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MARK YOUR CALENDARS:

Workforce Development Board/
Consortium Meeting

at the ECWDB offices in New Bern
January 8, 2004 6:00 am

Career Development
(CDF) Training

at the ECWDB offices in New Bern
January 15, 2004 6:00 am

Youth Provider Meeting

at the ECWDB offices in New Bern
January 22, 2004 6:00 am

Youth Council Meeting

at the ECWDB offices in New Bern
February 3, 2004 6:00 am

Adult and Disability
Provider Meeting

at the ECWDB offices in New Bern
February 12, 2004 6:00 am

JobLink Chartering Committee Meeting

at the ECWDB offices in New Bern
February 12, 2004 6:00 am



Volume 5, Issue 6, Jan 2004
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A Closer Look at Manufacturing

The Eastern Carolina Workforce Development Board was recently awarded a grant in the amount of \$50,000 from the North Carolina Commission on Workforce Development. This grant will be used for spearheading a manufacturing skills training initiative in Craven County.

The Board proposes to address industry sector workforce needs by establishing a Manufacturing Skills Alliance

for the purpose of ensuring better coordination of education and training opportunities for local industry. This project, which is partnered with Craven Community College, will focus on identifying and addressing the employee skill gaps and helping to develop strategies to improve the training needs of the manufacturing sector.

The result will be the implementation of an industry-recognized certification and

GTP Probes for Answers

Boeing's decision to remain in Everett, Washington has many wondering what went wrong. GTP officials say they are on a quest to find out why the N.C. Global TransPark's six-month attempt to land a 1,200 job Boeing 7E7 Dreamliner manufacturing plant failed.

The state Commerce Department's proposal to Boeing included \$65 million in tax credits and a \$28 million grant, along with site, road, rail and other improvements. The department's file on Boeing has

not been publicly released.

"My sense was that the very comprehensive proposal we offered met all of (Boeing's) needs," said N.C. Secretary of Commerce Jim Fain. "They made the point...that a number of locations put together proposals that were close in economics."

However, Boeing officials are not expounding on their decision. "We're not going to get into how individual sites fared," said Boeing spokeswoman Mary Hanson. "There's really no value in doing that. The states can choose to

development of a report card certifying workers' skills.

The Board will take a lead role in: 1) responding to industry demands of identifying skilled workers, 2) addressing skill shortages/gaps, 3) validating industry skill standards certification practices. This project's success will have a long-term impact on workforce and economic development for the region.

Reported by: Rebecca Thomas-Suchenski

say what they want to."

"All of us feel we need to get enough post-competition intelligence on what we do right, what we did wrong and what we can improve on," said Isaac Manning, a TransPark consultant. "You've got to have things to work on. Once you do that, you're stronger going in the next time for the next deal." Manning said that hiring an outside firm to rate the GTP against other top contenders is a possibility.

Source: New Bern Sun Journal

Hurricane Isabel

Due to the aftermath caused by Hurricane Isabel on September 18, 2003, North Carolina filed for federal assistance through the Workforce Investment Act (WIA). North Carolina was awarded a threshold of up to \$10 million, with an initial allocation of \$3.3 million. The ECWDB received \$361,110.75 out of this amount. The grant period for this project was effective September 19, 2003 and will continue through September 30, 2004.

Monies from the Hurricane Isabel project will be used to create approximately 2,000 temporary jobs to assist in the cleanup and restoration efforts of those counties declared

disaster areas eligible for Public Assistance; which is a declaration issued by the Federal Emergency Management Agency (FEMA). The twenty-six county region, which was declared a disaster area eligible for public assistance, includes Carteret, Craven, Onslow, Lenoir, Jones and Pamlico. Additionally, FEMA has declared ten counties eligible for public assistance through the National Emergency Grant; including Greene, Lenoir and Wayne.

The purpose of the temporary jobs is to restore the public infrastructure and services so that regular business and employment activities may resume. The jobs must be involved in some way to the disaster recovery effort of

public and private non-profit facilities. An individual may participate in the temporary employment program for either a maximum of six months, work up to 1,040 hours, or most commonly, until the individual has been paid \$12,000 in wages.

The U.S. Department of Labor will consider request for additional funding, based on expenditures and enrollments, once a full assessment of needs has been concluded. The Eastern Carolina Workforce Development Board has entered into a contract with the Employment Security Commission to provide these services.

Reported by: Rebecca Thomas-Suchenski

Workforce Development + Economic Development = A THRIVING ECONOMY

Recently, many of us got our hopes up that Boeing was going to make Kinston their home, creating more than 1,200 jobs. Although North Carolina was in the race to the very end, Boeing executives ultimately decided to remain in their current host State of Washington. We had it all--the land, buildings, runway, tax incentives, collaborative partnerships, and most importantly, the skilled and available workforce.

Now we find ourselves starting off the new year wondering what went wrong. This experience has let us all know that even though North Carolina has a lot to offer to new and expanding businesses, we must improve our economic development and workforce development strategies to compete in this global economy.

What will our local job market look like in 2004? Who are the industry prospects looking to make eastern North Carolina their home? Did local businesses fair well during 2003 resulting in profit gains or did they experience a loss? Where are the jobs? Will we continue to see healthcare and service jobs rising and manufacturing jobs declining? There are so many questions, but one that must be addressed is, what can we do differently to aid in our State's economic development efforts?

It used to be that we competed for new industry county by county, but we all know that is no longer the case. We are competing with other States and countries to land the new company. In the business world, there's no time to be idle or complacent--you're either moving forward or you're going out of business. We must begin to think and act like today's companies looking at ways to improve strategic alliances, streamline processes, improve efficiencies, leverage resources, and keep the business profitable.

Historically, getting workforce and economic development to work together has been like trying to mix oil and water. Both operated separately within their own boundaries and basically performed in a satisfactory manner. The problem was that neither side understood the role of the other in helping the economy. The general understanding was that economic developers were focused on recruiting, buildings and incentives, etc., while workforce development focused on training with little information about what new industries were coming to town. Today, satisfactory performance is not acceptable, both sides realize that we must strive for superior performance in working toward similar goals to achieve the same vision—a thriving economy, with prospering businesses, people working and earning good wages, and communities growing.

