

# Eastern Carolina WORKFORCE DEVELOPMENT BOARD, INC.



Serving the North Carolina Counties of Carteret, Craven, Duplin, Greene, Jones, Lenoir, Onslow, Pamlico and Wayne

## June, 2012 Inside this

### Issue:

U.S. Department of Education Rep. visits Eastern Region.	1
STEM East Draws National Attention at STEM Solutions Summit	1
Board of Directors	2
Director's Corner	3
Congratulations to Brenda Outlaw	3
Build it and Others Will Follow	4
US Boating Industry Will Exceed \$10 Billion by 2016	4
Jim Davis Honored	5
Work Ready Communities off to a Strong Start	6
Workforce Development Board CRC Rankings	6
NC to Create "Pathways to Prosperity"	7
Workforce Partnership Conference	8
JobLink Career Centers	8
Training Opportunities	9
Regional Snapshot	10
ECWDB Staff	12
Mark Your Calendars	12

## U.S. Department of Education Assistant Secretary Visits the Eastern Region

In June, North Carolina's Eastern Region hosted U.S. Assistant Secretary for Vocational and Adult Education Brenda Dann-Messier as she toured several STEM East facilities in Lenoir and Craven Counties, and participated in a roundtable discussion with students, teachers and public and private partners.

"We need to find out what's happening on the ground," Dann-Messier said of the reason for her visit. "We don't have the answers in Washington — they are on the ground with those of you doing this work on a daily basis."

The day started with a tour of Contentnea-Savannah K8 Schools' math center, one of the first in the state. During the tour, she spoke with students and instructor Kenny McNeil about the innovative approach on math education. The project-based center is housed at the school's computer lab and will allow students to have hands-on experi-

ence with Math I which replaces Algebra I in the new common



U.S. Assistant Secretary for Vocational and Adult Education Brenda Dann-Messier as she toured STEM East facilities in Lenoir and Craven Counties.

core standards. Modules will be based on topics such as sports statistics, unsolved mysteries, climate change and projectile motion. Dann-Messier called the lab "phenomenal."

The assistant secretary also had the opportunity to meet with community leaders about the way STEM has caught hold in the area. Tom Vermillion, who has been involved with STEM East since its inception in 2009,

told the assistant secretary the effort came about through several groups deciding to work together. "You were in your own little bubble and we've tried to bring those groups together," he said. "Just two years ago, we were trying to find places that were doing this (STEM) and now people are coming to us, which is kind of neat."

Craven County School Director of Career-Technical Education Chris Bailey also participated in the discussion. He led a tour of STEM Career Investigation's Lab which was implemented by the N.C. Eastern Region, through the Golden LEAF Foundation. "I think it is highly important for her to see how we have made our program more rigorous," Bailey said. "(The students are) more in tune to STEM-type careers ... and that makes our area more attractive to business and industry because we've made our students more employable."

Source: Kinston Free Press

## STEM East Draws National Attention at STEM Summit

Steve Hill, Executive Director of NCER STEM East Initiative, recently was a presenter at STEM Solutions, a national leadership summit. The three day summit held in Dallas, TX, presented by U.S. News and STEM connector, brought together business, education and government leaders who have long recognized the need to connect the dots between STEM education and careers. It provided a forum for important conversation in an effort to develop action plans for our nation. Participants explored solutions and defined successes in science, technology, engineering and math education as a pathway to jobs. Hill joined colleagues from across the nation and discussed how to bring together private industry, community partners and public education to create a cohesive network to strengthen STEM education. STEM East, a two year old partnership in Eastern North Carolina has taken a novel approach to STEM education and it has yielded strong results in several local middle schools. Partners include small business owners, major manufacturers, public education superintendents, pastors, economic developers, government organizations, colleges, universities and community members.

Source: nceast.org



### Officers

Joseph Wiggins, *Chief Elected Official*  
Mike Kraszeski, *Chairman*  
Carla Byrnes, *Vice Chairman*

### Carteret County

Mike Kraszeski, *Atlantic Veneer, Vice President*  
Myles Stempin, *Carteret County Economic Development, Executive Director*  
Dwayne Oglesby, *Fleet Readiness Center East, Organization & Workforce Planner & Analyst*

### Craven County

Jeff French, *Coastal Wholesale Grocery, Receiving Supervisor*  
Bill Green, *BB&T, Vice President*  
Ronald Knight, *Communications Workers of America, Labor Rep.*

### Duplin County

Alex Asbun, *Vidant Duplin Hospital, Director of Health Care Programs*  
Dr. Lawrence Rouse, *James Sprunt Community College, President*  
Al Searles, *VP, Murphy Brown, LLC., Transportation and Feed Manufacturing.*

### Greene County

Angela Bates, *Greene Lamp, Inc., Executive Director*  
Judy Darden, *Darden Bookkeeping, Owner*

### Jones County

Frank Emory, *Emory Construction, Owner*  
Thelma Simmons, *Jones County DSS, Executive Director*  
Dr. Norma Sermon-Boyd, *Jones County Partnership for Children, Director*

