

## Communicate with Us!



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THIS PUBLICATION HAS BEEN COMPILED FOR ECWDB, INC. BY  
TAMMY CHILDERS & MARIE-ANTOINETTE HATCHER

## MARK YOUR CALENDARS:

**NC Employment & Training Association (NCETA) Conference**  
March 12-14, 2003  
Wrightsville Beach, NC

**Carteret County Job Fair**  
March 13, 2003, 11:00 am to 5:00 pm  
Crystal Coast Civic Center  
Morehead City, NC

**Southeastern Employment & Training Association (SETA) Conference**  
March 16-19, 2003  
Atlanta, GA

**International Business Symposium**  
March 19, 2003, 11:00 am  
Orringer Hall Auditorium  
Craven Community College  
New Bern, NC

**Eastern Carolina Workforce Development Professionals Association (ECWDBPA) Meeting**  
March 20, 2002, 10:00 am  
ECWDB Conference Room  
New Bern, NC

**Success Factors for Serving Out-of-School Youth (WDI Training)**  
March 24, 2003  
Cape Fear Community College  
Burgaw, NC

**Pamlico County Business Fair**  
March 22, 2003, 10:00 am to 4:00 pm  
Pamlico County Moose Family Center  
Grantsboro, NC

**WIA Oversight Committee Meeting**  
April 3, 2003  
ECWDB Office, New Bern, NC

**Career Development Facilitator (CDF) Training—Final Sessions**  
April 2, 3 and 4, 2003  
ECWDB Conference Room, New Bern, NC

**Eastern Carolina Youth Council Meeting**  
April 8, 2003, 6:00 pm  
ECWDB Conference Room, New Bern, NC

**What To Say When You Can't Say Yes—WDI Workshop**  
April 9, 10 and 11, 2003  
Enka, NC; Archdale, NC; New Bern, NC

**NC Careers—WDI Workshop**  
April 9 and 15, 2003  
Asheville, NC; New Bern, NC

**WIA Adult/DW Service Providers Meeting**  
April 10, 2003  
ECWDB Conference Room, New Bern, NC

**Youth Leadership Conference**  
April 11, 2003  
New Bern Riverfront Convention Center  
New Bern, NC

**NC Commission on Workforce Development Meeting**  
May 14, 2003  
Raleigh, NC

### Warm Welcome!

Tracey Brown of Onslow County CHIP  
Board Member for Onslow County

### Our Deepest Sympathy

The Family of John Canady  
The Family of William "Bud" May's brother

## Eastern Carolina WORKFORCE DEVELOPMENT BOARD, INC.



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

### Volume 5, Issue 2, Mar 2003

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## The Power of the 3 Es—Creating a “Demand Driven” Workforce Investment System by Emily Stover DeRocco, Assistant Secretary of DOL

As stated by Emily Stover DeRocco, Assistant Secretary of the U.S. Department of Labor, during her speech at the National Association of Workforce Development Boards (NAWB) conference in Washington, DC, on March 4, there are three powerful forces that will transform our workforce and the manner in which we work, namely: globalization which is an increased competition and interaction with global corporations; diversity—increased minority participation in the workforce; and technology—increased use of technology and demand for high skilled workers with some post-secondary education and training. With these three forces in mind, it is important that the three E's—employment, education and economic development be linked.

Ms. DeRocco emphasized that these forces will play an important role in the way the Employment and Training Administration (ETA) approaches the challenge of ensuring that programs, services and guidance to the workforce investment system address our changing workforce issues and contributions to economic growth. She identified the following major challenges facing our workforce investment system:

➤ Shift in demographics as a result of the aging of our baby boomers. Over the next 30 years, the older, retirement age population will increase more rapidly than the younger working population. The workforce investment system has to find ways to integrate all available workers into the workforce and ensure that

no worker is left behind.

➤ Increasing diversity of our labor force group which creates additional language-barrier challenge. It is projected that the labor force group, Asian and other, and the Hispanic labor force will increase 44% and 33%, respectively in their share of the labor market. As a result, the workforce investment system will need significant resources to equip immigrants and other non-English speaking workers with the skills they need to obtain rewarding careers so they could also have a part of their piece of the American dream.

➤ There is a greater demand for knowledgeable workers—people whose jobs require formal and advanced schooling. 80% of our jobs require some post-secondary training or education. Companies who can not find the talents they need to fill their positions within our borders, will seek it abroad. In order to assuage this dilemma, it is imperative that the workforce investment system ensures a sufficient supply of skilled and productive workers by reinforcing the need for higher level technical skills.

In order to meet these future challenges, the following roles should be emphasized:

➤ The importance of a strong academic foundation for workers;

➤ The value and opportunities in high growth careers that require some post-secondary education but not necessarily

four year degrees;

➤ A better understanding of the skill needs of employers;

➤ Opportunities in high-growth industries and the career ladders they offer;

➤ Partnerships with businesses and training providers—especially Community Colleges to identify and create curricula to meet employer needs; and

➤ New and innovative options in proven programs such as apprenticeship.

In addition to the above strategies and as part of the No Worker Left Behind initiative, Ms. DeRocco created the Business Relations Group (BRG). The BRG serves America's workers by creating partnerships between the workforce system and businesses to develop innovative approaches to helping businesses and industry better access the services of the state and local workforce investment system and increase the capacity of the workforce investment system in providing solutions to the workforce challenges faced by businesses.

Ms. Emily Stover DeRocco is the first woman to hold the position of Assistant to the Secretary of the Department of Labor. She has served as the Chief Executive Officer of the National Association of State Workforce Agencies for the last 11 years since she assumed her position with DOL in 2001. Ms. DeRocco is a graduate of Pennsylvania State University and received her law degree from Georgetown Law School in 1982. She is a native of Carlisle, PA.