In recent years there has been more dialogue as the two sides began to see that the two go hand-in-hand. In this highly competitive global environment, we recognize how interrelated our work is and why it's important that we work together; but there is still much work to be done to improve both systems, or better yet, to create one unified system. Both economic and workforce developers have figured out they are no longer competing county-to-county, but against other countries, and that success will require a team effort.

So what efforts has this Board been involved in to aid in aligning workforce and economic development efforts? Below are just a few examples of past successes:

- To make local business aware of the resources available and how to tap into them, a local *Workforce Development*

Resource Guide was created. This guide describes services available through JobLink Career Centers and partner agencies that business and economic developers could use to expand and/or attract new business.

- Joint economic and workforce development meetings were hosted to share information.
- Presentations were made at county commissioner's meetings and members talked with elected officials about economic development in terms of workforce development and vice-versa so that they saw the big picture. Workforce development was described as an investment or part of an incentive package for recruiting, for example, elected officials were given the chance to see that one supports the other.
- Participation in employer meetings that included representatives from workforce and economic development, Employment Security Commission, and the local community college. The purpose of these meetings were to talk to local businesses about what their employment and training needs are, and offer assistance.
- The same teams strategize before meeting with prospective new companies to show community solidarity.
- The NC Department of Commerce's special incumbent worker grants were used to help local business expand the skill sets of workers. This has led to the new formation of a Manufacturing Skill Alliance team to focus on better meeting the needs of this particular cluster.

While improving collaboration between the two systems sometimes may simply be a matter of just making phone calls and encouraging as much interaction and cooperation between workforce and economic development as possible; long term efforts that create a strategic alignment of workforce development and economic development must be addressed for our local economy to grow. It will require engaging local government, economic and workforce development, the entire education system, and business community in joint strategic planning at the local level.

How do we begin? The first step is for counties to conduct an environmental scan that creates a vision of the future based on trends as well as intentions of what we want eastern North Carolina to be in the future. Part of the scan is a thorough economic analysis of the primary industry sectors throughout the region and the future skills profiles of workers that will be needed by these industries. Presently, discussions are being held with the Employment Security Commission to assist the Board with this endeavor. Once the analysis is completed, it can be used for the further development of a strategic plan, which should then outline how communities can redirect resources to ensure career opportunities and a pipeline of quality workers for employers. These steps are only the beginning.

Let's make 2004 the year for developing stronger workforce development and economic development alliances that work toward the same vision of building a thriving economy, where businesses are prospering, people are working and earning good wages, and communities are growing.

Tammy Childers, Executive Director

If not for change...we would never experience the excitement of growth.

<div><div><div><div><div><div></div><div>North Carolina</div></div></div><div><div><div></div><div>JobLink</div></div><div><div></div><div>Career Center</div></div></div><div><div><div></div><div>Career Planning, Training & Placement Services</div></div></div></div></div></div>	<div><div><div><div><div><div></div><div>JOBLINK CAREER CENTER UPDATES</div></div></div><div><div><div></div><div>submitted by JLCC Partners for the period of July 1, 2003-September 30, 2003</div></div></div></div></div></div>
<div><div><div><div><div><div></div><div>Carteret County JLCC hosted by Employment Security Commission</div></div></div><div><div><div></div><div>Information not provided.</div></div></div></div></div></div>	
<div><div><div><div><div><div></div><div>Craven County JLCC hosted by Employment Security Commission</div></div></div><div><div><div></div><div>The JobLink continues to provide the Job Seeking Skills Workshops, which is held at the Craven Community College on Tuesdays from 8:30 AM to 12:30 PM. The JobLink staff are onsite at the Havelock City Hall, the Pamlico County DSS, and the Family Support Center aboard MCAS Cherry Point on Wednesday mornings, on Thursdays at the Pamlico County JobLink, and on Friday mornings at Craven Community College. The Veterans Section provides bimonthly transition assistance classes to those service personnel separating from active duty at MCAS Cherry Point. WIA services for Veterans are strongly emphasized during these classes and an informative handout is provided to each participant. Following Hurricane Isabel, the JobLink Career Center provided personnel to assist in taking Disaster Unemployment claims in Carteret and Pamlico County. Personnel assistance will also be provided to the FEMA Centers in Craven and Pamlico County. Staff participated in: the Career Information Fair held for Tredegar employees at Craven Community College, the Seniors Job Fair at the New Bern Chamber of Commerce, and the Annual Business Expo held at the New Bern Riverfront Convention Center. Employers utilizing the center to conduct interviews during this quarter include Pro Tree Service and Securitas.</div></div></div></div></div></div>	
<div><div><div><div><div><div></div><div>Duplin County JLCC hosted by James Sprunt Community College</div></div></div><div><div><div></div><div>The JobLink experienced a 1.04% increase in customer flow since the closing of the Second Quarter. The Duplin County Job Developers attended two Wallace Chamber of Commerce meetings to enhance a working relationship with the Wallace Area Business Leaders. The JobLink acquired Spanish resource materials to enhance a collaborative networking among diversity groups.</div></div></div></div></div></div>	
<div><div><div><div><div><div></div><div>Lenoir County JLCC, Greene and Jones Affiliate Sites hosted by Lenoir Community College</div></div></div><div><div><div></div><div>The JobLink received service ratings of: 75% Excellent and 25% Good. Further information obtained from the customer survey indicates that the top three services, ranked by importance, are: Upgrading Skills, Computer Availability and Assessments. JobLink staff participated in: "LCC 2003," an orientation program for new students; Mystery shopper training in New Bern at the ECWDB; Rapid Response meeting at Parker/Hannifin in Snow Hill; handing out marketing items to participants in the LCC Greene County Foundation Tennis Tournament; Workforce Development Institute Training, "Facilitation for Results," was held at LCC; and HRD training at Nash Community College.</div></div></div></div></div></div>	
<div><div><div><div><div><div></div><div>Onslow County JLCC hosted by Coastal Carolina Community College</div></div></div><div><div><div></div><div>The JobLink was involved in two Job Fairs this quarter. The Onslow County Job Fair was a collaborative effort between the Onslow County JobLink, Marine Corps Community Services and the City of Jacksonville. Surveys of employers and job seekers conducted at the Onslow County Job Fair provided valuable feedback. The employers reported a 91% excellent level of satisfaction with the logistics of the job fair, including facilities, hours of operation, check-in, and staff support. The employers were also asked to rate the quality of the job seekers they met; the highest rated area was in the seekers overall qualifications and the lowest rated area was in appropriate dress and appearance. Approximately 73 employers and 2000 job seekers attended the Onslow County Job Fair. Of those, 604 were active duty military or family members of an active duty military person. The second Job Fair was held aboard Camp Lejeune in cooperation with the Marine Corps Community Services and New River Air Station. There were 103 employers in attendance.</div></div></div></div></div></div>	
<div><div><div><div><div><div></div><div>Pamlico County JLCC hosted by Pamlico Community College</div></div></div><div><div><div></div><div>The JobLink has experienced an increase in employer job listings, which is most likely due to the response to the advertisements placed in the Pamlico News using Enhancement Grant funds. The Pamlico County Senior Citizens has asked to be included in partner meetings and has brought their job seeking class to the Center. Vocational Rehabilitation has increased the number of daps per month in the Center to accommodate the increase in clients in the County requesting services. Coastal Community Action, Inc. is serving clients affected by Hurricane Isabel and is conducting a needs assessment survey in relation to the Hurricane in Pamlico County. Plans are underway for the JobLink to be one of the primary sponsors of the 2nd Annual Pamlico County Job/Business Fair to be held in March 2004. The Dean of Continuing Education has been approached to find two instructors for classes in Spanish and American Sign Language for the staff of the Center and any others that may be interested. The Center has also increased hours on Thursday to be available for clients to 7 p.m.</div></div></div></div></div></div>	
<div><div><div><div><div><div></div><div>Wayne County JLCC and Mount Olive JobLink Affiliate Site hosted by Employment Security Commission</div></div></div><div><div><div></div><div>The JobLink continues to the ESC's customer comment cards to review its successes with customers. Cooper Standard Products, which is a manufacturing company that produces door moldings for Ford Motor Products, made an exclusive agreement to hire all permanent positions through the JobLink. There have been nearly 200 hires through Cooper Standards since early June. Other companies which use the JobLink for their permanent hiring purposes are: Goerlich's, Impulse, Georgia Pacific, Franklin Bakery, and Anchor Coupling. The following companies recruited for staff at the JobLink: Security Forces, Cedar Grove Group Home, Washington Inventory, and Durham County Sheriff. The JobLink staff went through training for the "Difficult Client." This customer service training was offered to staff due to the heightened tensions for both staff and the public caused by the continuing problems in the economy. The JobLink helped 1,315 job seekers enter employment.</div></div></div></div></div></div>	

