



Southwest TN Workforce Board **ANNUAL REPORT** 2024-2025

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Serving the Counties of:



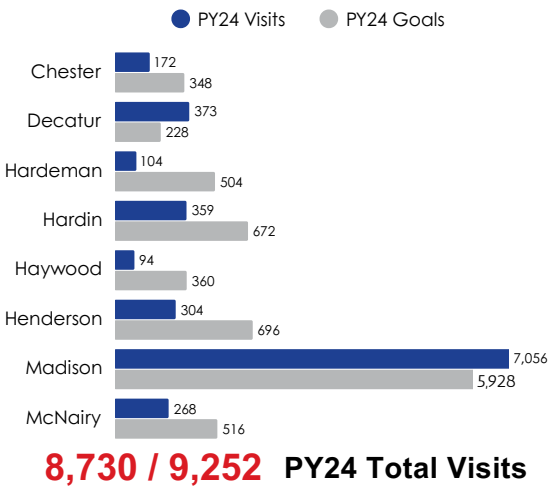
*Developing a quality workforce system
to meet the needs of area employers
and jobseekers.*



AmericanJobCenter[®]
TENNESSEE

American Job Center Services

Customer Visits



TOP 5 REASONS FOR VISIT

1. Job Search/Resource Room
2. Unemployment Insurance
3. Job Search Assistance
4. Job Fair
5. Title I Career Coaching

12,599 Services Provided

Key Performance Indicator Results

Title I Adult / Dislocated Worker / Youth Enrollments

128 / 133 (96.2%)

Title I / Title III Co-Enrollments

30.8% / 90% (34.2%)

Title III Wagner Peyser New Enrollments

2,984 / 996 (299.6%)

American Job Center Services



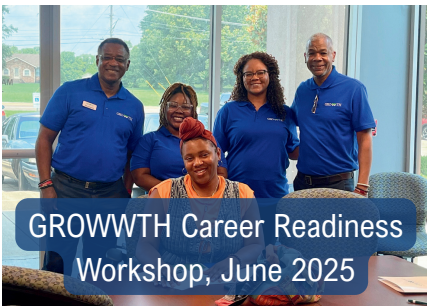
After graduating from TCAT Jackson, Katelyn Evans found herself in a frustrating position—landing interviews but not receiving any job offers. Feeling discouraged, she connected with Assistant Director Belinda Potter at the Stanton AJC Outreach Center through Wagner-Peyser services.

Katelyn participated in job search and interview coaching, employer outreach, and career planning discussions. Although she came in with a well-prepared resume and cover letter, she needed a confidence boost and support in responding to common interview questions. Belinda also helped her weigh the differences between small business and corporate employment to make an informed career choice.

Just one week after their first meeting, Katelyn received two job offers and proudly accepted a position at Johnson Vision Development Center. She began her new role shortly afterward and is thriving.

Belinda shared, “I know she will do great things! She is very excited to be a success story and is appreciative of the assistance given to make it happen.”

American Job Centers in the Community



GROWWTH Career Readiness Workshop, June 2025



STAR Center Career Fair, June 2025



Haywood Co. AJC Ribbon Cutting, August 2024



Henderson Co. Community Resource Fair, September 2024



Liberty Tech. HS Career Fair, March 2025



Riverside HS Career Fair, August 2024

StanleyBlack&Decker



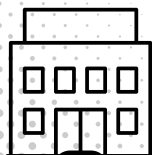
A Rapid Response meeting was held July 10, 2024 for Stanley Black and Decker with 60 dislocated workers attending. Following the informational session, an onsite job fair was planned for July 23, 2024. Eleven manufacturing employers from Madison, Gibson, Haywood, and Henderson Counties were present and actively recruiting. Over 35 Stanley Black and Decker affected workers attended and interviewed with potential employers.



