

Eastern Carolina WORKFORCE DEVELOPMENT BOARD, INC.



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

January, 2014

Inside this

Issue:

Craven County Earns Work Ready Communities Designation

Craven County Earns WorkReady Communities Designation	1
Board of Directors	2
Director's Corner	3
A Thank You Letter Worth Sharing	4
Onslow County JobLink Veterans Job Fair	5
Unemployment Rates Decrease	6
Business Services	6
Lindenmuth to Lead Economic Development	7
Aluminum Boat Manufacturer to Create 200 Jobs in Onslow County	7
US Teens Lag in Global Education Rankings as Asian Countries Rise to the Top	8
North Carolina Again Leads in National Board Certified Teachers	9
Regional Snapshot	10
ECWDB Staff	12
Mark Your Calendars	12

Another community in Eastern North Carolina has reason to celebrate the state of its workforce. Craven County, home to Marine Corps Air Station Cherry Point, is the latest community to be certified as WorkReady. WorkReady Communities builds upon the highly acclaimed ASPIRE initiative funded by the Eastern Region since 2009; more than \$1 million has been given to its eleven community colleges to support the growth of the WorkKeys Job Profiles and Career Readiness Certificates across the region.

At the Craven County Board of Commissioners Meeting held on January 6, 2014, Tammy Childers, ECWDB Executive Director along with Timothy Downs, Craven ED Director, Catherine Chew, CCC President, Chris Bailey, Craven County Schools, CTE Director, John Chaffee, NCER President, and Dwayne Oglesby, FRC East each offered remarks on the progress of this initiative in Craven County and spoke of value of the WorkReady Partnership successes.

Childers explained that communities can earn the designation by achieving certain standards, displaying their commitment to workforce excellence. The partnership must: 1) receive a pledge from 10 of the 20 largest employers to utilize the Career Readiness Certificate (CRC) in employment practices; 2) have a minimum of 5% of the labor force possessing a CRC; 3) have a minimum high school graduation rate of 70%; and 4) increase the high school graduation rate by 1% each year.



Not only does WorkReady Communities benefit the incumbent workforce and existing industry but it will play an important role in the ability to recruit new industry as well. "Investing in the workforce is one of the most effective ways to improve our local economy. The availability of a trained and trainable workforce continues to be the leading factor for companies when they are looking for a new location," said Timothy Downs, Director, Economic Development, Craven County.

Childers informed the Commissioners that for Craven County, this initiative actually began in 2003 when a manufacturing alliance grant was awarded to the ECWDB and Craven Community College to pilot the use of Work Keys assessment as a hiring and retention strategy for manufacturers. BSH Appliances Corp, Carolina Technical Plastics, CarolinaEast Health System, Fleet Readiness Center East, Moen and Weyerhaeuser are just a few of the employers in Craven County who recognize the value of the CRC for employment decisions.

"FRC East was one of the first employers in eastern North Carolina to use the Career

Readiness Certificate (CRC) for hiring, promotion, and employee retention strategies. This was a result of a BRAC Grant that the ECWDB and Craven Community College was awarded in 2005. Since then, more than 200 CRC assessments have been conducted," said Dwayne Oglesby, Mentoring and Leadership Programs Manager, Supervisory Training at Fleet Readiness Center East., and board member of the Eastern Carolina Workforce Development Board.

"The assessments indicate that potential employees possess a minimum proficiency level in math, reading, and locating information, which are considered to be 'workplace-ready skills.' We encourage applicants to include these results in their resumes on the USAJobs website. Current employees can also use the assessments to identify areas of improvement to strengthen their qualifications for future opportunities," Oglesby added.

As part of the WorkReady program, employers are able to take advantage of a free job portal which connects them to job seekers in eastern NC (www.ncworkready.com). More than 150 employers have access to the portal which serves any industry and any level of job seeker.

Sources: nceast.org and ecwdb



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*

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 21st 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

Directors Corner

Dear Colleagues,

Happy New Year! Now more than ever, the importance of the workforce development profession cannot be taken lightly. The professional staff who represent our local workforce development system understand the critical role they play in preparing today's workforce for tomorrow's highly skilled jobs. No matter the position, each individual working in this important field is critical to the success of building a highly-skilled, productive workforce that is prepared to compete in a global economy.

Workforce Development Professionals represent a wide range of organizations, including: community colleges, universities, the K-12 school systems, industry and trade associations, state and federal workforce agencies, community based and youth service organizations, advocacy groups, and the local One-Stop system. They represent a group of individuals who possess the knowledge, skills, and unique ability to motivate, challenge, inspire, and help young and old alike to achieve their dreams of a better life. Their contributions are significant because our local, State, and National economies are dependent on a highly skilled workforce.