JOBLINK CAREER CENTER OUTCOMES
as submitted by JLCC Partners for period of July 1, 2003—September 30, 2003

TOTAL	Carteret	Craven	Duplin	Greene	Jones	Lenoir	Onslow	Pamlico	Wayne (Mt.O)	Wayne	
CUSTOMERS SERVED	24,528	4,078	8,743	139	407	117	1,373	904	149	1,851	6,760
NEW	24,521	4,078	8,743	139	407	117	1,366	904	149	1,851	6,760
RETURNING	7	0	0	0	0	0	7	0	0	0	0
SERVICES											
Assessment/Testing	600	45	106	1	5	1	142	69	67	17	147
Assessment Interview	1,005	61	92	5	39		45	4	56	21	682
Assigned Case Manager (WIA)	80						18		62		
Career Counseling	186		36	3	4	7	24	82	30		
Career Information	510		201	8	9	8	37	216	31		
Career Search	145		10	2	3	4	35	73	17	1	
Counseling - Group Session	69				18		40				11
Counseling - Individual	544		56	3	38	43	270	22	61	1	50
Dislocated Worker to Non-Dislocated Worker	1	1									
Interviewing Skills	205		165			3	6	17	14		
Job Development Contacts	879	125	294	14	4	1	15	48	1	210	167
Job Listings	545				131	11	91	311	1		
Job Seeking Skills Workshop	358	2	25				311	20			
JobLink Registration	1,784	344	442	13	210	15	147	11	97	136	369
JobLink Visit	5,243	622	2,416	19	188	21	670	11	129	61	1,106
Non-Dislocated Worker to Dislocated Worker	9						9				
Obtained Employment	739	152	312		1	2	2			30	240
Placed in a Job	2,428	285	1,064	1			2			578	498
Placed in Training (Other Federal, State or Local)	87	1	11	1	3		69				2
Placed in Training (WIA)	86	1	13		5	1	8		56		2
Provide Labor Market Information	8,162	812	4,502	36	7	7	7	10	14	831	1,936
Referred from Community Colleges	237	1			1	4		223	8		
Referred from DSS	58		7	1	14	6	8	20	2		
Referred from ESC	142		100	1		27	1	7	6		
Referred from Other	198		2			1	1	194			
Referred from VR	3							2	1		
Referred from WIA	11	1			1		7	1	1		
Referred to a Job	23,645	5,411	8,245	135	100	16	135	245	6	1,813	7,539
Referred to Community Colleges	227	1	57		42	14	54	41	18		
Referred to DSS	16		5		1	5	1	1	3		
Referred to ESC	134		60		41	9	15	9			
Referred to Job Corps	18	4			1		11				2
Referred to Other	69	1			5	19	24	7	13		
Referred to Other Educational Services	71	1	41	6	1	9	9	3	1		
Referred to Other Federal, State or Local Training	438	3	432	1			1		1		
Referred to Veterans Services	59		59								
Referred to VR	12		5		1		3	1	2		
Referred to WIA	110	23	1		4	2	23	1	56		
Resume Preparation Assistance	280	24	32	7	10	4	49	73	6	5	70
OUTCOMES											
Completed Training	22				1		20		1		
Finished School	1				1						
Got a Job	3,332	437	1,376	1	9	3	57	102	1	608	738
Incarcerated	2	1						1			
Moved	18							18			
Other	25		1				5	17	2		
Refused to Continue	13						1	12			

November Unemployment Rates on the Rise for NC Counties

Unemployment rates rose in eighty-six North Carolina counties in November, according to the state's Employment Security Commission (ESC). Seven counties had lower unemployment rates and seven remained the same. The rates in this release are not seasonally adjusted.

A total of 48,621 initial claims for Unemployment Insurance (UI) benefits were filed statewide during November, which is a decrease of 18,883 from October. Approximately fifty-two percent of all initial claimants were attached to a company payroll and expected to return to work within sixty days.