# Building a Skilled Workforce Through Teamwork

by Tammy Childers

Springtime is finally approaching. Lately, as you are driving home from work, you are probably seeing high school students outside practicing baseball, track, or soccer. Whatever the sport, these youngsters are developing the invaluable team-building skills they are going to need in today's competitive workplace.

We all agree that developing a skilled, high-quality workforce is a must for State and local economic development. Without a skilled workforce, businesses that fail to make a profit will be forced to close down or relocate thereby, affecting the local economy. Many say workforce development is actually economic development; I agree. In most communities, no one entity is vested with the total responsibility for developing its workforce. Rather, that responsibility is shared among a team of key players such as secondary and post-secondary schools, employer groups, economic developers, local elected officials, workforce boards, JobLink Career Center Partners, community organizations, and most importantly, the workers.

Through a broad network of community players, we all seem to agree that we are playing on the same team. Unfortunately, many times that isn't the case. With fragmented policies, restricted funding guidelines, and competing priorities, all too often it appears that some members of our team are just sitting on the sidelines and watching the game, rather than participating. Actually, they may be on the playing field and trying their hardest, but because of where you are positioned, you can't see them scoring any points. If you are one that always seems to be on the sidelines, you need to find a way to get into the game. We have heard that old saying, "it's not whether you win or lose, but how you play the game". Unfortunately, in today's world of workforce/economic development, it does matter whether we win or lose.

It is difficult to sit on the bench and watch as our unemployment rates continue to go up, or learn of another plant closing, hear that sales and production are down, or discover that a company looking to relocate to your area has decided to move further south. There is too much at stake to lose. Even though we may not be able to control certain situations, or always be the star, we can make up our minds to be the best possible team player.

**Get to Know the Players.** A good example of this occurred back in February, when the Carteret County JobLink partners, namely Carteret Economic Development Board, Carteret Community College, and Employment Security Commission held a business appreciation dinner. It was not only a time to learn about Carteret County's local economy and workforce needs, but also a time to say 'thank you' to the business community for their valuable contributions to the County and residents. Not only was the food great, but also Networking and Sharing Best Practices were the icing on the cake.

**Learn the Rules.** Simply put, #1-learn what the other players are supposed to do and #2-know what you are supposed to do. Take time to learn about the various workforce development programs and services that your teammates have to offer and learn how you and/or your customers can access their services. Knowledge is power and the more you know, the more you grow. Regardless of your position, learn what's available in your community. Every other month, the Eastern Carolina Workforce Development Professionals Association meets for that purpose – to learn and share. This month, staff from the Coastal Women's Shelter will be presenting information at the meeting about their programs and services.

**Show Up for Practice.** With all sports, players are expected to show up for practice to sharpen their skills; if you don't show up you aren't going to play. One way to show up is to participate in company sponsored training programs. These programs not only benefit the player, but also the whole team. During the past month, the ECWDB hosted two days of Customer Service Training for the Workforce Development Institute with over 75 workforce development staff in attendance. This training focused on meeting the needs of our JobLink customers. That same week, employer services training was held at James Sprunt Community College. While I realize that we can't spend all of our time attending training, we can make opportunities available for our staff. I recall a couple of years ago that Buster Humphreys, National Spinning CEO once shared about an employer who said, "What happens if we train them and they leave? And Buster responded, "What happens if we don't train them, and they stay? "

**Let Each Player Participate.** In February, we were one of many proud sponsors of the Craven County Career Fair. Employers from throughout the county accepted the invitation to participate and set up booths to display information about their company and hiring needs. JobLink partners were available to assist the hundreds of job seekers who were in attendance. This event certainly proved that "Working Together is Winning Together".

**Keep Score.** Measure your success on how well your team players use your services. Recently, several members of our Craven County team met at Craven Community College, with a new company establishing itself in our community, to discuss employee recruitment efforts. Within a few days, we all received an e-mail from the company to follow up on the meeting. I responded back by letting them know how to access additional employer-related information through one of our partner's website that I value and frequent often, [www.ncesc.com](http://www.ncesc.com). Additionally, this employer needed a meeting room to conduct interviews; the Lenoir County Chamber of Commerce arranged for a meeting room at Lenoir Community College directly across from the JobLink Career Center. To the employer, county lines were visible as we demonstrated that we were all part of the TEAM operating under the philosophy that *Together Everyone Achieves More*.

**Be a Good Sport.** Perhaps it is just human nature, as it seems easier for us to identify the problem rather than focus on the solution, but I must say that I applaud the efforts of the public school system on sending out NC School Report Cards to the children's parents. We wanted more accountability and now we are seeing it! While this report shows school test results and how it compares across the State, it can be used by students, parents, and teachers alike as a method to benchmark success. Now that we know what is expected, we can strive for better results and give praise when praise is due. Our teachers and college instructors certainly never hear enough praise, yet they are critical to the success of preparing a trained and skilled workforce.

**Give Your Best.** The golden rule works every time. Recently our region felt the pain and grief caused by the devastating plant explosion at West Pharmaceutical Company. While many offered prayers and condolences to the families, some also worked tirelessly to assist the workers during a very difficult time. In Lenoir County, community partners such as the Employment Security Commission, Lenoir Community College, Department of Social Services, Mental Health, Salvation Army, and others set up week-long twelve-hour-a-day operations at the Global Transpark Education and Training Center to meet the many needs. Whether it was responding quickly with filing unemployment registration or establishing a special workshop geared toward dealing with a job loss, the community quickly rose to the challenges and gave their best.