To all of our One-Stop partners, educators, career counselors, case managers, employment specialists, administrators, policymakers, board members and elected officials who represent this important sector, we appreciate all that you do on a daily basis for the citizens of our region. Your commitment and dedication to helping others achieve their career and employment goals is needed now more than ever.

Thank you for all you do!

Tammy Childers, Executive Director



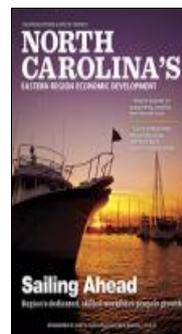
NORTH CAROLINA ASSOCIATION OF workforce development boards

We are dedicated to enhancing North Carolina's workforce as members of the North Carolina Association of Workforce Development Boards and also as members of unique regional organizations that collectively serve all of North Carolina's people: Workforce Development Boards. In both roles, we help advance the needs of workers and employers in North Carolina.

Our work reaches people who include adults seeking more meaningful careers, dislocated workers aiming to regain employment, and youth focused on getting the right start in life. We also represent employers from a broad range of leading industries that need workers with the training, skills and dedication to produce important products and services for a global marketplace. For both, we help guide the efforts of public and community resources to enhance North Carolina's workforce capabilities.

For more information, please visit www.ncawd.org

North Carolina's Eastern Region Economic Development Review



This magazine is full of area economic development, business climate and quality of life information. View it at ncest.com

Stay updated year round on BusinessClimate.com

A Thank You Letter Worth Sharing!

Veterans Helping Veterans

20 DEC 2013

HONORABLE MR. RALPH LEEDS

I WOULD LIKE TO EXPRESS MY GRATITUDE AND APPRECIATION TO THE MEN AND WOMEN ON YOUR STAFF OF THE NORTH CAROLINA DEPARTMENT OF COMMERCE AND EMPLOYMENT DIVISION. IT'S GREAT TO HAVE VETS HELPING VETS BUT THESE GREAT MEN AND WOMEN, NAMELY GERALDO "GERRY" CRUZ, REGINALD ROY, KELLEY HAMILTON, GAIL HORN, DAVIS WILLIAMS, AND THE BEAUTIFUL MS. LAWANA MORAN WORKED TOGETHER LIKE AN EXCEPTIONALLY TRAINED "SPECIAL OPS" UNIT. THROUGH THEIR EXEMPLARY PERSISTENCE AND GUIDANCE THEY WERE HIGHLY INSTRUMENTAL IN NOT ONLY GETTING ME EMPLOYED BUT ALSO OUT OF THE HOMELESS SHELTER AND INTO AN APARTMENT, AND THROUGH THEIR NEVER-DYING ENDLESS FOLLOW-UP EFFORTS THEY COMPLETED THE MISSION BY SEEING TO IT THAT WAS FURNISHED! THEIR SINCERE BELIEF, CONFIDENCE AND TRUST IS UNEQUALED AND IS INDICATIVE OF THEIR DEDICATION TO ACCOMPLISHING THEIR MISSION! CUDOS AND I SALUTE THESE TRUE HEROES FOR THEIR RELENTLESS, UNFALTERING SERVICE AND A JOB WELL DONE AND GOD WILLING WILL CONTINUE TO DO! ONCE AGAIN THANK YOU ALL!

SINCERELY
RAMÓN L TORRES
SEMPER FI



Ramon Torres during interview with Kenedi Jason Klein, HCHV Outreach Social Worker at Cold Weather Gear Event on October 30, 2013



Ramon Torres with LVER Supervisor Gerardo Cruz at Hire a Veteran Week Job Fair on November 14, 2013

Onslow County JobLink Veterans Job Fair —Another Success

At 9 a.m. Thursday, November 14, 2013, the doors of the Disabled American Veterans Chapter 16 opened to veterans as 41 businesses from the community stood by ready to meet with area jobseekers. The Division of Workforce Solutions Onslow County Career Center and the DAV chapter 16 partnered to sponsor the event, which was open to only veterans from 9 a.m. until 10 a.m. Civilian job seekers were able to attend at 10 a.m. By 10 a.m. over 100 veterans had already come through the door to meet with the employers. DVOP Gail Horn, Job Fair Coordinator reported the end of day count was 232 jobseekers.

