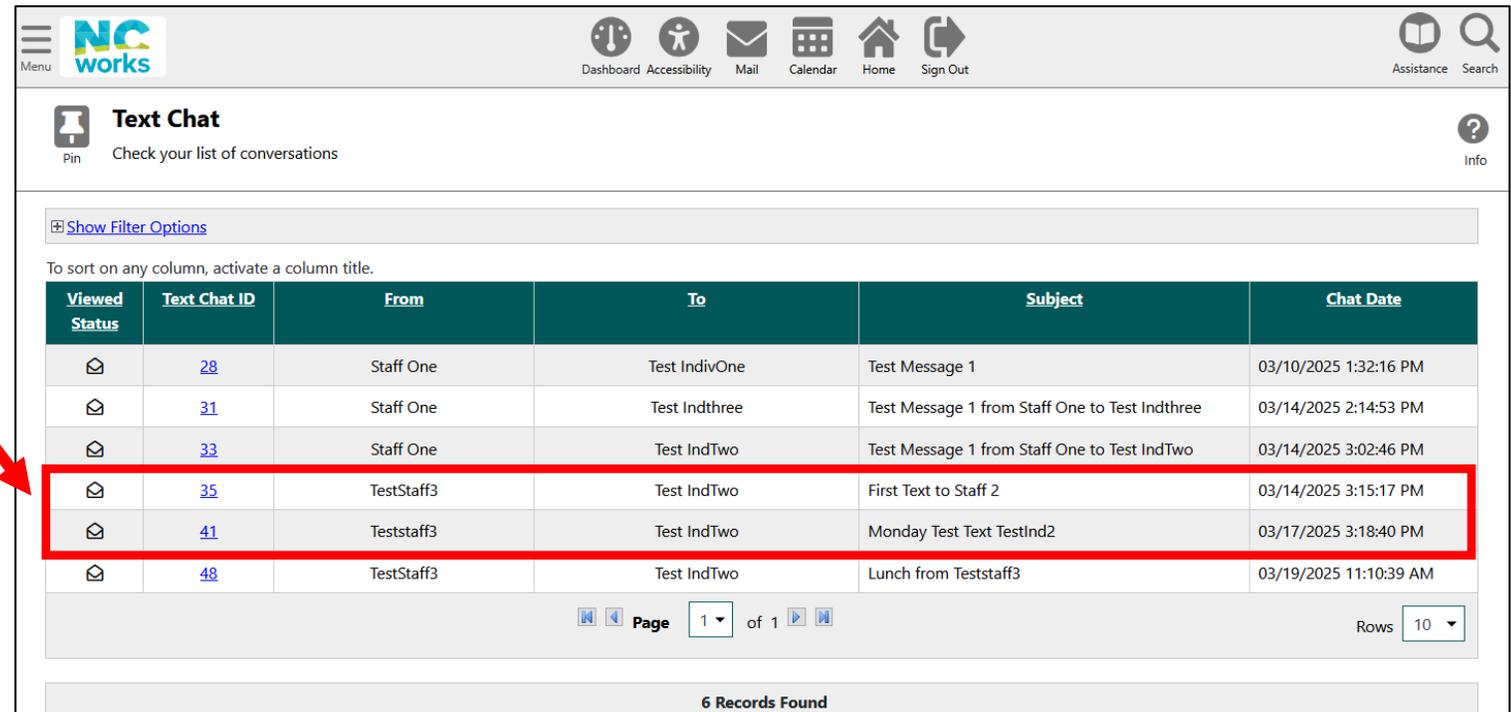
Admin – Transfer a Text Conversation

- Admins can transfer Text Chat Conversations

- All conversations can be transferred from one Staff to another or only selected conversations
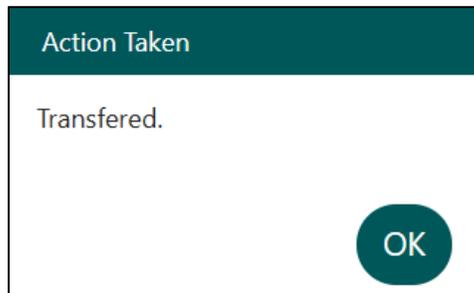
NC works

Text Chat Transfer
You can transfer all Text Chats from a staff user to another staff account.