Rapid Response

Employers Affected

Employees Affected



6



470

ADIANT

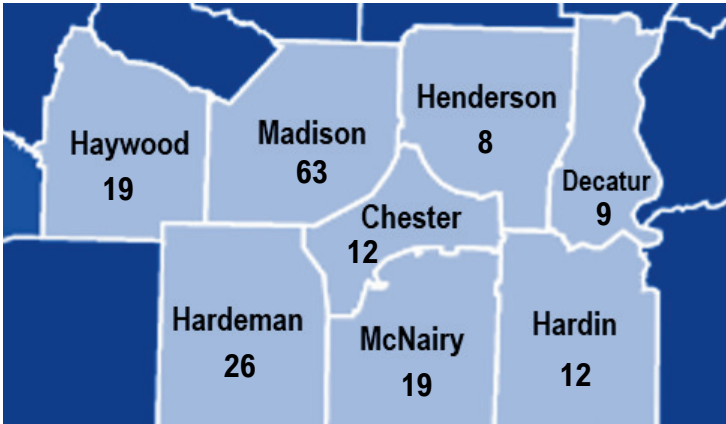
In June 2025, the American Job Centers in Southwest Tennessee hosted resume workshops for Adiant employees who were soon to become dislocated workers due to a plant closure. These workshops, which were also open to the public, were held at multiple locations, with each site offering both a morning and an afternoon session. A job fair was also held to help connect affected workers with other employment.



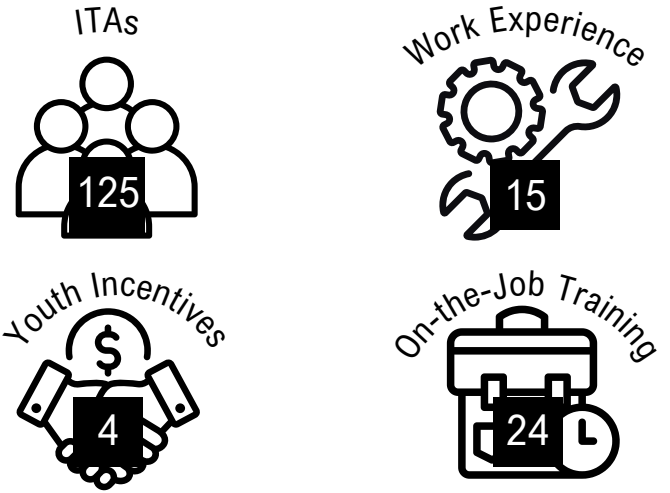
Training Services

Total Enrollments by County

Total 168



Total Enrollments by Service



National Dislocated Worker Grant



96 / 100 Enrolled



\$321,229 of \$615,978 Expended

Individual Training Accounts (ITAs) By Sector



At 46, **Brigette** made a life-changing decision to return to school and pursue a Bachelor of Science in Nursing (BSN), becoming the first in her family to attend college. As a first-generation student, she faced considerable financial challenges, including the cost of tuition, books, and other school-related expenses. These mounting costs created stress and uncertainty about whether she could continue her education. After discussing her situation with her academic advisor, she learned about the WIOA Title I scholarship grant through the American Job Center (AJC).

With the support of her advisor and the guidance of her AJC case manager, Brigette completed the application process and was approved for funding. This assistance allowed her to remain enrolled at The University of Memphis, focus on her coursework, and ultimately reach graduation.