### Lenoir County

Dr. Brantley Briley, *Lenoir Community College, President*  
Bruce Parson, *Blind Shop, Owner*  
Debbie Beech Burrell, *FACILITATE, CEO*

### Onslow County

Don Harris, *Stanadyne Diesel, Retired*  
Ralph Leeds, *NC Division of Workforce Solutions, Manager*  
Mona Padrick, *Jacksonville-Onslow Chamber of Commerce, President*

### Pamlico County

Jason Hannah, *Hannah Service Center, Owner*  
Carla Byrnes, *B & B Yacht Designs, Owner*  
Wayne Brackin, *Tideland EMC, Job Training and Safety Director*

### Wayne County

Fletcher Bizzell, *Glenoit LCC, HR Executive*  
Gerald Jones, *Southco Distributing Company, Human Resources Director*  
Tara Myers, *Vocational Rehabilitation, Facility Director*

## Vision

Our vision for the eastern counties of North Carolina is a highly skilled workforce with an educational attainment level that meets the needs of the 21<sup>st</sup> Century workplace, so that local firms can compete in a technologically advanced global economy.

## Mission

Our mission is to ensure that our workforce development system is customer focused, demand-driven and accountable in preparing our current and future workforce to meet the changing needs of a highly-competitive global economy.

## Value Added

We add economic value to our communities by ensuring that quality education, job training, and employment opportunities are available for job/training seekers and employers alike, thereby improving the quality of life for our citizens throughout eastern North Carolina.

## Key Strategies

- Engage business and community leaders in addressing workforce issues and promote strategies to improve education levels & basic workplace skills.
- Strengthen alliances with economic development to identify and address the workforce needs of current and future industries.
- Implement a community awareness plan that promotes the WDB, JobLink Career Centers, and partner services.
- Identify and implement effective employment and training strategies that result in employment opportunities for all citizens.



[www.ncvisioneast.org](http://www.ncvisioneast.org)

## Directors Corner

Dear Colleagues,

Happy Summer! As we begin the new program year, I would like to take this opportunity to say thank you to a few board directors who I have come to truly appreciate and hold in the highest regard.

The first is our outgoing Board Chairman Mona Padrick, who served two terms as our Chairman for the past four years. Mona, you were a great visionary leader who kept us all focused on our mission. Your leadership, professionalism, dedication, passion, enthusiasm, and commitment are qualities that served us very well and kept our board on the forefront of many workforce development initiatives— such as our successful Veterans Initiative Project, the Work Ready Communities Initiative, and Business Services initiatives that resulted in the Board applying for the National Emergency Grant On-the-Job Training program. I truly appreciated working with you and learning from you as Chairman, and I look forward to working with you as the One-Stop Committee Chairman.

Dr. Kathy Spencer, thank you for your dedicated service as a director of the Board for the past four years. The valuable contribution you made is very much appreciated and we commend you for your willingness to serve in this capacity knowing that you were very busy running the region's largest school district. The energy and expertise you brought to the Board in sharing the educational initiatives and programs not only in the Onslow County School System but in alignment with the State Board of Education served to enhance the Board's understanding of the educational requirements of our youth in order to be prepared to enter the workforce of the 21<sup>st</sup> century.

Last a special thank you to Kimsey Welch, for over the past ten years, the Board has been blessed to have you serve as a director. Your insight and wisdom have provided thoughtful direction through your participation on the Youth Council, JobLink Career Center, and the RFP Review Committees. Your strong leadership and selfless devotion to serve others have been an inspiration. We look forward to your continued participation as a member of the Youth Council. The valuable contribution you made as a member of this Board is very much appreciated and we commend you for your willingness to serve in this capacity. Your leadership has enhanced the job opportunities for the citizens of Eastern North Carolina.

I would be remiss if I didn't take this opportunity to say thank you to all of our board directors, JobLink partners, and staff who continue to give of their time and expertise to make this workforce area one of the best in the State.

As we move ahead, I am looking forward to the leadership of our incoming Board Chairman, Mike Kraszeski, VP from Atlantic Veneer located in Beaufort. Chairman Kraszeski, representing the manufacturing sector will bring a unique perspective on the challenges that businesses are facing in this economy and how the public sector workforce can help to address these challenges. I would also like to welcome William Green, Vice President from BB&T located in New Bern, who will be joining our Board. Mr. Green will provide unique insights as it relates to the region's financial sector.

We look forward to another successful year in workforce development!

Tammy Childers

## Congratulations on Your Retirement Brenda Outlaw



### ***“Give Honor to Whom Honor Is Due”***

For 46+ years of service, dedication, and devotion not only to Greene Lamp, but to our local area and surrounding communities, and to the many lives you touched in eastern North Carolina. Mine Included. I remember meeting you for the first time in February 1994 at a JTPA Operator's Council meeting. I was new to the organization and you quickly made me feel welcome and a part of a great team. I feel blessed in that for the past 18+ years that I have had the pleasure of knowing and working with you. You have been a great leader and mentor not only to me, but to so many other workforce professionals in our region and State. For that, I join all of the others in saying thank you for making a difference in all of our lives. I pray that God continues to bless you as you start this new chapter of your life.

