

WNCSource CEO Report

June 9, 2022

Deb Haight Presented The Carol McLimans Trailblazer Award

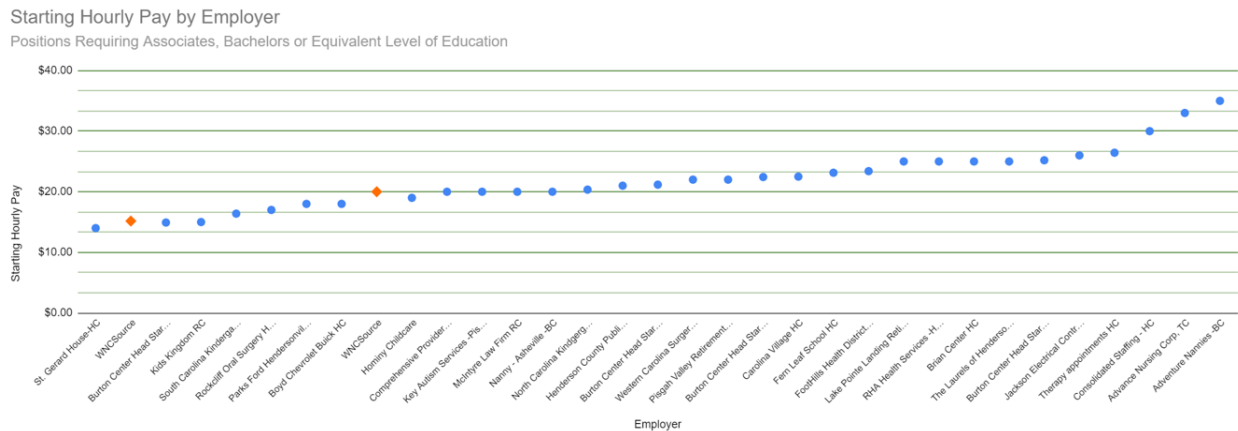
The Land of Sky Regional Council (LOSRC) presented WNCSource Director of Older Adult Services and Thrift Shops Deb Haight with the Carol McLimans Trailblazer Award. “The award is given annually to a professional in Buncombe, Henderson, Madison, or Transylvania Counties whose is a pioneer and innovator in the field of aging and adult services.”

Deb began working at WNCSource in 1999 as a site manager for Silvermont Congregate Nutrition in Brevard. She also worked as the Health and Nutrition Coordinator for Children’s Services, and Director of Community Services before starting her current position in 2017. She has expanded WNCSource senior services in Transylvania County through grants from the WNC Bridge Foundation and LOSRC. Buncombe County Commissioner Larry Chapman spoke to the gathering about the great work Deb has done for older adults. Congratulations Deb for this well deserved recognition!

Living Wage Certification for WNCSource and Local Labor Market Data

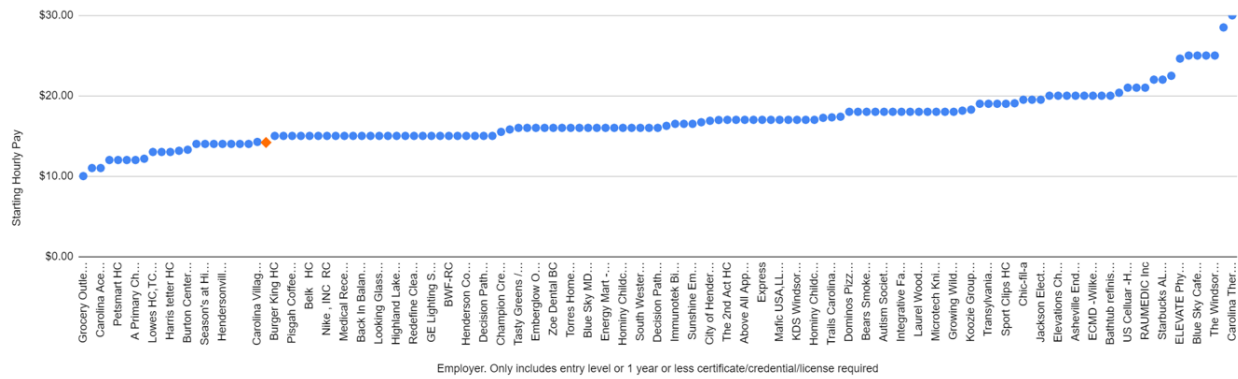
Just Economics, a nonprofit whose tagline is *creating sustainable livelihoods* has certified WNCSource as a living wage employer for 2022-2023. WNCSource has been a certified living wage employer since 2009. This is an accomplishment we are proud of, and shows our commitment to equity and economic justice. Currently, this certification may not be enough in an increasingly competitive labor market.

In preparing for our Head Start grant change of scope we conducted a local wage comparability study. Gina Dowd, Children’s Services Volunteer and Recruitment Coordinator and Margit Nelson, Children’s Services Operations and Procurement Manager conducted an extensive survey of local employers in several industries that compete with WNCSource for employees. They were able to gather starting wage information from over one hundreds and fifty employers in Western North Carolina. When compared across several industries that we compete with for staff, WNCSource is below average in the compensation we offer for starting positions. Please see graphs below. Also, the data indicates that more employers offer good benefit packages than we thought. All of the data supports a need for our change of scope application with The Office of Head Start.



Starting Hourly Pay by Employer

Entry level or 1 year (or less) licensure/credential/certificate required



Picnics, Baseball, Softball, Mountain Living and Agency Culture

As we educate ourselves more on recruiting and retaining employees, the clearer it becomes that culture matters. As the pandemic fades a little more into the background, we are finding more opportunities to gather, show appreciation and celebrate our accomplishments. We are also getting better at “tooting our own horn”. All of that matters, because when people have lots of options of where to work, they want to work where it is fun and they are appreciated.

This year’s picnic was the first one we have been able to have since 2019. Kim Hall and the HR team did a great job of putting it together. Kim Wilson, Shannon Perry and Richard Reagan participated from the Board. The gift baskets were the best ever! Our softball team is very competitive and having a great time. Asheville Tourist baseball and fireworks is a family event and gives staff another opportunity to build relationships.

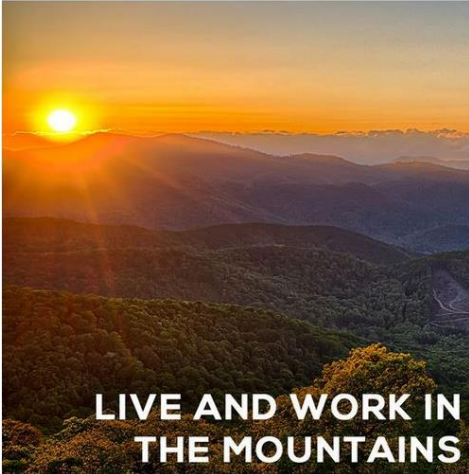
Please take a look at the attached creative work from WSPA and Nexstar. It is all over Facebook and other social media outlets. There are also pictures from the picnic. We are building a great culture at WNCSource. We absolutely need to inform the world of this as we seek to attract employees and gain community support.



WNCSource

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