



Communicate with Us!

1341 South Glenburnie Rd.  
New Bern, North Carolina 28562  
Telephone 252-636-6901 fax 252-638-3569  
email: [admin@ecwdb.org](mailto:admin@ecwdb.org)  
website: [www.ecwdb.org](http://www.ecwdb.org)

ECWDB Staff:

Tammy Childers, Executive Director

Robert Kehres, Assistant Director

Lisa Harvey, MIS Coordinator

Trina Hale, Fiscal Monitor

Joe McCarthy, Youth Coordinator

Jessie Bode, Fiscal Monitor

Monique Grannum, Program Assistant

Rebecca Thomas-Suchenski, Public Information Specialist

*This publication has been compiled  
by ECWDB staff.*

MARK YOUR CALENDARS:

WDB/Consortium Meeting

(at the ECWDB offices in New Bern)  
\*September 11, 2003, 6:00 pm

Career Development Facilitator (CDF) Training

(at the ECWDB offices in New Bern)  
\*September 11, 12, 13, 2003, 8:30 am-4:30 pm

Youth Council Strategic Planning Retreat

(Atlantic Beach, NC)  
\*September 19 & 20, 2003

Youth Council Meeting

(at the ECWDB offices in New Bern)  
\*October 7, 2003, 6:00 pm

Career Development Facilitator (CDF) Training

(at the ECWDB offices in New Bern)  
\*October 9, 10, 11, 2003, 8:30 am-4:30 pm

Program Oversight Committee

(at the ECWDB offices in New Bern)  
\*October 16, 2003, 6:00 pm

Workforce Development Conference

(Greensboro, NC)  
\*October 22, 23, 24, 2003

JobLink Chartering Committee Meeting

(at the ECWDB offices in New Bern)  
\*October 23, 2003, 6:00 pm

Executive Committee Meeting

(at the ECWDB offices in New Bern)  
\*October 30, 2003, 6:00 pm

Eastern Carolina Workforce Development Professionals Association

(at the ECWDB offices in New Bern)  
\*November 4, 2003, 10:00 am

WDB Banquet

(New Bern Riverfront Convention Center)  
\*November 13, 2003, 6:00 pm

*Happy Birthday to...*

*Robert Kehres ~ September 1*

*Jessie Bode ~ September 26*

*Trina Hale ~ October 7*

*Lisa Harvey ~ October 25*



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State Plans to Fight Job Loss

The North Carolina House and Senate are working to establish why the state is losing jobs and what can be done through community colleges, schools and state tax dollars to prevent it.

A newly formed Joint Select Committee on Economic Growth and Development plans to draft legislation that can be quickly passed next May when the legislature reconvenes.

“Putting our people back to work—in jobs that pay well—is a top priority and this new committee will come up with a plan to do just that,” said Senate President Pro Tem Marc Basnight, D-Dare.

Despite the revamping of the Lee Act and the state approved job creation package, neither

program was able to prevent Pillowttx Corp. from laying off about 4,800 N.C. and 70 S.C. employees.

The Lee Act is the state's first major incentive program, named for the late Duke Power chairman Bill Lee, which gives companies tax credits for new jobs and for investments in machinery. The state job creation package, approved last year, gives \$240 million to as many as 30 companies to put jobs in North Carolina that would otherwise been placed elsewhere.

Since the economy hit bottom three years ago, the state has been searching for some way to stop losing manufacturing jobs and create high-tech ones.

The state has to first figure out whether the current incentives are

having a large enough effect, said Senator Fletcher Hartsell, R-Cabarrus, a joint committee co-chairman.

The state also needs to improve how it lures companies, how community colleges and universities retrain workers and how other resources, such as the Employment Security Commission, serve unemployed workers, Hartsell said.

Senators will return to Raleigh on September 15 to discuss job losses and skyrocketing costs of malpractice insurance. However, no laws can be passed since the House isn't joining them.

Source: Sharif Durhams, The Charlotte Observer, 8/4/03

\$20.6 Million in Grants to Aid Pillowttx Workers in NC

U.S. Secretary of Labor Elaine L. Chao announced on August 15 that two National Emergency Grants totaling \$20.6 million to aid approximately 4,000 workers dislocated from Pillowttx Corporation in Cabarrus, Rowan and Rockingham Counties had been funded.

“We want to do everything we can to help the workers of Pillowttx. Rapid Response teams were dispatched immediately on site to help workers with their pension and

health benefits,” said Chao. “This \$20.6 million grant will help Pillowttx's workers access training to prepare them for new job opportunities.”

A grant for \$13 million will be used for employment transition-related assistance, including: institutional learning, basic remedial education, on-the-job training, job development and placement, job search and relocation and supportive services.

Training will be provided for the following demand

occupations in the area: electronic technicians, computer-related fields, medical professionals, industrial maintenance, transportation and construction trades.

An additional \$7.6 million grant will pay 65% of qualified health insurance premiums for the workers eligible for assistance under the Trade Adjustment Reform Act of 2002.

Source: ETA news release, 8/15/03

Aid for Burlington Workers

Secretary of Labor Elaine L. Chao announced a \$4.6 million National Emergency Grant to continue trade-related assistance to approximately 2,021 workers dislocated from North Carolina Burlington Industries.

The grant will be used to continue providing re-employment transition services for workers certified for Trade Adjustment Assistance.

Services provided will include: job search and placement assistance, job search workshops,

retraining and supportive systems such as transportation, childcare and needs-related payments.

Source: ETA News Release, 8/22/03

Director’s Corner

By Tammy Childers

It’s all about Employment, Retention and Earnings

Dear Colleagues,

Can you believe that it is already September? This year is certainly going by quickly. Here at the ECWDB offices, we just completed close-out for fiscal year 2002 which ended June 30, 2003. Not surprisingly, we experienced another record year of providing workforce development services to job seekers resulting in expenditures of \$5.5 million and serving over 2,400 persons through our Workforce Investment Act and Welfare-to-Work training programs.

While unemployment rates continued to rise across the region during the past year, record numbers of individuals visited local JobLink Career Centers seeking services. These services ranged from employers looking for qualified workers, to job seekers searching the web for employment opportunities, meeting with a workforce professional to work on a resume, or reviewing possible training solutions.

