

# Eastern Carolina WORKFORCE DEVELOPMENT BOARD, INC.



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

**July 2006**  
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*"Education is the most powerful weapon which you can use to change the world."*

*-Nelson Mandela*

## Eastern Carolina Workforce Development Board, Inc. Releases State of the Workforce Report

The Eastern Carolina Workforce Development Board, Inc., has concluded a regional workforce research project which was created to better understand the workforce challenges of the area comprised of Carteret, Craven, Duplin, Greene, Jones, Lenoir, Onslow, Pamlico, and Wayne Counties.

Corporation for a Skilled Workforce (CSW), based in Ann Arbor, Michigan, conducted the research and authored the report. The primary product from this research, the State of the Workforce Report 2006, includes information about workforce supply, demand, and emerging education trends, and an analysis of the implications for achieving workforce excellence in the region.

In preparing this report, the board utilized demographic and economic data to develop a fact-based report. This data was integrated with primary data collected through community leadership roundtables to gain additional insight into the region.

This report concludes with recommendations that the board and the community can use in developing strategies to help resolve the workforce challenges facing our region.

Our goal is to share data with economic development, education, business, government, labor, and

other community leaders who agree that a serious commitment to workforce development is essential to the region's economic vitality.

The underlying theme of the report suggests that regional economic development cannot succeed without a stronger emphasis on, and strategic investment in, workforce development.

The challenge for this region is to fully embrace the concept that in order to become a high-skills region we need to focus on improving the educational levels of our current and future workforce and to develop their skill sets needed to assist our local employers in competing in the ever-changing global economy.

The region must recognize that opportunities and challenges are not confined to one county or another. It is through regional collaboration that the counties of the Eastern Carolina Region can leverage their assets to create a competitive advantage in a global economy.

The report ends with a call to action based upon five recommendations:

**1. Decide if a Cluster Based Strategy Fits** - Cluster based strategies have proven to be very successful mechanisms to align resources and strategies between workforce and economic development, and education. A cluster-based

strategy will allow workforce leaders to develop policies that gear training funds toward clusters and critical occupations within those clusters; likewise, education leaders can tie scholarships and other incentives to priority clusters.

**2. Support Existing Entrepreneurships** - One important question to ask the Region's entrepreneurs is what exists now that can be better leveraged, and are there certain centers of activities that can yield a greater return on the Region's investment? Create an entrepreneurial development system that is an active approach to creating rural development and not through passive inaction.

**3. Encourage a Pro-Youth Campaign** - The Eastern Carolina Region communities must 'grow their own' in terms of leaders fostering enthusiasm for creativity and fresh ideas. A key point is to make sure that young people become invested in their own futures. They need to be encouraged to take responsibility for their future, and become more aware of the opportunities and possibilities, as well as how the workforce they will enter is changing in accordance with the new economy. *(continued on page 4)*



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 James Garner, *Vice Chairman*  
 Judy Darden, *Secretary/Treasurer*

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 Fletcher Bizzell, *Ex-cell Home Fashions, HR Manager*

### Vision

Our vision for the eastern counties of North Carolina is a highly skilled workforce with an educational attainment level that meets the needs of the 21<sup>st</sup> Century workplace, so that local firms can compete in a technologically advanced global economy.

### Mission

Our mission is to ensure that our workforce development system is customer focused, demand-driven and accountable in preparing our current and future workforce to meet the changing needs of a highly-competitive global economy.

### Value Added

We add economic value to our communities by ensuring that quality education, job training, and employment opportunities are available for job/training seekers and employers alike, thereby improving the quality of life for our citizens throughout eastern North Carolina.

### Key Strategies

- Engage business and community leaders in addressing workforce issues and promote strategies to improve education levels & basic workplace skills.
- Strengthen alliances with economic development to identify and address the workforce needs of current and future industries.
- Implement a community awareness plan that promotes the WDB, JobLink Career Centers, and partner services.
- Identify and implement effective employment and training strategies that result in employment opportunities for all citizens.



## Director's Corner

Dear Colleagues,

I trust that everyone is having a great summer. As many of you know, my son joined the US Navy and was able to come home on leave for a couple of weeks before heading to Japan, where he will be stationed on the U.S.S. Kitty Hawk. It seems that while he was home, the time flew by too quickly! Please remember to keep my son, along with all of our deployed military servicemen and women in your prayers during these uncertain times.