There were thirteen counties which experienced an estimated increase in unemployment rates of one percent or

more between October and November. Based on UI claims, the industries most accountable for these unemployment increases were: textile (9,155), business services (3,874), construction (3,874), furniture manufacturing (2,907) and eating and drinking places (1,751).

“Minor monthly fluctuations in the unemployment rates are not unusual,” said ESC Chairman Harry E. Payne, Jr. “In fact, economic trends still point the way of modest employment growth across our state.”

Vance County had the highest unemployment rate in the state, at 13.6 percent. Anson and Rutherford Counties had the next highest rate (11.3%), followed by Edgecombe (11.1%), Scotland (11.0%)

and Rowan (10.8%). Twenty-three other counties had unemployment rates above 8.0 percent.

Watauga County reported the lowest unemployment rate in the state, at 2.1 percent. Counties with rates under 3.5 percents were: Orange and Gates (2.9%), Macon (3.1%), Currituck (3.2%), Jackson and Camden (3.4%).

Swain County reported the largest increase in unemployment rates in the state, with the rate rising to 7.6 percent from 4.3 percent in October; primarily due to layoffs in the Services and Trade Industries.

Source: ESC of North Carolina

Unemployment Rates as of November 2003

Source: Employment Security Commission LMI

County	Labor Force November 2002	Unemployment Rate November 2002	Labor Force November 2003	Unemployment Rate November 2003
Carteret	28,399	5.8%	28,716	5.3%
Craven	36,539	5.6%	36,933	5.1%
Duplin	23,328	8.6%	23,725	6.5%
Greene	9,110	5.7%	9,228	5.4%
Jones	4,732	5.6%	4,744	4.3%
Lenoir	28,760	7.0%	28,942	6.1%
Onslow	50,987	6.3%	49,932	5.5%
Pamlico	5,515	4.2%	5,625	4.5%
Wayne	51,291	5.7%	52,169	5.3%
Eastern Carolina Local Area	238,661	6.2%	240,014	5.5%
State of NC—not seasonally adj.	4,154,798	6.6%	4,186,379	6.2%
State of NC—seasonally adj.	4,157,329	6.6%	4,192,867	6.2%
National—not seasonally adj.	144,854,000	5.6%	146,969,000	5.6%
National-seasonally adj.	145,180,000	5.9%	147,277,000	5.9%

State Unemployment Rates Show a Slight Increase in November

According to the Employment Security Commission, North Carolina's seasonally adjusted unemployment rate in November was 6.2%, up slightly from 6.1% in October.

“Overall, there has been very little change in North Carolina's labor market over the past month,” said ESC Chairman Harry E. Payne, Jr. “Total labor force and employment numbers increased somewhat over the month, while total unemployment also increased slightly. Total employment

in the state has grown by nearly 53,000 since November 2002, and unemployment has dropped by more than 17,000 during the same period, indicating that North Carolina is seeing a much improved employment situation from this time last year.”

Total seasonally adjusted employment was 3,934,852 in November, an increase of 4,450 since October, while total seasonally adjusted unemployed was 258,015, an increase of 4,732 over the month.

Total nonfarm industry employment increased by 2,900, with gains in Leisure and Hospitality Services (+3,800), Educational and Health Services (+3,600) and Construction (+3,200).

Manufacturing industries continue to experience employment decreases, shedding 2,700 jobs since October. Trade, Transportation, Warehousing and Utilities decreased by 1,500 over the month.

Source: ESC of North Carolina

Hatteras Yachts

Hatteras Yachts, with headquarters in New Bern, applied for and received a \$50,000 grant for the Incumbent Workforce Development Program through the Commission on Workforce Development. North Carolina’s Incumbent Workforce Development Program serves the interests of both the State’s workers and employers by supporting access to high-quality, market-driven education and skills training. This program assists employers by providing their workers with new and advanced skills, which are essential to maintain and/or increase their competitiveness in the global economy. This program is designed to enhance the economic well-being and quality of life for North Carolinians by increasing job retention and contributing to an appealing business climate.

Hatteras Yachts is recognized as a world leader in the design, engineering and construction of luxury, fiberglass yachts; ranging from fifty to one-hundred feet in length. Hatteras pioneered the production of large fiberglass powerboats with the introduction of its first model in 1959. Hatteras currently builds sixteen models of sportfishing convertibles and cruising yachts, including the Custom Yacht Series beginning at eighty-two feet. Hatteras Yachts actively distributes through a worldwide network of marine dealers.

Recognizing the need to improve processes and efficiency, Hatteras Yachts applied for funding through the Incumbent Workforce program to implement 5S Training at its facility and used the grant to enter into contract with Supply Velocity, Inc. Supply Velocity is 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. The 5S Visual Controls program was implemented to standardize and organize Hatteras’ workplace to lead to improvements in productivity, quality, safety, space utilization and employee involvement. The workers at Hatteras Yachts have utilized the 5S Training to turn their workspace into a more efficient/ productive environment, as illustrated in the “Before” and “After” pictures.

On December 11, the Career Development Facilitator class and the Eastern Carolina Workforce Development Board staff, along with Dr. Graham Watt (Senior Policy Associate for the NC Commission on Workforce Development), toured Hatteras Yachts. The guide pointed out various ways the 5S Training had been put into practice throughout the facility. A wall of tools was pointed out as an example of how the 5S Visual Control system works to improve time management and efficiency, while keeping the workspace organized.

Through the tour, the group was able to see the various stages involved in the construction of a yacht and the craftsmanship that goes into the orchestration of this superb product, which takes six months to a year and a half to build.

Reported by: Rebecca Thomas-Suchenski



Masterbrand Cabinets Increases Jobs

Masterbrand Cabinets, a kitchen and bathroom cabinet manufacturer in Kinston, is increasing its workforce by forty-four percent. This news will be welcome in an area hard hit with the loss of textile and tobacco-related jobs.

“The employment boost is necessary to cope with increasing production from 3,000 cabinets a day to 4,500 to meet Masterbrand’s demand,” said Eugene Murray, the plant’s human resource manager.

Masterbrand Cabinets plans to expand its second shift by about 220 workers between January and September 2004. This addition to the near-500 workers presently employed at Masterbrand makes the company one of the largest private employers in Kinston.

Masterbrand is currently under an eight-year, \$1.5 million contract with Lenoir County. The incentives package includes infrastructure improvements, utility work and cash from the county. Adding the 220 jobs will allow Masterbrand to fill its existing obligations and further negotiations are under way for a second package.