During this period of transition we are experiencing in North Carolina, never before have our jobs in workforce development been as important to so many stakeholders. It used to be that someone could access services in the JobLink and achieve their employment goals in a relatively short time-frame. Jobs were plentiful and the State’s unemployment rates were below the national average. Times were good! But within three short years, we have seen more than 5,500 jobs disappear due to downsizing, and/or plant closings within our nine counties. Additionally, company expansions and new businesses are just not starting up as quickly in the East as we would like. These realities are forcing us to look at how we can find, and prepare our workforce for jobs comparable to those which were lost. After all, jobs are our business, regardless of the agency who signs our paycheck. A JobLink partner summed it up best when sharing his agency motto “Jobs for People. People for Jobs”.

As you know, the Workforce Investment Act Mission Statement is “To increase the employment, retention, and earnings of our participants, thereby improving the quality of the workforce, reducing welfare dependency, and enhancing the productivity and competitiveness of the Nation. Wow..... add on world peace and eliminating world hunger and we have solved all the problems of mankind. But seriously, consider the realities of this mission statement – that is why we are in business. And yes, with a quality workforce our Nation remains the most powerful economy in the world which does contribute to world peace and relieving world hunger. Think about it! Our work really matters, regardless if you are a JobLink partner, WIA staff, serve on the Board of Directors or serve your county as an elected official. Our work impacts literally thousands of lives within this region. It is not about career counseling, providing labor market information or even referring someone to training; it’s about assisting customers with their employment needs and goals.

Recently, I shared how easy it is to get caught up with other competing priorities and loose sight of our Mission. If we aren’t fulfilling our Mission of increasing the employment, retention, and earnings of our participants, we are not only not meeting our mandated performance goals, but we are also failing to enhance the productivity and competitiveness of our region. Too many people are depending upon us, for us to not succeed!

Local Employers Receive Federal Funding for Incumbent Workforce Development Programs

North Carolina’s Incumbent Workforce Development Program serves the interests of both the State’s workers and the State’s employers by supporting access to high-quality, market-driven education and skills training. Using federal Workforce Investment Act funds, the program provides assistance to established North Carolina businesses confronted with the need for new and upgraded worker skills by enhancing the skills of employees, thereby increasing employee productivity and the potential for company growth. Incumbent Workers develop portable skills that benefit their employers, that facilitate transition between jobs, and that enhance their potential for increased earnings.

The North Carolina Commission on Workforce Development, the Division of Employment and Training, and the State’s 24 Local Workforce Development Boards, cooperatively administer the Incumbent Workforce Development Program. The sum of \$1,000,000 was designated for the program year that ended June 30, 2003. A total of \$3,000,000 in Workforce Investment Act statewide activities funds has been designated to fund the overall initiative. In order to maximize resources, participating businesses had to demonstrate that they were not eligible for or had exhausted efforts to secure funding through existing incumbent worker training programs in the North Carolina Community College System, such as the New and Expanding Industries Program and the Focused Industrial Training Program.

Local Area participating employers include: Hatteras Yachts - a private for profit business which manufactures, designs and sells convertible sportfishing and cruising yachts ranging in size from 50 to 100 feet. Hatteras Yachts will train 52 employees utilizing Super Velocity, a process improvement consulting and educational company which specializes in helping organizations reduce costs by applying the 5S principles – Sort, Set in order, Shine, Systematize and Sustain.

Mystery Boat Tours, Inc. - a seasonal, tourist, service-driven business that provides fishing, dining, adventure and sight seeing water way cruises and tours of the creeks and sounds adjacent to the historic town of Beaufort, North Carolina. In partnership with Carteret Community College, Mystery Boat Tours, Inc. will train approximately 60 employees in occupational skills training such as Quick Books Pro, Computer Usage for Managers including Microsoft Office Suite, Customer Service and Organizational Design and Development.

West Pharmaceuticals, Inc. - a global drug delivery technology company that applies proprietary materials science, formulation research and manufacturing innovation to advance the quality, therapeutic value, development speed and rapid market availability of pharmaceuticals, biologics, vaccines, and consumer health care products. Its manufacturing facility in Kinston has been in operation since the early 80’s and produced syringe plungers and IV supplies until the devastating factory explosion that occurred January 29, 2003. Since the explosion, employees from West Pharmaceuticals have been traveling to its facilities in Nebraska and Florida while waiting for production to resume in Kinston. West Pharmaceuticals recently held a ground breaking ceremony to rebuild its new facility in Kinston to completely restore production for its 200 employees. In light of this tragedy, West Pharmaceuticals plans to develop and install the newest and latest equipment and technology in production and manufacturing. In partnership with Lenoir Community College, the company will train all employees in the BioWorks Technology Curriculum. Employees will be cross-trained to perform as entry-level technicians in biotechnology, pharmaceutical, and chemical manufacturing. In addition, the training will also enhance the employees’ basic skills and soft skills in areas of leadership, teamwork, problem solving and communication.

A business applying for the North Carolina’s Incumbent Worker Program must 1) be private for profit, or private non-profit, 2) have been in operation in the State of North Carolina during the entire twelve month period immediately preceding the date of application, 3) be current on all North Carolina tax obligations, and 4) propose training for employees at a North Carolina facility.

Further information is available at:  
[www.commerce.state.nc.us/workforce/](http://www.commerce.state.nc.us/workforce/)



JOBLINK CAREER CENTER UPDATES

as submitted by JLCC Partners for period of April 2003—June 2003

Carteret County JLCC hosted by Employment Security Commission

The JobLink continues to use the ESC’s Customer Comment Cards to access, review, judge and address the overall customer service concerns. The JobLink received a 99% approval rating from the 196 cards that were returned this quarter. The only complaints were in reference to the length of time a client had to wait prior to being seen by a consultant. The number of clients filing for unemployment insurance this quarter was 3.8%, which was a drop to last quarter’s 6.9%. Enhancement grant monies were spent mostly for marketing materials. Future enhancement grant money will be used to provide two additional positions for partners to use since space has become more critical.

Craven County JLCC hosted by Employment Security Commission

The Job Seeking Skills Workshop continues to be held at Craven Community College on Tuesdays from 8:30 am to 12:30 pm. Services provided by the Department of Social Services are limited to weekly meetings with food stamp applicants being placed into the Food Stamp Employment and Training Program. Cheryl Kinney was hired to assist with front desk and office duties. Employers utilizing the Center to conduct interviews this quarter included: Burn Security, Carolina Tech Plastics, Duraclean, Protree and Therapeutic Alternatives. JobLink staff assisted the BSH Job Fair conducted at Craven Community College. A “Breakfast Before Hours” was hosted at the JobLink and was attended by 20 business leaders along with the JobLink staff. Conferences, briefings and training attended by JobLink staff included: Women’s Empowerment Conference, Tarheel Challenge Academy, JobLink MIS Training and Rechartering Training. The Veteran’s Section provides bimonthly transition assistance classes to service personnel separating from active duty at MCAS Cherry Point. WIA services for veterans are strongly emphasized during these classes.