On July 10th, the day that my son was leaving for Japan, I too, was getting on a plane to fly out to the 2006 Workforce Innovations Conference. As with the past Workforce Innovations Conferences, this conference provided excellent learning opportunities. The common theme that I heard over and over was the need to embrace change. Assistant Secretary Emily Stover DeRocco said in her remarks that as the economy goes lean, so too must the government systems that support it. She stressed that local Workforce Boards and partners must reexamine how they design and deliver services.

She stated that while the workforce system has traditionally operated by the allocation of funds to local agencies that oversee and deliver workforce services, there is a need for more broad "regional" design of workforce solutions to match the scale of thriving regional economies. As I listened to the Assistant Secretary, I thought to myself how much progress we have made in Eastern North Carolina toward making this regional transformation through our Vision East partnership.

In closing our fiscal year ending June 30<sup>th</sup>, 2006, we reached another record high level of expenditures of over \$6 million. As we begin our new fiscal year, the fiscal outlook is bleak, as our local area's total funding levels are nearly half of what they have been in the past, due to reduced allocations and fewer carryover funds available. At a time when more customers are seeking JobLink services than ever before, we find ourselves approaching a downsizing mode and looking for other funding opportunities to sustain current service levels. Times are changing, and embracing change is not an option, it's the new reality.

As we begin this new fiscal year, we will be using the data from our State of the Workforce Report and the Eastern Region's Industry Cluster Analysis information to establish workforce training priorities to invest our scarce resources toward. We will also be encouraging our elected officials, JobLink partners, and community stakeholders to join our efforts to address the regional workforce challenges in our area.

In closing, I would like to share this quote from Robert F. Kennedy, "Few will have the greatness to bend history itself; but each of us can work to change a small portion of events, and in the total of all those acts will be written the history of this generation."

Working together, we can make a difference!

Tammy Childers

## A Message from the Chairman

Dear Friends,

I would like to encourage each of you to take time to review the State of the Workforce Report and invite you to join the Board's Steering Committee in developing a plan of action to address each of the recommendations outlined in the Report. The next Steering Committee meeting will be held at the ECWDB offices on August 10th, beginning at 6:00PM. To confirm your attendance, please contact Pat Moss at pmoss@ecwdb.org or call her at 252-636-6901.

The underlying theme of the Report suggests that regional economic development cannot succeed without a stronger emphasis on and strategic investment in workforce development. The challenge for this region is to fully embrace the notion of becoming a high skills region that is focused on growing employment in a diversified industry base and in those sectors that can use those skills successfully.

I would like to take this opportunity to thank the staff of the Corporation for a Skilled Workforce, for their excellent research in authoring this report. Additionally, I want to thank the members of our Steering Committee, as well as those who participated in our community forums, for their valuable insights and contributions.

We look forward to convening community stakeholders and generating a dialogue that will lead to solutions to the various gaps identified in the State of the Workforce Report.

Sincerely,

D.T. Harris  
Board Chairman



# Eastern Carolina Workforce Development Board, Inc. Releases State of the Workforce Report (continued from page 1)

## 4. Promote Life-Long Learning -

While the Eastern Carolina Region has a higher than state and national average of the number of adults who hold an associate degree, the Region is lagging behind in the number of adults who hold bachelors degrees or above.

The Region should develop opportunities and promote higher education as a means to ensure that the workforce is prepared to compete globally for the higher wage and higher skilled jobs of the future.

Additionally, the Region should develop a strategy to attract individuals into the skilled trade occupations. It is often these career paths that prove to be the beginning for entrepreneurship opportunities. Employers must play a key role in promoting career awareness, including supporting internships, job shadowing, mentoring, work-based learning, job fairs, and tours of facilities. Without the active

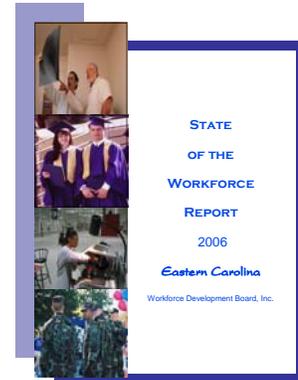
involvement of employers, career awareness will be limited.