Masterbrand is based in Jasper, Indiana and has eighteen facilities in the United State and Canada with more than 11,000 employees. Masterbrand is owned by Fortune Brands, which is the same company that owns Moen.

Masterbrand uses a variety of job referral services to find new employees, Murray said, including the JobLink at Lenoir Community College, the state’s Employment Security Commission and a local temporary employment agency.

Source: Jason Spencer, Freedom ENC

NOW Program for Dislocated Workers

Lenoir Community College was selected to take part in the New Opportunities for Workers (NOW) program. The NOW program was developed by the Rural Center and the North Carolina Community College System (NCCCS) through Workforce Investment Act funding to ensure that dislocated manufacturing workers in North Carolina are given opportunities to develop their own business.

Dislocated manufacturing workers from twenty-eight counties may participate in the NOW program; including Greene, Jones and Lenoir County. These counties were chosen because their community colleges serve the fifteen counties that rank highest in terms of manufacturing layoffs, as percentage of the labor force and unemployment.

The dislocated workers who qualify and who are assessed to be good candidates for starting a small business may obtain tuition assistance from the area Small Business Center of up to \$175 to cover entrepreneurship training tuition, other registration fees, books and relevant supplies. Services that are free to NOW participants include: an information session, needs assessment, small business counseling by the Small Business Centers, and assistance in applying for a loan through the NC Microenterprise Loan Program.

Source: Roger Shackleford, Commission on Workforce Development

Pay Raise for State’s Lowest-Paid Workers

Governor Mike Easley approved a \$4.5 million administrative reserve fund to be used to give hundreds of low-paid state workers a permanent pay raise. The raise will help workers that include university housekeepers and groundskeepers.

“They’re the ones who have been affected the most by the lack of regular salary increases in recent years and the increased cost for health care,” said Dan Gerlach, Easley’s senior budget advisor.

The money will also increase the salaries of professionals such as psychiatric nurses and engineers whose pay has plummeted to uncompetitive wages, resulting in vacancies.

State Personnel Director Thomas Wright sent a memo to the University of North Carolina system President Molly Broad, stating that he would issue guidelines for the raises. A preliminary estimate indicated that 600 workers within the UNC system alone would receive raises.

Source: CNN.com

Emergency Food/ Shelter Funds

On December 11, Governor Mike Easley announced that \$4.8 million had been awarded to fund emergency food and shelter for seventy-nine communities across North Carolina; including Craven, Duplin, Greene, Lenoir, Onslow and Wayne County.

The Emergency Food and Shelter program (EFS) provides supplemental funding to shelters, soup kitchens, food banks, rent, mortgage and utility assistance programs. The funds are used to help individuals and families with non-disaster, temporary financial emergency needs.

“These are direct dollars to help those less fortunate in our communities,” said Gov. Easley. “People need decent shelter and food, and we are grateful for these funds every year.”

The EFS program is directed by local boards to decide the best ways to use the funds in each community. Since the program’s establishment in 1983, more than \$2.4 billion has been given out to communities nationwide.

Source: Governor’s Press Office

Faith-Based & Community Initiatives

In recognition of the grassroots programs and organizations that work to strengthen their communities, President Bush signed two Executive Orders, establishing the Center for Faith-Based and Community Initiatives at the U.S. Department of Labor and at four other Cabinet-level departments. The vision behind these offices is to make the government a partner with faith-based and community organizations to create a workforce system in which every community can effectively care for the needs of its members.

On July 1, 2002, the Department of Labor became the first federal agency to award grants targeted specifically toward grassroots faith-based and community organizations. These grants reflect DOL’s commitment to strengthen the One-Stop Career Center system by partnering with grassroots organizations. For more information, visit: www.dol.gov/cfbci

Source: U.S. Department of Labor

21st Century Communities

The Partnership for 21st Century Skills was created by the Department of Commerce to help ensure the economic prosperity and sustainability of some of North Carolina’s most needy communities. The Department will identify communities which are experiencing challenges relative to economic sustainability and work to help them advance in today’s global economy. The 21st Century Communities will receive priority when applying to Commerce for projects related to building new strategies for long-term economic vitality.

The Partnership currently has eight members: Apple, Cable in the Classroom, Cisco, Dell, the National Education Association (NEA), Microsoft: SAP and Time Warner Foundation. The Partnership’s work is also supported in part by the U.S. Department of Education. A free report has been published to help communities develop a framework for their advancement. All reports were developed through a comprehensive process involving hundreds of educators, researchers and employers across the country. The Department of Commerce requests applications for the 21st Century Communities program on an annual basis. For more information, you may visit the website at: www.21stcenturyskills.org

Source: Southern Growth Policies Board

Estimate Indicates GDP Growth

According to advance estimates released by the Bureau of Economic Analysis, the real gross domestic product (GDP), which is the output of goods and services produced by labor and property located in the Unites States, increased at an annual rate of 7.2% in the third quarter of 2003. In the second quarter, real GDP experienced a 3.3% increase.

The major contributors to the increase in real GDP in the third quarter were personal consumption expenditures (PCE), equipment and software, residential fixed investment and exports. The contributions of these components were partially offset by a negative contribution from private inventory investment.

The Bureau emphasized that the third-quarter estimates are based on source data that are incomplete or subject to further revision.

Source: Washington Update—Workforce Brief

WorkforceUSA.net

WorkforceUSA.net is a virtual library resource that was developed for workforce development. This internet site offers tools, policy and regulatory analyses, evaluation results and case studies. The site’s database can be searched by state, target population, industry and occupation, and workforce development strategy; such as building career ladders or addressing skills shortages. The site will soon offer a variety of interactive tools for peer-to-peer exchange and community building. WorkforceUSA.net was developed through funding by the US Department of Labor, the Ford Foundation and the Rockefeller Foundation. For more information, go to: www.workforceusa.net

Source: Southern Growth Policies Board

American Indian & Alaska Native Month

American Indian and Alaska Native Heritage Month originated in 1915 when the president of the Congress of American Indian Associations issued a proclamation declaring the second Saturday in May each year as American Indian Day. The first American Indian Day was celebrated in May 1916, in New York.

In 1990, President George H.W. Bush signed a joint congressional resolution designating November 1990 “National American Indian Heritage Month.” Similar proclamations have been issued each year since 1994.

