

# Eastern Carolina WORKFORCE DEVELOPMENT BOARD, INC.



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

**September,  
2013  
Inside this  
Issue:**

|   |    |
|---|----|
| NC Department of Commerce Launches New Job Search Website   | 1  |
| Human Resource Services Available for Small Businesses  | 1  |
| Board of Directors  | 2  |
| Director's Corner   | 3  |
| CRCs Issued   | 4  |
| State Graduation Rate Continues to  | 5  |
| Incumbent Workforce Development Grant Opportunity Available for Local Businesses.                     | 6  |
| Exterior Building Products Manufacturer to Expand in Lenoir County                                    | 6  |
| Half of Small Business Owners Say Experience Trumps Education   | 7  |
| North Carolina's Lagging Recovery Highlights Importance of Quality Job Creation, Investing In Workers | 8  |
| Regional Snapshot   | 9  |
| ECWDB Staff   | 12 |
| Mark Your Calendars   | 12 |

## **N.C. Department of Commerce Launches New Job-Search Website**

The N.C. Department of Commerce has launched a new job-search website helping talented job seekers and employers connect with each other. The new system, NC Works Online, provides a one-stop platform to streamline the job search process, while improving security and reducing annual operational costs by more than \$2 million.

NCWorks Online is an example of increasing our department's efficiency and providing stronger customer service to the citizens of North Carolina, especially those who are unemployed," said NC Commerce Secretary Sharon Decker. "I applaud our Workforce Solutions team for creating this website that will help those North Carolinians who need it most."

NCWorks Online is a no-fee service that provides several benefits to job seekers and employers. Job seekers can search through job posts pulled from thousands of websites and receive alerts through e-mail and text message. Employers can post jobs to find the talent they need, as well as take advantage of real-time labor market information that will assist them in making competitive offers to recruit high-talented workers.

"Given its proven track record in other states, we're excited about how NCWorks Online will improve the ability of job seekers and businesses to improve their searches for employment and talented workers, respectively," said Roger Shackelford, Assistant Secretary for Workforce Solutions. "We're confident this new and efficient system will help strengthen our economy as more talented job seekers and employers connect with each other."

NCWorks Online was developed by the Florida-based Geographic Solutions, which has developed similar job-search systems for 18 other states. It replaces NC JobConnector, which had served as the division's online job-search tool. NCWorks Online will also eliminate the need for eight additional information systems, which is expected to save \$10.2 million over the next five years.

To access NCWorks Online, visit [www.ncworks.gov](http://www.ncworks.gov). To learn more about the N.C. Division of Workforce Solutions and the services it offers through its local workforce offices, visit [www.nccommerce.com/workforce](http://www.nccommerce.com/workforce).

## **Human Resource Services Available for Small Businesses**

The Division of Workforce Solutions' team of Human Resource Specialists is available to assist small businesses with various human resource needs. The broad range of customizable services are targeted towards businesses that employ up to 250 people. Services include:

- employee opinion surveys
- post-exit surveys
- handbook development and review
- policy development and review
- job descriptions
- labor market and wage information
- presentations and workplace seminars on a variety of human resource topics

These tools support businesses as they enhance employer-employee relations, increase productivity, and retain and attract top talent leading to increased company competitiveness and success. Human resource services are provided to businesses at no cost to the employer. For more information, contact Sara Williams, human resource specialist, at [sara.williams@nccommerce.com](mailto:sara.williams@nccommerce.com) or (828) 712-3593.



### Officers

Joseph Wiggins, *Chief Elected Official*  
Mike Kraszeski, *Chairman*  
Carla Byrnes, *Vice Chairman*  
Fletcher Bizzell, *Secretary/Treasurer*

### Carteret County

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

### Craven County

Bill Green, *BB&T, Vice President*  
Ronald Knight, *Communications Workers of America, Labor Rep.*  
Julian Marsh, *New Bern Housing Authority, Executive Director*

### Duplin County

Alex Asbun, *Vidant Duplin Hospital, Director of Health Care Programs*  
Dr. Lawrence Rouse, *James Sprunt Community College, President*  
Al Searles, *Murphy Brown, LLC., VP-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*  
Keith Montgomery, *West Pharmaceutical Services, Human Resources Manager*

### Onslow County

Don Harris, *Stanadyne Diesel, Retired*  
Ralph Leeds, *NC Division of Workforce Solutions, Manager*  
Jeff Nardo, *Brynn Marr Hospital, Human Resources Manager and Compliance Facility Officer*

### 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*

## 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)

## Director's Corner

Dear Colleagues,

First, I want to welcome the newest representatives to our Board of Directors: Ms. Paula Dixon, Executive Director, Coastal Community Action; Mr. Julian Marsh, Executive Director, New Bern Housing Authority; Mr. Keith Montgomery, Human Resources Manager, West Pharmaceutical Services; and Mr. Jeff Nardo, Director of Human Resources and Facility Compliance Officer, Brynn Marr Hospital. These individuals are known for their outstanding leadership and dedication for to improving the quality of lives for so many through their work. Their professionalism, expertise, and enthusiasm for serving others are qualities that every successful organization desires from its leadership. To our new directors, thank you for agreeing to serve on the Eastern Carolina Workforce Development Board. You will find that you are in very good company and I am confident that your new peers will enrich your professional lives as they have mine. It's in knowing that working together, we really do make a difference. Through our collective efforts, lives are changed one at a time and that makes this board's unique public/private partnership successful.