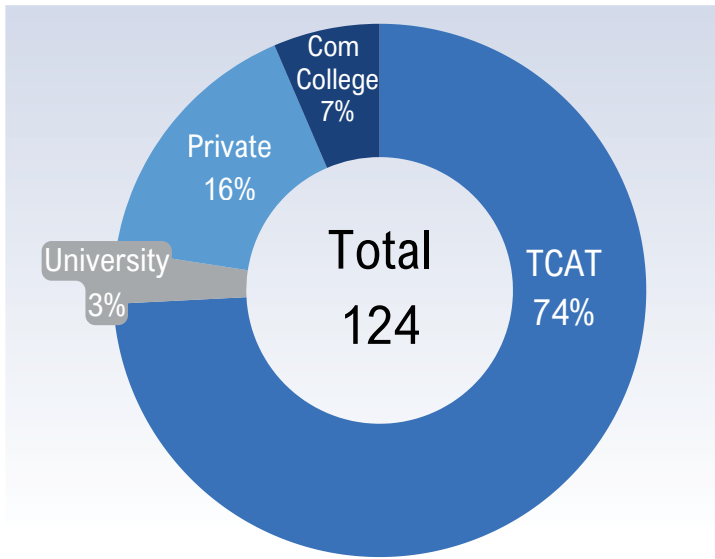
“Balancing school responsibilities with the uncertainty of funding approval was challenging,” Brigette reflected. “I also faced internal doubts as a nontraditional student returning to school later in life. But I stayed focused on my ‘why’—my family and the patients I would one day serve.”

Despite the challenges, Brigette met every academic milestone and graduated in Spring 2025 with her BSN. She is now seeking employment as a registered nurse and plans to pursue a Psychiatric-Mental Health Nurse Practitioner (PMHNP) degree. Her success has inspired those around her, including her classmates and family.

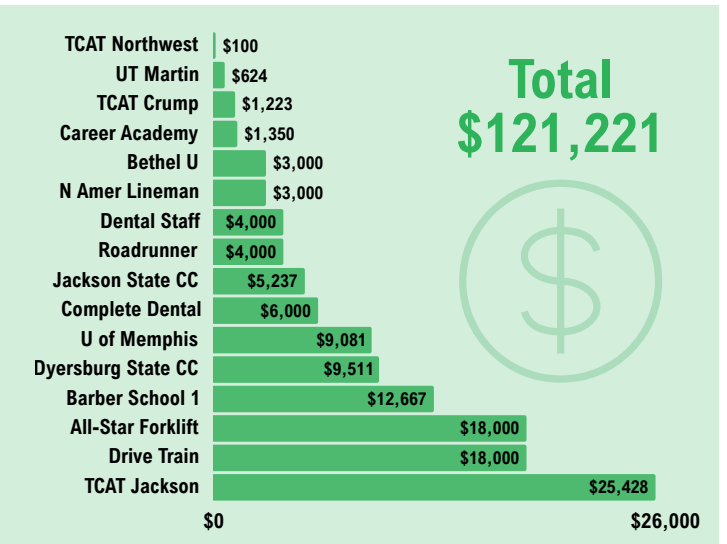
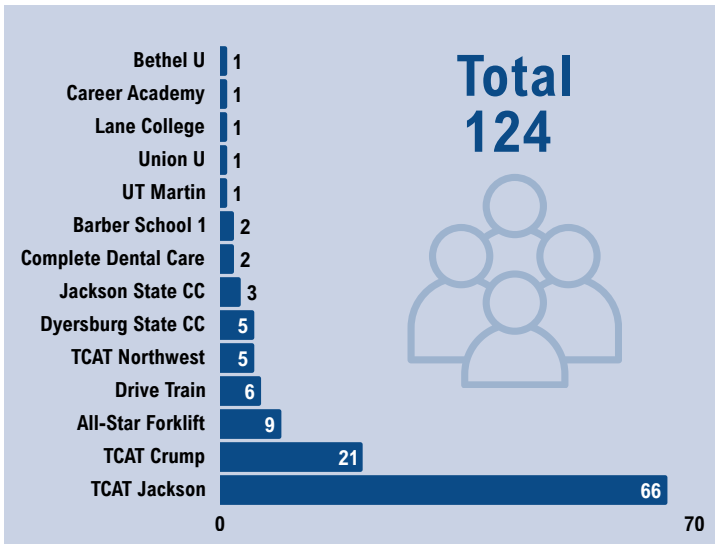
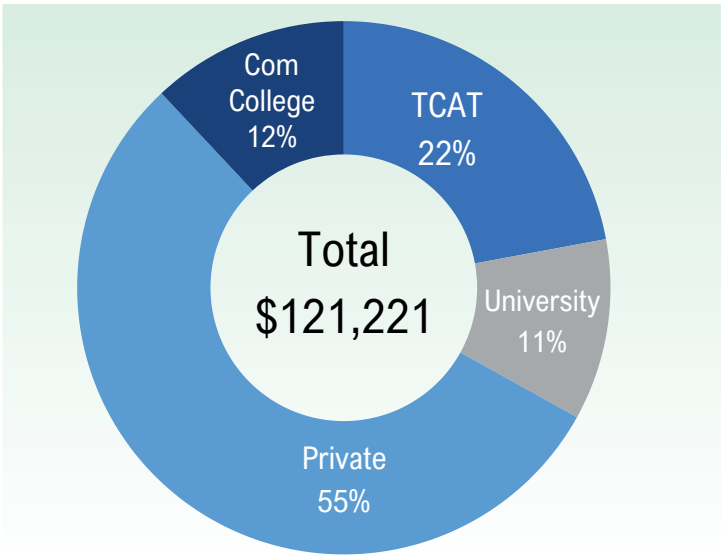
She now encourages others to pursue similar opportunities: “Apply. Don’t let fear or doubt stop you. Programs like WIOA exist to help people succeed, no matter their age or background. You just have to take the first step and believe you’re worth the investment.”