Source: US Census Bureau

NC's Economy

In the midst of North Carolina's record-setting layoffs and critical industry changes, new strategies are being developed to counter the changes and growing needs of the workforce.

A new report issued by the Institute for Emerging Issues embraces the dynamics underlying the new economy through a cohesive, bipartisan economic development strategy.

"North Carolina has worked hard to build its reputation as a leader in the new economy," said former Governor Jim Hunt, chairman of NC State University's Institute for Emerging Issues. "We must now work hard to maintain that lead and the principles in this report will help us do just that."

The Jump Starting Innovation: 10 Principles to Guide North Carolina's New Economy, which was developed out of the 2003 Emerging Issues Forum, is being sent to 5,000 policymakers, business leaders and university officials around the state and the nation. This report aims to help leaders develop new ways of thinking about innovation, technology and creativity, and the role they play in the state's economy to help NC prepare for a new era. Among these recommendations were: support for entrepreneurial enterprise, flexibility in business-recruitment tools and encouragement for local community quality of life to attract new employees.

In its first year, officials have credited the institute's programs with stimulating a stronger push for a technology-led economic development. The institute has also presented new approaches to entrepreneurship in rural communities, prompted regional discussions on innovative opportunities and expanded efforts to promote technology transfer and commercialization.

Source: *The Triangle TechJournal and Winston-Salem Journal*

Tech Industry Decline

According to a new analytical report released by AeA, Cyberstates 2003: A State-by-State Overview of the High-Technology Industry, North Carolina's tech industry dropped by 13%, from 169,000 workers in 2001 to 147,000 workers in 2002.

"North Carolina's tech industry weathered some tough times during the technology slowdown in 2001 and 2002," said Mike Levin, Executive Director of AeA Southeast Council. "However, our companies are now stronger and leaner and ready to grow as the economy pulls forwards."

Tech exports and venture capital investments were also examined in Cyberstates 2003 report. North Carolina exported \$2.8 billion worth of high-tech goods in 2002, compared to \$4 billion in 2001, which is a decline of nearly thirty percent. There was also a ten percent decline in venture capital investments.

Nationally, Cyberstates 2003 shows that high-tech employment fell by 540,000 jobs, dropping to six million in 2002. However, using preliminary data, it is estimated that the tech industry will lose 234,000 jobs in 2003.

Cyberstates 2003 is based on the newly implemented North American Industry Classification System (NAICS). This more current and comprehensive system allows several sectors to be captured, which could not be done with the previous system; including fiber optic cable manufacturers, semiconductor machinery manufacturers and web search portals. Therefore, the data presented in this report is not comparable to previous editions of Cyberstates.

AeA is the nation's largest high-tech trade association. AeA, which was founded in 1943, utilized an extensive international network of offices to serve its members through advocacy, training, research and business services. For more information, visit: www.aeanet.org

Source: *Carolina Newswire*

Congratulations Eastern Carolina Local Area

The Eastern Carolina Workforce Development Board has received incentive funding through the NC Department of Commerce for exceeding established performance goals for Workforce Investment Act (WIA) programs for the program year ending June 30, 2003.

The Local Area will receive \$50,847 in incentive funds for Program Year 2002 performance.

The Local Area's eligibility for incentive funds is based on average performance against goals in four performance areas: adult, dislocated worker, youth, and customer satisfaction.

The Board is proud to bear the achievement of such exceptional work! The success of these programs should offer encouragement during the challenges of our present economic times. Through hard work, training and collaborative efforts, our economic development and workforce development strategies will enable North Carolina and our Local Area to work towards a more competitive market.

Congratulations to all WIA program staff and participants!

Source: *North Carolina Department of Commerce, 11/21/03*

NC Business Booms

The business magazine, *Site Selection*, chose North Carolina as the nation's top state for doing business in its 2003 rankings. This makes NC's third consecutive top ranking in five years.

"As the Site Selection Business Climate has shown for the past several years, the overwhelming majority of business executives say that they are receiving a very good return on their investment when they choose to do business in North Carolina," said Ron Starner, *Site Selection's* director of publications. "The results are in the hard facts, and in this case, North Carolina certainly has the facts to prove the legitimacy of its No. 1 Business Climate Ranking."

Governor Easley credits the ranking to education, workforce development and improvements in infrastructure.

Source: *Laurie Clowers, WRAL.com*

Incentives for Large Scale Projects in NC

Governor Easley signed the "Job Growth and Infrastructure Act," which will allow North Carolina to bring 1,000 new jobs to the state.

"This incentives package ensures we will win more jobs for North Carolina," said Gov. Easley. "The overwhelming bipartisan support for this legislation shows our commitment to job growth and demonstrates why we are number one in the nation for business climate."

The legislation creates a new fund, which is administered by the Department of Commerce and overseen by a five-member committee, to award grants to buy and develop industrial sites for high-impact companies that create substantial jobs and investment in North Carolina. Pharmaceutical, medicinal and bioprocessing companies building plants valued at \$100 million or more would also receive a rebate on sales taxes paid for construction materials.

Lawmakers also agreed to create a new cigarette export tax credit for companies that increase jobs by more than 800 full-time workers and extend the current cigarette export tax credit.

Source: *State of N.C. Office of the Governor*

NC Receives International Award

North Carolina was recently honored as the winner of the first Goldman Sachs Foundation Award for Excellence in International Education. The \$25,000 award will be used to advance an initiative called North Carolina in the World. The initiative's goals, which is coordinated by the Center for International Understanding, is to increase students' skills and knowledge about the world around them and to prepare them to communicate, cooperate and compete in an increasingly interconnected marketplace.

Source: *NC Partners*

ECWDB Annual Banquet

The Eastern Carolina Workforce Development Board held their annual awards banquet in New Bern to honor program participants, partnerships with local agencies, the Job Training Consortium, the Workforce Development Board, and Youth Council members. The banquet took place on November 13, 2003, at the New Bern Riverfront Convention Center.

This year, the ECWDB budget exceeded \$5 million and over 2,300 individuals were served in the Youth, Adult and Dislocated Worker Workforce Investment Act (WIA), and Welfare-to-Work programs. Chairman Phillip Prescott recognized the local elected officials in attendance, whose commitment led to the success of this year's performance.