**5. Address Affordable Housing Issues** - In focus groups and interviews across the Region the concern over affordable housing was evident. However, this real concern in the Region was not addressed in this report because of the lack of current quantitative data. Anecdotal evidence and residential concern over issues such as these often precede our ability to measure the size and scope of the problem based on data sources. This is a growing concern in the Region and steps should be taken to gather the primary data through surveys, focus groups, and community forums to determine the implications and the consequences of not addressing this growing issue.

In the coming months, the Eastern Carolina Workforce Development Board plans to engage many people and

leadership groups across the Region to define the actions that need to happen around the workforce issues, informed by this research.

Copies of this report are available at [www.ecwdb.org](http://www.ecwdb.org) [at "Announcements"] and the board's office.



Source: ECWDB

## Commission on Workforce Development to Establish Criteria for North Carolina's Workforce Development Boards

In keeping with the Commission on Workforce Development's Strategic Plan adopted earlier this year, the Commission has charged an ad hoc committee consisting of Commission members and five local Board Chairs to draft criteria for defining "high-performing boards".

The Commission has retained the services of Corporation for a Skilled Workforce, to facilitate the discussions and assist in drafting the criteria, which will address such items as Board Strategic Planning, Conducting Community Audits, Meeting JobLink Chartering Criteria and Performance Goals for WIA Title I. The criteria is being developed based upon research developed by other states, and the feedback from the Commission's Boards and Capacity Committee, as

well as input from five local board chairs appointed by the Committee.

Since workforce competitiveness is such a vital part of the overall economic development of an area, local workforce development boards must be crucial players in the totality of issues impacting the regions they serve. This is why these criteria for high performing boards are so important and worth the time and energy to create and implement them.

The Commission supports Local boards and their potential to influence the economic future of their regions. Such influence is crucial to being able to help the State gain a competitive advantage in this dynamic global economy.

The criteria will establish measures to ensure that North Carolina's local

workforce development boards have greater impact on their communities than simply overseeing the funding streams.

Source: Tammy Childers

*"Change is the law of life. And those who look only to the past or present are certain to miss the future."*

— John. F. Kennedy

# The New Economics of Global Competition

## Industry Clusters - What are they?

The term "Industry cluster" is an economic development concept championed by Dr. Michael Porter, a worldwide respected expert in global economic strategies from the Harvard Business School. Dr. Porter was among the first to recognize the power of clusters to boost regional economies.

A cluster is defined as a concentration of companies and industries in a geographic region that are interconnected by the markets they serve and the products they produce, as well as their suppliers, trade associations and educational institutions.

Clusters have been forming naturally for years, both in the U.S. and abroad. A local example is BSH Home Appliances in New Bern, and their supplier relationship with Carolina Technical Plastics, a German based company that located in New Bern to produce parts for BSH.

Clusters arise because they increase the productivity with which companies can compete. The development and upgrading of clusters is an important

agenda for companies, as it provides an avenue to produce just-in-time products, as well as reduce the costs of doing business.

A cluster-based strategy can be the catalyst around which workforce development, economic development, community development, and student development can align efforts to ensure the region has a skilled workforce to meet industry needs.

Cluster-based policy decisions can focus on relationships among industries. As a result, regional focus on such local strengths and industries can effectively and efficiently target training dollars to ensure a skilled workforce is available to produce a greater return on regional investments.

Across the State, Economic Development Regions have been completing regional industry cluster analysis studies. Just recently, the North Carolina's Eastern Region Economic Development Commission completed their study and identified key industry clusters for their 13 county region.

Industry clusters were identified that expand on current regional assets and have a strong future in the new economy of technology and innovation.