Finally, **Cheer for your Team.** If you ever watch the channel 12 news, you hear the newscaster say, "Is this a Great State, or What"? And, yes, even with all of the economic challenges that we face, North Carolina is a better place to be. We may not hit every pitch, and may even strike out occasionally, but we always rise to the challenge with our winning spirit. Take for example how the Carteret County JobLink Center is organizing a team to participate in the March of Dimes Walk America project in a "big" way. They have challenged local Employment Security Commissions in the area to raise at least \$1,000.00 and would like to challenge other JobLinks to also do so. The event will be held on April 12 in downtown Morehead City. So far, ten JobLink staff members will be walking as a group for approximately 4 1/2 miles in downtown Morehead city. The Carteret County Team is also planning to hold a Yard Sale at the ESC/JobLink on March 29th (7am to 11am) to raise money for this worthy cause. Way to go Carteret County!

In workforce development, people, policies and plans may change, but the rules for a winning team remain the same. There is a saying, "I don't come to play, I play to win." In the game of workforce/economic development, we must all play to win. Our State has too much at stake to do nothing less. Even though we may not be able to control certain situations, or always be the star, we can make up our minds to be the best possible team player. Today, take a moment and make a phone call, send an email or write a thank you note to a team player you know that is making a difference. Let them know how much you appreciate their dedication and commitment to developing North Carolina's skilled, high quality workforce. After all, we are all on the same winning team!

<div></div> <div><h2>JOBLINK CAREER CENTER UPDATES</h2><p>as submitted by JLCC Partners for period of October 2002—December 2002</p></div>
<b>Carteret County JLCC hosted by Employment Security Commission</b>
Customer service continues to be a major focus. Majority of the JLCC partners attended the Customer Satisfaction Training sponsored by the Workforce Development Institute (WDI) on February 25 and 26. Carteret County JLCC has been awarded a \$10,000 JobLink Enhancement Grant which will be utilized to increase employer services and marketing the JLCC. The Carteret JLCC is also participating in the March of Dimes, Walk America project. It has challenged other ESC's offices in the area to raise \$1,000. The JLCC and ESC staff will walk as a group on April 12 for 4 1/2 miles in downtown Morehead City. In addition, a Yard Sale will be held on March 29 between 7:00 am to 11:00 am to raise money for the March of Dimes.
<b>Craven County JLCC hosted by Employment Security Commission</b>
Craven County JLCC utilized the WIA Out-of-School Youth participants to do work experience activities. Among the employers who utilized the JLCC to conduct employee interviews were Monarch Staffing,, Management Services, Telemarketing Concepts and Sprint. In November, the JLCC hosted the monthly meeting of the JSEC/Craven County Personnel Association. Ms. Mary Brown, Labor Market Analyst of ESC provided an informative Labor Market Information briefing. Lori Baldwin and Mike Ward from ESC Field Tax Audit Unit conducted a presentation on Unemployment Insurance Tax information and employer accounts. In December, the JobLink sponsored a needy family for Christmas through the Craven County Health Department.
<b>Duplin County JLCC hosted by James Sprunt Community College</b>
At the Duplin County JLCC Partners meeting on September 24, 2002, Scotty Summerlin, Assistant Director of Duplin County's Economic Development Commission conducted a presentation regarding Duplin's current economic development and growth. Efforts have been made to encourage smaller companies to relocate in Duplin County. The JLCC continues to be a significant resource for the residents of Duplin County and the surrounding areas.
<b>Lenoir County JLCC, Greene and Jones Affiliate Sites hosted by Lenoir Community College</b>
Lenoir County JLCC, along with the Lenoir Community College's (LCC) Coop/Job Placement participated in a successful informational job fair held on October 2 at the gymnasium of LCC. The JLCC staff has been actively involved in various community and employer projects such as the Carolina Farm Show, President's Leadership Academy, Disabilities Awareness Luncheon, Food Stamp Employment and Training Meeting, NC Commission on Workforce Development Partnership Conference, Greene County School's mini-career planning workshops, "Gear Up" program, Lenoir County Chamber Planning Conference, Buehler Motors employee session, and others. In addition, the JobLink was featured at the LCC's World Opportunities Show that was aired by TACC Channel 9 on November 21. Lenoir County JLCC partners continue to prove that working together is winning together when they assisted Earline Herba, JLCC client, in her successful job search. Earline did not expect that her first visit to the JobLink would be the end of her job search. A job lead in Pink Hill, NC referred by Frances Gaskins, LCC's Job Placement Coordinator who together with Josephine Wallace, JLCC Staff, set up a job interview for Earline. Earline went to the job interview the following morning and was offered a clerical position that afternoon. She began work two days later.
<b>Onslow County JLCC hosted by Coastal Carolina Community College</b>
The Onslow County JLCC continues to be a good referral source for job seekers and employers. Job seekers are referred to the various JLCC partners such as the Eastern Carolina Human Services Agency (ECHSA), Employment Security Commission and Vocational Rehabilitation Services. The ECHSA markets the JLCC through its monthly newsletters which are distributed to its clients.
<b>Pamlico County JLCC hosted by Pamlico Community College</b>
Pamlico County JLCC has been a good resource for employment and training needs for Pamlico county residents. Two WIA-Adult Program participants who are currently attending school at Pamlico Community College were selected to represent the community college in May at the Community College Academic Excellence in Raleigh. The two students are Carol Buck, an Accounting Major and working at Fairfield Harbor in New Bern and Carrie Ensley, a Business Administration major. Both will receive their Associates in Arts degree at their graduation on May 15, 2003. Pamlico County JLCC is participating in the Pamlico County Business Fair to be held on March 22 at the Pamlico County Moose Family Center.
<b>Wayne County JLCC and Mount Olive JobLink Affiliate Site hosted by Employment Security Commission</b>
Wayne County JLCC continues to provide employer recruitment services to the following companies: Kelly Services, Interim Health Care, Swift Transportation and Washington Inventory. The continued closures of the manufacturing industries in Wayne County has affected not only the workers of these plants but the local tax base and service industries. The JLCC staff expects the trend to follow and the need for retraining dollars will be vital to Wayne County and North Carolina. Wayne County JLCC bid farewell to Greene Lamp, one of its partners, which ended its tenure at the JLCC due to the ending of the Welfare-to-Work program. The Wayne County JLCC commended Greene Lamp for a job well done and the assistance it has rendered to the numerous welfare recipients of Wayne County.