Training Services

New ITAs by Provider Type



Total ITA Investment by Provider



Often times when a job seeker cannot find employment it is because they do not possess the skills to qualify for technical jobs. American Job Center partners can provide scholarships to eligible participants to attend training of their choice. This past year, 124 new Title I and National Dislocated Worker Grant participants received scholarships to attend 14 different institutions. Of the 124 new participants, 74% chose to attend TCATs, 7% community colleges, 3% universities, and 16% private certification institutions for occupations such as Truck Driving, Forklift Operator, Industrial Machinery Mechanics, and Practical Nursing. In total, over \$121,000 was expended this year on Occupational Skills Training for new and existing participants.



Marquita Parram came to the American Job Center as a Supplemental Nutrition Assistance Program (SNAP) Employment and Training (E&T) participant while enrolled in the Licensed Practical Nursing (LPN) program at TCAT Jackson-Lexington. She was seeking tuition and transportation assistance to help her reach her educational goals.

SNAP E&T provided tuition support and transportation assistance based on her days of attendance. Due to the long distance she traveled, SNAP E&T Coordinator Aaliyah Melton also referred her to WIOA Title I for continued transportation support. Once fully co-enrolled in SNAP E&T, WIOA Title I, and Wagner-Peyser, Marquita received comprehensive services from all programs to ensure her success.

She graduated from TCAT Jackson-Lexington on April 25, 2025, earning the Historian Award for her class. Shortly after, she passed the NCLEX on May 30 and obtained both her LPN license and IV certification.

As of June 16, 2025, Marquita is employed full-time as a Licensed Practical Nurse with Foxbridge Inspirit Senior Living. Her hard work and determination, combined with the support of SNAP E&T Coordinator Aaliyah Melton and WIOA Title I Career Coordinator Judy Seay, helped Marquita overcome logistical challenges and move confidently into a rewarding career in healthcare.