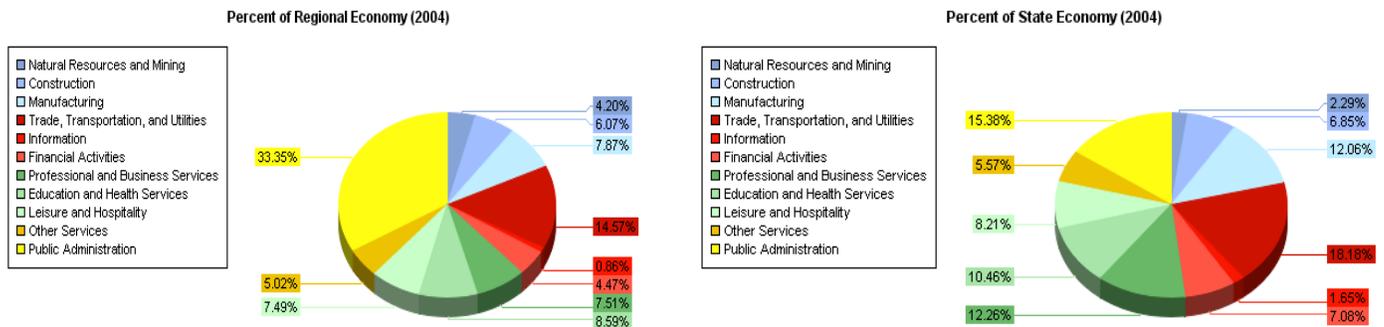
High Growth Industry clusters for our region include:

- Bio-Pharmaceutical/Health Care Services
- Advanced Manufacturing
- Food Processing
- Marine Trades
- Tourism
- Defense

As a region, we must ensure that training opportunities are available to assist our current and future workforce in acquiring the skills needed to take advantage of the high skilled and high wage growth opportunities in the industry clusters identified by the NCER.

Source: Tammy Childers

## A Snapshot of the Regional Economy as Compared to the State Economy



Source: ECWDB

## Report Offers High School Graduation Stats by State

Only 70 percent of 9<sup>th</sup> graders finish high school in four years and the majority of states require less than three math courses for a standard diploma. The new Editorial Projects in Education Research Center report, *Diplomas Count*, calculates four-year graduation rates and provides a state-by-state synopsis on the rigor of high school course requirements. The research uncovers huge disparities in graduation rates across gender and ethnic groups and between urban and suburban school districts. To review the graduation rates and requirements in your state visit: <http://www.edweek.org/rc/index.html?levelId=1000>.

## Lenoir County JobLink Career Center Adds New Partners

St. James AME Church and St. Peter's Church of Kinston partner with the Lenoir County JobLink to meet community needs.

St. James AME Church and St. Peter's Church in Kinston are two new "heaven sent" partners with the Lenoir County JobLink Career Center.

These churches opened their facilities to the JobLink to provide a place where church and community members may access resources related to job search and career development.

At these community-based locations, customers can take advantage of job search, resume preparation, training information, and use computers for job related needs.

This community based joint effort is a win-win concept since it provides information and services in areas accessible to individuals with limited

transportation resources.

JobLink staff members provide on site assistance on a monthly basis to each church site as well as maintain an information distribution area in each church. JobLink staff members will provide job referrals during their site visits as well as provide information on training options and career development.

February 2006 was the joint kick off for this project and the success led to the establishment of a continued relationship with both church locations and plans to expand to other faith based locations within the greater Kinston service area.

Arrangements are currently being made to provide outpost services at Ray of Hope Church. This service location

would offer available services in an area close to the homeless shelter and across from probation and parole in the downtown area of Kinston.

Source: Lenoir JobLink

*"Individual commitment to a group effort -- that is what makes a team work, a company work, a society work, a civilization work."*

-Vince Lombardi

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NC's JobLinks are an Equal Opportunity Employer/Program. Auxiliary aids & services are available upon request to individuals with disabilities.

(TTY) 1-800-735-2962

(Voice) 1-800-735-8262

Call your local JobLink Career Center today!

#### Carteret County JobLink Career Center

Phone: (252) 726-7151

#### Craven County JobLink Career Center

Phone: (252) 514-4828

#### Craven County JobLink Information Site

Phone: (252) 444-2384

#### Duplin County JobLink Career Center

Phone: (910) 296-1478

#### Greene County JobLink Career Center

Phone: (252) 747-5689

#### Jones County JobLink Career Center

Phone: (252) 448-5021

#### Lenoir County JobLink Career Center

Phone: (252) 527-7320

#### Onslow County JobLink Career Center

Phone: (910) 347-2121

#### Onslow County JobLink Information Site

Phone: (910) 938-6309

#### Pamlico County JobLink Career Center

Phone: (252) 745-9931

#### Wayne County JobLink Career Center

Phone: (919) 731-7950

#### Wayne County JobLink Career Center

Phone: (919) 658-4926

## Senate Appropriations and WIA Reauthorization Update

Funding for Workforce Investment Act programs will see a reduction from the FY 06 levels.