This newsletter highlights why the board's work is so important. On page 8, you will read about a recently released report that contends our state is plagued by high unemployment, growing underemployment, and declining income and wages. Some would argue that this report only captures the negatives of our economy, but I would like for you to read it and then visit some of the areas in your own community. On a positive note, collectively we are making great progress to address these concerns, unemployment rates are lower than what they were a year ago, high school graduation rates are climbing, community college outcomes are improving, companies are choosing North Carolina, and workers are finding jobs. The challenges for our region are the types of jobs that are identified as the fastest growing tend to be low-wage, low-skill jobs. These types of employment opportunities are helpful, but it keeps many of our neighbors struggling paycheck to paycheck; and frankly speaking, living in poverty. The board's work includes ensuring that our local Career Center system is responsive to its customers, staffed with the right workforce professionals, delivering employment and training services that are relevant and in demand, prioritizing our investments in worker training, and partnering with the private sector and economic development to identify, create and/or attract jobs that results in higher wages and leads to self-sufficiency.

Recently our Board and staff participated in a two-day Vision East planning session, which was held on August 2<sup>nd</sup> and 3<sup>rd</sup> in New Bern. The participating boards included Eastern Carolina, Northeast, Turning Point, and Cape Fear Workforce Board with John Metcalf, President, Workforce Systems Associates serving as the facilitator. This year's theme was "*Transition is Now Real*" and focused on establishing a plan of work building upon last year's framework. Since Mr. Metcalf has been directly involved with the North Carolina Department of Commerce's Division of Workforce Solutions [DWS] staff in facilitating their policy and planning workgroups and assisting DWS and their Business Services Team in developing a Business Services strategy framework, he was able to quickly dive into the work ahead of us by engaging the attendees in a frank discussion on improving workforce systems. The result of the two-day session focused on the development of a work plan as it relates to the Board's role in overseeing the local progress of the new integrated service delivery model, reviewing the Career Centers' Menu of Services that identifies short and long term training options and a variety of employment services, the Board's role in delivering business services, preparing for career center certifications, and developing metrics for measuring Career Center outcomes. Each of the Board's committees, Career Center staff, and workforce partners have an active role in carrying out the deliverables of this plan of work. The stakes are high, but the determination for this region and its workers to excel is even greater.

Working together, we are making a difference.

Thank you for all you do!

Tammy Childers, Executive Director

## CRC's Issued– By Assessment Sites

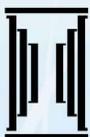
| Assessment Site           | through 15-Jun-13 |
|---------------------------|-------------------|
| Alamance                  | 213               |
| Asheville-Buncombe        | 309               |
| Beaufort County           | 1,399             |
| Bladen                    | 680               |
| Blue Ridge                | 3529              |
| Brunswick                 | 543               |
| Caldwell                  | 2749              |
| Cape Fear                 | 545               |
| <b>Carteret</b>           | <b>880</b>        |
| Catawba Valley            | 1602              |
| Central Carolina          | 3362              |
| Central Piedmont          | 5864              |
| Cleveland                 | 1741              |
| <b>Coastal Carolina</b>   | <b>1699</b>       |
| College of the Albermarle | 1807              |
| <b>Craven</b>             | <b>2680</b>       |
| Davidson County           | 3278              |
| Durhman                   | 2501              |
| Edgecombe                 | 4347              |
| Fayetteville              | 1817              |
| Forsyth                   | 3715              |
| Gaston College            | 7452              |
| Guilford                  | 1569              |
| Halifax                   | 1056              |
| Haywood                   | 436               |
| Isothermal                | 1767              |
| <b>James Sprunt</b>       | <b>2132</b>       |
| Johnston                  | 1313              |
| <b>Lenoir</b>             | <b>6361</b>       |
| Martin                    | 947               |
| Mayland                   | 228               |
| McDowell                  | 13588             |
| Mitchell                  | 3890              |
| Montgomery                | 445               |
| Nash                      | 1229              |
| <b>Pamlico</b>            | <b>217</b>        |
| Piedmont                  | 2756              |
| Pitt                      | 6799              |
| Randolph                  | 1977              |
| Richmond                  | 2721              |
| Roanoke-Chowan            | 1219              |
| Robeson                   | 7391              |
| Rockingham                | 1244              |
| Rowan-Cabarrus            | 10073             |
| Sampson                   | 594               |
| Sandhills                 | 1111              |
| South Piedmont            | 905               |
| Southeastern              | 616               |
| Southwestern              | 527               |
| Stanly                    | 910               |
| Surry                     | 1692              |
| Tri-County                | 947               |
| Vance-Granville           | 1766              |
| Wake                      | 2875              |
| <b>Wayne</b>              | <b>12632</b>      |
| Western Piedmont          | 1973              |
| Wilkes                    | 1272              |
| Wilson                    | 2150              |
| Choose College (?)        | 1714              |
| DES                       | 70                |
| JobLink                   | 8601              |
| Other                     | 66143             |
| <b>Total</b>              | <b>216338</b>     |

**BUILDING A  
HIGH PERFORMANCE  
WORKFORCE**

# NORTH CAROLINA CAREER READINESS CERTIFICATE



in partnership with



North Carolina Community College System



Career Planning, Training  
& Placement Services



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

252-636-6901

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

# State Graduation Rate Continues to Reach Record Heights

North Carolina's four-year cohort graduation rate continued its upward climb and set another record, according to the state's 2012-13 Cohort Graduation Rate Report, presented to State Board of Education members today. In 2013, 82.5 percent of students who started ninth grade in 2009-10 completed high school in four years or less. This is up from the 2012 rate of 80.4 percent.

Some students require a fifth year of high school in order to complete graduation requirements. The five-year cohort graduation rate for students who entered ninth grade in 2008-09 (Class of 2012) also was presented today and showed a five-year graduation rate of 83.1 percent, up from the five-year rate for the 2007-08 ninth graders (Class of 2011) of 81.1 percent. "Raising graduation rates begins in kindergarten and involves educators at every grade level. This is wonderful news for our principals, teachers, counselors and students. Thanks to all of our educators for their hard work and congratulations on this success," State Superintendent June Atkinson said. Atkinson went on to say that graduating all North Carolina public school students has been one of her primary goals since she took office. "I won't rest until every single student earns a high school diploma."