Our Job Fair is all about the community – connecting businesses in the community with jobseekers in the community. While we had a few employers that were looking for individuals willing to relocate, the majority of Employer’s were seeking individuals for positions here in Onslow County. We could not have received the largest turnout ever without the assistance we received from our partners. The Onslow County Council of Veteran Service Organizations distributed our invitation to participate to its membership. The Transition staff on MCAS New River and Camp Lejeune also ensured that the transitioning service members knew about the job fair. Also, the MEF Sergeant Major sent the flyer and list of employers to the command elements under his charge. NextMedia Group donated over sixty 30 second Public Service Announcements over the course of a month and ensured that this year’s job fair received the highest attendance yet – 232 jobseekers!

The Disabled American Veterans Auxiliary provided a la Carte lunch at a very reasonable rate for the employers and job seekers. Our Veterans received special recognition at this event by Wyo-Tech who paid for the lunch of the first sixty veteran job seekers that participated in the job fair. B and B HR Locksmithing also contributed - providing Lunch to an additional ten veterans. Spe-

cial coupons were distributed to the veterans that they presented to the DAV cafeteria attendant to allow them to obtain their free lunch.

The employers were impressed with the quality of the skills and the preparedness of the veteran jobseekers. Several had lists of job seekers that they intended to follow up with during the ensuing weeks and some already had interviews scheduled with jobseekers. All had positive comments and expressed a desire to attend the next event that we coordinated. Some of the best compliments received were from the employers with comments such as “I’m on your list for the next one – RIGHT?” “You Gals and Guys did a GREAT job – again!” Comment from a recruiter whose job it is to attend job fairs and career expos, “This is one of the best job fairs that I have ever been to – Thank you for the invite.”

During the job fair, Alize Poisy of WITN 7 news posted an announcement on WITN’s website about our job fair and also provided media coverage of the event and interviewed transitioning service members including those attached to the wounded warrior barracks. Thomas Brennen from the Jacksonville Daily News, a veteran himself, provided coverage of the event and interviewed a homeless veteran that DWS has been assisting. Utilizing our contracts in the community, we were able to get Ramon a bicycle for transportation, get him a spot in the local homeless shelter and even suitable clothing for his job search. Alison Parker of WCTI News channel 12, the reporter from WCTI 12, also interviewed Ramon and did a feature following him on his journey for the day. We are certain that Ramon will be working soon as a result of the positive attitude he exuded while talking to employers at the job fair. In fact, he interviewed Friday for a position at the local community college.

To prepare area job seekers for this event we held 2 resume writing classes, an interviewing class and an online appli-

cation class. We continue to hold these classes regularly so that jobseekers in our area are ready when the opportunity strikes! The success of our job fair was due largely to the partnerships we have developed through our outreach and involvement in the community. Developing these professional relationships have enabled us to reach a larger number of veterans and transitioning service members and to provide resources and services to the veterans in our community that we would have been unable to do otherwise.

Most employers were pleased with the overall caliber and qualifications of the job fair participants. Several had a list of names of veterans that they would be contacting in the future for interviews and one reported that he had several interviews scheduled for Monday already. One employer commented that most of the job seekers did not seem interested in positions that were paying at entry level wages. Another was pleased with the quality of applicants, noting that the veterans have well written resumes and were interested in the opportunities that their company had to offer.

Source: Onslow County Career Center

Unemployment Rates Decrease in Several ENC Counties

Unemployment rates decreased in 91 North Carolina counties in November, including several in Eastern North Carolina. According to data released Tuesday by the N.C. Department of Commerce, Duplin County had the area's greatest drop with a 2.2-percent decrease, bringing its rate to 7.6 percent. Jones County had a 0.9-percent decrease to a 7.7 percent unemployment rate; while Carteret had a 0.3-percent decrease to 6.4 percent. Onslow County had a 0.6-percent decrease to 6.6 percent.

Scotland County had the state's highest unemployment rate at 13.5 percent while Orange County had the lowest at 4.3 percent, according to the N.C. Department of Commerce.

Carteret had 2,039 unemployed in its labor force of 31,703 people in November, according to the data. Duplin County had 1,899 unemployed in its labor force of 24,965 while Jones County had 326 unemployed in its labor force of 4,220.

In Onslow County, there were

4,549 unemployed in its labor force of 68,451 people, according to the data.

The four counties' unemployment rates have also decreased since last year. Compared to November 2012, Onslow is down 1.8 percent while Carteret has had a 1.9-percent decrease. Jones County has a 1.7-percent decrease while Duplin's decrease was 2.2 percent, according to the N.C. Department of Commerce.