Text Chat Transfer

* **From Staff:**   TESTSTAFF3 (11774)

* **To Staff:**   TESTSTAFF1 (11770)

* **Conversations:**   Select All | Unselect All

- ☐ 29 - First Text from Staff
- ☑ 35 - First Text to Staff 2
- ☐ 48 - Lunch from Teststaff3
- ☐ 40 - Monday Test Text
- ☑ 41 - Monday Test Text TestInd2
- ☐ 36 - Second Text from TestStaff 3
- ☐ 37 - Second Text from TestStaff 3

- ☐ 55 - test text from Employer IWORKHARD

Transfer

Action Taken

Transfered.

OK

Admin – Transfer a Text Conversation

- Text Chat IDs are removed from the Text Chat Log of the "From" Staff.

- Text Chat IDs are added to the Text Chat Log of the "To" Staff.

Admin – Transfer a Text Conversation

- "To" Staff can see the transferred conversations appear on the left side between the "From" Staff and the Individual.

Enhanced Texting Report

- An Enhanced Texting report will be developed

- A report has been requested by Staff that can be drilled down to the text chat conversations with filters by Board, Office, Staff and Date Range.

Contact Information

Michael Hoskins

Mhoskins@commerce.nc.gov

Diane McNally

Diane.Mcnally@commerce.nc.gov

A proud partner of the **American**Job**Center** network
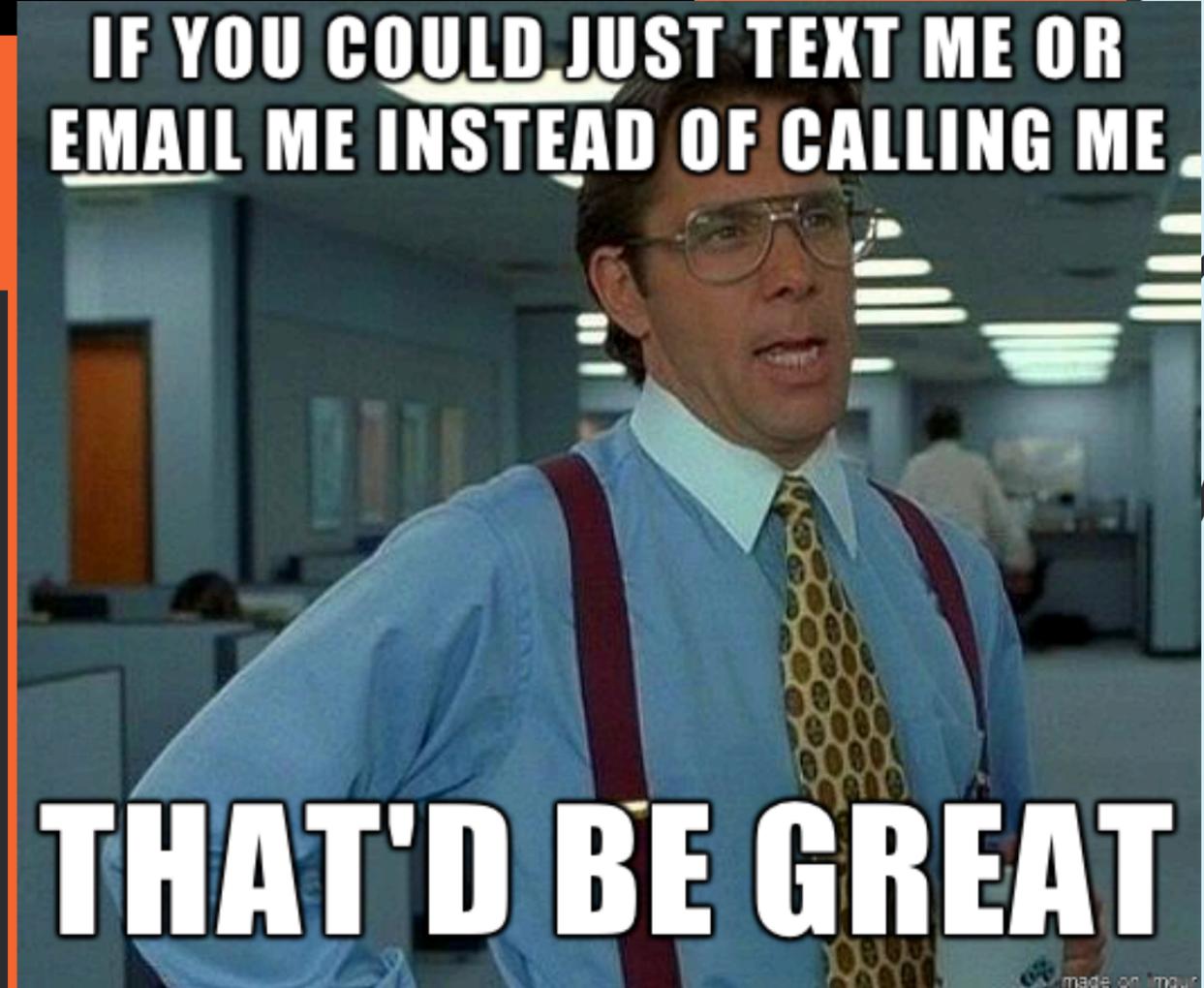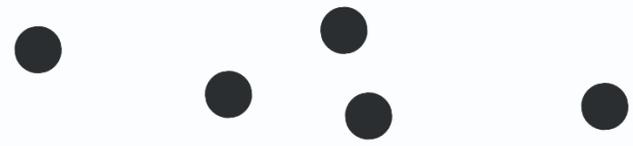
Introducing....