**“Service is the livelihood of any organization. Everything flows from it and is nourished by it. Customer service is not a department. It’s an attitude.”**





# JOBLINK CAREER CENTER OUTCOMES

as submitted by JLCC Partners for period of October 2002—December 2002

Carteret County JLCC hosted by Employment Security Commission			
<u>Job and Training Seekers</u>		<u>Employers</u>	
Count of Customers Seeking Services in Center:	5506	Number of Job Orders Placed:	248
Number Placed in Jobs through Center:	569	Number of Job Orders Filled:	196
Number Placed in Training through Center:	24	Other Employer Services:	467
Number Utilizing Career Resource Room/Area:	1842	**Includes numbers served	
Number Receiving Other Services	3398	by ESC	
Craven County JLCC hosted by Employment Security Commission			
Count of Customers Seeking Services in Center:	6019	Number of Job Orders Placed:	566
Number Placed in Jobs through Center:	457	Number of Job Orders Filled:	405
Number Placed in Training through Center:	1	Other Employer Services:	487
Number Utilizing Career Resource Room/Area:	1689	**Includes numbers served	
Number Receiving Other Services	1840	by ESC	
Duplin County JLCC hosted by James Sprunt Community College			
Count of Customers Seeking Services in Center:	1085	Number of Job Orders Placed:	11
Number Placed in Jobs through Center:	51	Number of Job Orders Filled:	13
Number Placed in Training through Center:	148	Other Employer Services:	0
Number Utilizing Career Resource Room/Area:	894		
Number Receiving Other Services	801		
Lenoir County JLCC, Greene and Jones Affiliate Sites hosted by Lenoir Community College			
Count of Customers Seeking Services in Center:	2307	Number of Job Orders Placed:	10
Number Placed in Jobs through Center:	40	Number of Job Orders Filled:	6
Number Placed in Training through Center:	155	Other Employer Services:	9
Number Utilizing Career Resource Room/Area:	1048		
Number Receiving Other Services	296		
Onslow County JLCC hosted by Coastal Carolina Community College			
Count of Customers Seeking Services in Center:	1231	Number of Job Orders Placed:	118
Number Placed in Jobs through Center:	139	Number of Job Orders Filled:	44
Number Placed in Training through Center:	108	Other Employer Services:	130
Number Utilizing Career Resource Room/Area:	918		
Number Receiving Other Services	355		
Pamlico County JLCC hosted by Pamlico Community College			
Count of Customers Seeking Services in Center:	317	Number of Job Orders Placed:	12
Number Placed in Jobs through Center:	4	Number of Job Orders Filled:	1
Number Placed in Training through Center:	71	Other Employer Services:	0
Number Utilizing Career Resource Room/Area:	207		
Number Receiving Other Services	38		
Wayne County JLCC and Mount Olive JobLink Affiliate Site hosted by Employment Security Commission			
Count of Customers Seeking Services in Center:	2577	Number of Job Orders Placed:	440
Number Placed in Jobs through Center:	1017	Number of Job Orders Filled:	670
Number Placed in Training through Center:	26	Other Employer Services:	11
Number Utilizing Career Resource Room/Area:	4200	**Includes numbers served	
Number Receiving Other Services	550	by ESC	

## Yearly Benchmark of North Carolina Unemployment Rates Completed

The U. S. Bureau of Labor Statistics (BLS) benchmarks the previous year’s monthly state and county unemployment rates every first of the year utilizing new data gathered from all business establishments in North Carolina. Preliminary unemployment rates for the state and counties were based on the Current Population Survey (sample data from 1,300 households across the state), the current employment statistics program (employment data from 16,000 NC business establishments), weekly claims data and other information such as the current population figures. In determining the benchmarked figures, BLS used 2000 Census data, replacing the 1990 Census data that had been previously used. The higher revised rates for some of the months in 2002 was a result of the differences in population estimates and composition between the 1990 and 2000 decennial census counts. According to Employment Security Commission Chairman Harry E. Payne, Jr., the benchmarking process allows us to see a more accurate picture of the state’s unemployment rate over the past year.

The following chart shows benchmarked NC and U.S. unemployment rates for 2002:

	Dec	Nov	Oct	Sept	Aug	July	June	May	April	Mar	Feb	Jan
NC	6.7	6.6	6.6	6.6	6.6	6.8	6.8	6.8	6.9	6.9	6.8	6.9
US	6.0	5.9	5.8	5.7	5.8	5.8	5.8	5.8	5.9	5.7	5.6	5.6

Source: ESC News Updates, March 2003

## Unemployment Rates as of December 2002

Source: Employment Security Commission LMI

County	Labor Force December 2001	Unemployment Rate December 2001	Labor Force December 2002	Unemployment Rate December 2002
Carteret	28150	5.1 %	28050	6.3 %
Craven	35640	5.6 %	34820	4.9 %
Duplin	21150	6.6 %	22010	7.3 %
Greene	8740	6.2 %	8560	5.0 %
Jones	4180	5.2 %	4170	5.8 %
Lenoir	28730	8.7 %	27830	6.5 %
Onslow	48030	4.8 %	47960	5.7 %
Pamlico	5240	5.2 %	5140	4.1 %
Wayne	47770	5.0 %	47920	5.4 %
Eastern Carolina Local Area	231,410	6.0 %	226,450	5.8 %
State of NC—not seasonally adj.	3,991,400	6.2 %	3,929,900	6.1 %
State of NC—seasonally adj.	4,014,800	6.5 %	3,952,600	6.4 %
National—not seasonally adj.	141,912,000	5.4 %	144,807,000	5.7 %
National-seasonally adj.	142,314,000	5.8%	145,150,000	6.0 %