Since 2006, the first year the state reported a four-year cohort graduation rate, the percentage of students graduating from high school in four years or less has risen 14 percentage points – from 68.3 percent to 82.5 percent. State Board of Education Chairman Bill Cobey also com-

mended educators for their efforts to ensure students graduate. "The increase in our state's graduation rate is a trend the Board is pleased to see continued. Although it is important that we celebrate this success, we still have a ways to go to ensure that all our students graduate career and college ready."

Since the fall of 2002, local school districts have been tracking each ninth grader as he or she moves through high school. This record keeping provides the state with an accurate count of four- and five-year graduation rates. Today's report provided four- and five-year cohort graduation rates for each of the state's regular and charter public high schools, for each of the 115 school districts and for the state overall.

This is the first year a four-year cohort graduation rate was reported for Academically and Intellectually Gifted (AIG) students due to the addition of the AIG subgroup to the state accountability reporting system. "It is just as important we track the academic success of these students as we do our other subgroups as their success will help us achieve a 100 percent graduation rate," Atkinson said.

The rules for calculating graduation rates meet federal requirements and the National Governor's Association's definition. In North Carolina, students who leave high school for a community college GED or adult high school program are counted as dropouts under state policy. In addition, school officials only identify a

student as a transfer to another high school when the receiving school requests the student's records. If the transfer is not confirmed, the student is counted as a dropout. North Carolina has a number of efforts underway to help strengthen the high school experience and ensure its relevancy for all students. These efforts include the Early College High School initiative, which provides students with the opportunity to pursue a rigorous five-year high school curriculum in which they can earn both a high school diploma and an associate's degree or two years of college credit. The North Carolina New Schools helps foster high schools that are designed to be more focused and rigorous in smaller learning communities for students and teachers.

In addition, students are encouraged to explore Career and Technical Education (CTE) courses. Eighty percent of students who are CTE completers say that the availability of these courses was one of the main reasons they stayed in school. Local districts also employ ninth grade academies, career counseling and course credit recovery programs as measures to keep students in school through graduation.

The full report on the state's cohort graduation rate, as well as previous years' reports, is available online at [www.ncpublicschools.org/accountability/reporting/cohortgradrate](http://www.ncpublicschools.org/accountability/reporting/cohortgradrate).

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

2013 4-Year Cohort Graduation Rate [Percent], by ECWDB County and State

| SUBGROUP                   | CARTERET | CRAVEN | DUPLIN | GREENE | JONES | LENOIR | ONSLow | PAMLICO | WAYNE | STATE |
|----------------------------|----------|--------|--------|--------|-------|--------|--------|---------|-------|-------|
| All Students               | 84.7     | 86.0   | 79.9   | 87.3   | 81.0  | 77.9   | 87.2   | 92.9    | 77.6  | 82.5  |
| Male                       | 81.5     | 81.7   | 73.4   | 83.5   | 72.5  | 75.6   | 85.5   | 90.0    | 71.3  | 78.6  |
| Female                     | 88.1     | 90.0   | 85.8   | 90.8   | 89.7  | 80.6   | 89.0   | >95     | 84.1  | 86.6  |
| American Indian            | *        | 66.7   | *      | *      | *     | *      | >95    | *       | *     | 77.3  |
| Asian                      | >95      | 55.2   | *      | *      | *     | *      | 88.2   | *       | 75    | 89.9  |
| Black                      | 79.3     | 85.0   | 82.7   | 90.1   | 85.4  | 74.5   | 88.4   | >95     | 71.3  | 77.5  |
| Hispanic                   | 72.7     | 83.8   | 70.9   | 87.2   | *     | 72.3   | 84.2   | *       | 72.3  | 75.3  |
| Two or More Races          | 86.8     | 92.2   | 83.3   | *      | *     | 83.3   | 86.0   | *       | 80.3  | 81.5  |
| White                      | 85.0     | 88.1   | 84.2   | 84.3   | 75.8  | 82.9   | 87.0   | 89.9    | 83.2  | 86.2  |
| Economically Disadvantaged | 72.0     | 82.2   | 78.0   | 88.0   | 80.4  | 73.0   | 79.7   | >95     | 73.3  | 76.1  |
| Limited English Proficient | *        | 39.4   | 28.6   | 66.7   | *     | 53.3   | 41.7   | *       | 42.5  | 48.8  |
| Students With Disabilities | 60.8     | 66.1   | 66.0   | 66.7   | 42.9  | 63.9   | 74.8   | 87.5    | 56.2  | 62.3  |
| Academically Gifted        | >95      | >95    | >95    | >95    | *     | >95    | >95    | >95     | >95   | >95   |

\* Indicates that the student population in the subgroup is too small to report the value.

The percentage is not shown if it is greater than 95 percent or less than 5 percent.

## Incumbent Workforce Development Grant Opportunity Available for Local Businesses.

For the local business owner, it is becoming tougher and tougher to find the right resources and training to help make their employees and their businesses even more productive. With assistance from the local community college's, employers can benefit from a variety of low-cost training options to support their companies training needs. In addition to these training offerings, local Workforce Development Boards can assist companies in completing grant applications to participate in the North Carolina Incumbent Workforce Development Program (IWDP), which is cooperatively administered through the local Workforce Development Boards and the North Carolina Department of Commerce's Division of Workforce Solutions.

The IWDP is a competitive, retention solutions grant that qualifying businesses can use to address employees' skills gaps, resulting in increased knowledge, certifications and value to the company. Companies understand that addressing

their employees' skills gaps contributes to their company's competitiveness in regional and global economies. An employer can utilize this retention solutions grant when employees have identified skills gaps that need to be addressed, thus enhancing their continued employability.