Guest speaker Harry Payne, Chairman of the Employment Security Commission, discussed the tough economic times that North Carolina is experiencing. He offered words of encouragement about the State's economic future--citing that it takes collaborative partnerships and team work of agencies working together as demonstrated in Eastern Carolina's region.

Award winners were: Duplin General Hospital in Kenansville, and Goldsboro Family YMCA in Goldsboro, Outstanding Employers of the Year; Keisha Boone, Outstanding Adult Participant; James Moore, Outstanding Dislocated Worker Participant; and Thomas Walters, Outstanding Youth Participant.

The following agencies were recognized for their outstanding WIA performance: Pamlico Community College, Lenoir Community College, Wayne Community College, Carteret Community College and the Jacksonville Employment Security Commission.

Additionally, the following JobLink Career Centers were honored for their hard work and dedication in meeting the employment needs of the residence in our-nine county region: Carteret County JobLink Career Center, Craven County JobLink Career Center, Duplin County JobLink Career Center, Greene County JobLink Affiliate Site, Jones County JobLink Affiliate Site, Lenoir County JobLink Career Center, Onslow County JobLink Career Center, Pamlico County JobLink Career Center, Wayne County JobLink Career Center, and Wayne County JobLink Affiliate Site.

Reported by: *Rebecca Thomas-Suchenski*



Guest Speaker Harry Payne, Chairman of the ESC, Bill Ragland and Georgette Zaki



(left to right) Reid Taylor, Oscar Herring, Renee Sutton, Steve Hicks, Randi Taylor



Guests file down dinner line prior to ceremonies.



Youth Council Members

FYI...

- According to a survey conducted by the Workforce Alliance, voters overwhelmingly support job training programs as a way to improve the economy. Of those surveyed, 87% say they "favor" job training programs over more tax cuts. For more information go to: www.workforcealliance.org
- RetireeCareers.com is a new online job board focusing on the 50+ age group that allows companies and recruiters to list job openings free of charge.
- A new website for professionals serving youth with disabilities in transition has been created by the National Center on Secondary Education and Transition. Over 25 career and secondary education topics are covered. You may visit their website at: www.ncset.org
- Learn about the new Closing the Gap Committee Recommendations online. A new document, "Implementation Plan for Recommendations from the North Carolina Advisory Commission on Raising Achievement and Closing Gaps," was presented at the December State Board of Education meeting. For more information, visit the website at: www.ncpublicschools.org/schoolimprovement/closingthegap/reports
- According to the *OfficeTeam 2004 Salary Guide* report, the most consistent demand for support staff is derived from research, healthcare, mortgage and title, and nonprofit firms. Medical office administrators and patient registration/admission clerks can expect starting salary increases over seven percent. However, employment opportunities vary by geographic region. You may receive a free copy of the guide by calling: 800-804-8367
- Tall people make more money! According to a study by professors at the University of Florida, each inch of height adds about \$789 a year in pay. The relationship between height and earnings was particularly strong in sales and management, but was also present in less social occupations such as engineering, accounting and computer programming.
- UPS automated jobs that would have called in 1,000 workers to fill in over the holidays.
- Organizations are preparing for the predicted mass exodus of Baby Boomers in the coming years by implementing coaching programs to prepare the next generation to fill these vacated senior leadership roles. According to a recent survey of 220 HR professionals conducted by DBM, a global HR consulting firm, 61% of companies have already implemented executive coaching programs.

Source: *National Association of Workforce Development Professionals*

Wayne Community College News

Wayne Community College has named the students who made the Honors and Scholars List for Fall Session I 2003 in the Adult High School (AHS) Program. The WIA Out-Of-School Youth program is proud to announce that several WIA students made the lists.

The WIA program extends congratulations to these hard working students for a job well done. In order to be named to the honors list, the student must be taking at least two classes with no grade below a B. To make the Scholars list a student must be taking at least two classes and receive no grade below an A. The students are:

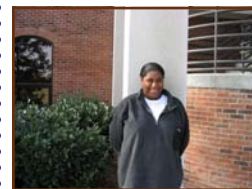
- Scholars List: Nakia Worrell and Jazmin Wuntke
- Honors List: Keisha Bowman, Zamora Nash, Alan Spurling, Terry! Underwood, and Tazeneaur Williams

WCC students who recently completed the requirements for their high school diplomas are Nekiel Atkinson, Vanessa Scott and Danielle Felton. Danielle completed her high school diploma despite the fact that she gave birth to a son in the midst of the semester. She managed to complete her requirements with plans to become a bail bondsman. Nekiel Atkinson has enrolled into the WCC curriculum for the fall semester taking business classes. Joshua Casteen will finish his requirements in December. He has been accepted into the United States Navy and will report for duty January 27, 2004.

WCC students who are in the work experience program and have been offered employment upon completion are Latoya Stover and Tameka Matthews. Tameka has been offered part-time employment at the Goldsboro YMCA as a Child Care Worker. Latoya Stover will be offered part-time employment as a Program Aide with the Boys and Girls Club of Wayne County. Also, Vanessa Scott, former work experience and WIA participant, was offered employment with the Boys and Girls Club of Wayne County as a Program Aide.

Several former WIA participants have come to see us here at WCC to tell us how they are doing since graduation. Tamika Trimble is enrolled at Georgia Tech and will receive her Associates Degree in Computer Science in January. She graduated from WCC AHS in 2002. Swahie Garrett enlisted into the United States Army upon graduation in 2002 and is stationed at Fort Bragg. Carrie Keen graduated in 2001 from AHS. She is in her second year of the Dental Hygiene Program at WCC and expects to graduate in May 2004.

As always, Wayne Community College and the WIA Program are extremely proud of the students and their hard work and dedication. We wish them continued success.



Zamora Nash
(honor student)



Victoria Best
Atkinson and her
supervisor
Colleen Baker at
Waynesborough
Historical Village



Tameka
Matthews
at the
Goldsboro
Family Y



Latoya Stover at
the Boys and
Girls Club of
Wayne County

Submitted by: Lea Thornton—WIA Case Manager

Public School Confidence

A recent study released by the Carolina Poll reveals that confidence in public schools continues to be strong. The Carolina Poll is a telephone survey of North Carolinians done by the School of Journalism and Mass Communication at the University of North Carolina at Chapel Hill. The questions for this survey are supplied by the Department of Public Instruction.