Business Services

OJT Employers by County

Total 14



On-the-Job Training Participants

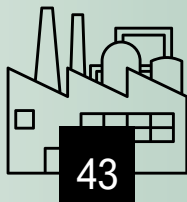


Number Trained by Sector

Healthcare & Social Assistance



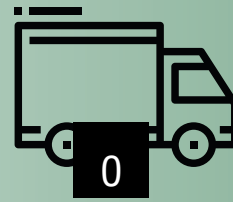
Manufacturing



Skilled Trades



Transportation & Logistics



Information and Professionals, Scientific & Technical Services



Apprenticeship Grant



Virtually Speaking Webinars

Quarterly Webinar Series Hosted by West TN Workforce Boards



- Recruitment & Retention Trends
- Artificial Intelligence (AI) in the Workplace
- Unemployment Insurance Updates for Tennessee Employers
- E-Verify Compliance & Immigration Employment Updates 2025

All webinars are recorded and may be found when you scan the QR code or visit our YouTube page at @NWSWTNAJC



140 Reports Produced



Economy Reviews



Education Reports



Industry Reports



Occupation Reports

Business Services

The Southwest TN Workforce Board was awarded a \$126,796 grant from the Tennessee Office of Apprenticeship to support registered apprenticeship training with local employers. Through this funding, 51 apprentices received training assistance across programs with eight regional employers. In addition, the Southwest Business Services team has played a key role in developing several new registered apprenticeship programs. On January 19, 2023, the City of Jackson Police Department launched a registered apprenticeship for police officers, the first of its kind in Tennessee. Designed for individuals aged 18 to 21, the program supports those pursuing careers as police officers in Jackson.

This Competency-Based Program includes up to 24 months of related technical instruction and 4,000 hours of hands-on, on-the-job training. Cadet Officer David “Chandler” McCrury and Police Cadet Kyleigh Carter were among the first to successfully complete the program in Spring 2025.

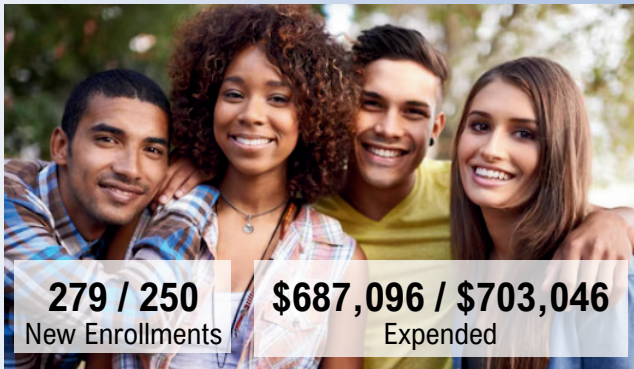


Rural Healthcare Workforce Development Initiative

The Southwest TN Workforce Board partnered with West Tennessee Healthcare to secure funding through the Rural Healthcare Initiative for their Patient Care Technician Apprenticeship program. Over the course of the grant, West Tennessee Healthcare plans to onboard and train at least 50 new Patient Care Technicians at Jackson Madison County General Hospital. Twenty-six individuals across the first three cohorts were supported by the grant during the program year.

Talent Pipelines

Tennessee Youth Employment Program



279 / 250
New Enrollments

\$687,096 / \$703,046
Expended

The Tennessee Youth Employment Program (TYEP) links ambitious young adults aged 14-24 with employers in diverse industries across Tennessee. Participants dive into hands-on workforce experiences, gaining invaluable skills and test-driving future careers while earning up to \$4,000 along the way. This year-round program from the state of Tennessee offers much more than youth job opportunities — it teaches lifelong and life-changing skills.



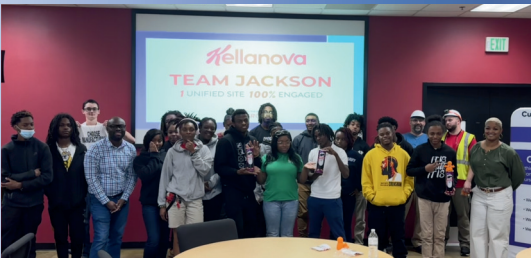
High Schools Participating

16



Students Participating

269



Employers Participating

25



Talent Pipelines

TRANSFR Virtual Reality Headsets

The TRANSFR software, a virtual reality-based education and training workforce development platform, helps students and job seekers get on a path to a good job. TRANSFR VR helps educators, workforce development professionals, economic development organizations, and employers provide simulations that allow students and job seekers to explore career pathways and get hands-on training experience. TRANSFR engages subject matter experts when designing its virtual reality training simulations to ensure every simulation is authentic, efficient, engaging, effective, and aligned with industry standards. This year, 18 high schools/organizations participated with 395 individuals exploring 557 careers.