Congratulations again, Brenda! I love you!

Tammy Childers

### **We salute and honor Mrs. Brenda S. Outlaw**

As you retire keep a firm grip on your perspective toward life.

Life is not measured so much by the quality of days but by the lives that were touched during the course of those days.

Bring your all to bear upon the coming days of your life that each day will be the fulfillment of a hope, a dream, and a prayer.

Fill your days with beautiful memories and joyful moments.

Don't retire from life, but continue to experience all that life has to offer.

As you retire, continue to share your wisdom and your knowledge.

Enjoy the gift of retirement and begin to celebrate your new life.

Thank you Mrs. Outlaw for paving the way for us and making a difference and touching so many lives.

*“You are the Wind Beneath our Wings.”*

Greene Lamp Family & Friends

## Build it and Others Will Follow

### CrateTech Inc. Sets Up Shop at GTP to support Spirit AeroSystems



Nearly two years after Spirit AeroSystems opened its doors in Kinston, the first glimmer of what state and local officials call an “aerospace cluster” can be seen in the form of CrateTech Inc. “I think what you’re seeing now is, hopefully, the beginning stages of what could be some pretty significant growth,” company President Ray Fricks said Tuesday.

CrateTech Inc. was founded in the Seattle area in 1993 by Fricks and his wife Cherie. The company, which also has offices in Chicago and Wichita, Kansas,

where Spirit is headquartered, specializes in customized crating and packaging, and shipping services of materials for the aerospace industry, other industries and individuals looking to ship specialty items. “Anybody that makes something too heavy for a cardboard box, that’s where we come in,” Fricks said. The company has an existing relationship with Spirit at its Wichita facility, and won a contract to build crates for components built at Spirit’s manufacturing facilities at the N.C. Global TransPark in Kinston.

Four employees of CrateTech are in Kinston now, building crates for Spirit in a hangar next to Mountain Air Cargo’s facility at the GTP. They will set up shop in 25,000 square feet of space in the TransPark’s recently completed shell building in a few months. The total space is 100,000 square feet. “We are pleased to welcome CrateTech as the first tenant in our new shell building,” Jim Fain, Global TransPark president, stated. “Having existing space available enables us to meet the needs of clients like CrateTech. The company is an important addition, bringing innovative aerospace packaging capabilities to our campus.”

CrateTech employs 130 people company-wide, and they expect the Kinston workforce to grow to 15 to 20 people in the next two to three years, as Spirit continues to develop its Kinston operation. The company president said CrateTech’s Kinston operation would not only serve Spirit, but any other aerospace company or other entity with shipping needs within a 200-mile radius of the city. State and local officials have been working in recent years to build an “aerospace cluster” around Spirit, by recruiting smaller firms such as CrateTech to support large aerospace manufacturers and build up a North Carolina supply base — and more jobs.

“For the big company to be here you’ve got to have smaller companies to support it,” Lenoir County Economic Development Director Mark Pope said Tuesday. “This is a move in the right direction, so we’re very happy to have CrateTech here.”

*Source: Kinston Free Press*

## U.S. Boating Industry Will Exceed \$10 Billion by 2016

### Great news for local Boating Industries

The U.S. recreational boating industry is finally growing, but those hoping for an eventual return to pre-recession sales numbers will need to adjust to what is commonly called the “new normal,” according to a recent report by The Freedonia Group. The report said a rebound from the depths seen in 2010 has started, but the bounce back will not occur as quickly as seen in past downturns. By 2016, the U.S. recreational boating industry will grow 8 percent to \$10.1 billion approximately \$5 billion less than the industry’s peak in 2006, the report projects.

The market will be driven by gains in consumer spending and disposable income, as well as increasing strength of the

financial sector, according to the report. The report cited demographic factors, like the aging of the average boater and the underrepresentation of minority groups, as impediments to the industry’s recovery. However, increased efforts to expand boating with women and minorities will boost sales at the entry level.

Boat sales are projected to grow 9.8 percent from 2011 to 2016 to \$6.8 billion. Propulsion system sales are expected to grow 6.2 percent to \$2.16 billion. And Accessories sales are expected to grow 2.7 percent to \$1.14 billion.

*Source: Carteret County EDC*



Hatteras Yachts



Jarrett Bay Boatworks

## Jim Davis, Craven County Economic Development Director Honored for His Contributions to Craven County



Jim Davis receive warm farewell wishes from friend Lisa Ralls.

Craven County Economic Development Director Jim Davis was recently honored by local business leaders and the governor in New Bern. Jim Davis who retired on June 30 after 17 years of service was honored by Gov. Bev Perdue with the Order of the Long Leaf Pine, which was presented by her military affairs advisor, John Nicholson.