On July 17, the Senate Appropriations Committee approved \$142.8 billion for FY'07 health, labor and education programs. Funding for the Workforce Investment Act programs was \$5.062 billion, a \$55 million reduction from the FY'06 level of \$5.117 billion.

The Senate bill does not include any rescission of FY'06 WIA funds unlike the House Appropriations Committee's bill. The House Committee's reported bill now contains a \$325 million rescission of WIA funds proposed to be taken from '06 carry-over funds.

The full House vote on this bill stalled before the July 4th recess due to the success of an amendment to the bill that increases the minimum wage by \$2.10/hr. This issue continues to be an obstacle to bringing the Labor-HHS-Education bill to the House floor for the final vote, although there is also the need to find \$3

billion more to fund these programs.

The Senate Appropriations bill does result in a \$60 million decrease to WIA from FY'06 funding levels, relatively modest in the light of the current funding challenges that continue to confront the Committee in seeking to find another \$2 billion to reach their desired \$7 billion level called for by the Senate Budget Committee's resolution. It appears there is not much chance that the bill will see final passage by the full Senate before the August recess.

### WIA Reauthorization Update

There is no indication yet when the Conference Committee will be appointed to work out the differences in the WIA reauthorization bills, although the Congressional work calendar does not leave much time for Congress to finish all they want to accomplish before adjournment of the 109th Congress at the

end of September.

All appropriations bills, as well as several controversial bills, like the immigration bill, are on the docket to be finalized in September. It is very likely, and expected that a lame duck session will occur right after the election to finish business before the new Congress is seated in January.

Source: NAWB

*"Change is inevitable, except from vending machines."*

*-Unknown*

## Unemployment Rates as of June, 2006

Unemployment down from 5.7% to 4.7% as compared to 2005.

County	Labor Force June 2005	Unemployment June 2005	Labor Force June 2006	Unemployment June 2006
<b>Carteret</b>	33,098	4.40%	34,558	3.60%
<b>Craven</b>	40,921	5.40%	41,841	4.70%
<b>Duplin</b>	23,862	6.10%	23,621	5.10%
<b>Greene</b>	9,175	6.40%	9,297	5.30%
<b>Jones</b>	4,932	5.20%	5,038	3.40%
<b>Lenoir</b>	27,664	6.60%	28,212	5.70%
<b>Onslow</b>	55,659	6.10%	58,505	4.70%
<b>Pamlico</b>	5,661	4.70%	5,810	4.30%
<b>Wayne</b>	51,699	5.70%	52,028	4.90%
<b>Eastern Carolina Local Area</b>	252,671	5.70%	258,910	4.70%
<b>NC (not seasonally adjusted)</b>	4,346,713	5.60%	4,434,127	4.80%
<b>NC (seasonally adjusted)</b>	4,319,755	5.40%	4,394,216	4.60%
<b>National (not seasonally adjusted)</b>	150,327,000	5.20%	152,557,000	4.80%
<b>National (seasonally adjusted)</b>	149,243,000	5.00%	151,321,000	4.60%

Source: Employment Security Commission



## Local Team Presents at Workforce Innovations 2006

This year's annual Workforce Innovations 2006 was held in Anaheim, California. Co-sponsored by the U.S. Department of Labor's Employment and Training Administration (ETA) and the American Society for Training & Development (ASTD), Workforce Innovations is the premier annual conference where local, state and national workforce leaders and their partners from industry, education, and economic development gather to sort through issues and confront the workforce challenges facing our country.

This year's conference theme, "Regional Strategies...Global Results: Talent Driving Prosperity," explored the important role of workforce professionals and their partners in meeting the national challenge of global competition. The conference provided an opportunity to directly engage with fellow workforce professionals and partners around the challenge of maintaining economic growth in a highly competitive global economy.