Ralph Leeds, manager of N.C. Division of Workforce Solutions in Jacksonville, said that now is the time for those who hope to find a job in 2014 to start looking.

"The thing that people need to understand is regardless of how bad the rates look, there's always been jobs in the area," he said, explaining that there is a margin of error with the rates since it is a statistical exercise.

Leeds said that available jobs in the area typically include those at retailers, and home improvement stores will soon be hiring in preparation for spring. He recommends that job seek-

ers remember that while larger retailers tend to have applications and advertisements online, smaller employers do not. As a result, those looking to be hired at smaller businesses should walk in with a resume in hand, "looking sharp and ready for an interview," Leeds said. "One of the things about small employers is the fact that the vast majority of the jobs are with the small employers and they're not advertised so it's good to check with your friends and neighbors," he said.

Leeds also suggests that if the business is not hiring, ask if they know someone who is. "If nothing else it shows initiative," he said. And if the application you're filling out seems like it's a test, it might just be. "It's a screening process, people need to understand that," Leeds said, explaining that applications may include math problems, ethical questions and work problems and can take more than a few minutes.

Source: jdnews.com

Business Services – Engage More Employers And Drive Outcomes

Next Episode, Friday February 7th @ 10:00 AM PDT

Workforce Development is under increasing pressure to drive performance outcomes, and Business Services is the tip of the spear. Successful employer engagement is key to driving performance outcomes.

Join the CEO of Launchpad, Abraham Jankans for a weekly Google Hangout on Workforce Development Strategies. We'll be discussing strategies related to Workforce Development, Business Services, Case Management, Training, Economic Development and more. In this episode Abraham will give a step-by-step introduction to the dual-customer, employer-centric model "Business Services 2.0". We'll cover topics from prospecting for employers to making more placement.

<http://launchpadco.com/this-week-in-workforce-development>



Lindenmuth to Lead Economic Development Partnership of North Carolina

Governor Pat McCrory and N.C. Commerce Secretary Sharon Decker announced this week that Richard Lindenmuth will become the interim Chief Executive Officer of the Economic Development Partnership of North Carolina. "North Carolina is starting to see signs of economic recovery, and this new partnership will strengthen our state's recruiting efforts and increase efficiency," said Governor Pat McCrory. "Richard Lindenmuth's leadership and job expertise in business operations will play a critical role in directing this new organization." Lindenmuth has more than 30 years of general management experience in domestic and international business operations. His career, which

includes serving as CEO for more than ten companies and corporate performance advisor to several others, has often involved organizations operating in high-growth and distressed environments. Lindenmuth was president of ITT's Business and Consumer Communications Group in Raleigh, where he led 12,000 employees through rapid deregulation to record profitability and successful turnaround.

"Richard's experience makes him an ideal candidate to lead the new partnership," said Secretary Decker. "He is known as a change agent and for successfully helping organizations through transition. Richard will be instrumental in helping us increase customer focus,

as well as speed and efficiency in all economic development initiatives." As interim CEO, Lindenmuth will be responsible for implementing the EDPNC transition as described in the planning document to the Office of State Budget and Management (OSBM). The EDPNC will assume all sales and marketing functions of the N.C. Department of Commerce. Secretary Decker is following the guidelines set out in Senate Bill 127 as it moves numerous Commerce divisions to the new organization.

Source: www.governor.state.nc.us/newsroom

Aluminum Boat Manufacturer to Create 200 Jobs in Onslow County

Governor Pat McCrory and North Carolina Commerce Secretary Sharon Decker recently announced that Armstrong Marine, Inc. is building a welded aluminum boat manufacturing operation in Onslow County. The company plans to create 200 jobs and invest more than \$8.4 million at the new facility near Swansboro.

"The manufacturing industry is a critical target sector for North Carolina, one that is becoming increasingly important to sustainable job and investment growth for the state," said Governor McCrory. "Armstrong Marine, Inc. will be a great addition to Onslow County and its talented workforce."

Armstrong Marine is a leading manufacturer of purpose-built welded aluminum boats, fire boats, dive boats, pilot boats, research vessels, interceptors and riverine craft for both military and industrial markets. The company's high quality aluminum vessels are designed for customers demanding both high performance and durability.

"The coastal region of Onslow County and surrounding counties has become a very desirable site for com-

panies to locate marine manufacturing operations," said N.C. Commerce Secretary Sharon Decker. "We're fortunate to have a strong business climate and outstanding quality of life that can't be beat."