Duplin County JLCC hosted by James Sprunt Community College

The JobLink increased in customer visits by 79% this quarter. The increase was focused in the WIA (Adult and Dislocated) Worker Programs due to the downsizing of Guilford East and Butterball Turkeys and the closing of Fleming. The Rapid Response Team set-up two booths for the Job Fair that was held at Fleming to make the employee’s aware of the JobLink’s services. The Human Resources Development Staff taught classes on campus and at the Department of Corrections facility. The Eastern Carolina Human Services Agency, Inc. distributed brochures and posted information regarding the JobLink Career Center on its bulletin board. The JobLink has been mentioned in the CSBG Department’s newsletter, which is distributed to clients. Also, CSBG staff set up an information booth during registration to inform students of the services available through the center. The JobLink is working on expanding employer contacts while growing in the community.

Lenoir County JLCC, Greene and Jones Affiliate Sites hosted by Lenoir Community College

The JobLink received a 98% approval rating this quarter and the customers rated the top three services as Job Search, Career Information and Computer Availability. The JobLink continues to have success stories from WIA participants. The JobLink staff has attended a variety of workshops and conferences, including: Team Dynamics, Ticket to Work, Workforce Training, Youth Leadership Conference, Customer Service Training, Motivating Resistant Clients, JobLink MIS Training, Women’s Empowerment Conference and State JobLink Manager’s Meeting. The Greene County JobLink filmed segments for the JobLink informational video.

Onslow County JLCC hosted by Coastal Carolina Community College

The JobLink assisted Enilda and Christopher Ferebee through the Work First Employment Specialist at the Center. The Ferebee’s became job ready by completing three HRD classes, learning to fill out job applications correctly, completing a professional resume and learning valuable interview skills. The Ferebee’s now work together at East Carolina Labor, VR transports them to and from work and DSS coordinates the required childcare needs. The JobLink staff participated in Ticket-to-Work Training and expanded HRD class offerings due to a high demand from customers. The initial intake was revamped to correlate the database (OASYS) as closely as possible to the new JobLink MIS. The JobLink staff piloted these new forms, worked out problems, trained staff and implemented the new system on July 1. The JobLink is in the planning stages of two Job Fairs—one will be held aboard Camp Lejeune and the other will be at Jacksonville Commons Recreation Center.

Pamlico County JLCC hosted by Pamlico Community College

The JobLink staff assisted customers with employment referrals, resumes, interview skills, counseling and education/ training. The JobLink continues to work attentively with employers and jobseekers in Pamlico County.

Wayne County JLCC and Mount Olive JobLink Affiliate Site hosted by Employment Security Commission

The Wayne County JobLink continues to be a source of employer recruitment during this quarter. Companies such as Washington Inventory, Staffmark, Swift Transportation, Utility Meter Services, Kelly Services, Baby Shoe Keepsakes, Combined Insurance, Durham County Sheriff’s Department and Plej’s utilized the services of the JobLink this quarter. Unemployment rates continued to be high this quarter—between 5.5%-5.6% for Wayne and surrounding counties. The focus of staff and partners continued to be in the areas of unemployment insurance and training. There were a few positives in the local economy with some manufacturing beginning to replace lost workers due to an expansion at two plants. Cooper Standard Products announced that they would be expanding their workforce by more than 100 people, due to a large contract from Ford Motor Company. The JobLink placed in excess of that number before the end of June. Also, Uchiyama continues to expand its production and has added over 50 workers in the last quarter. The JobLink has placed numerous workers directly and through the staffing service Kelly Services to meet the demand.



North Carolina <b>JobLink</b> Career Center <small>Career Planning, Training &amp; Placement Services</small>				<b>JOBLINK CAREER CENTER OUTCOMES</b>		as submitted by JLCC Partners for period of April 2003—June 2003	
<b>Carteret County JLCC hosted by Employment Security Commission</b>				<u>Job and Training Seekers</u>		<u>Employers</u>	
Count of Customers Seeking Services in Center:		4314	Number of Job Orders Placed:		231		
Number Placed in Jobs through Center:		386	Number of Job Orders Filled:		147		
Number Placed in Training through Center:		13	Other Employer Services:		161		
Number Utilizing Career Resource Room/Area:		1841	**Includes numbers served				
Number Receiving Other Services		2568	by ESC				
<b>Craven County JLCC hosted by Employment Security Commission</b>							
Count of Customers Seeking Services in Center:		4108	Number of Job Orders Placed:		524		
Number Placed in Jobs through Center:		495	Number of Job Orders Filled:		315		
Number Placed in Training through Center:		34	Other Employer Services:		717		
Number Utilizing Career Resource Room/Area:		2265	**Includes numbers served				
Number Receiving Other Services		858	by ESC				
<b>Duplin County JLCC hosted by James Sprunt Community College</b>							
Count of Customers Seeking Services in Center:		1435	Number of Job Orders Placed:		2		
Number Placed in Jobs through Center:		15	Number of Job Orders Filled:		8		
Number Placed in Training through Center:		135	Other Employer Services:		9		
Number Utilizing Career Resource Room/Area:		1167					
Number Receiving Other Services		1117					
<b>Lenoir County JLCC, Greene and Jones Affiliate Sites hosted by Lenoir Community College</b>							
Count of Customers Seeking Services in Center:		2193	Number of Job Orders Placed:		12		
Number Placed in Jobs through Center:		84	Number of Job Orders Filled:		10		
Number Placed in Training through Center:		629	Other Employer Services:		54		
Number Utilizing Career Resource Room/Area:		857					
Number Receiving Other Services		404					
<b>Onslow County JLCC hosted by Coastal Carolina Community College</b>							
Count of Customers Seeking Services in Center:		1235	Number of Job Orders Placed:		227		
Number Placed in Jobs through Center:		129	Number of Job Orders Filled:		37		
Number Placed in Training through Center:		161	Other Employer Services:		40		
Number Utilizing Career Resource Room/Area:		885					
Number Receiving Other Services		546					
<b>Pamlico County JLCC hosted by Pamlico Community College</b>							
Count of Customers Seeking Services in Center:		206	Number of Job Orders Placed:		18		
Number Placed in Jobs through Center:		5	Number of Job Orders Filled:		5		
Number Placed in Training through Center:		20	Other Employer Services:				
Number Utilizing Career Resource Room/Area:		81					
Number Receiving Other Services		70					
<b>Wayne County JLCC and Mount Olive JobLink Affiliate Site hosted by Employment Security Commission</b>							
Count of Customers Seeking Services in Center:		2590	Number of Job Orders Placed:		703		
Number Placed in Jobs through Center:		925	Number of Job Orders Filled:		723		
Number Placed in Training through Center:		22	Other Employer Services:		15		
Number Utilizing Career Resource Room/Area:		4750	**Includes numbers served				
Number Receiving Other Services		960	by ESC				

## Governor Easley Signs Bill Delaying Surtax

On August 12, 2003, Governor Mike Easley signed a bill which will delay a 20% surcharge on N.C. employers' unemployment insurance taxes. This delay is meant to assist businesses in creating additional jobs during this difficult economy.