TEXT REQUEST

252-494-9627
Beaufort (252) 494-9627 ⌄

?

Compose Message

AC

NAVIGATION ‹

📧 Messages ⌃

💬 Conversations

💬 Group Messages

👤 Contacts

✨ Reviews

💲 Payments

⚙ Settings ⌄

📄 Reports

⇄ Integrations

👥 Users

📞 Dashboards

▭ Account

⭐ Champions Club

💬 Conversation Queue

🕐 View Scheduled Messages

↻ View All Messages Sort & Filter ⌄

Search by number or name 🔍 Advanced search

View: ⊞ ☰ ☰

☑ ✓ 3:28PM Sep 6 | Mr. Gentry, I received a notification you need assistance in seeking employment opportunities. If you still need assistance, call us in the B... | GS

☑ ✓ 11:41AM Sep 6 | Application link: https://hiringtoday.com/royalfarmsjobs?distance=1000&orderBy=1&location=27889&page=1 | AB

☑ ❗ 3:36PM Sep 5 | Thank you for contacting NCWorks. I was unable to reach you by phone. You can call our office at 252.355.9067 to speak with a Career ... | GS

☑ ✓ 1:36PM Sep 5 | Your information has been provided to our WIOA training assistance program for follow up and orientation. Let us know if your contact ... | AB

☑ ❗ 9:05AM Sep 4 | Hello. I attempted to call you for our scheduled appointment at 9:00AM today. Please call me at 252-940-0900 no later than 3:00PM to... | GS

☑ ✓ 11:51AM Sep 3 | Application for royal farms: https://hiringtoday.com/royalfarmsjobs?distance=1000&orderBy=1&location=27889&page=1 | AB

☑ ✓ 8:33AM Sep 3 | We missed you Tue, Sept 3 at 8:30am regarding your unemployment appointment with Pitt County NCWorks. To reschedule text APPT ... | AB

☑ ✓ 3:10PM Aug 30 | Thank you for contacting NCWorks. I was unable to reach you by phone. You can call our office at 252.355.9067 to speak with a Career ... | AB

☑ ✓ 8:46AM Aug 30 | Thank you for contacting NCWorks. I was unable to reach you by phone. You can call our office at 252.355.9067 to speak with a Career ... | AB

Dashboard = Text Line/Phone Number

Hiring Events

- "Pre-register" so employers know how many to expect
- Pre-fill application, etc.
- Offer resume prep, mock interview assistance, etc.
- Less wait time for job seeker, smoother event day-of