He was also presented with the J. Harold Talton Award “in recognition of the remarkable career making great contributions to the economic well being of the people he served.” by Economic Development Commission member and bank Vice President Alex Badger. The late Talton was First Citizens’ regional executive for Eastern North Carolina and a farmer, merchant and politician involved in many civic, educational, cultural and business building pursuits in the region. The plaque said Davis “has been the key catalyst in the successful recruitment and retention

of many major employers in Eastern North Carolina and his achievements have set high standards for professionalism and integrity” and that he has “proven time and again that his great contacts and humble manner wins business.”

Source: *New Bern Sun Journal*

*Congratulations Jim!  
We wish you continued  
success!*



The North Carolina’s Eastern Region and PlanIt EAST is holding a one-day “**Reality Check**” on **October 24, 2012** at the Jones County Civic Center from 8:30a.m. to 4:30p.m.

Unprecedented growth is coming to eastern North Carolina as **one million new residents** will call our region home by 2050! If we don't plan for this growth, we're likely to see strained infrastructure, fiscal instability, impacts on the environment, loss of military bases and agricultural lands, and significant changes to our quality of life.

**EnvisionEAST-2050** is a one-day visioning exercise that engages 300 diverse stakeholders from across our region to tackle how best to accommodate this explosive growth. Participants will work in diverse groups to discuss regional population and job growth, and make suggestions about where housing and jobs should locate across our region over the next 35 years.

To ensure that a broad, inclusive group is chosen to participate in this visioning exercise, **EnvisionEAST-2050** is calling for nominations and applications of interested parties from across our region. Admission is free but limited to 300 participants.

For applications to participate, sponsorship forms or more information, please visit [www.planiteast.org/envisioneast-2050](http://www.planiteast.org/envisioneast-2050).

Source: [www.planiteast.org](http://www.planiteast.org)

## WorkReady Communities Off To Strong Start in 2012

Nearly 100 businesses across nine counties already have committed to using the CRC for recruitment or promotions.

The Eastern Region's Work Ready Communities program is off to a strong start in 2012. Last November, NCER launched the state's first Work Ready Communities demonstration project, a program designed to increase local employment opportunities through improvement in high school graduation rates and employer engagement in the Career Readiness Certificate (CRC).

All 13 counties in the region committed to participate in the year-and-a-half long program led by a team of workforce development, economic development, business leaders, K-12 and community college representatives.

NCER partnered with the Eastern Carolina Workforce Development Board, the North Carolina Community College System, and the Corporation for Enterprise Development in 2011 to pilot this community-based workforce certification system. Georgia and Oklahoma established successful Work Ready programs in 2006, and North Carolina stands to benefit from the lessons learned from this regional effort.

The Eastern Region was selected as the

demonstration site because it is home to several community colleges that lead the state in issuing Career Readiness Certificates.

A county earns the designation 'Work Ready Community' by advancing its high school graduation rate, increasing CRCs, and obtaining letters of support from key employers and county leaders. The Eastern Region will begin designating counties Work Ready in December 2012, and the designation will remain in effect for a period of three years. Qualifying counties may receive grant funding through the Eastern Region.

The benefits of the Work Ready Community certification extend to employers, job seekers, and across communities. As job seekers earn CRCs and demonstrate their employment skills, employers win with productive and committed employees. Almost 100 businesses across 9 counties already have committed to using the CRC for recruitment or promotions. Employers may pledge support for and learn more about NCER's Work Ready Communities by visiting [www.ncworkready.org](http://www.ncworkready.org).

Support for the NCER Work Ready Communities demonstration project is provided by the North Carolina Rural Center.

### Fast Facts

8,189: Career Readiness Certificates (CRCs) earned\* in Eastern Region since launch of Work Ready Communities

3,471: CRCs needed for counties to meet Work Ready Goal

132,100: Total CRCs across North Carolina

24%: Eastern Region portion of CRCs in state

95: Number of employers in the Eastern Region that use the CRC

\*As of June 1, 2012. Source: [www.crcnc.com](http://www.crcnc.com)

Source: NCER

## Workforce Development Boards CRC Ranking

Congratulations to partners for continuing to make our Eastern Region #1.

Workforce Board	# of CRCs Earned	% of state-wide CRCs Earned	Workforce Board	# of CRCs Earned	% of state-wide CRCs Earned
Cape Fear	2,342	1.71	Lumber River	10,252	7.48
Capital Area	5,629	4.11	Mountain Area	4,724	3.45
Centralina	13,203	9.64	Northeastern	2,287	1.67
Charlotte Works	3,091	2.26	Northwest Piedmont	7,584	5.53
Cumberland County	2,944	2.15	Region C	5,156	3.76
Davidson Works	3,058	2.23	Region Q	6,800	4.96
Durham	1,604	1.17	Regional Partnership	4,482	3.27
<b>Eastern Carolina</b>	<b>22,247</b>	<b>16.24</b>	Southwestern	2,308	1.68
Gaston County	4,660	3.40	Triangle South	4,059	2.96
Greensboro/High Point/Guilford	6,610	4.82	Turning Point	7,168	5.23
High Country	2,227	1.63	Western Piedmont	6,187	4.52
Kerr-Tar	3,950	2.88			