## Goldsboro and Kinston—Eligible Labor Surplus Areas for Fiscal Year 2003

The cities of Goldsboro and Kinston have been classified as eligible labor surplus areas under Executive Order 12073 and areas of substantial unemployment under Executive Order 10582 based on the annual list of labor surplus areas for Fiscal

Year 2003. The list is published annually by the Department of Labor (DOL) to classify jurisdictions as labor surplus areas pursuant to DOL’s regulations implementing Executive Orders 12073 and 10582 and set forth at 20 CFR part 654, subparts A and B of the Federal Register. Civil jurisdictions are defined as all cities with a population of at least 25,000 and all counties. A civil jurisdiction is classified as a labor surplus area when its average unemployment rate was at least 20 percent above the average unemployment rate for all states (including District of Columbia and Puerto Rico) during the previous two calendar years.

The regulations provide an exceptional circumstance criteria for classifying labor surplus areas when catastrophic events such as natural disasters, plant closings, and contract cancellations are expected to have a long-term impact on labor market area conditions, discounting temporary or seasonal factors.

Source: Federal Register, Part III, Department of Labor, Employment and Training Administration, Labor Surplus Area Classification

## Facts: Workforce Investment Act (WIA) Reauthorization and Personal Reemployment Accounts

The Workforce Investment Act (WIA) enacted in 1998, is up for reauthorization this year. Services under this legislation are provided through the One-Stop Career Centers and administered by the local Workforce Investment Boards.

Changes for the WIA Reauthorization will focus more on performance standards, governance structure and youth councils. The policy makers, Bush Administration and several key individuals agree that there should be fewer performance standards, more private sector involvement on workforce investment board memberships and eliminate mandatory membership of One-Stop partners. The governors and local elected officials will be given the discretion to determine whether Youth Councils will be mandatory or optional, based on their level of effectiveness.

The House and the Senate has been holding hearings on the reauthorization and more sessions are scheduled in March and April. It is anticipated that the first bill will be issued early April and final passage during late summer. However, delays may occur if other policy priorities intervene such as the war with Iraq.

Under the Bush Administration, the following key proposals are included:

- Elimination of the mandatory requirement for private sector membership on State Boards.
- Increasing private sector membership on local boards.
- Youth Councils will no longer be required.
- Creation of a new way to fund one-stop systems.
- Combine Adult, Dislocated Worker and Employment Service funding streams into one block grant.
- Allow a greater percentage of funding to be transferred from Adult to Dislocated Worker funding streams.
- Concurrent Delivery of services at core, intensive and training levels would specifically be allowed.
- Governors would have authority to determine criteria for Eligible Training Provider Lists.
- ITAs would be transformed into Career Scholarships to facilitate access to longer-term training.
- Youth funds would be targeted to at-risk youth.

- The current 17 performance measures will be reduced to 8 (4 for youth and 4 for adults).
- There would be a common set of definitions or data sets among partner agencies.

### Personal Reemployment Accounts

In an effort to assist 1.2 million individuals who are likely to exhaust their unemployment insurance benefits, President Bush introduced a \$3.6 billion proposal that would create the Personal Reemployment Account (PRA). The plan is part of the President's overall economic stimulus package and was introduced into legislation by Representative Jon Porter (R, NV) in February.

The House Proposal highlights the following:

- Provide up to \$3,000 to unemployed individuals to assist them in their transition back to work.
- Targeted to eligible unemployed workers who have at least 20 weeks of unemployment insurance benefits and have applied no more than 180 days prior to the enactment of the bill.
- States will have the option to make the accounts available to certain current UI claimants previously found to likely exhaust UI or to certain workers who have already exhausted their UI benefits.
- The accounts would be effective for one year.
- Participants will be able to use the account for job training, support or intensive services such as transportation and child care.
- One-stop centers would be required to charge for intensive and training services they offer to PRA participants. Core services would still be available at no charge.
- Recipients will be able to keep the balance of the account as a cash reemployment bonus if they find work within 13 weeks.
- The bonus would be paid in two installments: 60% at employment and 40% after 6 months of job retention.
- The bill specifies that PRA services will be provided by the local workforce


investment boards through the one-stop system.

- H.R. 444 allows for 5% of funding to cover administrative costs and 2% of funding to help the state improve its system for identifying likely UI exhaustees.
- Individuals accepting PRAs must sign an attestation that he or she was given the option to develop personal reemployment plans.
- Local workforce boards must submit a plan to the state, consistent with the state plan, on how the accounts will be administered.
- States have the option to make individuals who have exhausted their unemployment compensation benefits eligible for an account within 180 days prior to enactment of the bill.