Career Advisor-Participant Communication
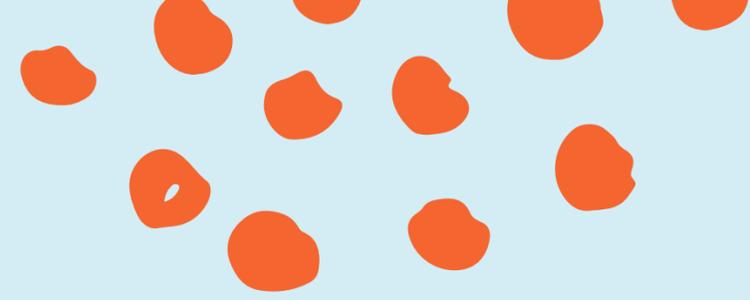
- Customers are able to respond at their convenience
- Quick check-ins

Hey I was reaching out to let you know I finished class today

Oct 19, 1:33 PM

AMAZING!!! Do you have time for us to meet in person?

Oct 19, 1:57 PM **Desiree Swain**

Yes I'm to the dmv in Wilson right now I should be back in Washington before 4 hopefully

Oct 19, 1:58 PM

Ok, what time do you have available next week on Monday or Wednesday?

Oct 19, 2:19 PM **Desiree Swain**

I can come Monday at anytime

Oct 19, 2:21 PM

Ok can we set it for Monday at 2:00pm?

Oct 19, 2:23 PM **Desiree Swain**

Yes

Oct 19, 3:11 PM

Ok great! I'll see you then.

Oct 19, 3:13 PM **Desiree Swain**

[This message did not include any text]

Jan 8, 10:00 AM

Thank you so much for this ███ and again congratula

Jan 8, 10:06 AM **Desiree Swain**

Your welcome and thanks a lot for helping me through the process

Jan 8, 10:19 AM

Saturday, January 13, 2024

Just wanted to update you I been out training for 2 weeks now I got 2 more weeks to go I have to get 200 hours of driver time and then my trainer with take me back to the terminal to upgrade as in I will have to take a knowledge test and a road test and then they will let me pick out a truck to drive by myself

Request For Assistance

Start of conversation: Thursday, September 5, 2024

Assist

Sep 5, 10:23 AM

A career advisor will contact you by the next business day. Thank you for choosing NCWorks. You have been subscribed to ASSIST list. To opt out of this list text STOP ASSIST

⊘ Sep 5, 10:23 AM
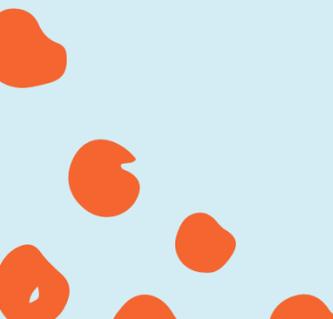
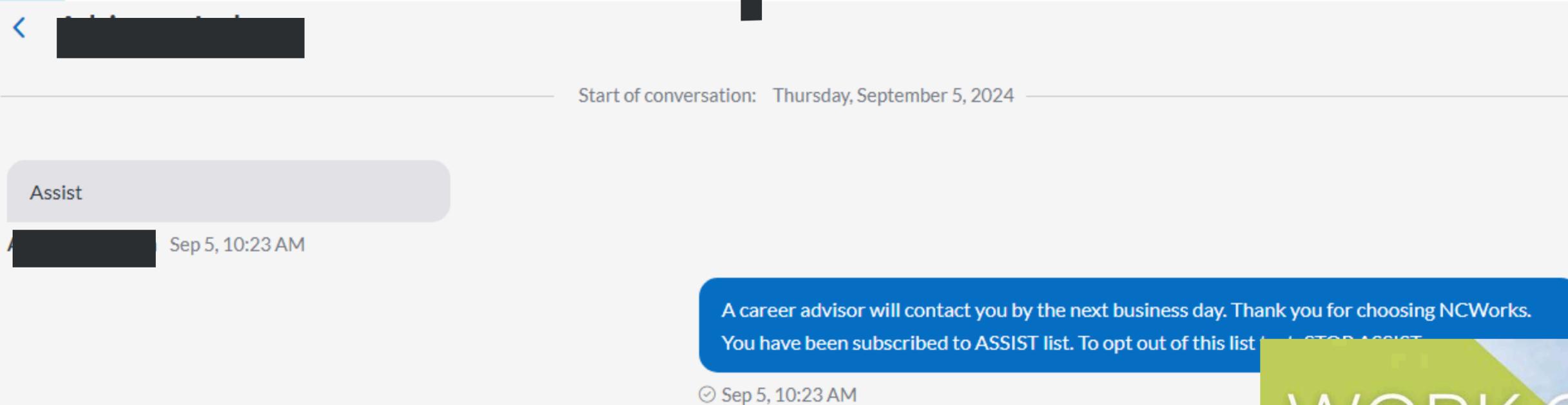- Ability to provide virtual services to customers on days the centers aren't open.
- Some customers prefer virtual services due to transportation issues, etc.