The Incumbent Workforce Development Program Training is beneficial to helping employees who have identified skills gaps and where training addresses these gaps, allowing them to: 1) qualify for a job with changing skill requirements, or for higher paying jobs with their existing employer or other companies in the area; or 2) obtain the skills and knowledge to perform work that is at a higher level than their current positions. Additionally, the training provides a significant step towards achieving an industry- or applicant-recognized certification or credential that increases the workers' overall employability.

North Carolina for-profit and not-for-profit businesses that have been in operation for a minimum of one year prior to the application date, are current on all federal and state tax obligations, and are financially viable are eligible to apply. IWDP grants are awarded on a competitive basis. The maximum amount is \$25,000 per grant, with a lifetime funding limit of \$40,000.

Applications are submitted directly to local Workforce Development Boards. The new Incumbent Workforce Development Program guidelines for Program Year 2013 are soon to be released by the North Carolina Department of Commerce's Division of Workforce Solutions. The first round of applications will be due to the Eastern Carolina Workforce Development Board by **Monday October 14, 2013.**

*Source: nccommerce.com*

## Exterior Building Products Manufacturer to Expand in Lenoir County

Governor Pat McCrory and North Carolina Commerce Secretary Sharon Decker recently announced that Associated Materials, Inc. (AMI) will be expanding its manufacturing operation in Lenoir County. The company plans to create 252 new jobs and invest more than \$5 million over the next five years in Kinston. "Creating new manufacturing jobs across North Carolina has been a priority of my administration's economic plan. We remain focused on expanding partnerships with existing North Carolina businesses like Associated Materials," said Governor McCrory. "Kinston and Associated Materials will both benefit greatly from this major expansion."

Associated Materials Inc. is the parent of several North American manufacturing and distribution operations, including Alside Window Company, one of Kinston's largest employers. Its products and services serve both the remodel-

ing and new construction markets in the continental United States and Canada, serving the needs of contractors, builders, remodelers and architects. Associated Materials currently employs more than 540 people in North Carolina.

"Governor McCrory and I are working every day to ensure that we're addressing the needs of our state's existing manufacturers," said Secretary Sharon Decker. "Lenoir County's highly-skilled workforce will be a perfect match for Associated Materials." "We are investing in people, training, new equipment and manufacturing capabilities now through the next five years," said Ondrea Joyner, Senior Human Resources Manager for AMI. "We appreciate the commitment from Lenoir County and the N.C. Community Colleges to assist with our expansion."

"Lenoir County has a strong, talented workforce. We welcome Associated

Materials' decision to grow here in Kinston," said Sen. Louis Pate. "I am proud that Associated Materials has chosen to expand in Lenoir County," said Rep. George Graham. "This is a significant step in our efforts to bring manufacturing jobs back home and improve the state's economy."

Other partners that helped with this project include: the N.C. Department of Commerce, N.C. Community Colleges, Lenoir County, and the City of Kinston.

*Source: Kinstonnews.com*

# Half of Small Business Owners Say Experience Trumps Education

In a few short weeks, college students will be heading back to school, but with the ongoing debate over student loan rates and the rising cost of tuition, the value of a bachelor's degree is under new scrutiny. While major companies like Google are relying less on college transcripts and choosing to look for candidates with real-world experience, small business owners have already adopted this hiring strategy. In fact, according to Manta's new survey of nearly 1,000 small business owners, half say they employ staff without a college degree, and more than 60 percent notice no difference in performance among staff with varying education levels.

"I've learned that you can't teach someone how to work hard," said Gary Wheeler, owner of The Virtual HR Director, LLC, a company that provides HR services for small business owners and non-profit organizations. "While I value higher education, I know it's only part of what makes someone a strong addition to my team. I focus on hiring people that understand my vision for the company, have the desire to be challenged and the experience and drive to contribute to its overall success."

That said, small business owners themselves are an educated group. Nearly 70 percent of those polled have a bachelor's degree and more than six in 10 felt a college education was important to their business success. Beyond education, small business owners say a strong business plan is critical to setting their company on the right course. More than one-third rank the business plan as the number one consideration when starting a business above capital, networking and mentorship.

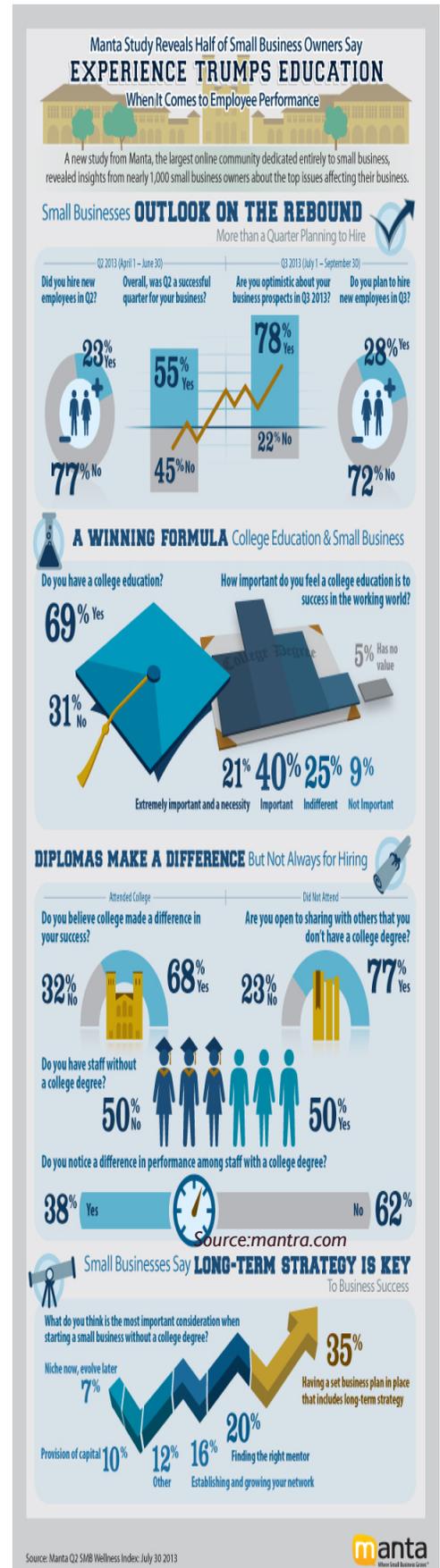
"From developing a business plan to understanding how to identify the right employees that will contribute to their success, small business owners have limited resources to help them lay the foundation that sets their company on the right path," said Kristy Campbell,

Director of Marketing at Manta. "That's why Manta is such a powerful platform it connects small business owners with a group of their peers so they can collaborate and learn from the collective expertise of the larger community."