The bill, H.B. 1241, *An Act To Delay The Reinstatement Of The 20 Percent Unemployment Insurance Surtax*, postpones the surtax until January 1, 2005.

"Many businesses are struggling to recover from the recession," said Harry E. Payne Jr., chairman of the N.C. Employment Security Commission. "Additional tax increases at this time might hamper that recovery. Although the 20 percent surtax is inevitable, it is our hope that delaying it until the economy has grown stronger will ease any burden the surtax will have on employers."

Since the recession hit North Carolina in March 2001, there has been a steady increase in the number of jobless workers who qualify for the maximum weekly unemployment insurance (UI) benefit of \$416. This has resulted in the depletion of North Carolina's Unemployment Insurance Trust Fund.

In order to continue paying benefits, the ESC used money from a separate State Reserve Fund, a \$200 million pool of money created by a surcharge on employer UI taxes in the late 1980's. Interest from that trust fund pays for workforce training programs.

Current law specifies that if that reserve fund drops below \$163 million on August 1 of any year—which was the case well before August 1 this year—a 20% surcharge will be assessed on UI premiums

beginning January 1 of the following year until the fund returns to that minimum level.

Source: *Employment Security Commission of North Carolina*



Gov. Mike Easley signing bill.

## Unemployment Rates as of July 2003

Source: *Employment Security Commission LMI*

County	Labor Force	Unemployment Rate	Labor Force	Unemployment Rate
	July 2002	July 2002	July 2003	July 2003
<b>Carteret</b>	28,900	4.0%	29,040	3.6%
<b>Craven</b>	37,000	5.6%	38,223	5.5%
<b>Duplin</b>	23,090	7.6%	24,399	7.8%
<b>Greene</b>	9,240	7.1%	9,670	7.0%
<b>Jones</b>	4,450	7.0%	4,915	4.9%
<b>Lenoir</b>	29,880	8.1%	30,200	7.3%
<b>Onslow</b>	49,010	6.0%	50,631	5.7%
<b>Pamlico</b>	5,380	3.2%	5,770	4.1%
<b>Wayne</b>	49,360	7.3%	52,901	7.0%
<b>Eastern Carolina Local Area</b>	236,310	6.4%	245,749	6.1%
<b>State of NC—not seasonally adj.</b>	4,218,169	7.0%	4,235,409	6.9%
<b>State of NC—seasonally adj.</b>	4,166,904	6.8%	4,185,426	6.6%
<b>National—not seasonally adj.</b>	146,189,000	5.9%	147,822,000	6.3%
<b>National-seasonally adj.</b>	144,786,000	5.8%	146,540,000	6.2%

## NC Unemployment Rate Exceeds National Levels

In July, the state unemployment rate of 6.6% exceeded the nationwide unemployment rate of 6.2%.

This figure does not include the 4,700 manufacturing jobs that were lost across the state, mainly due to the closing of Pillowtex Corp. in late July.

In addition to the jobs lost in manufacturing, the state lost 4,400 jobs in trade, transportation, warehousing and

utilities industries. The construction and information industries also experienced a slight decrease in employment.

"July's unemployment rate is still being affected by high unemployment among youth ages 16 to 19 who are unable to find jobs," says ESC Chairman Harry Payne.

According to the ESC, North Carolina's manufacturing industry has lost 185,800 jobs since 1998. That represents a 30.7% decrease

in the number of manufacturing jobs statewide.

In July, the state paid nearly \$104 million in unemployment insurance to 136,256 people. The average payment was about \$249. The number of unemployment claims increased from 78,340 in June to 95,737 in July.

Source: *Michael Roessler, Independent Tribune, 8/16/03 and www.capitol.org/enews*

## Mystery Shoppers to Visit Eastern Carolina’s JobLinks

Across the nation, successful customer-driven, results-oriented businesses look at every angle of customer satisfaction to validate what is an effective practice versus areas needing improvement. One angle is to check out your business through the eyes of your customers because, if you get bad service, you may not want to come back. Mystery shopping is a tool used widely in the private sector to evaluate quality and consistency of customer service; however, its use in the public sector is just beginning and is not widespread. As a means of implementing a mystery shopper program as a continuous improvement tool, in July, the Eastern Carolina Workforce Development Board, Inc., entered into a contract with Lengel Vocational Services, Inc., to perform that function.

Lengel Vocational Services operates one of the oldest and largest mystery shopper programs for one-stops (JobLinks) in the country and will use everyday people from local communities to visit, call and sample the services available through the region’s JobLinks. The visits and calls will occur within the next month and will provide a “snapshot” of the customer reactions to JobLink’s services and staff. Mystery Shoppers will complete evaluation forms and the information obtained will lay the foundation for developing a benchmarking and continuous improvement process.

In preparation for the upcoming mystery shopper visits, the Eastern Carolina Workforce Development Board, Inc., sponsored two half-day Customer Service workshops for more than 60 JobLink staff. The purpose of the workshops was to inform JobLink staff and partner agencies of what to expect from the Mystery Shopping initiative. Topics focused on identifying the main elements of the One-Stop Secret Shopper Program, preparing for secret shopper visits and learning new strategies for continuous improvement that include: identifying customer needs, monitoring outcomes, analyzing data, correcting deficiencies and evaluating overall customer service processes.

Lengel Vocational Services, Inc. is expected to submit, to the Board, a written report identifying their findings for each of the Centers/Affiliate Sites and suggested strategies for improvements by December, 2003.

## Over 2,000 Job Seekers Show Up at Onslow County Job Fair

On August 21, the Onslow County JobLink in partnership with Marine Corps Community Services and the City of Jacksonville held its fifth annual Onslow County Job Fair. Over 2,000 job seekers and 67 businesses and organizations participated in the event.