At the conference, Assistant Secretary Emily Stover DeRocco held a special forum with Local Workforce Investment Chairs and Executive Directors. Mona Padrick and I attended this forum which provided an opportunity for local leaders to discuss

how they are positioning their regions as centers of innovation, centers of trade and talent developers that drive economic development. The forum focused on the USDOL's Workforce Innovations in Regional Economic Development (WIRED) initiative, which is designed to address the national challenge of global competition by building strong regional economies. The WIRED experience is helping define the pivotal role of talent development and the public workforce system in a transformational regional economy.

The underlying message was that local Boards must step up to the plate and begin forging broader partnerships than the ones defined by local area geographies. Assistant Secretary DeRocco stressed that as America's manufacturing industry has embraced lean principles to transform their industry to compete globally, the public workforce system must now do the same.

The conference workshops highlighted innovative strategies, models and tools needed to prepare a skilled workforce, and approaches to support regional economic development efforts.

As with the St. Louis conference, our local workforce team was invited

by USDOL to conduct a workshop about our BRAC planning efforts. It was also an opportunity to promote the Vision East partnership. The team consisted of myself, Mona Padrick, President, Jacksonville-Onslow Chamber of Commerce, and Geneva Mixon, Project Coordinator, Cumberland County Workforce Development Board. We shared our experiences about the benefits of collaborative partnerships, partnering with the local Chambers of Commerce for economic development, and how Eastern North Carolina is responding to BRAC through the use of WorkKeys, establishing JobLink Information Sites on military installations, addressing the training needs of the military spouses, and promoting Military Business Centers.

Those of us who attended Workforce Innovations came away from the Conference with the realization that in order to compete globally, we in North Carolina must continue to foster and build upon regional partnerships. With Vision East's eight Board partnership already established, we are on the right path for ensuring eastern North Carolina's bright future.

By Tammy Childers, ECWDB

## The BRAC Coach: A Valuable E-Tool to Assist Communities Affected By Base Realignment and Closure Announcements

U.S. Department of Labor's (DOL) Employment Training Administration developed the BRAC Coach, a valuable online tool that helps workers and businesses that have been affected by the Defense Department's recent Base Realignment and Closure (BRAC) actions. The BRAC Coach identifies common issues and problems facing workers, businesses and workforce staff impacted by these closings and realignments, and helps them navigate the sometimes complex government Web resources available to assist them during these times. The Coach acts as an interactive "user manual" that identifies common questions concerning workers and businesses and provides step-by-step instructions for accessing Web sites that contain job bank information, employment assistance, Rapid Response program information, education and training opportunities, and more. For more details visit <http://www.brac-coach.org>.

## Wayne Community College Youth Participant Exemplifies the Meaning of Youth Excelling in Lifelong Learning

Shatarra Drummond is a 19-year old single parent and former student in the Adult High School Diploma Program at Wayne Community College. She has exemplified exceptional accomplishments and maintained excellence in her educational and career goals despite an unexpected teen pregnancy and other personal barriers. Shatarra knew she had to complete her high school diploma and strive for achievement in every opportunity. As a participant of the YELL Program at Wayne Community College, Shatarra embraced resources offered in the program to assist in her educational and career development.

After dropping out of high school in her 12th grade year, Shatarra enrolled in the Workforce Investment Act Youth Program at Wayne Community College. During this

period, Shatarra worked extensively to complete her course work for graduation and received excellent grades making the honors and scholars list at school. She also completed an occupational skills training as a Certified Nursing Assistant, passing NC State Clinical Exams while working part-time.

Prior to graduation, Shatarra experienced some medical complications after her pregnancy, yet continued to go to school and work. She stated, "I wanted to graduate badly and did not want to miss any days of school." As a result, Shatarra became severely ill and was on bed rest for several weeks. Nevertheless, she managed to graduate with honors and was voted Student of the Year.

Currently, Shatarra is attending Wayne Community College in the Nursing Program with plans to attend

East Carolina University's nursing program in August, 2006. Also, she retained Certified Nursing Assistant employment opportunities with Britthaven Nursing Home and St. Mary's Home Healthcare of Goldsboro, NC. Shatarra has truly successfully completed her goals with the WIA Program and continues to develop new educational and career goals for future success.