# NC To Create New “Pathways to Prosperity” for High School Students

## Collaboration Among Employers, Educators and Policymakers Needed to Lead Students from Education to Careers

Of the approximately 91,000 North Carolina high school students who received their diplomas this spring, more than three-fourths say they plan to move on to a two- or four-year college or university. But by the time they reach their mid-twenties, only about half of them will have earned a college degree if past trends continue. There are many reasons for this, but the college completion rate speaks to the need for alternative pathways to help young people prepare for their future success. In February 2011, the Harvard Graduate School of Education (HGSE) released *Pathways to Prosperity: Meeting the Challenge of Preparing Young Americans for the 21st Century*, which challenges the premise that all students should seek a four-year college degree. The report argues that we need to create additional pathways that combine rigorous academics with strong technical education to equip young people with the skills and credentials to succeed in an increasingly competitive labor market.

The enormous interest generated by the Pathways report has led to the launch of the Pathways to Prosperity Network, a collaboration between HGSE, Jobs for the Future (JFF) and six states (including North Carolina) committed to ensuring that many more young people complete high school, attain a postsecondary credential with value in the labor market, and get launched on a career while leaving open the prospect of further education. To accomplish this goal, the North Carolina State Board of Education will engage with employers and educators to build career pathways systems for high school students. Each state will be led by a coalition of key public and private sector leaders committed to mobilizing and sustaining political and financial support for the agenda and addressing legislative or regulatory barriers that inhibit progress. The work will initially focus on the northeast and southeast regions of North Carolina,

but the long-term goal is to create a statewide system of career pathways that can serve a majority of students.

"North Carolina young people need a variety of opportunities to prepare themselves for careers and to successfully transition to adulthood," said Bill Harrison, chairman of the State Board of Education. "Pathways to Prosperity offers students an enhanced alternative to traditional community college or university preparation." Cynthia Marshall, president of AT&T North Carolina and co-chairwoman of a leadership team for the Pathways initiative, said the effort promises to benefit students and the state's economy. "Everyone wins when business and industry join with public schools and higher education to create a seamless approach to graduating students ready for careers and equipped with the skills required for success," said Marshall. Jeff Corbett, a senior vice president of Progress Energy, will join Marshall as co-chairman of the leadership team.

Other states that have joined the Pathways to Prosperity Network are Maine, Missouri and Tennessee. This multi-state, multi-year initiative is managed by Jobs for the Future and co-led by Robert Schwartz, *Pathways* report co-author and HGSE Professor of Practice, and Nancy Hoffman, vice-president and senior advisor at JFF. "The recent adoption by most states of the Common Core standards represents long-overdue recognition of the need for a more uniform national academic currency," said JFF's Hoffman. "The Common Core is supposed to signal college and career readiness, but 'career' has not received the attention it needs, especially given college costs and the demands of the 21st century economy."

"It is long past time that we broaden the range of high quality pathways that we offer to our young people, beginning in high school," added Schwartz. "The lessons from other countries strongly sug-

gest that this might be the single most promising strategy for greatly increasing the percentage of young adults who earn a post-secondary degree or credential that prepares them to embark on a meaningful career." The State Board of Education has engaged JFF to provide technical assistance to help them carry out this work. The NC New Schools Project will support the State Board in its efforts to assess gaps in the system and identify the tools and policy outcomes needed to create a seamless workforce development system statewide. JFF and HGSE are seeking private funds to support the development of the network, beginning with a two-day institute for state and regional teams to be held at Harvard in the fall. The North Carolina Community College system also is a partner in this work.

The Pathways to Prosperity framework includes the following elements of a pathways system:

- Employers committed to providing learning opportunities at the workplace and supporting the transition of young people into the labor market.

- Career pathways with clear structures, timelines, costs, and requirements linking and integrating high school and community college curriculum and aligning both with labor market needs.

- An early and sustained career information and advising system strong enough to enable students and families to make informed choices about educational career paths.

Local or regional intermediary organizations to provide the infrastructure and support for the development of such pathways.

Source: [dpi.state.nc.us](http://dpi.state.nc.us)

## High School Students CRCs Awarded

School Districts	Total	Bronze	Silver	Gold
Carteret	375	96	232	47
Craven	690	149	413	128
Duplin	1,011	292	585	134
Greene	470	182	261	27
Jones	415	169	222	24
Lenoir	568	151	334	83
Onslow	956	238	531	187
Pamlico	130	30	80	20
Wayne	4,926	1,500	2,780	646
Total Students	9,541	2,807	5,438	1,296

Source: [www.crcnc.org](http://www.crcnc.org)



**The Changing Partnership: 25 Years Later**  
**October 31 - November 2, 2012**

**Sheraton Four Seasons**

**WE'RE CELEBRATING OUR 25TH ANNIVERSARY!**  
**JOIN THE CELEBRATION IN OCTOBER.**

The N. C. Workforce Development Partnership Conference attracts approximately 1,000 workforce development professionals from across the state. The conference is a three-day, annual event designed to promote professional development and to re-energize workforce professionals in N. C. Attendees represent state and federal government, education, community-based organizations, community colleges, labor, and the private sector. In its 25<sup>th</sup> year, the Conference continues to offer timely topics and networking opportunities.