A variety of businesses attended this year’s fair, from restaurants, telemarketing and travel agencies to healthcare and retail. Employers were able to recruit to fill vacancies in management, sales, customer service, construction, food service, medical, clerical and administration.

Among the employers was The Home Depot, who plans to hire 80 people for its new store which is scheduled to open in December. The store will be hiring salespeople, warehouse personnel, cashiers and trade specialists such as licensed electricians and plumbers.

“Employers were pleased with the event and with the quality of the job seekers,” stated Laura Payne, Onslow County JobLink Director.



## Eastern Carolina JobLink Career Centers Selected to Participate in U.S. Department of Labor Study

Recently, the U.S. Department of Labor contracted with Social Policy Research Associates (SPR) to conduct a survey about One-Stop self-services across the country. After reviewing all the surveys, twenty local areas that seemed to have an exemplary approach to delivering self services were sought out to further participate in this study. The Eastern Carolina Local Area was one of four North Carolina Local Areas selected to participate in this study.

The purpose of this study is to document the value of self-services in helping customers make career decisions and find jobs. Because little is actually known about the current state and impact of self-services across the Nation, this study is important to the Department of Labor and other policy decision-makers. To implement this project, the Social Policy Research Associates will mail surveys to self-service customers. These surveys will explore topics such as why customers used the self-services, which services they used, their level of satisfaction, and how the services might be improved. In addition, SPR staff will visit local JobLink Centers to learn more about available self-services and how they operate. Additionally, SPR plans to conduct matches with Unemployment Insurance wage records for the self-service users and a comparison group, to see how employee outcomes compare.

By participating in this study, the Eastern Carolina Workforce Development Board will receive tabulated results of the customer surveys. The results will provide an in-depth understanding of the self-service systems in our local area from the customers’ perspectives.

- Topic areas that will be covered include:
- Demographics, such as employment status, education level, gender, and race.
  - Why customers access the self-services, such as looking for a job, finding information about careers, learning about training options and outcomes.
  - Whether customers got a job through the Centers.

The study will address which self-services are used, amount of time spent using services and the degree of helpfulness. In addition, the study hopes to identify ways to improve the self-service system, such as which services could be added and how accessibility could be improved.

During the visits, SPR staff will interview key players familiar with self-services such as local area Employment Security Commission and Workforce Investment Act staff, JobLink Managers and partner staff. This in-depth study should last around eight months.

*The single most important thing to remember about any enterprise is that there are no results inside its walls. The result of a business is a satisfied customer."*

*---Peter Drucker*

## Promising Practices

Leaders, policy-makers, board members and professionals in workforce development need timely, easy access to information that can help them better assist the needs of their customers.

The Promising Practices website is a comprehensive digital library of practices that are proven effective in leading to superior results, while offering resources in new and innovative ways.

This website is a powerful research and reference tool for public and private sector workforce professionals who want information that is high quality, user friendly and tailored to custom fit local needs and opportunities.

For more information, please go to:  
[www.promisingpractices.org](http://www.promisingpractices.org)

## Economic Board Explores Growth Options

The North Carolina economic development board met for its quarterly meeting in Asheville on August 21 to discuss growth options.

“We have a lot to be optimistic about, even in the face of unprecedented challenges,” N.C. Secretary of Commerce Jim Fain told the group. “Many states are struggling with budget deficits,” he said, that are considerably worse than North Carolina’s fiscal problems. Board Chairman Robert Stolz of Charlotte added, “North Carolina is in better shape than any other state in the Southeast.”

The 37-member board, responsible for making economic development policy recommendations to the governor, agreed to prepare a short list of critical development needs to present to Gov. Easley.

These needs include funding for focused industrial training and funding for community colleges. “The single most important issue is recapturing funding levels for community colleges so they can train a work force,” said Gordon Meyers. “When industry comes to town, the first thing they ask is ‘Do you have a trainable work force?’”

Stolz said attracting small to medium-size businesses is key to economic development. “The days of big game hunting for industry are over. Tax-driven incentive packages are part of the board’s development plan. That’s the only thing a state has to work with,” he said.

In response to concern that those jobs are headed to the Charlotte and Triangle area, rather than harder-hit areas, Fain said the Commerce Department was working on relocations that targeted rural counties.

Source: *Michael Flynn, CITIZEN-TIMES.com, 8/21/03*

## Study on Corporate Citizenship

The U.S. Chamber of Commerce released initial findings from a nationwide study on corporate citizenship. One key conclusion is that businesses view corporate citizenship as an integral part of their daily operations. More than 80% of businesses believe that good corporate citizenship helps their bottom line.

Although most businesses defined “good corporate citizenship” around issues related to business ethics, half also included working to improve conditions in the community. Key priorities in terms of community support includes: K-12 education, economic development and job training. Nearly two-thirds of the respondents report either having company volunteer programs or partnering with local non-profit organizations, while less than one-third partner with the government.

## WIA Reauthorization

The Senate HELP Committee is continuing its bi-partisan work in hopes of introducing a WIA reauthorization bill for a September 10th HELP Committee mark-up.

Senate staff have assured the National Association of Workforce Boards (NAWB) that there will be continuing opportunity to comment of the third discussion draft even if it is formally introduced.

A key issue being developed is the One-Stop infrastructure funding and the State’s role in establishing criteria regarding this and for One-Stop partner cost-sharing.

To view the third discussion draft now available, go to the NAWB website at: [www.nawb.org/asp/wia\\_re.asp](http://www.nawb.org/asp/wia_re.asp).

Source: *Washington Update—Workforce Brief, 9/2/03*

## WIA Disability Checklist

The U.S. Department of Labor, Civil Rights Center (CRC), has developed the “WIA Section 188 Disability Checklist.” The Checklist is designed to ensure that people with disabilities are able to have meaningful participation in programs and activities operated by recipients of financial assistance under the Workforce Investment Act of 1998 (WIA).

The Checklist does not create any new legal changes or requirements. It provides CRC with a uniform procedure for measuring compliance with those provisions of Section 188 and the applied regulations that relate to people with disabilities.

States may use the WIA Section 188 Disability Checklist to monitor its own compliance and that of its recipients with the regulations that pertain to persons with disabilities. States may also wish to expound the standards set forth in the checklist to include those established by State laws and/ or specific policies and procedures required by the State.

The Checklist also includes examples of policies, procedures and other steps that recipients of financial assistance under WIA may follow up to ensure equal access to programs and services under WIA for people with disabilities.