This fall, fifty-eight percent of the poll's respondents gave their local schools grades of A or B. This is nearly identical to responses in 2002 and represents a major increase since 1997; when less than half of the respondents gave their schools a grade that high. Seventy percent of parents with children in the local schools graded them at the A to B level. Nearly half of the respondents said they felt that student achievement standards in their community are "about right."

Source: NC Partners

Teacher Quality Data

The N.C. Department of Public Instruction (DPI) released information to the U.S. Department of Education showing that eighty-three percent of North Carolina public school classes are taught by "Highly Qualified" teachers; which is the standard for all public school teachers under the No Child Left Behind federal education law. The data also revealed that seventy-eight percent of all classes in high poverty schools are taught by "Highly Qualified" teachers.

For more information, visit the DPI's website at: www.ncpublicschools.org and look under "In the News."

Source: NC Partners

N.C.'s Leading Teachers

Governor Mike Easley announced that North Carolina continues to lead the nation in the number of teachers who have earned certification by the National Board of Professional Teaching Standards.

This year's addition of 1,509 certified teachers, which is the largest class in the country, brings the state total to 6,646 national board certified teachers. "These rankings show our teachers are deeply committed to the children and to education in this state. I am proud of what they have achieved and what that means for our public schools," said Gov. Mike Easley.

Source: NC Partners



Gov. Mike Easley with newly National Board Certified Teachers at Wintergreen Primary in Greenville.

Source: ncgov.com

Eastern Carolina Youth Retreat

The Eastern Carolina Youth Retreat was held November 21 & 22 at the Ramada Inn at Atlantic Beach. Joe McCarthy gave an overview of business to be discussed. The facilitator for the event, Judy Young, led the group in brainstorming sessions to address the goals and objectives.

Issues that were discussed included: mentoring, faith-based involvement, marketing plans to reach youth, and participation with students of varying disabilities. Ms. Young also led the group in updating current issues; such as, the strengths, weaknesses, opportunities and challenges of the Youth Council. The strategic plan encompasses five key issues: mentoring, participation of youth with varying abilities, marketing, council membership and program/resource coordination.

Council members that attended were: Jerome Shepard, Sandra Warren, Brenda Outlaw, Judy Cox, Debbie Beech Burrell, Latoya White, Nasawn Harvey, Kimsey Welch, Courtney Patterson, Tracey Brown, Bonnie Carlton, Dr. Curtis Rains and Michelle Hardy Griffin.



Dr. Curtis Rains,
Courtney Patterson and
Tracey Brown



Judy Young leading the Council
members in a strategy session



Latoya White



Debbie Beech Burrell and
Joe McCarthy

Submitted by: Rebecca Thomas-Suchenski

Dobbs Celebrates American Education Week

On November 20, the Dobbs Youth Development Center celebrated American Education Week. The theme was "Great Schools for Every Child—America's Promise."

Seven WIA enrollees participated in this celebration. They performed tasks to include: ushers, JROTC Color Guard, purpose of American Education Week and introduction of the guest speaker, Hal Howard, Owner/General Manager of Goldsboro Dodge/Chrysler Jeep. Mr. Howard shared the message, "Dare to be different in a positive way." Renita Allen from James Sprunt Community college and 4 HIM New Spirit Ministries provided the music.

Also, a WIA participant (Greg) from the Dobbs Youth Development Center received his GED on Tuesday, November 4, 2003 from Lenoir Community College.



Congratulations Greg!

Submitted by: Patrice Hunt, WIA Case Manager

Internet Access Vastly Available in Schools

New information released by the National Center for Education Statistics in the department's Institute of Education Sciences (IES) reports that as public schools have made huge improvements in providing computer and Internet access, minority and underprivileged students lack computer access outside of regular school hours.

According to the reports:

- 99% of schools have access to the Internet
- 44% of children use computers to complete schoolwork
- 42% use the Internet for their assignments
- 41% of blacks and Hispanics use a computer at home compared to 77% of whites

Source: Washington Update—Workforce Brief

Education Return Rates

The effects of college education and economic growth were examined in the following two articles. The first, "Educational Attainment and Metropolitan Growth," by Paul Gottlieb and Michael Fogarty, found that, "There was a significant relationship between educational attainment in 1980 and the rate of per capita income and employment during the next 17 years."

The second article, "The Returns on Higher Education," by Stephan J. Goetz and Anil Rupasingha, found that the impact of added college graduates will not be the same in all states and that there must be a business base with jobs that can make the most out of college skills.

Virginia, Kentucky, South Carolina and Tennessee were the only states estimated to have average or above average returns on higher investment.

For more information, visit: <http://www.wagepub.com/journal.aspx?pid=19>

Source: Southern Growth Policies Board

LCC's InterChurch Outreach Program

Members of the Lenoir Community College Youth Club recently presented a variety of canned goods and non-perishable items to Kinston's InterChurch Out Reach (ICOR).

ICOR is a united effort of Kinston area churches, civic organizations and individuals. It provides assistance to neighbors with medicine, fuel, food, housing or utilities in emergency crisis.

All food is donated to ICOR. The outreach program is staffed by volunteers from various churches and civic organizations. ICOR provides referrals to mobile food banks.

"This program is part of leadership development that is encouraged in the WIA Youth Club," said LCC WIA Youth Career Case Manager Tezra Parker. "Volunteering teaches our youth the value of community involvement."

"The WIA Youth Club is an out-of-school program for qualified males and females 16 to 21 years of age that provides assistance with obtaining your GED, AHS diploma or two-year degree," Parker said. "That assistance comes in the form of paid tuition, books, supplies, fees and supportive services such as child care services transportation, job referrals, job placements, assistance with career, educational and personal development, tutoring, and counseling."

Parker said participants stay in the program until they accomplish the goals that are set. "We will also follow them for a year after they have completed the program."

Source: Richy Huneycutt, LCC



(left to right)

ICOR Project Participants:

(front row) Josie Bradshaw, Inez Dale, Director of ICOR, Betty Bright and Maria Murphy

(second row) Shaketa Nobles, Kamesha Rhem, Tineka Pridgen and Sam McGee

(third row) Shemica Brown, Krystal Whitfield, Tabitha Hilton and WIA Youth Staff Assistant Lisa Stancill

(fourth row) Keith Council, Jessica Rogers, Joe McCarthy, Youth Service Coordinator for the Eastern Council Workforce Development Board and LCC WIA Youth Career Case Manager Tezra Parker.