As part of the study, Manta released its quarterly findings of small business activity. Manta's study shows small businesses are still slow to hire, but their outlook is improving. Nearly one in four added staff in Q2 an increase of five percent over Q1. And it looks like that trend will continue 28 percent say they will hire in Q3. Overall, more than half of small business owners say the second quarter was successful for their business, consistent with last quarter's findings.

Recently Manta.com polled 978 small business owners, who are members of Manta.com and have claimed their Manta business profile, via an online Survey Monkey survey between July 10 and July 15 2013. Manta helps small businesses profit, connect and grow through the largest online community dedicated entirely to small business. Manta reports that millions of people come to their site each day to buy from, partner with and connect to companies. By joining Manta, small businesses easily harness the power of the Internet. Manta is a free online site to help business get visible and grow their business. For more on the Manta 2013 Q2 SMB Wellness Index, please contact [manta \(at\) highwirepr \(dot\) com](mailto:manta(at)highwirepr(dot)com). To access the full survey results, go to [http://www.manta.com/media/q2\\_wellness\\_index\\_080613](http://www.manta.com/media/q2_wellness_index_080613).

Source: Manta.com



# North Carolina's Lagging Recovery Highlights Importance of Quality Job Creation, Investing In Workers

North Carolina continues to struggle to create jobs and grow the economy in a way that will improve the lives of working families in the state, according to a report released this morning. In order to turn things around, policymakers must focus on how workers fare in the economy and the mechanisms — like investment in education — that will lay the foundation for economic revival and long-term prosperity. Tax cuts are the wrong approach and won't create the jobs North Carolina needs.

The State of Working North Carolina a report from the North Carolina Justice Center, shows that more than four years after the Great Recession officially ended, the state is persistently plagued by high unemployment, growing underemployment, and declining incomes and wages. The jobs that are being created pay low wages and are concentrated in urban areas, driving what could be another decade of declining wages for the majority of North Carolinians, the report said.

The productivity of workers is not being rewarded with higher pay and many of North Carolina's workers, particularly those of color and individuals who live in rural communities, are suffering thanks to the state's stagnant economy.

The State of Working North Carolina is published each year to provide an assessment of the economy with a

focus on how workers are faring, pulling together the latest data on jobs, wages, makeup of the labor force, and economic and geographic inequality. The report will give policymakers, the public, and advocates for meaningful change insight into the economic trends that made North Carolina so vulnerable during the last recession and hamper the state's recovery.

According to this year's report: North Carolina's median wage is now lower than it was in 1999 (taking inflation into account). Nearly a quarter of workers earn less than \$23,550 - the poverty threshold for a family of four.

The state has yet to recover from all of the jobs lost during the recession, and job growth is failing to keep up with population growth.

Many of the jobs that have been created are in lower-paying services such as food processing, retail, and hospitality, and now account for 83 percent of employment in the state.

Income inequality between the top wage earners and those at the bottom has skyrocketed. African Americans have been hit particularly hard, earning nearly \$5 less per hour on average than their white counterparts.

Rural areas of the state continue to lose jobs, while large and small metropolitan areas are slowly adding jobs.

"As North Carolinians continue to

wait for a recovery that creates good jobs and delivers broad economic benefits, it's clear that the state is on the wrong path," said Alexandra Forter Sirota, director of the Budget & Tax Center. "Our priority should be rebuilding with a focus on increasing the wages of North Carolina's workers."

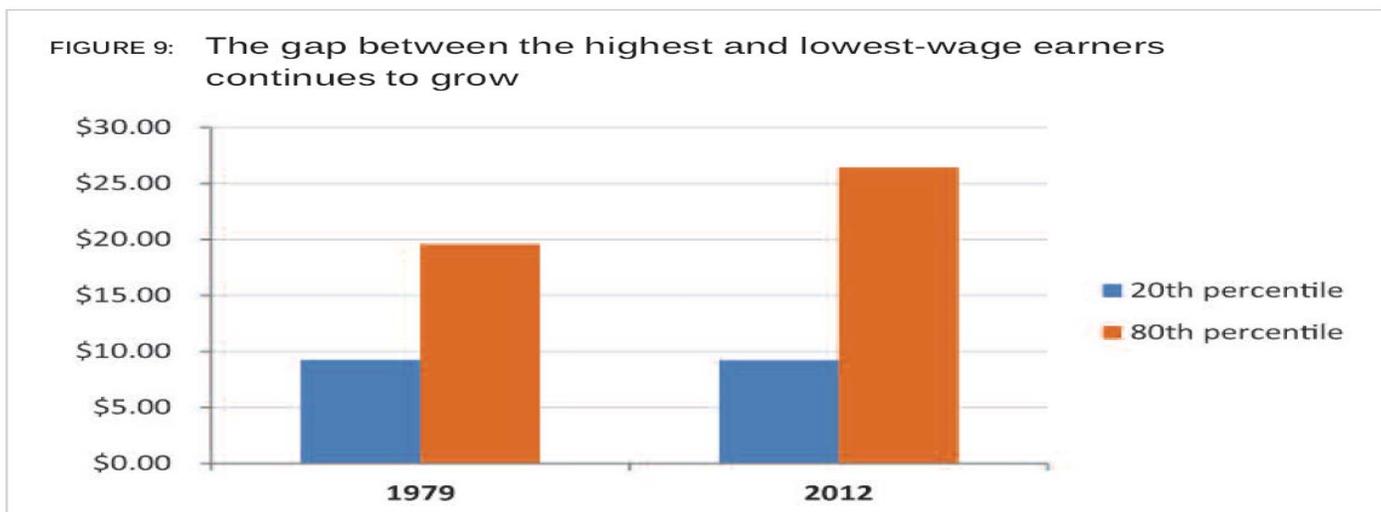
North Carolina's struggles have been a long time in the making, the report said. An economic transformation that began as early as the 1970s can't be undone in a few short years, especially after a historic national recession.