Source: [www.onestops.info](http://www.onestops.info) (excerpted from a U.S. Department of Labor memo)

## American Culture of Entrepreneurship

As the economy struggles, Americans rely on a culture of entrepreneurship. A society of entrepreneurs has taken hold more strongly in America than in any other developed country.

A new report from Babson College indicated that entrepreneurship is a continual state for a surprisingly large share of the American population. More than one in ten working Americans were creating or growing new business least year, according to *Global Entrepreneurship Monitor*, an annual study conducted by Babson and underwritten by the Kauffman Foundation.

This study was only slightly off from the 2001 results, but 50% higher than in 1998, at the height of Internet fever.

For more information, see the article in the *Boston Globe* at: [www.boston.com:80/business/globe/articles/2003/08/17/report](http://www.boston.com:80/business/globe/articles/2003/08/17/report)

And the Babson report at:[www.kauffman.org/pdf/us\\_gem\\_2002.pdf](http://www.kauffman.org/pdf/us_gem_2002.pdf).

Source: *Southern Compass, 8/26/03*



# Proposal Could Make NC World’s Leading Biomanufacturing Site

A \$64.5 million proposal to train biomanufacturing workers could make North Carolina the world’s leading site for the production of drugs, vaccines, enzymes and other biopharmaceutical and agricultural products, industry and state leaders project.

The board of directors of the Golden LEAF Foundation unanimously voted to commit up to \$60 million for a statewide training program for biomanufacturing workers.

“This action should cause companies in both the research and development and manufacturing stages to look to North Carolina first,” said Lawrence Davenport, chairman of the Golden LEAF board.

Golden Leaf is a non-profit organization that invests money from the state’s tobacco settlement towards the ongoing economic advancement of North Carolina.

The North Carolina Biosciences Organization (NCBIO) has pledged up to \$4.5 million in contributions of equipment, professional serves and other resources from its member companies to support the training program.

“We believe the Foundation’s commitment to this program will propel North Carolina to the very forefront of the emerging biomanufacturing industry,” said Sam Taylor, executive vice president of NCBIO. He also said that the program will allow companies locating anywhere in North Carolina to know they will have immediate access to skilled workers with training in state-of-the art technologies and manufacturing processes.

The NCBIO is a state-supported, non-profit organization that provides long-term economic assistance to North Carolina through support of biotechnology research, development and commercialization.

The North Carolina Biotechnology Center surveyed biomanufacturing companies throughout the state in 2002 to determine their future training and employment needs.

“This initiative was tailored to meet those industry needs dead-on,” said Leslie Alexandre, president and CEO of the Biotechnology Center. “We believe the Foundation’s commitment to this program will propel North Carolina to the very forefront of the emerging biomanufacturing industry,” he said.

The \$64.5 million proposal would provide funding of:

- \$36 million to go to North Carolina State University in Raleigh to build and equip a center to train workers.

- \$9.4 million to go to the State Community College System to implement training programs in local communities, serving as a feeder system to NC State and North Carolina Central.

North Carolina’s biotechnology industry ranks among the country’s five largest with more than 180 companies employing 18,500 people and generating \$3 billion in annual product revenues. Among those companies are 14 biomanufacturing operations that employ 4,500 people.

Source: *dBusinessNews*, 8/18/03

## New Incentives to Create Jobs

A new state program, approved by lawmakers in 2002, is using job development investments grants (J-DIG) to attract new companies to North Carolina. This program, which represents a major shift in North Carolina’s industrial recruitment polity, is off to a fast start—contributing to three firms bringing as many as 1,080 jobs to the state.

State commerce officials say the program is providing targeted incentives to companies that can help the state’s economy grow both now and in the future. Previously, the state had relied primarily on tax breaks, which were more difficult to target to specific companies.

The grants are tied to a percentage of the income taxes generated by a company’s employees. They are limited to 15 companies and \$10 million a year statewide, although a single company could receive the money for as long as 12 years. The grants could total as much as \$120 million a year if lawmakers allow the program to extend beyond a two-year trial period.

A five-member committee selects the companies that receive the grants. Members are Commerce Secretary Jim Fain, Secretary of Revenue Norris Tolson, state budget director David McCoy, Wilmington developer Gene Miller and Goldsboro City Attorney Harrell Everett Jr.

The committee began meeting earlier this year and has already handed out grants that could total \$19.7 million over the next 11 years if the companies bring all the jobs as promised

Jim Fain said that the committee approved the grants with an eye toward attracting high-tech industries that will continue to grow in the future.

But not everyone believes the state, or specifically the selection committee, can accurately pick winners and losers when it comes to business. “If we are trying to maximize growth in North Carolina, we shouldn’t be doing so under the illusion

John Locke foundation. “Our better course is to reduce the cost of business for all companies, knowing that some will succeed and some will fail.”

Critics point out that the grants haven’t yet benefited some of the rural areas of the state hardest hit by manufacturing job losses. Instead, all three grants have gone to firms locating in the state’s two largest metropolitan areas—Charlotte and Raleigh-Durham.

“While there area certainly people out of work in the Research Triangle Park, those persons are in a position to gain jobs when the economy turns around. The person with a 10th grade education that got laid off at Pillowtex has little opportunity to take advantage of the three J-DIG projects approved so far,” said Rep. Paul Luebke D-Durham.

However, even critics admit that by targeting specific industries, the grant program can bring jobs to the state that wouldn’t have otherwise come here.

Source: *newsobserver.com*, 8/18/03

## Labor Market Information Plays Important Role

Labor Market Information plays a significant function in helping people choose careers and find jobs, assisting employers in hiring and making business decisions and aiding government’s resolve of policies and legislation that reallocates resources. Labor Market Information (LMI) is defined as “the collecting, analyzing, reporting and publishing of economic data that is used to describe and predict the relationship between labor demand and supply.”

The N.C. Employment Security Commission (ESC) is the hub for labor market information in North Carolina. The ESC’s LMI division’s Outreach and Training unit was established two years ago to create awareness among the people of North Carolina of labor market information and its diverse uses.

LMI data helps determine future workforce training needs, identifies the availability of labor, determines the current wage rates and other important information.

ESC’s workforce information specialists also provide training for employers and at JobLink Career Centers, community colleges, veterans’ organizations and career fairs on ways that economic developers, educators and jobseekers can apply labor market information to help in their related plans and decisions.