Josh Armstrong, president and CEO of Armstrong Marine, Inc. realized that their existing manufacturing facility in Port Angeles, Washington, was not adequate to meet the expanding demands of the market and incurred substantial shipping cost to clients on the Eastern seaboard. "When we went in search of a strategic location for our second manufacturing facility, Onslow County and North Carolina welcomed us with open arms," said Armstrong. "We decided to locate in the heart of the fleet concentration area and are excited to be able to better service U.S. markets, as well as export to foreign markets from our new plant near Swansboro."

The aluminum boat market is rapidly expanding. Mariners across the globe recognize the superiority of welded aluminum due to its high strength to weight, low maintenance, and extreme durability. With more than two decades of experience, Armstrong Marine,

Inc. develops products to meet the demands of the marine industry around the world.

"This new facility will provide an important economic boost to Onslow County and the surrounding area," said Rep. George Cleveland. "We welcome Armstrong Marine, Inc. to North Carolina and wish them continued success." Salaries will vary by job function, but the average annual wage for the new jobs will be \$31,420 plus benefits. The Onslow County average annual wage is \$26,908. Partners that helped with the project include: the N.C. Department of Commerce, Coastal Carolina Community College, Onslow County and Jacksonville Onslow Economic Development.

For more information about Armstrong Marine Inc., including job opportunities, go to: <http://armstrongmarine.com/>

Source: jdnews.com

US Teens Lag in Global Education Rankings as Asian Countries Rise to the Top

Students in the United States made scant headway on recent global achievement exams and slipped deeper in the international rankings amid fast-growing competition abroad, according to test results that were released last month.

American teens scored below the international average in math and roughly average in science and reading, compared against dozens of other countries that participated in the 2012 Program for International Student Assessment (PISA), which was administered last fall.

Vietnam, which had its students take part in the exam for the first time, had a higher average score in math and science than the United States. Students in Shanghai — China's largest city with upwards of 20 million people — ranked best in the world, according to the test results. Students in East Asian countries and provinces came out on top, nabbing seven of the top 10 places across all three subjects.

U.S. Education Secretary Arne Duncan characterized the flat scores as a "picture of educational stagnation." "We must invest in early education, raise academic standards, make college affordable, and do more to recruit and retain top-notch educators," Duncan said.

Roughly half a million students in 65 nations and educational systems representing 80 percent of the global economy took part in the 2012 edition of PISA, which is coordinated by the Paris-based Organization for Economic Cooperation and Development, or OECD.

The numbers are even more sobering when compared among only the 34 OECD countries. The United States ranked 26th in math — trailing nations such as the Slovakia, Portugal and Russia. What's more, American high school students dropped to 21st in science (from 17th in 2009) and slipped to 17th in reading (from 14th (from 14th in 2009), according to the results.

"These numbers are very discouraging," Eric A. Hanushek, an expert on educational policy and a Paul and Jean Hanna Senior Fellow at the Hoover In-

stitution of Stanford University, told NBC News. "They say that we have to work more seriously at trying to raise the performance that leads to these scores." The exam, which has been administered every three years to 15-year-olds, is designed to gauge how students use the material they have learned inside and outside the classroom to solve problems.

U.S. scores on the PISA have stayed relatively flat since testing began in 2000. And meanwhile, students in countries like Ireland and Poland have demonstrated marked improvement — even surpassing U.S. students, according to the results. "It's hard to get excited about standing still while others around you are improving, so I don't want to be too positive," Jack Buckley, commissioner of the National Center for Education Statistics, told the Associated Press.

Duncan said the results were at "odds with our aspiration to have the best-educated, most competitive work force in the world." The scores are likely to reopen a long-simmering political debate about the state of education in America as economically ascendant nations like China eclipse U.S. students' performance. Nearly 6,100 American students participated in this round of testing.

"Socio-economic background has a significant impact on student performance in the United States, with some 15% of the variation in student performance explained by this, similar to the OECD average," according to a PISA summary of U.S. performance. "Although this impact has weakened over time, disadvantaged students show less engagement, drive, motivation and self-beliefs." Shanghai students also dominated the PISA exam in 2009, according to the AP.

Hanushek told NBC News that the performance of Asian teens says a great deal about the modern mindset of the Far East. "These East Asian countries are hungry," Hanushek said. "They have the view that improving their lives and improving their future depends on education." And the U.S., he added, has grown too accustomed to leading the

world in knowledge that it may have lost its edge. "We have the strongest economy in the world. But everybody is too complacent," Hanushek said.