"It is critical that policymakers invest in education and skills training for the jobs of the future and to ensure that a more productive economy benefits workers," Forter Sirota said. "This will mean abandoning the false promise that tax cuts will improve our economy. In reality, they only drain resources from our schools, colleges, and the other building blocks of a strong economy."

A copy of State of Working North Carolina Report is available at

<http://www.ncjustice.org/sites/default/files/2013%20-%20SOWNC-final.pdf>

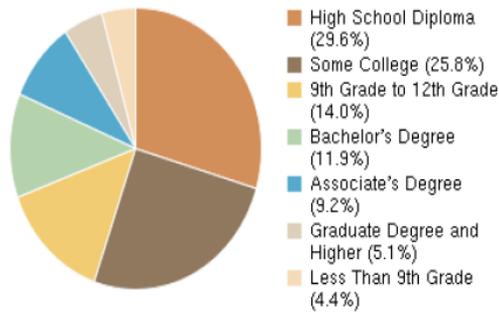
Source: [www.ncjustice.org](http://www.ncjustice.org)



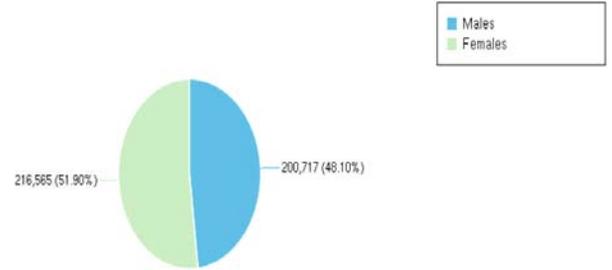
Source: Economic Policy Institute analysis of Current Population Survey data \*\* Using CPI-U-RS.

# Regional Snapshot

2013 Educational Attainment

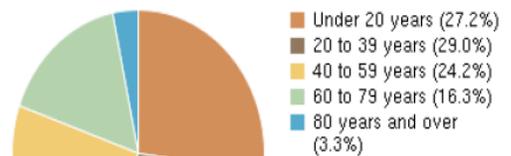


Gender Breakdown

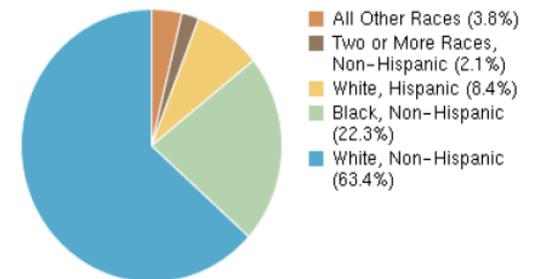


49% of the region's workforce over 25 years old has a high school diploma or less.

2013 Age Demographics

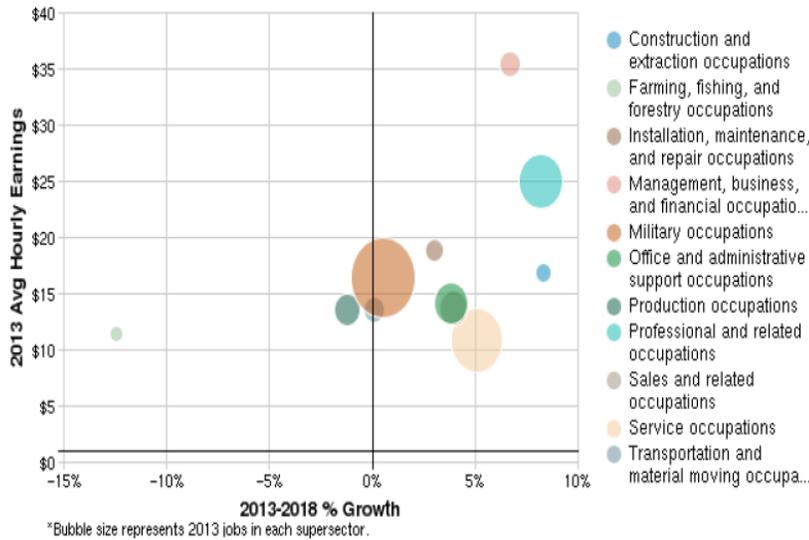


2013 Race Demographics



## Occupation Size and Growth

### 2013 - 2018 Size and Growth



| Description                                       | 2013 Jobs      | 2018 Jobs      | Growth       | % Growth  | 2013 Avg Hourly Earnings |
|---|----------------|----------------|--------------|-----------|--------------------------|
| Construction and extraction occupations           | 8,363          | 9,057          | 694          | 8%        | \$16.81                  |
| Farming, fishing, and forestry occupations        | 4,003          | 3,506          | -497         | -12%      | \$11.48                  |
| Installation, maintenance, and repair occupations | 9,877          | 10,176         | 299          | 3%        | \$18.80                  |
| Management, business, and financial occupations   | 13,372         | 14,270         | 898          | 7%        | \$35.45                  |
| Military occupations                              | 67,320         | 67,654         | 334          | 0%        | \$16.38                  |
| Office and administrative support occupations     | 30,192         | 31,348         | 1,156        | 4%        | \$14.16                  |
| Production occupations                            | 19,165         | 18,935         | -230         | -1%       | \$13.55                  |
| Professional and related occupations              | 39,000         | 42,194         | 3,194        | 8%        | \$25.05                  |
| Sales and related occupations                     | 21,752         | 22,605         | 853          | 4%        | \$13.73                  |
| Service occupations                               | 50,450         | 52,995         | 2,545        | 5%        | \$10.93                  |
| Transportation and material moving occupations    | 15,306         | 15,319         | 13           | 0%        | \$13.55                  |
| <b>Total</b>                                      | <b>278,801</b> | <b>288,058</b> | <b>9,257</b> | <b>3%</b> | <b>\$16.75</b>           |