**North Carolina**



*Call your local JobLink Career Center today!*

- ◆ Tax Credit and Hiring Incentive Information
- ◆ Resource for Job-Ready Candidates
- ◆ Employee Recruitment & Retention Assistance
- ◆ Rapid Response Consultations for Business Layoffs or Plant Closings
- ◆ Customized Training for Employees
- ◆ Workplace Literacy

**Carteret County JobLink Career Center**

Phone: (252) 726-7151

**Craven County JobLink Career Center**

Phone: (252) 514-4828

**Craven County JobLink Information Site**

Phone: (252) 444-6005

**Duplin County JobLink Career Center**

Phone: (910) 296-1478

**Greene County JobLink Career Center**

Phone: (252) 747-5689

**Jones County JobLink Career Center**

Phone: (252) 448-4791

**Lenoir County JobLink Career Center**

Phone: (252) 527-7320

**Onslow County JobLink Career Center**

Phone: (910) 347-2121

**Onslow County JobLink Information Site**

Phone: (910) 938-6309

**Pamlico County JobLink Career Center**

Phone: (252) 745-9934

**Wayne County JobLink Career Center**

Phone: (919) 731-7950

NC's JobLinks are an Equal Opportunity Employer/Program. Auxiliary aids & services are available upon request to individuals with disabilities.

(TTY) 1-800-735-2962

(Voice) 1-800-735-8262

## Business & Employer Services Professional Certification Course

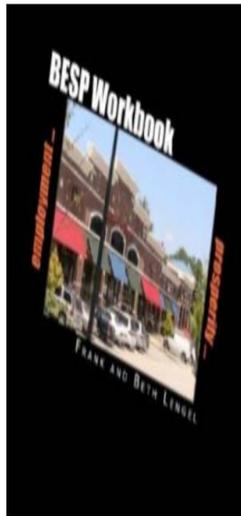
### Core Competencies That Make a Difference

Curriculum designed by and course facilitated by  
Lengel Vocational Services

The BESP is a 40-hour, self-directed learning experience that meets the credentialing criteria of the National Association of Workforce Development Professionals! Topics include:

- The Foundations of Economic Development.
- Understanding Job and Career Development.
- Business Communication in the New Economy.
- The Impact of Information Services.
- The Human Resource Management Function.
- Relational Marketing and the Inner Circle.
- Designing Services That Really Sell.

Plus, you'll complete a practicum while doing a course project that improves local services where you work.



This course was designed specifically for Business Services Reps in the workforce system by your trainers and coaches, Frank & Beth Lengel. To learn more visit [LengelVocationalServices.com](http://LengelVocationalServices.com).

Kick off with a face2face session: **August 2, 2012** WDTC, Raleigh 9:00 - 4:00

Work at your own pace to complete the online course + independent project

Share, graduate, & celebrate: **October 4, 2012** WDTC, Raleigh 9:00 - 4:00

*Enroll early to reserve your seat!*

Register @ [www.ncwia.com](http://www.ncwia.com)

Maximum enrollment: 35

Course fee: \$350 (includes online course, 2 days of personal interaction, and workbook)

4351 Mail Service Center \* Raleigh, NC 27699-4351

313 Chapanoke Rd. Suite 140 \* Raleigh, NC 27603

[wdtc@ncommerce.com](mailto:wdtc@ncommerce.com) \* 919-329-5588 \* [www.ncwdtc.com](http://www.ncwdtc.com)

Equal Opportunity Employer / Program. Auxiliary aids and services available upon request to individuals with disabilities.

NC WORKFORCE  
DEVELOPMENT  
*Training*  
Center

## Secrets for Successfully Communicating Your Way Through Change

With change happening constantly, one would think that we would be good at navigating through it. Why then is change so easy for some and hard for others? When change happens how do you respond. Are you a "change agent,"—one who charges ahead or are you someone who constructs mental hurdles and slams on the brakes? During this workshop we'll explore how you deal with and communicate during times of intense change. You'll learn easy-to-use strategies to help you become more resilient and navigate change successfully.