Medical Explorers Experience Virtual Reality Healthcare Training

At the April 17, 2025, Medical Explorers meeting, students at West TN Healthcare had the opportunity to explore advanced medical technology through virtual reality. Thanks to the Southwest TN Workforce Board, the group used TRANSFR VR headsets to engage in realistic healthcare scenarios—ranging from taking X-rays and assisting with knee surgery to preparing IV infusions and processing lab samples. Based on student feedback, it was one of their favorite meetings to date.



Talent Pipelines



Number Enrolled: 380 / 375



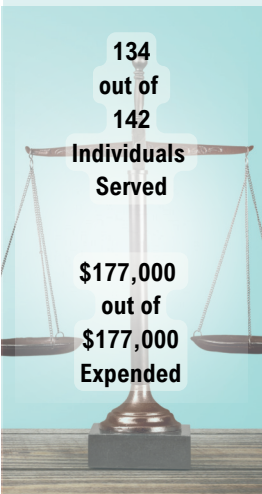
Latifah Bufford-Sanders came to the American Job Center as a SNAP Employment & Training (E&T) participant while enrolled in the Licensed Practical Nursing (LPN) program at TCAT Jackson. A single parent, she was seeking tuition and transportation assistance to help her complete her training.

Through coordinated support from SNAP E&T and the GROWWTH program, Latifah received the financial assistance and guidance she needed. SNAP E&T provided tuition and transportation assistance, while GROWWTH stepped in with additional support after she completed the GROWWTH Academy.

Latifah graduated from the LPN program on April 26, 2025, earning the titles of valedictorian, recipient of the Outstanding Service Award, and member of the National Technical Honor Society. She went on to complete her IV certification on May 9, 2025 and has since officially received her LPN license.

As of June 2025, Latifah is employed full-time with West Tennessee Healthcare at the Kirkland Cancer Center. SNAP Coordinator Aaliyah Melton, along with GROWWTH Coordinator Raven Harrell, supported Latifah throughout her journey. Aaliyah shared that Latifah is “very excited to be a success story and is appreciative of the assistance given to make it happen.”

Community Reentry Reinvestment Grant



The Southwest TN Workforce Board received a Community Reentry Reinvestment Grant (CRRG) from the Tennessee Office of Reentry, funding diverse training opportunities for justice-involved individuals. Programs included On-the-Job Training in high-demand fields such as welding, machining, auto repair, and construction. Additional opportunities included Occupational Skills Training via needs-based scholarships, covering certifications in areas like forklift operation, truck driving, HVAC, and more.

The grant also supported partnerships with Haywood, Henderson, and Madison County Jails to provide training during incarceration, including OSHA 10 certification, and a 10-day Manufacturing Skills Bootcamp. Individuals also accessed the 25-class SME Tooling-U Certified Manufacturing Associate Course via tablets, earning a nationally recognized credential and preparing for high-demand, entry-level roles such as assembler, manufacturing associate, and production operator.

Madison County Sheriff Julian Wisner emphasized the program's importance, saying, “Locking someone up isn't enough. We have to prepare them to succeed once they leave--and once they leave, I don't want to see them back here again.”