Source: EMSI Covered Employment - 2013.2

# Regional Snapshot

September 2013

## Quick Facts

### Gender of Individuals Filing Initial Claims July 2013

|        |     |
|--------|-----|
| Male   | 52% |
| Female | 48% |

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

### Age Range of Individuals Filing Initial Claims July 2013

|             |     |
|-------------|-----|
| 16-19       | 2%  |
| 20-24       | 12% |
| 25-34       | 28% |
| 35-44       | 20% |
| 45-54       | 23% |
| 55-64       | 14% |
| 65 or Older | 2%  |

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

### Duration of Unemployment Insurance Benefits For 12 Months Ending July 31, 2013\*

|          |      |
|----------|------|
| Carteret | 16.9 |
| Craven   | 16.2 |
| Duplin   | 14.6 |
| Greene   | 18.1 |
| Jones    | 15.2 |
| Lenoir   | 16.4 |
| Onslow   | 16.2 |
| Pamlico  | 15.5 |
| Wayne    | 15.9 |

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

### Employers With Most Ads \* July 2013

|              | Volume |
|--------------|--------|
| Lowe's       | 71     |
| Edward Jones | 50     |

Source: Conference Board Help Wanted OnLine

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

## Civilian Labor Force Estimates\* Not Seasonally Adjusted

|                      |             | July 2013   | June 2013   | July 2012   |
|----------------------|-------------|-------------|-------------|-------------|
| Carteret             | Labor Force | 35,167      | 34,571      | 35,133      |
|                      | Employed    | 32,615      | 31,908      | 32,232      |
|                      | Unemployed  | 2,552       | 2,663       | 2,901       |
|                      | Rate %      | 7.3         | 7.7         | 8.3         |
| Craven               | Labor Force | 44,355      | 43,910      | 44,470      |
|                      | Employed    | 40,017      | 39,548      | 40,021      |
|                      | Unemployed  | 4,338       | 4,362       | 4,449       |
|                      | Rate %      | 9.8         | 9.9         | 10.0        |
| Duplin               | Labor Force | 26,639      | 25,975      | 25,700      |
|                      | Employed    | 24,238      | 23,536      | 23,064      |
|                      | Unemployed  | 2,401       | 2,439       | 2,636       |
|                      | Rate %      | 9.0         | 9.4         | 10.3        |
| Greene               | Labor Force | 9,808       | 9,805       | 9,775       |
|                      | Employed    | 8,875       | 8,783       | 8,750       |
|                      | Unemployed  | 933         | 1,022       | 1,025       |
|                      | Rate %      | 9.5         | 10.4        | 10.5        |
| Jones                | Labor Force | 4,467       | 4,419       | 4,555       |
|                      | Employed    | 4,069       | 4,021       | 4,069       |
|                      | Unemployed  | 398         | 398         | 486         |
|                      | Rate %      | 8.9         | 9.0         | 10.7        |
| Lenoir               | Labor Force | 29,503      | 29,400      | 29,830      |
|                      | Employed    | 26,596      | 26,491      | 26,731      |
|                      | Unemployed  | 2,907       | 2,909       | 3,099       |
|                      | Rate %      | 9.9         | 9.9         | 10.4        |
| Onslow               | Labor Force | 69,280      | 68,453      | 69,084      |
|                      | Employed    | 63,346      | 62,400      | 62,620      |
|                      | Unemployed  | 5,934       | 6,053       | 6,464       |
|                      | Rate %      | 8.6         | 8.8         | 9.4         |
| Pamlico              | Labor Force | 5,514       | 5,448       | 5,546       |
|                      | Employed    | 5,021       | 4,962       | 5,022       |
|                      | Unemployed  | 493         | 486         | 524         |
|                      | Rate %      | 8.9         | 8.9         | 9.4         |
| Wayne                | Labor Force | 56,569      | 55,871      | 55,986      |
|                      | Employed    | 51,486      | 50,755      | 50,783      |
|                      | Unemployed  | 5,083       | 5,116       | 5,203       |
|                      | Rate %      | 9.0         | 9.2         | 9.3         |
| Eastern Carolina WDB | Labor Force | 281,302     | 277,852     | 280,079     |
|                      | Employed    | 256,263     | 252,404     | 253,292     |
|                      | Unemployed  | 25,039      | 25,448      | 26,787      |
|                      | Rate %      | 8.9         | 9.2         | 9.6         |
| North Carolina       | Labor Force | 4,751,306   | 4,741,525   | 4,771,320   |
|                      | Employed    | 4,319,371   | 4,302,864   | 4,294,144   |
|                      | Unemployed  | 431,935     | 438,661     | 477,176     |
|                      | Rate %      | 9.1         | 9.3         | 10.0        |
| United States        | Labor Force | 157,196,000 | 157,089,000 | 156,526,000 |
|                      | Employed    | 145,113,000 | 144,841,000 | 143,126,000 |
|                      | Unemployed  | 12,083,000  | 12,248,000  | 13,400,000  |
|                      | Rate %      | 7.7         | 7.8         | 8.6         |

Source: LAUS, Labor & Economic Analysis Division, NC Dept. of Commerce \*July 2013 data are preliminary, while June 2013 data are revised, and July 2012 data have undergone annual processing. Does not apply to US data.