### Attendees will learn:

- Why some changes are easier to make than others
- 5 Reasons why people listen during a change
- The negative impact that prolonged stress can have on one's behavior, body and relationships
- How a heightened sense of awareness regarding their interpersonal communication can be beneficial during times of change
- How to increase their "emotional vocabulary" so as to discover and to be able to communicate how they really feel
- Techniques for disputing irrational beliefs surrounding change
- How to recognize and overcome approach-avoidance behavior
- Words and phrases to use and lose during times of change
- Common emotions experienced during change
- The difference between appropriate and inappropriate emotional expression in the workplace
- How gossip has a negative effect on creating a healthy communication climate
- How to recognize the fact that when one door closes, another door opens



Register Online  
[www.ncwia.com](http://www.ncwia.com)

Click on  
Training Center

9:00 am—4:00 pm

Fee: \$70

Register  
Today

August 7 - WDTC, Raleigh

**Susanne Gaddis, PhD**, known as the Communications Doctor recognizes there is an epidemic of unhealthy interactions in today's society. The good news is—she shares prescriptions—easy and engaging tips and techniques that help foster a climate for positive, diplomatic and motivational communications. As a communications professor, motivational speaker, author and member of the National Speaker's Association, Susanne Gaddis, PhD, has taught the art of successful communication since 1989.



Equal Opportunity  
Employer / Program  
Auxiliary aids and  
Services available  
upon request to  
individuals with  
disabilities.

NC Workforce Development Training Center  
[www.ncwdtc.com](http://www.ncwdtc.com) \* [wdtc@ncommerce.com](mailto:wdtc@ncommerce.com) \* 919-329-5588

# Regional Snapshot

July 2012

## Quick Facts

### Gender of Individuals Filing Initial Claims May 2012

Male	57%
Female	43%

Source: WRE, NC Dept of Commerce, Labor and Economic Analysis Division

### Age Range of Individuals Filing Initial Claims May 2012

16-19	2%
20-24	14%
25-34	27%
35-44	20%
45-54	21%
55-64	13%
65 or Older	3%

Source: WRE, NC Dept of Commerce, Labor and Economic Analysis Division

### Duration of Unemployment Insurance Benefits For 12 Months Ending May 31, 2012\*

Carteret	16.4
Craven	17.5
Duplin	16.1
Greene	17.0
Jones	16.8
Lenoir	16.5
Onslow	16.3
Pamlico	15.5
Wayne	16.1

\*Duration is the number of weeks compensated for the year divided by the number of first payments.

### Employers With Most Ads \* May 2012

	Volume
Staples	73
Pizza Hut	57

Source: Conference Board Help Wanted OnLine  
\*Data represents labor demand, measured by online advertised vacancies.

## Civilian Labor Force Estimates\* Not Seasonally Adjusted

		May 2012	April 2012
Carteret	Labor Force	32,637	31,873
	Employed	29,895	29,203
	Unemployed	2,742	2,670
	Rate %	8.4	8.4
Craven	Labor Force	42,161	41,659
	Employed	38,090	37,694
	Unemployed	4,071	3,965
	Rate %	9.7	9.5
Duplin	Labor Force	26,371	25,271
	Employed	23,957	22,906
	Unemployed	2,414	2,365
	Rate %	9.2	9.4
Greene	Labor Force	9,356	9,300
	Employed	8,401	8,361
	Unemployed	955	939
	Rate %	10.2	10.1
Jones	Labor Force	4,487	4,434
	Employed	3,973	3,932
	Unemployed	514	502
	Rate %	11.5	11.3
Lenoir	Labor Force	28,317	27,932
	Employed	25,442	25,188
	Unemployed	2,875	2,744
	Rate %	10.2	9.8
Onslow	Labor Force	69,122	68,419
	Employed	63,200	62,717
	Unemployed	5,922	5,702
	Rate %	8.6	8.3
Pamlico	Labor Force	5,346	5,256
	Employed	4,820	4,770
	Unemployed	526	486
	Rate %	9.8	9.2
Wayne	Labor Force	55,934	55,075
	Employed	51,151	50,458
	Unemployed	4,783	4,617
	Rate %	8.6	8.4
Eastern Carolina WDB	Labor Force	273,731	269,219
	Employed	248,929	245,229
	Unemployed	24,802	23,990
	Rate %	9.1	8.9
North Carolina	Labor Force	4,663,296	4,633,906
	Employed	4,223,768	4,212,136
	Unemployed	439,528	421,770
	Rate %	9.4	9.1
United States	Labor Force	154,998,000	153,905,000
	Employed	142,727,000	141,995,000
	Unemployed	12,271,000	11,910,000
	Rate %	7.9	7.7

Source: LAUS, NC Dept of Commerce, Labor and Economic Analysis Division \*May 2012 data are preliminary data are revised and May 2011 data are benchmarked. Does not apply to US data.

## Eastern Carolina WDB Occupations With Most Ads\* May 2012

	Volume
Truck Drivers, Heavy and Tractor-Trailer	172
Retail Salespersons	171
First-Line Supervisors/Managers of Food Preparation and Serving Workers	171
First-Line Supervisors/Managers of Retail Sales Workers	167
Customer Service Representatives	121
Registered Nurses	108
Occupational Therapists	85
Insurance Sales Agents	61
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	60
Speech-Language Pathologists	55
Physical Therapists	51
Executive Secretaries and Administrative Assistants	50
Combined Food Preparation and Serving Workers, Including Fast Food	45

Source: The Conference Board Help Wanted OnLine

\*Data represents labor demand, measured by online advertised vacancies.