Senior Community Service Employment Program (SCSEP) Grant



17 / 17
Total Served

\$128,059 / \$141,866
Expended

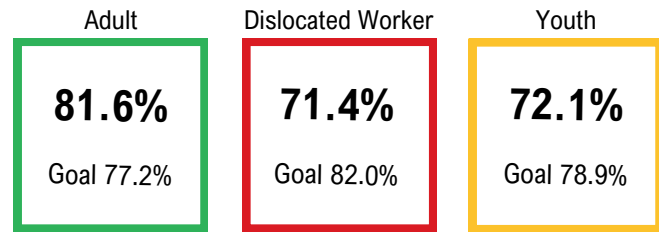
Performance & Fiscal



Employment Rate 2nd Quarter After Exit



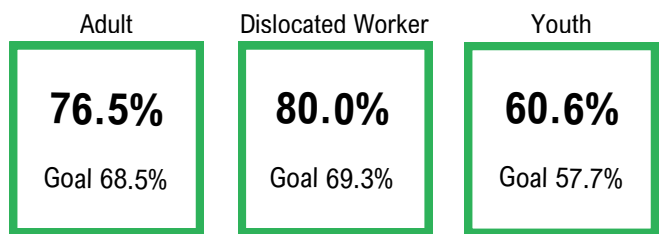
Employment Rate 4th Quarter After Exit



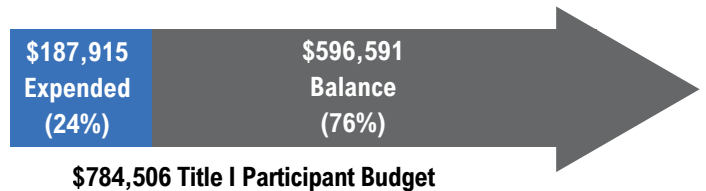
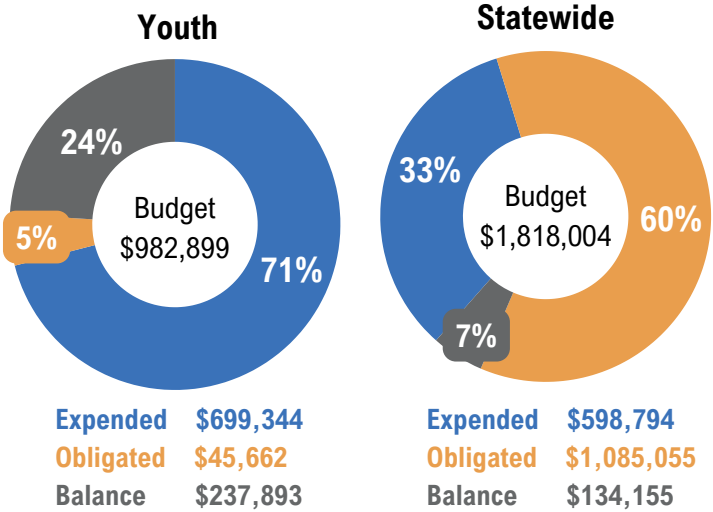
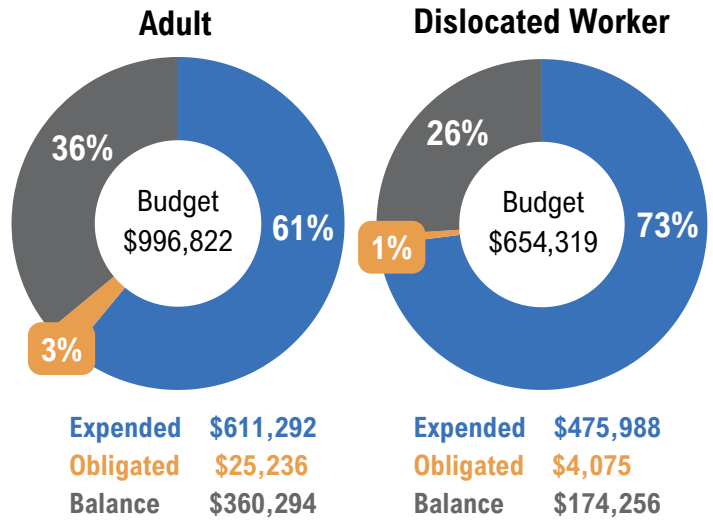
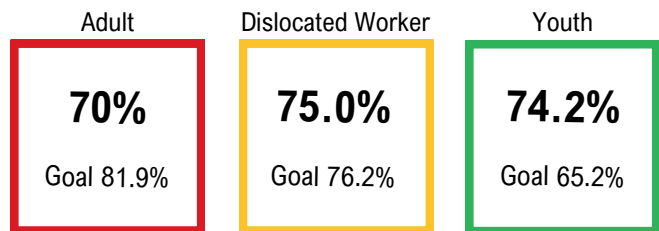
Median Earnings 2nd Quarter After Exit