For more information, view ESC’s website at: [www.ncesc.com](http://www.ncesc.com)

Source: *Harry Payne Jr., chairman of the N.C. Employment Security Commission*

## Business Before Hours

The staff members of the Craven County JobLink and the Employment Security Commission hosted a Business Before Hours for a large group of chamber members in June. Guests enjoyed breakfast pastries from the Kitchen on Trent and juice and coffee while learning about the many services offered by the JobLink.



Representatives from the Craven County JobLink and ESC (first row, left to right) Kirk Lovell, Trudy Nelson, Cristy Webb, Elyse Watson, Antonia Taylor and Lori Baldwin; (second row, left to right) Duane Clark, Randy O’Connor, Barbara Potter and Mark Best.

Source: *ENC Family*, Summer 2003

## Kinston Continues Downward Spiral

According to a U.S. Census Bureau report released in July, of all the North Carolina cities and towns of at least 10,000 people, only two are shrinking faster than Kinston (Tarboro and Roanoke Rapids).

Kinston lost nearly 500 residents between April 2000 and July 2003. Lenoir County’s total population decreased by a similar amount during this time frame.

“The flood certainly had a role to play, maybe in accelerating the move with some people, or maybe it was the catalyst to cause people to move, but the trend is that smaller cities...are finding it more difficult to hold on to population,” said Al Delia, associate vice chancellor for research, economic development and community engagement at East Carolina University.

There is a tendency for people to move to urban or suburban areas to access better health care, retail markets and cultural events.

“The shift in the global economy and accompanying loss of textile and tobacco jobs here is the main force driving residents away,” said Bruce Parson, Kinston-Lenoir County Chamber of Commerce interim president.

The draining of Kinston’s population stands out in comparison to nearby Greenville, which is the 12th fastest growing city in NC. Also struggling with growth are New Bern and Goldsboro and most nearby counties have been stagnant for the last two years, with the exception of Duplin and Pitt.

Source: *Jason, Spencer, www.kinston.com*, 7/13/03

## Global TransPark—Boeing Plant Site?

The Global TransPark is among several North Carolina sites in the running for Boeing’s new aircraft manufacturing plant.

Earlier this year, Boeing invited states across the country to submit proposals for siting the company’s new manufacturing facility, which will handle construction of the new 7R7 Dreamliner aircraft.

Twenty-two states, including North Carolina, responded to Boeing’s invitation. Boeing officials said that no comments will be made during the site selection process. A decision is expected by the end of the year.

NC Department of Commerce officials have remained quiet about their efforts to recruit Boeing, including whether they’ve received word if any of the prospective NC sites have been eliminated.

“We don’t comment on any projects,” said Commerce Department spokesperson Cooper Bratton. “It’s our standing policy.”

Boeing’s new manufacturing plant is expected to create about 1,200 jobs. Thousands more could be created through support facilities.

Source: *Sandy Wall, Freedom ENC*, 8/6/03

## Proposals to Boost Greene County

Two proposals are being submitted to Golden Leaf Foundation to boost Greene County’s economic development.

One proposal calls for the development of a business, which would be set up at Bobby Ham’s agriculture operation near Snow Hill, to process locally grown sweet potatoes. These sweet potatoes would essentially be pre-baked for products and dishes that would be easy to prepare and serve. Carolina Opportunities plans to submit a \$465,000 application to Golden LEAF that, if funded, would help pay for the development of this operation.

The other proposal calls for the development of a natural beef production operation. The Contentnea Development Partnership plans to ask for \$55,000 from Golden LEAF that, if approved, would be used to start a formal business organization of Greene County beef growers, who would then raise and market their locally grown beef.

The grant money would go towards hiring a marketing person and a livestock consultant, who would be responsible for recruiting growers, conducting market surveys of area restaurants and supermarkets, gauging potential demand and developing a marketing plan.

The success of these projects would

assist Greene County development and help to preserve family farms.

Source: *Sandy Wall, www.kinston.com*, 7/24/03

## New Testing/ Training Center at Craven Community College

Craven Community College introduced its American College Testing Center (ACT) to many of the several thousand visitors who attended the Greater New Bern Business Expo at Riverfront Convention Center on Thursday, August 21.

The ACT Center provides a library of training programs and testing services using computers, the Internet and other technologies geared towards developing workforce skills economically and conveniently.

The certification tests that are offered include those for social work, nuclear medicine and Transportation Security Administration.

In addition to the certification testing, the centers provide services including: workplace skills assessments, 3,000 continuing education courses, some skill-specific training, computerized educational and career guidance counseling and on-demand learning opportunities for individuals or groups.

“A skilled workforce is crucial in a prosperous economy,” said Scott Ralls, CCC president. “Our ACT Center is a resource for employees and employers to benefit from the latest training programs and methods. Individuals can use the ACT Center to boost their skills and qualify for better jobs. Employers can use the assessment and training programs to hire and develop employees—raising productivity, morale and profits.”

The online not-for-credit courses teach everything from power-point presentations to English as a second language. These courses allow people to work at their own pace and on their own schedule. Costs range from \$50-\$100 for access to course material for a year.

The ACT Center, which is only one of four in the state, was developed in conjunction with ACT, Inc. as part of a nationwide network located primarily at community colleges.

The ACT Center, located in the Brock Administration Building on the New Bern campus, is open Mondays and Tuesdays from 10:00 am until 2:30 pm.

For more information, call (252) 638-7401.

Source: *Sue Books, Sun Journal*, 8/22/03



## Students Shine At Wayne Community College

Things are looking good for the WIA-Out-Of-School Youth Program at Wayne Community College. Six outstanding participants have been working hard and all their hard work and determination is paying off.

Kelley Pace, a WIA Participant, has been accepted into Columbus State University in Georgia. Kelley plans to be active in the R.O.T.C. Program at the CSU so that he may enter the military as an officer upon graduation.



Kelley Pace

Keisha Wilder is a very active participant in the WIA program at Wayne Community College. She has volunteered countless times to assist with various activities and events for the WIA program. Currently she is doing a work experience at the Boys and Girls Club of Wayne County. She is doing such a wonderful job with the young people and with administrative tasks that she has been offered a full-time position at the Boys and Girls Club after her work experience hours are completed.



Keisha Wilder

Tazeneaur "Taz" Williams is another work experience student that has shown such enthusiasm and energy at her worksite, the Goldsboro Family Y in the Child Care Center, that she has been offered a part-time position after her work experience hours are completed. Her supervisor stated, "Taz has a unique way with children and sees things in them that others may overlook." Taz plans to get a degree in Early Childhood Development after she graduates from high school.