## Eastern Carolina WDB Occupations With Most Ads\* July 2013

|  | Volume |
|--|--------|
| Heavy & Tractor-Trailer Truck Drivers                        | 230    |
| Registered Nurses  | 220    |
| Retail Salespersons  | 200    |
| First-Line Supervisors of Food Preparation & Serving Workers | 166    |
| Customer Service Representatives                             | 160    |
| First-Line Supervisors of Retail Sales Workers               | 156    |
| Occupational Therapists                                      | 123    |
| Insurance Sales Agents                                       | 84     |
| Licensed Practical & Licensed Vocational Nurses              | 81     |
| Physical Therapists  | 79     |
| Computer User Support Specialists                            | 74     |
| Maintenance & Repair Workers, General                        | 68     |
| Network & Computer Systems Administrators                    | 68     |

Source: The Conference Board Help Wanted OnLine

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

### Unemployment Insurance Claims

|          | July 2013      |               | July 2012      |               |
|----------|----------------|---------------|----------------|---------------|
|          | Initial Claims | Benefits Paid | Initial Claims | Benefits Paid |
| Carteret | 138            | \$370,851     | 280            | \$528,032     |
| Craven   | 266            | \$795,744     | 408            | \$754,560     |
| Duplin   | 196            | \$406,885     | 286            | \$490,555     |
| Greene   | 34             | \$162,853     | 94             | \$193,639     |
| Jones    | 30             | \$58,221      | 42             | \$103,228     |
| Lenoir   | 232            | \$513,024     | 387            | \$559,272     |
| Onslow   | 393            | \$737,175     | 622            | \$930,210     |
| Pamlico  | 28             | \$78,510      | 47             | \$91,796      |
| Wayne    | 402            | \$807,788     | 546            | \$925,521     |

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

### Individuals Receiving Benefits

|          | July 2013 | July 2012 | Yearly Change |
|----------|-----------|-----------|---------------|
| Carteret | 347       | 582       | -235          |
| Craven   | 691       | 725       | -34           |
| Duplin   | 388       | 479       | -91           |
| Greene   | 164       | 243       | -79           |
| Jones    | 60        | 104       | -44           |
| Lenoir   | 506       | 599       | -93           |
| Onslow   | 677       | 927       | -250          |
| Pamlico  | 67        | 86        | -19           |
| Wayne    | 786       | 887       | -101          |

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

### Eastern Carolina WDB Employment and Wages For Annual 2012

|                            | Number of Units | Total Wages     |
|----------------------------|-----------------|-----------------|
| Natural Resources & Mining | 483             | \$159,839,933   |
| Construction               | 1,522           | \$416,566,933   |
| Manufacturing              | 423             | \$849,013,497   |
| Trade, Trans. & Utilities  | 3,261           | \$1,203,738,639 |
| Information                | 160             | \$71,803,916    |
| Financial Activities       | 1,213           | \$233,362,865   |
| Prof. & Business Services  | 1,831           | \$694,158,355   |
| Ed. & Health Services      | 1,643           | \$1,820,947,146 |
| Leisure & Hospitality      | 1,425           | \$337,667,962   |
| Other Services             | 1,103           | \$110,645,090   |
| Public Administration      | 287             | \$968,966,681   |

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

### New Corporations

|          | July 2013 | July 2012 |
|----------|-----------|-----------|
| Carteret | 23        | 27        |
| Craven   | 41        | 36        |
| Duplin   | 10        | 8         |
| Greene   | 3         | 5         |
| Jones    | 2         | 2         |
| Lenoir   | 12        | 9         |
| Onslow   | 47        | 39        |
| Pamlico  | 3         | 7         |
| Wayne    | 27        | 20        |

Source: NC Dept. of the Secretary of State

|  |  |
|--|--|
| <p>Data provided by:</p> <p>Labor &amp; Economic Analysis Division, North Carolina Department of Commerce<br/>4329 Mail Service Center, Raleigh, NC 27699-4329<br/>Phone: 919-707-1500 Fax: 919-715-6866<br/>Email: lead@nccommerce.com Website: nccommerce.com/lead</p> | <p>For additional information, please contact:</p> <p>Eastern Carolina Workforce Development Board Inc.<br/>1341 S. Glenburnie Road, New Bern, NC 28562<br/>Phone: 252-636-6901 Fax: 252-638-3569<br/>Email: childers@ecwdb.org Website: www.ecwdb.org</p> |
|--|--|

*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  
Debbie Simpkins, Fiscal Monitor  
Anita Bradley, Administrative Assistant  
Rita Garshak, WIN Coordinator

**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

Early Bird Registration  
**NOW OPEN!**



**October 16, 2013- October 18, 2013**  
**Sheraton Four Seasons**  
**Greensboro, NC**

Early bird Registration fee is \$175, but  
only until September 16, 2013!

To find more details, highlights,  
and preliminary  
agenda information visit:

<http://www.nccommerce.com/wfi/workforce-professionals/workforce-development-training-center/workforce-conference>

**MARK YOUR CALENDARS:**

**One Stop Committee**  
at the ECWDB offices in New Bern  
**October 3, 2013, 6:00 pm**

**Planning Oversight Meeting**  
at the ECWDB offices in New Bern  
**October 10, 2013, 6:00 pm**

**Executive Committee Meeting**  
at the ECWDB offices in New Bern  
**October 17, 2013, 6:00 pm**

**Youth Council Meeting**  
at the ECWDB offices in New Bern  
**November 14, 2013 6:00 pm**

**Eastern Carolina Workforce  
Development Board  
Annual Banquet**  
at the New Bern Convention Center in  
New Bern  
**October 30, 2013, 6:00 pm**



- ◆ 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

Call your local JobLink Career Center today!

- 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

*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*