### Unemployment Insurance Claims

	May 2012		May 2011	
	Initial Claims	Benefits Paid	Initial Claims	Benefits Paid
Carteret	230	\$507,912	230	\$617,641
Craven	332	\$674,786	750	\$1,018,058
Duplin	198	\$442,584	270	\$476,619
Greene	87	\$180,068	73	\$221,183
Jones	42	\$111,151	68	\$92,438
Lenoir	289	\$543,821	315	\$636,549
Onslow	507	\$831,649	535	\$961,449
Pamlico	32	\$80,422	80	\$91,734
Wayne	432	\$825,653	477	\$906,226

Source: WRE, NC Dept of Commerce, Labor and Economic Analysis Division

### Individuals Receiving Benefits

	May 2012	May 2011	Yearly Change
Carteret	620	666	-46
Craven	717	1,180	-463
Duplin	475	517	-42
Greene	231	263	-32
Jones	126	108	18
Lenoir	628	667	-39
Onslow	932	985	-53
Pamlico	82	122	-40
Wayne	883	910	-27

Source: WRE, NC Dept of Commerce, Labor and Economic Analysis Division

### Eastern Carolina WDB Employment and Wages For 4th Qrt. 2011

	Annual Avg Empl	Avg Annual Wage
Natural Resources & Mining	5,245	\$619.00
Construction	10,273	\$803.26
Manufacturing	22,305	\$724.39
Trade, Trans. & Utilities	41,062	\$562.51
Information	2,052	\$701.39
Financial Activities	6,037	\$774.02
Prof. & Business Services	18,557	\$752.31
Ed. & Health Services	51,392	\$715.77
Leisure & Hospitality	22,574	\$266.52
Other Services	4,823	\$460.45
Public Administration	20,888	\$871.96

Source: QCEW, NC Dept of Commerce, Labor and Economic Analysis Division

### New Corporations

	May 2012	May 2011
Carteret	35	18
Craven	39	34
Duplin	11	14
Greene	4	4
Jones	1	3
Lenoir	12	8
Onslow	42	23
Pamlico	3	9
Wayne	25	37

Source: NC Dept of the Secretary of State

Data provided by:

North Carolina Department of Commerce, Labor and Economic Analysis Division  
4329 Mail Service Center, Raleigh, NC 27699-4329  
Phone: 919-707-1500 Fax: 919-715-6866  
Email: [esc.lmi.inquiries@ncsc.gov](mailto:esc.lmi.inquiries@ncsc.gov) Website: [www.ncsc.com](http://www.ncsc.com)

For additional information, please contact:

Eastern Carolina Workforce Development Board Inc.  
1341 S. Glenburnie Road, New Bern, NC 28562  
Phone: 252-636-6901 Fax: 252-638-3569  
Email: [childers@ecwdb.org](mailto:childers@ecwdb.org) Website: [www.ecwdb.org](http://www.ecwdb.org)

*An Equal Opportunity/Affirmative Action Employer*

*Auxiliary aids and services are available upon request to individuals with disabilities. (TTY) 1-800-735-2962 (Voice) 1-800-735-8262*



**Eastern Carolina**  
**WORKFORCE DEVELOPMENT BOARD, INC.**

**ECWDB Staff:**

Tammy Childers, Executive Director  
Robert Kehres, Assistant Director  
Lisa Harvey, WIA Coordinator  
Trina Hale, Accounting Technician  
Joe McCarthy, Youth Services Coordinator  
Debbie Simpkins, Fiscal Monitor  
Ellen Sink, Administrative Assistant

**Communicate with Us!**

1341 South Glenburnie Road  
New Bern, NC 28562  
Telephone: (252) 636-6901 or (877) 916-6901  
Fax: (252) 638-3569  
E-mail: [admin@ecwdb.org](mailto:admin@ecwdb.org)  
[www.ecwdb.org](http://www.ecwdb.org)

**MARK YOUR CALENDARS:**

**One Stop/Work Ready Meeting**  
at the ECWDB offices in New Bern  
**August 9, 2012, 6:00 am**

**Youth Council Action Planning Meeting**  
at the ECWDB offices in New Bern  
**August 10, 2012, 10:00 am**

**Program Planning Committee Meeting**  
at the ECWDB offices in New Bern  
**August 16, 2012, 6:00 pm**

**Executive Committee Meeting**  
at the ECWDB offices in New Bern  
**August 23, 2012, 6:00 pm**

**Eastern Carolina Workforce Development Board**  
at the ECWDB offices in New Bern  
**September 13, 2012, 6:00 pm**



Reach over 1,000 people of the general public in one day!

The 2012 Greater New Bern Business Expo will be held at the

**New Bern Riverfront Convention Center**

**Thursday, August 23rd**

**10am - 5:30 pm**

**SAVE THE DATE**



**August 10, 2012**  
**10:00 am-2:00 pm**

**Action Planning Session**

Facilitated by:  
Elizabeth Kurzer,  
Division of Workforce  
Solutions