Credential Attainment Within 4 Quarters After Exit



Measurable Skills Gain



61.2% / 40%
MPCR



36.5% / 20%
Work Experience



19.7% / 35%
PY23 In-School Youth



17.5% / 35%
PY24 In-School Youth

THE SOUTHWEST TN WORKFORCE BOARD



208 N. Mill Avenue
Dyersburg, TN 38024
(731) 286-3585

The Southwest TN Workforce Board (SWTNWB) is designated by the local elected officials and charged with administering workforce development services in accordance with the Workforce Innovation and Opportunity Act of 2014 (WIOA) in eight counties in Southwest Tennessee: Chester, Decatur, Hardeman, Hardin, Haywood, Henderson, Madison, and McNairy.

Local Elected Officials	Mayor Mike Creasy, Chair (Decatur)	Mayor Kevin Davis (Hardin)
	Mayor AJ Massey, Vice-Chair (Madison)	Mayor David Livingston (Haywood)
	Mayor Barry Hutcherson (Chester)	Mayor Robbie McCready (Henderson)
	Mayor Todd Pulse (Hardeman)	Mayor Larry Smith (McNairy)

Southwest TN Workforce Board Members

Board Chair Ben Ferguson (Madison) Personnel Placements Holdings, LLC	Allison Wright-Donahoe (Regional) TN Dept of Labor & Workforce Development	Stewart Stanfill (Regional) Henderson County School District
Vice-Chair Gemtraius Bell (Haywood) Teknor Apex	Lee Isable (Hardeman) TK Elevator	Joe E. Stephens (Haywood) Backyard BBQ
Secretary Logan McCoy (Madison) Greater Jackson Chamber	Dr. Jacquene Rainey (Madison) TCAT Jackson	Jill Taylor (Madison) ReNew Biomedical Services, LLC
Linda Beaulieu (Hardin) Design Team Sign Company, LLC	Randall Renfroe (Madison) West TN Healthcare	Mike Thorne (Regional) SMART Sheet Metal Worker Local Union 4
Jeff Boyd (Hardin) The Wise Company	Christina Rhea (McNairy) Monogram Refrigeration	Shane Turany (Decatur) Good Sportsman Marketing (GSM), LLC
Dawn Bramblett (Chester) Bramblett Group	Ashley Roberts (Regional) TN Department of Human Services	Marlita White (Hardeman) Hardeman County Comm Health Center
Roger Adren Crawford (Madison) Jackson Central Labor Council	Dr. Carol Rothstein (Regional) Jackson State Community College	Gary Williams (Henderson) Young Touchstone / Wabtec
	Danielle Shanklin (Henderson) ARCH Medical Solutions	

Southwest TN Workforce Board Staff

Jennifer Bane Executive Director	Ariel McGahey Director of Operations	Laura Speer Director of Performance & Compliance/EOO
Lana Burchfiel Public Information Specialist	Ginger Powell Deputy Director	Asia Tatum Finance Clerk
Gina Johnson Director of Finance & Administrative Services	Margaret Prater Workforce Consultant	Terry Williams Assistant Director of Finance
LeAnn Lundberg Manager of Computer Services	Derrick Quinn Asst. Director of Performance & Compliance	Holly Wood Business Services Representative