"Taz" Williams

Nichole Fleming and Ebony Logan both do a work experience at the Wayne County Job Link Center in Goldsboro. They both are doing an outstanding job there. The staff states that both of these young ladies are very professional in their approach to greeting visitors that come into the center and are excellent at answering the phones and assisting customers with questions. The possibility of a part-time position becoming available for one of these young ladies is on the horizon.



Nichole Fleming

Lorena Perez is an example of an outstanding student. She just completed CNA I with an A and will obtain her high school diploma by December. Her goal after graduation is to get her degree in nursing and then go on to become a Physician's Assistant. Lorena has also worked for the Basic Skills Department as an office helper during the summer under the WIA work experience program. Lorena, who is bi-lingual, proved to be a valuable asset to the office by assisting with the Hispanics who came into the office.



Lorena Perez

Source: Lea Thornton, Case Manager, WCC

## JobLink Opens the Door for Local Girl's Aspirations

Crystal Penny, 18, began working at the Cake Gallery and Lollipop Shop in Kinston in May through the Workforce Investment Act (WIA) Out Of School Youth Program of Greene Lamp. Her dedication and interest landed her a full time position at the shop.

"She has been a real asset—I decided to hire her full time," said Owner Ken Sexton. "I was approached by Greene Lamp to employ a worker (through the program). I said I'd try it and it worked out."

Penny of Greene County said that she hopes to learn the corporate world, how to deal with customers and ideas of what to do and not to do in the business world. These lessons are important to Penny because she has aspirations to own a bakery one day.

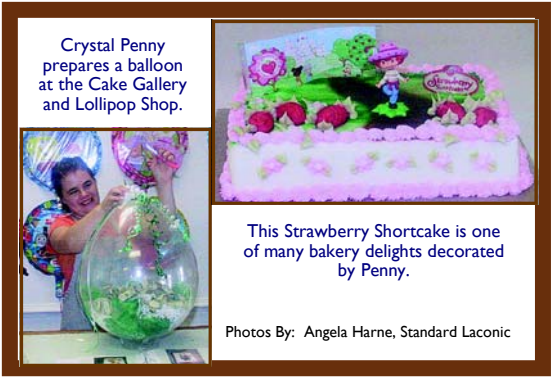
"I've wanted to (own a bakery) ever since I was 12 and used to help my grandmother in New York with her bakery," she said.

The program and the work experience are building a strong foundation for Penny and others in the program.

"It teaches young people about the workforce values and working with the public and with and for employees and employers," Sexton said.

The WIA Out of School Youth Program, for youth ages 16-21, is a program designed to ensure youth's success through GED or adult high school, thorough assessment, basic skills upgrade, vocational training, help finding a job and keeping it, leadership skills, job readiness, paid work experience, on-going counseling, case management and supportive services, according to Joy Williams, director of the WIA Youth Program.

"We help the youth further their education. The youth set their goals and we help them achieve them," Williams said.



Source: Angela Harne, Standard Laconic, 8/13/03

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## New Report Highlights Gaps in High School Guidance Programs

A new report from the National Center for Educational Statistics (NCES) highlights several recommendations included in Southern Growth Policies Board's 2002 Report on the Future of the South: *The Mercedes and The Magnolia*. The NCES report, *High School Guidance Counseling* describes high school guidance programs, activities and staff at U.S. public high schools during the 2001-02 school year.

- 48% of all public high schools said "helping students with academic achievement" was the most important goal for guidance counselors.
- 26% gave top priority to "helping students plan and prepare for postsecondary schooling."
- 8% said "helping students plan and prepared for their work roles after

high school" was their priority.

Also, only 45% of schools had a curriculum aligned around career clusters/ paths or block scheduling and only 15% had small learning communities.

For more information, the 124-page report can be found at:

<http://nces.ed.gov/pubsearch/pubsinfo.asp?pubid=2003015>

## Report Studies Working Students

During the 1999-2000 academic year, about 43% of people enrolled in postsecondary education were age 24 or older. Out of these older undergraduates, the 86% who worked accounted for one-third of the undergraduate population.

The National Center for Education

Statistics conducted a study, "Work First, Study Second: Adult Undergraduates Who Combine Employment and Postsecondary Enrollment," to examine the differences between students who identify themselves as "employees who study" versus "students who work."

One finding was that among those

who intended to obtain a degree or certificate, 55% of "employees who study" had not completed or were no longer enrolled, compared with 38% of "students who work."

Source: Southern Growth Policies Board, 8/19/03

## Carteret County Students Focus on Developing Leadership Skills



On Thursday August 7, participants from the In-School Program in Carteret County Schools spent a day at Camp Don Lee in Pamlico County. Participants spent the day completing leadership and team-building activities that encouraged all present to sharpen their critical thinking skills and to find the best solution to the problem at hand.

All youth that participated asked, "Can we come back for another day?" Adults accompanying the youth on the field trip were Amy Leatherman, Nick Thuener, Bena Mann (WIA Youth workers) and Rosa Langston (Special Populations Coordinator).

For more information about programs offered through Camp Don Lee, visit their website at: [www.donleecenter.org](http://www.donleecenter.org)



## Reaching Youth in Onslow County

Debra Hamilton, a youth case manager for Greene Lamp Inc., wants to reach young high school dropouts to make a positive difference in their lives. Greene Lamp has a program that helps people ages 16 to 21 reach goals in education, vocational training, leadership skills and job placement. The Eastern Carolina Workforce Development Board awarded Greene Lamp a Workforce Investment Act (WIA) grant in August 2002 to help youths in Onslow and other counties, including Carteret and Jones. Since September, Hamilton has been operating Greene Lamp for Onslow County out of the JobLink Career Center at Coastal

Carolina Community College.

"We had about 400 students drop out of school last year in Onslow County," said Hamilton. "We'd like them to know we're here—that there are resources available to help them." Hamilton said that there are many factors considered when determining if a youth is eligible for the Greene Lamp program. The person might be homeless, pregnant, a young parent, a foster child, a runaway, a juvenile offender or someone who can't read. "We don't want any youths that find themselves in one of these situations to think they don't have options," said Hamilton. "We want

them to call us so we can see how we can help."

An initial interview gathers information to determine eligibility. If eligible, youth will receive tutoring to help them earn a high school diploma and develop leadership skills through activities, such as volunteering in the community. They can also receive instruction, counseling and training for job placement. Hamilton said that the program also offers assistance with child care and transportation needs.

Source: Jdnews.com, 7/23/03