The timeframe in passing this legislation will depend on several factors, such as the state of the economy and potential war with Iraq. However, the passage of the bill may also be accelerated due to the continued increase of unemployment rates and economic slump. The House has introduced a bill and referred it to the 21st Century Competitiveness Sub-Committee. The bill has to go through the following steps prior to its final passage:

- Referral to the full Education and the Workforce Committee—Mid-March
- Markup by the Education and Workforce Committee—Mid-March
- Referral to the full Chamber of the House—Late March
- House Markup—April
- Vote on the bill—April/May
- Conference Committee with the Senate—dependent on Senate Schedule
- Vote on compromise legislation and give to President to sign—dependent on Senate schedule

***"Change is inevitable, except from a vending machine."***



*The 10 Commandments to Net Working*

1. *Thou shalt not be a lone ranger.*
2. *Thou shalt honor thy relationships.*
3. *Thou shalt acknowledge people.*
4. *Thou shalt be a resource for others.*
5. *Thou shalt take initiative.*
6. *Thou shalt be your own PR person.*
7. *Thou shalt ask for what thy want.*
8. *Thou shalt expand thy horizons.*
9. *Thou shalt give unto others.*
10. *Thou shalt make networking thy way of life.*

**Don't Miss It!**

**1st Annual Pamlico County Business Fair**

**Pamlico County Moose Family Center, Grantsboro**

**(Across from Food Lion)**

**Saturday, March 22, 2003**

**10:00 am to 4:00 pm**

**Free admission**

**Exhibitors**

B & B Yacht Designs	NAPA/Pamlico Parts Co.
Bayboro Chevrolet	Neutral Corner Deli
Business East	PCS Phosphate
Camps Sea Gull/Seafarer	Pamlico County Schools
Capt'n Dell	Pamlico Generation
Center for Communication	Pat Prescott, Mary Kay
& Understanding	PineLink.org
Daily Bread Christian	Progress Energy
Book Store	Sears
First Citizens Bank	Sprint
Pamlico County JLCC	The Gardens of Pamlico
Joe's Pizza	The Sun Journal
Judi Wills, Licensed Massage	Tideland EMC
Therapist	
Mobile East Marine, Inc.	

**Event Sponsors**

Pamlico County JobLink Career Center, PCS Phosphate, Progress Energy, Sprint, Custom Steel Boats, Inc., First Citizens Bank, Tideland EMC, Wachovia, The Pamlico News, TownDock.net, WMGV-FM V103

## Eastern Carolina Military Troops Continue to Deploy

More than 700 to 800 more Marines and Sailors from Camp Lejeune have continued to be deployed in the Middle East over the weekend. Members of the 2nd Battalion, 6th Marine Regiment have recently left for the U.S. Central Command's Area of Responsibility to continue building up military troops for a possible war with Iraq.

According to military officials, the II Marine Expeditionary Force (MEF) headquarters staff personnel have also been deployed in the same area which included Major General Henry P. "Pete" Osman, II MEF Commander who met with Army General Tommy Franks when he entered the theater of operations. Many of these personnel are filling various staff positions within Central Command. Some of them are in Germany with the U.S. European Command whose responsibility stretches across 93 countries in Europe, Africa and the Middle East which includes Turkey, Syria and the Northern Iraqi no-fly zone.

The number of troops deployed count to 27,000 of the 43,000 II MEF personnel which left bases in Eastern North Carolina and South Carolina. There are as many as 17,500 of the 30,000 troops from Camp Lejeune who are overseas.

Source: Eric Steinkopf, Jacksonville Daily News



## Governor Declares March Support Our Military Families and Communities Month

Governor Mike Easley has declared the month of March as Support Our Military Families and Communities Month in North Carolina. This is to encourage local communities to "support the loved ones, family members and children of the military men and women who have been left behind."

Source: NC Partners' Bi-weekly Message



## MOEN Supplier Adds More Jobs in Kinston

The 30,000 square foot facility of the China based Panyu Seagull Kitchen and Bath Products Company in Kinston is expected to be completed by July 1, 2003. The opening of this facility is projected to create about 10 new jobs in Kinston. Seagull is one of MOEN's leading suppliers of faucet and kitchen parts.

Seagull is eligible for about \$18,000 in combined city and county incentives. Larry Moolenaar, Lenoir County Economic Development Director stated that MOEN encouraged its suppliers such as Seagull to be closer to their operations. Seagull agreed to store parts MOEN is expected to need and supply them on a "just in time" basis. The facility will be located at the Walter Poole Industrial Center near Vernon Park Mall.

MOEN has previously asked some of its foreign suppliers to store parts and keep an inventory for them. One of these companies is Sunspring, a Taiwan based company which makes faucet parts for MOEN and other manufacturers.

MOEN has manufacturing plants in New Bern and Sanford and a distribution center in Kinston.

Source: *New Bern Sun Journal, March 10, 2003*



## Lowes Returns to Kinston

Lowes plans to open its new store in the summer of 2003 in Kinston. The 150,000 sq. ft. facility will represent a \$16.5 million investment and create 175 jobs. The new store will be located across from Wal-Mart on Highway 70 West.



## International Business Symposium

The Craven Community College's Business Department is hosting an International Business Symposium on Wednesday, March 19, 2003 at 11:00 a.m. at the Orringer Hall Auditorium. Featured panelists will include employers representing Amital Spinning Corporation, Aylward Enterprises, Hatteras Yachts, Tredegar Film Products and Wheatstone Corporation.

## Carolina Technical Plastics Company To Open in Craven County

A ground breaking ceremony, led by Governor Mike Easley, was held on February 26, 2003 for the 40,000 square feet manufacturing facility that will house Carolina Technical Plastics Corporation in Craven County. The company is a subsidiary of Wirthwein AG headquartered in Creglingen, Germany. It will produce plastic parts and components for the manufacture of home appliances, particularly BSH Home Appliance Corporation of New Bern.

The building of the facility will create approximately 70 new jobs and invest more than \$11 million in the state's economy. The average wage will be \$15 an hour.

Wirthwein AG is a leading supplier of home appliance and automobile parts. It has six plants in Germany and Poland with 300 employees. The New Bern facility marks their first American presence. Wirthwein's Chief Executive Officer Udo Wirthwein has been pleased with the state and local cooperation in the completion of the facility. He greatly anticipates and looks forward to a long and beneficial relationship.

Carolina Technical Plastics is participating in a performance grant with Craven County. Craven Community College will assist with manufacturing and plastics technology training. The company may also be eligible for William S. Lee Act tax credits and a performance grant fund from the State of North Carolina 's One North Carolina Fund.