WORK ON WHAT'S NEXT

NC works
A proud partner of the AmericanJobCenter® network

- Job Referrals
- Career Planning & Advising
- Resume Assistance
- Mock Interviewing
- Training Information & Assistance
- and more!

📞 Call 252.940.0900
💬 Text ASSIST to 252.494.9627

M & W - Open 8:30am-12:30pm, 1:30pm-4:30pm
T, Th, & F - Virtual Services Only, call or text for assistance

NC works CAREER CENTER

Job Hub

- Opt-in text group to sign up to receive alerts about job openings, hiring events, training information, etc.
- Efficiently send info to the masses.
- Customers enjoy getting alerts directly to their phone.
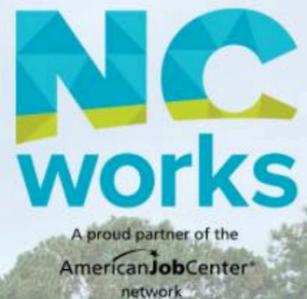
Customer Service Feedback Initiative
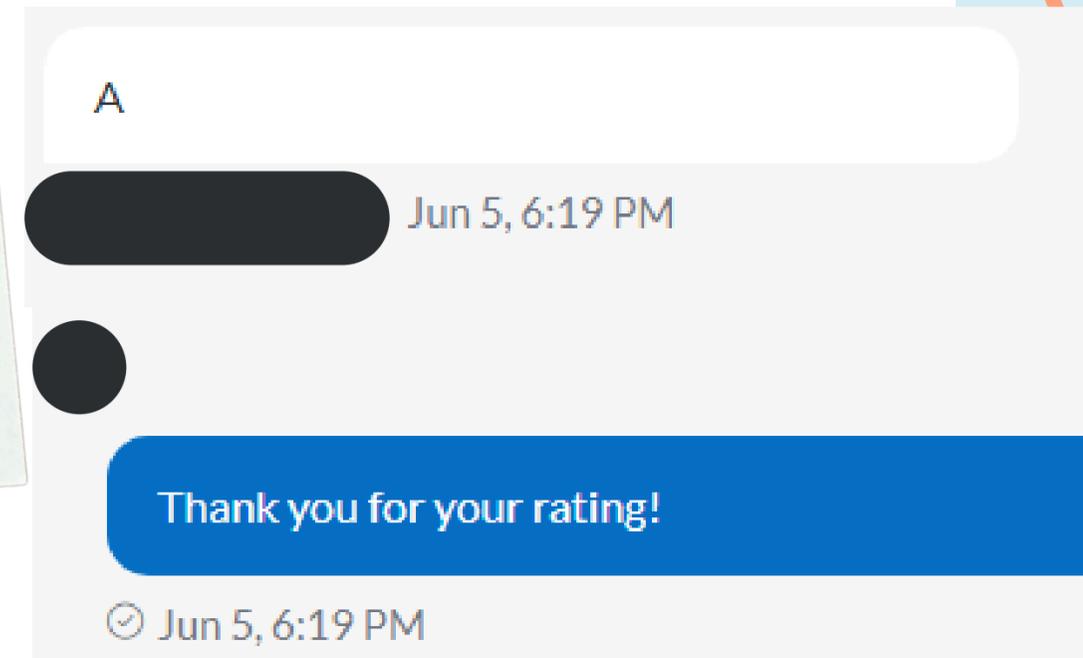
HOW DID WE DO TODAY?