Source: Brandy Thomas, WCC



Shatarra Drummond

*Mission of WIA "...increase the employment, retention, and earnings of participants, and, as a result, improve the quality of the workforce, reduce welfare dependency, and enhance the productivity and competitiveness of the Nation."*

## Congratulations Pamlico Community College

PCC places first in State for graduation and retention rates

Pamlico Community College placed first among the state's 58 community colleges in graduation and retention, according to an annual assessment by the N.C. Community College system. Seventy-two percent of Pamlico students either graduated or returned to school in 2004-2005.

Dr. Marion Altman, Pamlico President, said the college's performance is the result of its state-leading growth over the past decade.

Of the 12 performance measures in the assessment, PCC passed nine, including all critical areas.

The nine measures passed —

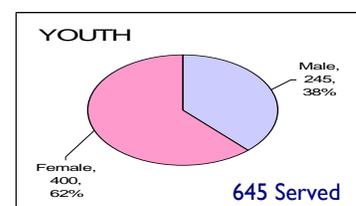
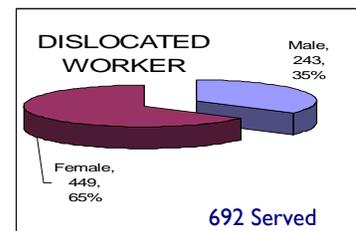
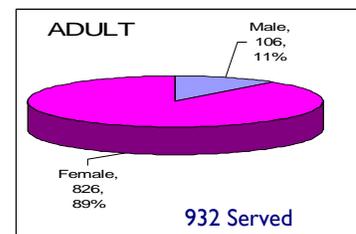
- Progress of Basic Skills Students
- Goal Completion for Completers

- Employment Rate of Graduates
- Passing Rates in Developmental Courses
- Success Rates of Developmental Students in College Level Courses
- Student Satisfaction of Completers and Non-Completers
- Curriculum Student Retention and Graduation
- Employer Satisfaction, and
- Business & Industry Satisfaction with Services Provided.

Source: Sun Journal

7/1/05 6/30/06

### WIA Enrollment Activity



# Lenoir Community College Graduate Shares Her Journey to Success

## WIA Youth Program Makes a Difference

Shakeema Murchison enrolled in the Workforce Investment Act/Youth Excelling in Lifelong Learning (WIA/YELL) Club and the Adult High School Program. One year later, she graduated with honors from the Adult High School Program.

Without hesitation, she soon enrolled in the Medical Office Administration program, and this past May, Shakeema graduated with an associate degree. She has completed two cooperative education positions – one with Kinston Medical Specialists, PA and the other with Eckerd Drug Store where she is currently employed.

Shakeema's road to an education was not easy. She became pregnant at 16 with her first son, Isaiah. Living in Newark, NJ, she left high school to have her son. "When I returned to school the following year, the officials wanted to hold me back in the ninth grade. After that, I didn't go back." Unmarried and living at home, Shakeema knew she wanted to complete her education. She said her family moved to North Carolina, where her father was raised. She started back to school through Wilson Technical Community College, but then her family moved again to Lenoir County, so she dropped out of school again. "I knew I was going to complete my degree," she said. "It was hard, but I did it. I enrolled at LCC and from there I just took off." Shakeema said she connected with WIA Youth Career Consultant Tezra Parker and from

there the rest is history. She moved out on her own and began the Adult High School Program. While attending LCC, she became pregnant and had a second son, Tyquez, during Easter break of 2003. "I had Ty during the break and came right back to school the next week. I wanted to come back because graduation was in May and I knew I had to be there. I was tired of being held back and I didn't want the same thing to happen."

Shakeema graduated in May and then enrolled in summer school, this time as a college student. "I was so excited about starting college. I chose Medical Office Administration because I was interested in the health field, but I knew I wasn't good around blood and needles and things. I thought the administration end was better suited for me. I'm very organized and I work well with customers. I like people and I really like the atmosphere that an office setting provides."

Working part time in the beginning of her educational journey, going to school full time, now juggling full-time employment, full-time college and full time family, Murchison said it can be challenging.

"God drives me to get up every morning and get my oldest son who is now 7 years old off to school, and my youngest son, who is 3 years old to Head Start," she said. "I have good family support too. I'm setting an example for my children, instilling in

them that it is very important to get an education."

"My family is proud of me. I set my goals more than one day at a time." Shakeema didn't think she could make it. She said there have been many of obstacles. The 23-year-old said she has gained good work habits and good work experience through the Lenoir Community College's WIA Club. "I'm ready to go to the next stage of my life."