The test is premised on a 1,000-point scale. Here's a sampling of the leading findings:

— In math, the U.S. average score was 481. Average scores ranged from 368 in Peru to 613 in Shanghai. The global average was 494.

— In science, the U.S. average score was 497. Average scores ranged from 373 in Peru to 580 in Shanghai. The global average was 501.

— In reading, the U.S. average score was 498. Average scores ranged from 384 in Peru to 570 in Shanghai. The global average was 496.

Students from all states were tested. For the first time, three states — Massachusetts, Connecticut and Florida — elected to boost participation in PISA to get more state-specific data. Average scores from Massachusetts rose above the international average in all three subject areas. Connecticut students scored on average near the global average in math and higher than the global average in science and reading. Florida students on average scored below the global average in math and science and near the global average in reading, according to the AP.

The Associated Press contributed to this report.

Source: usnews.nbcnews.com

North Carolina Again Leads in National Board Certified Teachers

North Carolina added 330 newly-credentialed teachers in 2013 to its National Board Certified Teachers (NBCT) cadre. This brings the state's total number of NBCTs to 20,122, and once again places North Carolina first in the nation in the number of NBCTs. The National Board for Professional Teaching Standards (NBPTS) released the latest numbers for states and the nation. Twenty-one percent of North Carolina's educators are National Board certified.

State Superintendent June Atkinson commended the newly-certified teachers and thanked them for their dedication. "Pursuing certification while adjusting to new standards and new assessments takes a depth of dedication that reaps rewards beyond the classroom. Students, colleagues and the community benefit from these educators' commitment to educational excellence, whether they are in the classroom or in administrative roles."

Nationwide, 4,115 teachers and counselors received National Board Certification, bringing the national total to 106,268. North Carolina accounts for almost 19 percent of the nation's National Board Certified Teachers. Florida is the next closest state with 13,670 followed by South Carolina (8,663), Washington (7,259) and California (5,979). In addition, six North Carolina public school districts placed in the Top 20 districts nationally for the total number of National Board Certified Teachers: Wake County Schools remained first with 2,365, Charlotte-Mecklenburg Schools is fourth with 1,927, Guilford County Schools is 10th with 757, Winston-Salem/Forsyth Schools is 16th with 533, Buncombe County Schools is 18th with 498 and New Hanover County Schools is 20th with 452.

Along with the release of the number of newly certified National Board teachers, the National Board of Professional Teaching Standards again released the Top 50 public and private universities and colleges with the highest number of alumni who are newly certified National Board teachers. Five North Carolina universities made the Top 50: the University of North Carolina-Chapel Hill is 20th with 27; Appalachian State University is tied for 23rd with 25, the University of North Carolina at Charlotte is tied for 40th with 19, East Carolina University is tied for 42nd with 18, and the University of North Carolina-Wilmington is tied for 46th with 17.

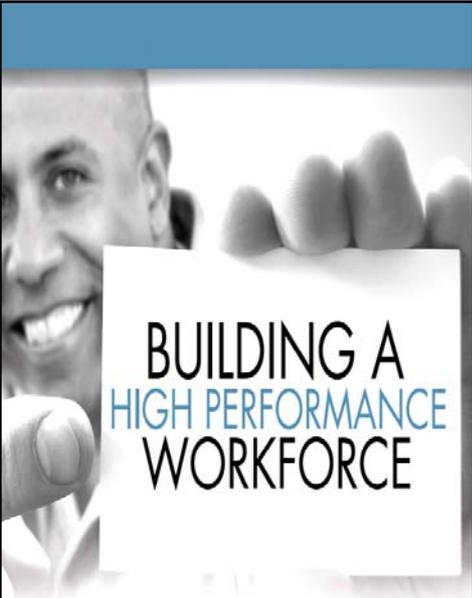
North Carolina teachers have pursued National Board Certification since 1994. Teachers who achieve certification receive a salary supplement on top of their regular pay that is good for the 10-year life of the certification. They also are awarded 7.5 continuing education credits (CEUs). North Carolina supports teachers pursuing National

Board Certification by providing low-interest loans to pay the \$2,500 assessment fee and three paid release days from normal teaching responsibilities to develop their portfolios. Also, the State Board of Education awards a North Carolina teaching license to out-of-state teachers who are employed in North Carolina and who possess National Board Certification.

National Board Certification is the highest credential in the teaching profession and participation is voluntary. Teachers achieve certification through a rigorous performance-based assessment that typically takes from one to three years to complete and measures what accomplished teachers and counselors should know and be able to do. As a part of the process, candidates build a portfolio that includes student work samples, assignments, videotapes and a thorough analysis of their classroom teaching. Certification is currently available to educators in 25 fields.