Governor Easley stated that the key role of North Carolina in the partnership between Carolina Technical Plastics and other companies in North Carolina is to invest in education and infrastructure. He said, "we are committed to investing in worker training and doing our part to build a climate that fosters continued growth."

The plant is scheduled to be completed on or about September 25, 2003.



Governor Easley, left, talks with Brigitte Furth, right, head of the manufacturing operations of Carolina Technical Plastics. CEO Udo Wirthwein is standing in center

**"Quality only happens when we care enough to do our very best."**

## WIA Appropriations

(Numbers in millions of dollars)

	FY 02	FY 03	FY 04
Adult	\$950	\$900	\$900
Dislocated Worker	\$1,549	\$1,463	\$1,383
Youth	\$1,127	\$1,000	\$1,000
Youth Opportunity Grants	\$225	\$45	0
Job Corps	\$1,458	\$1,518	\$1,565
Migrant and Seasonal Farmworker	\$81	\$71	0
Youth Offenders	\$55	\$55	0
Pell Grants	\$11,314	\$11,439	\$12,700
Vocational Education (Perkins)	\$1,320	\$1,341	\$1,000
Adult Education and Literacy	\$591	\$591	\$1,000
Vocational Rehabilitation	\$2,481	\$2,616	\$2,669

## Gov. Easley Announces New Workforce Development Program

The Department of Commerce announced a new program that would benefit both NC employers and workers in terms of upgrading employees' skills and increasing companies' competitiveness in the global market place.

The Incumbent Workforce Development Program which became effective on March 7 allows private and non-profit employers to apply for grants of up to \$50,000 for employee training. Training options include occupational skills training to meet emerging trade skills needs and educational training to meet workplace literacy, readiness and English as a Second Language needs.

The program was a result of a study conducted by the Commission on Workforce Development in 2002 which observed that the majority of the skill levels of our workers, who have been laid off, particularly in the manufacturing sector, did not meet the workforce demands of our changing economy and increasing global competitiveness.

Dr. Graham Watt, Senior Policy Associate with the Department of Commerce, who conducted the study stated that the program will serve as a tool to train employees before a possible lay-off occurs. In addition, Commerce Secretary Jim Fain indicated that the program serves the interest of North Carolina's

workers and employers by supporting access to high-quality, market-driven education and skills training, simultaneously providing support to business retention statewide.

Interested businesses must submit a completed application to the local Workforce Development Board designated to review, evaluate and make recommendations to the review committee of the NC Department of Commerce that will provide the final decision for the funding.

More than \$1 million of federal funding is available through the Workforce Investment Act up to June 30, 2003 and an additional \$2 million for Program Year 2003-2004.

Information on program guidelines and the actual application may be accessed at the Department of Commerce's website address at: [www.nccommerce.com/workforce](http://www.nccommerce.com/workforce) or contacting the local Workforce Development Board or the NC Commission on Workforce Development at telephone number 919-715-3300.

Source: Dr. Graham Watt, Department of Commerce

### FY 2003 Budget

There was a 15% cut to WIA funding in the 2003 budget. The budget contained more than \$650 million in cuts to the workforce investment system.

### FY 2004 Budget

The Administration's 2004 budget requests several million in new cuts to the workforce investment funding and would combine adult, dislocated worker training, employment services into one larger block grant. In addition, the budget calls for the elimination of the Migrant Seasonal Farmworker Program as well as H1-B funding.

## State Level Updates by Wayne Daves

The North Carolina Commission on Workforce Development has continued with its work on the "chartering initiative" for our JobLink Career Centers (JLCC). A draft of the "Process Guide" for Chartering the JLCC was released for comments to the workforce community involved in the JobLink delivery system. The final "Process Guide" document will be part of the JobLink chartering policy and implementation package which will include the State's policy, implementation steps, and a Memorandum of Understanding by the State level workforce agencies to participate in and support the JLCC delivery system. However, prior to being transmitted to Local Area Workforce Development Boards for re-chartering of existing JLCCs and chartering of new centers, agreement must be reached by the State agency partners on cost sharing plans for the centers and on the important item of "branding" necessary for our workforce development delivery system to be understood and better utilized by our citizens seeking employment and training and also our employer community seeking employees and workforce development assistance.

The State Economic Development Board has taken up the challenge to establish a sub-committee on Workforce Delivery to review the world of workforce development provided through State agencies with the goal to provide recommendations to the Governor and the State legislature should they feel State level agency reorganization, consolidation of programs and agencies, etc., is needed to better serve the public. The work of this Workforce Delivery sub-committee would be building on previous study groups established by the State legislature. The Commission on Workforce Development will also be involved as they will review these recommendations brought forward and make their recommendations to the Governor. The Workforce Delivery sub-committee has met and developed a work plan and hopes to complete the work and provide recommendations by mid-summer.

Source: Wayne Daves, Director, NC Workforce Development Board Directors Council



# **Youth Updates**

## Tutoring Youth Gives a Sense of Fulfillment

The Workforce Investment Act (WIA) Out-of-School Youth Program of James Sprunt Community College has been realizing the positive outcomes that tutoring could give to its youth participants and tutors as well. Shirley Bryant and Brenda Baker expressed a sense of reward and fulfillment in providing tutoring services to these youth. Ms. Baker, who works at the Adult Education Site in Warsaw found it rewarding to work with young people and see the difference she can make in their lives. Ms. Bryant, who is a former high school business teacher stated that the WIA Out-of-School Youth Program has offered tremendous help to these young people from completing their GED to enhancing their skills through work experience and other subsidized employment activities.



From top to bottom: Shirley Bryant tutoring Dorrie Pearsall; Brenda Baker tutoring Gerrell Boney.