By Richy Huneycutt, LCC



Shakeema Murchison with son

LCC Youth  
Participants Held  
Wedding Shower for  
LCC's Career Consultant  
Tezra Parker



Congratulations Tezra!

Pictured are from left to right: Rosanna Bostic, Lindeshia Barrow, Glondeese Manues, and seated is Tezra Parker.



# Partnership Conference

## Opportunities for Tomorrow's Workforce

**October 25 – 27, 2006**

Sheraton Four Seasons Hotel  
Joseph S. Koury Convention Center  
Greensboro, North Carolina

### Pre-Con Sessions

**Wednesday, October 25, 2006**

9:00 – 12:00 NC Association of Workforce Boards

*Featuring: Celina Shands Gradijan*

10:00 – 12:00 WorkforcePlus

JobLink Coordinators

JobLink 101

JobConnector

NC JobHound

### Conference Highlights

**Wednesday—October 25**

Business Services

Common Measures

Youth & the Community

Cultural Competence

Layoff Aversion

**Thursday—October 26**

*JobLink Celebration!!*

Case Management

Economic Development

WorkKeys

Washington Update

Workplace Diversity

Career Readiness Certification

Technology Enhancements

*Governor's Awards Banquet*

**Friday—October 27**

*NC Shines!*

Focus on Best Practices

*Closing Speaker: Erskine Bowles,  
President of the UNC System*

**Keynote Address – October 25—1:30 PM**

**Preventing a Workforce Meltdown:**

**Mayberry Wakes Up ~**

*Ed Gordon*

Oversourcing and relocation are bleeding away American jobs overseas. Yet in the United States experienced tech workers are retiring, and new skilled people are in short supply. Ed Gordon explores how some local communities in the United States and North Carolina are preparing for the future by forming alliances of community organizations, businesses, and educators to equip the current workforce and the next generation of workers with the skills required for the high tech workplace.

Registration Information and forms are posted on [www.ncwdtc.com](http://www.ncwdtc.com).

For additional information contact:

NC WDTc ♦ 4351 Mail Service Center ♦ Raleigh NC 27699-4351 ♦ 919-329-5588



# Eastern Carolina

## WORKFORCE DEVELOPMENT BOARD, INC.

### **ECWDB Staff:**

Tammy Childers, Executive Director  
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Trina Hale, Accounting Technician  
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Pat Moss, Administrative Assistant  
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### **Communicate with Us!**

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New Bern, NC 28562  
Telephone: (252) 636-6901 or (877) 916-6901

### **MARK YOUR CALENDARS:**

#### **Youth Council Meeting**

at the ECWDB offices in New Bern  
August 8, 2006, 6:00 pm

#### **State of the Workforce Steering Committee Meeting**

at the ECWDB offices in New Bern  
August 10, 2006, 6:00 pm

#### **Writing Effective Case Notes Training**

at the ECWDB offices in New Bern  
August 15, 2006, 9:00am -4:00 pm

#### **WIA Oversight Committee Meeting**

at the ECWDB offices in New Bern  
August 17, 2006, 6:00 pm

#### **Executive Committee Meeting**

at the ECWDB offices in New Bern  
August 31, 2006, 6:00 pm

#### **ECWDB Board Meeting**

at the ECWDB offices in New Bern  
September 7, 2006, 6:00 pm

**This newsletter is dedicated in memory of Mr. Billy Patterson who passed away July 19<sup>th</sup>, 2006.**

Mr. Patterson was employed by the NC Employment Security Commission and served as Veterans Consultant Supervisor in the Wayne County JobLink Career Center. Billy was a native of Duplin County. He graduated from East Duplin High School and Wayne Technical Institute and was an Army veteran of the Vietnam War. Mr. Patterson was very active in veterans causes and was Past Commander of Veterans of Foreign Wars Post 9959 in Mount Olive and the American Legion Post 11 in Goldsboro. He helped organize AmVets Post 16 in Wayne County and served as its first commander and also was Past District Commander of the American Legion. He received the James C. Gates Award from the VFW and was also a national winner for outstanding service to veterans. Mr. Patterson, we thank you for your many years of outstanding service to our Country.

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