Additional information on National Board Certification is available online at www.ncpublicschools.org/recruitment/nationalboardcertification/.

Source: ncpublicschools.org



**BUILDING A
HIGH PERFORMANCE
WORKFORCE**

**NORTH CAROLINA
CAREER READINESS
CERTIFICATE**



in partnership with



North Carolina Community College System



North Carolina
JobLink
Career Center

Career Planning, Training
& Placement Services



Eastern Carolina
WORKFORCE DEVELOPMENT BOARD, INC.

252-636-6901

www.crcnc.org

LABOR MARKET OVERVIEW

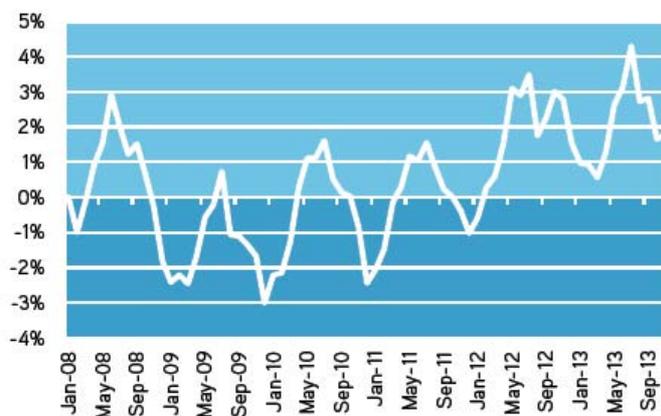


Eastern Carolina Workforce Development Board

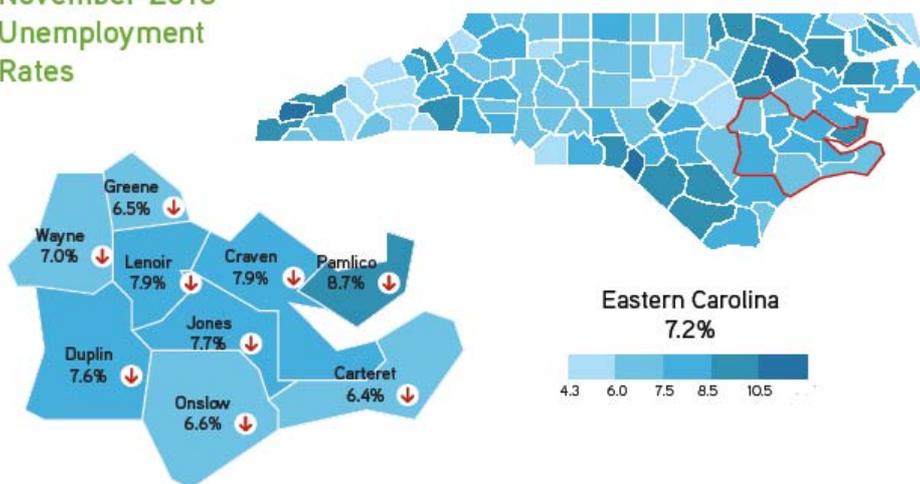
Regional Labor Market Snapshot

5-Year Percent Change in Employment

Eastern Carolina Region



November 2013 Unemployment Rates



Trending

UNEMPLOYMENT

November 2013

Eastern Carolina Total = 19,206

↓	Eastern Carolina	7.2%
↓	North Carolina	6.9%
↓	United States	6.6%

REGIONAL EMPLOYMENT

Eastern Carolina Total = 249,146

363 More People Working in November than previous month

6,908 More People Working than December 2011

CLAIMS TAKING ACTIVITY

Initial Claims Total = 1,589

10% Decrease in Claims in November than previous month

Benefits Paid Total = \$2,499,842

13% Decrease in Payments in November than previous month

Duration of Claims Grew 2% to 17.0 in November vs. previous month

Community Investment Report Top Announced Projects July 2013—October 2013

County	Company	City	Announced Jobs
Lenoir	Associated Materials, LLC	Kinston	252
Lenoir	Pactiv, LLC	Kinston	26

Who's Hiring

past 90 days from Jan. 6, 2014

• Food Lion	165
• Engility Corporation	144

What Jobs

past 90 days from Jan. 6, 2014

• Retail Salespersons	503
• Heavy & Tractor-Trailer Truck Drivers	406

Source: The Conference Board Help Wanted Online

Source: The Conference Board Help Wanted Online

Note: All data produced in this publication are generated by LEAD unless otherwise stated.