CAREER ADVISOR: _____

Please rate your career center experience by texting a letter grade to

📱 252.359.3300

A (excellent), B (good), C (mediocre), D (poor), F (failing)

Your feedback will be used to help us to continually improve services, recognize deserving staff, and best assist our customers. Connecting talent to jobs!

A

Jun 5, 6:19 PM

Thank you for your rating!

⊘ Jun 5, 6:19 PM

OUTSTANDING CAREER ADVISOR

BRAVO AWARD OF EXCELLENCE

Quarter 3 of 2022

Chanda Speller

NC works

- Satisfies requirement to have customer feedback system
- Rewards exceptional staff which boosts staff morale
- Prompts solutions and resolutions
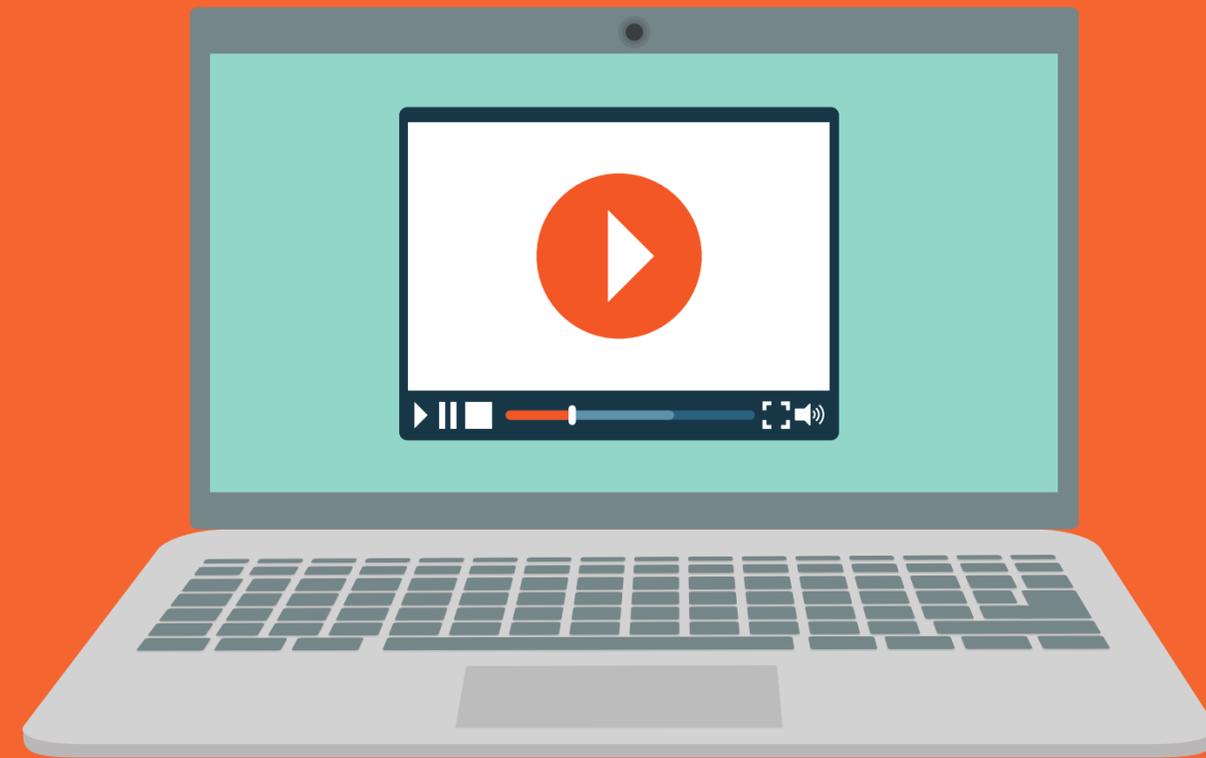
Questions?

Contact Us

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Jennie Bowen

WDB Director
jbowen@mideastcom.org