From left to right: Dorrie Pearsall and Shirley Bryant; Gerrell Boney and Brenda Baker

## Lenoir Community College Youth Help Inter Church Out Reach (ICOR) Program

Participants of Lenoir Community College's Workforce Investment Act (WIA) Youth Program showed their true spirit of caring and concern to the community when they participated in Kinston's Inter Church Out Reach (ICOR) program. The participants donated a variety of canned goods and non-perishable items.

ICOR is a united effort of Kinston area churches, civic organizations and individuals which provides emergency assistance to needy residents of the community in terms of food, housing or utilities. The outreach program is staffed by volunteer members from various churches and civic organizations.



ICOR Project participants, front row, from left, Lindsey Rouse, Samantha Johnson and Inez Dale, ICOR Director; Betty Bright, Kamesha Rhem and Priscilla Bryant. Second Row, from left, Lisa Stancill, Youth Staff Assistant; Amanda Wilson, Alexis Moore, Krystal Whitfield, Jessica Westbrook, Shakia Harris and Tezra Parker, Youth Counselor.

Source: LCC WIA Youth Program

## Congress Increases Funding for Education Programs

Congress has increased the Department of Education budget to \$53.1 billion, an increase of \$3.2 billion, or 6.3% over last year. Out of the \$53.1 billion, \$24 billion is for programs authorized under the Elementary and Secondary Education Act, such as \$1 billion for Reading First, \$3 billion for teacher quality grants to states and \$1 billion for the 21st Century Community Learning Centers Program. Another \$20.7 billion went to special education and the Title I program for disadvantaged students. Readers should note that total state spending on elementary and secondary education in 1998, the most recent data available, was \$318 billion. Federal spending still represents about a 15% share of the total expenditures in elementary and secondary education.

Source: Southern Compass

## NC School Report Cards

In an effort to reach the goal of making North Carolina's schools First in America by 2010, North Carolina's education leaders established a set of goals, priorities and performance to achieve this goal of being "First in America". The First in America reports, which were initially issued in 2000 track the state's progress in reaching these goals. Certain modifications were made which resulted in the NC School Report Card series, thereby meeting all of the federal reporting requirements of the "No Child Left Behind Act."

Governor Mike Easley believes that well-informed parents could be empowered to be more involved with their children's learning and their school's progress. With this commitment in mind, NC School Report Cards could be reviewed by parents and other citizens.

The NC School Report Card became the state's school accountability program, the ABCs of Public Education, which provided important information about K-12 public schools (including charters and alternative) for local school systems and for the state. Each report card includes the school or district profile and information about student performance, safe schools, access to technology and teacher quality. The report card will be available for each school, school district and the state's education system as a whole.

The report cards are available on the web at [www.ncreportcards.org](http://www.ncreportcards.org).

## NC Academy of Aeronautics to be Headquartered at Global Transpark

Through the joint efforts of Wayne Community College's Aviation Systems Technology program, Lenoir Community College's Pilot Training and Aviation Management Programs and Craven Community College's Institute of Aviation Technology, the NC Academy of Aeronautics will be headquartered at the Global Transpark in Kinston. Bob Hendrich, former director of operations for Corporate Aviation at Raleigh-Durham International Airport will operate the program.



## Onslow Forum

Senate President Pro-Tempore Marc Basnight will be the featured speaker at the second Forum Onslow of 2003. Mr. Basnight will be speaking on "Economic Growth and Employment". The Forum is sponsored by Progress Energy and will be held at the Infant of Prague Parish Hall, on Highway 17, from 11:30 am to 1:00 pm on April 14, 2003. Anyone who is interested in attending this event may call 910-347-3141 extension 22.

## Workforce Development Institute Conducts Training in Eastern Carolina

The NC Workforce Development Institute (WDI) recently held training on customer service satisfaction and employer services during the week of February 24 through 26.

The Customer Service Satisfaction is a six hour workshop jointly sponsored by both WDI and the Division of Employment and Training (DET) designed specifically for JobLink staff and meets the customer service training aspect of the new chartering/re-chartering criteria. The workshop gave the participants the opportunity to be actively involved in analyzing their current customer service delivery and developing a plan for improvement.

Bill Santos of the Employment Management Professionals, Inc. based in Ontario, Canada facilitated the Employer Services Training held on February 27 at James Sprunt Community College. The training focused on generating employment outcomes for participants with numerous employment barriers. It was an eye-opener for both job developers and case managers who struggle daily to assist their clients, the majority of whom have difficult employment barriers, in their transition to unsubsidized employment. Training topics included: moving from a JobReady model to a non-JobReady model; consumer profiles and appropriate employment interventions; employment success models and its elements; using appropriate developmental and marketing strategies to generate employment outcomes and moving from a linear to non-linear model of employment programming.



From left to right: Russell Doles of the Governor's Rapid Response Team (DET) facilitates the Customer Service Satisfaction training at the Eastern Carolina WDB Office and Bill Santos of EMP, Inc., facilitating the Employer Services Training at JSCC.

## Other Training Opportunities

When do we say no to our customers and why do we say no? Is it possible to say no and still give world class customer service? What to Say When You Can't Say "Yes" is the workshop that will answer these questions and more. Learn a simple but powerful technique for telling your customers no and still give them incomparable customer service. The Workforce Development Institute is sponsoring this workshop to be held at the following locations: AB Technical Community College in Enka, NC; Randolph Community College, Archdale, NC and Eastern Carolina Workforce Development Board, Inc., New Bern, NC on April 9, 10 and 11 respectively. Frank and Beth Lengel, co-owners of the Lengel Vocational Services in South Carolina will be facilitating the training. For more information contact Robbin Hyde at telephone 919-715-3300 or e-mail at [rhylde@nccommerce.com](mailto:rhylde@nccommerce.com).