AVAILABLE JOBS

9,890 Jobs Posted Online over the past 90 days

149 More Job Opening than same period 1 year ago

Source: The Conference Board Help Wanted Online

Eastern Carolina Workforce Development Board | 252.636.6901 | admin@ecwddb.org

NC Department of Commerce | Labor & Economic Analysis Division | 919.707.1500 | lead@nccommerce.com



LABOR MARKET OVERVIEW

Eastern Carolina Workforce Development Board

Civilian Labor Force Estimates*

		November 2013	October 2013	September 2013	November 2012
Carteret	Labor Force	31,703	32,032	33,432	33,070
	Employment	29,664	29,881	31,251	30,315
	Unemployment	2,039	2,151	2,181	2,755
	Rate	6.4	6.7	6.5	8.3
Craven	Labor Force	41,582	41,830	42,734	43,527
	Employment	38,293	38,280	39,122	39,368
	Unemployment	3,289	3,550	3,612	4,159
	Rate	7.9	8.5	8.5	9.6
Duplin	Labor Force	24,965	25,552	25,657	25,592
	Employment	23,066	23,513	23,628	23,096
	Unemployment	1,899	2,039	2,029	2,496
	Rate	7.6	8.0	7.9	9.8
Greene	Labor Force	9,659	9,629	9,591	9,937
	Employment	9,035	8,949	8,894	9,041
	Unemployment	624	680	697	896
	Rate	6.5	7.1	7.3	9.0
Jones	Labor Force	4,220	4,256	4,339	4,418
	Employment	3,894	3,892	3,978	4,003
	Unemployment	326	364	361	415
	Rate	7.7	8.6	8.3	9.4
Lenoir	Labor Force	28,368	28,658	28,957	28,951
	Employment	26,137	26,208	26,516	26,093
	Unemployment	2,231	2,450	2,441	2,858
	Rate	7.9	8.5	8.4	9.9
Onslow	Labor Force	68,451	67,826	68,116	70,114
	Employment	63,902	62,928	63,249	64,233
	Unemployment	4,549	4,898	4,867	5,881
	Rate	6.6	7.2	7.1	8.4
Pamlico	Labor Force	5,261	5,285	5,339	5,496
	Employment	4,805	4,803	4,909	4,940
	Unemployment	456	482	430	556
	Rate	8.7	9.1	8.1	10.1
Wayne	Labor Force	54,143	54,494	54,268	55,422
	Employment	50,350	50,329	50,094	50,452
	Unemployment	3,793	4,165	4,174	4,970
	Rate	7.0	7.6	7.7	9.0

*November 2013 data are preliminary, other 2013 data are revised and November 2012 data are benchmarked.

Initial Claims

	November 2013	November 2012
Carteret	277	487
Craven	244	437
Duplin	175	508
Greene	60	119
Jones	26	51
Lenoir	155	428
Onslow	307	584
Pamlico	35	46
Wayne	310	591

Duration of Benefits

	November 2013	November 2012
Carteret	16.9	17.2
Craven	16.8	17.1
Duplin	16.3	16.4
Greene	18.4	16.9
Jones	16.0	17.2
Lenoir	18.3	16.0
Onslow	16.7	16.1
Pamlico	15.4	16.0
Wayne	17.3	15.7

Individuals Receiving Benefits

	November 2013	November 2012
Carteret	385	657
Craven	576	835
Duplin	318	567
Greene	67	164
Jones	57	100
Lenoir	378	604
Onslow	578	1,003
Pamlico	87	108
Wayne	559	1,162

Note: All data produced in this publication are generated by LEAD unless otherwise stated.

Eastern Carolina Workforce Development Board | 252.636.6901 | admin@ecwdb.org

NC Department of Commerce | Labor & Economic Analysis Division | 919.707.1500 | lead@nccommerce.com





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

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
www.ecwdb.org

MARK YOUR CALENDARS:

One Stop Committee
 at the ECWDB offices in New Bern
February 25, 2014, 6:00 pm

Planning Oversight Meeting
 at the ECWDB offices in New Bern
February 26, 2014, 6:00 pm

Executive Committee Meeting
 at the ECWDB offices in New Bern
February 27, 2014, 6:00 pm

Youth Council Meeting
 at the ECWDB offices in New Bern
February 13, 2014 6:00 pm

**Eastern Carolina Workforce
 Development Board**
 at the ECWDB offices in New Bern
March 6, 2014, 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