



July, 2018

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A recently-launched federal investment initiative, supported and promoted through North Carolina state government, is bringing opportunities to local area communities. Inside a newly-constructed hospitality events barn at Meadows Farm Venue in Maysville, more than two dozen elected officials, business people and community college representatives gathered to learn about Opportunity Zones. The "lunch and learn" event was conducted by one of the program's architects, Napoleon Wallace, deputy secretary for the N.C. Department of Commerce (NCDOC).

Wallace said the goal of each Opportunity Zone is simple: "To take the resources of the community and turn them into investment opportunities." The United States Treasury Department created the "Opportunity Zone" concept and authorized each state to designate up to 25 percent of its total low-income census tracts as qualified Opportunity Zones. North Carolina has more than 1,000 low-income census tracts, according to NCDOC, from which 252 sites were selected from a pool of 450 unique census tracts. The data collected to determine Opportunity Zones was "snapshot of economic metrics from 2011 through 2015," according to Wallace.

NCDOC defines low-income census tracts as areas where the poverty rate is 20 percent or greater and/or family income is less than 80 percent of the area's median income. The legislation creates a tax benefit for qualified investors who wish to reinvest realized capital gains into Opportunity Zones, avoiding standard capital gain tax obligations. Municipalities in which Opportunity Zones exist do not outlay funds for their development, but rather the program depends on investors using their resources and capital to fund projects. Taken together, the 252 North Carolina

Opportunity Zone tracts feature:

- A total population over 1.1 million
- Nearly 45,000 families with children in poverty
- More than 50,000 business establishments
- More than \$580 million already invested in these areas, from both public and private sources over the past five years

The Opportunity Zones program offers investors the following incentives — or tax shelters — for putting their capital to work in low-income communities. Investors receive a temporary tax deferral for capital gains reinvested in an Opportunity Fund. The deferred gain must be recognized on the earlier of the date on which the opportunity zone investment is sold or Dec. 31, 2026.

Participants are allowed to apply a step-up in basis for capital gains reinvested in an Opportunity Fund. The basis of the original investment is increased by 10 percent if the investment in the qualified opportunity zone fund is held by the taxpayer for at least five years, and by an additional 5 percent if held for at least seven years, excluding up to 15 percent of the original gain from taxation.

A permanent exclusion from taxable income of capital gains from the sale or exchange of an investment in a qualified opportunity zone fund, if the investment is held for at least 10 years, so long as the gains accrued from an investment in an Opportunity Fund, not the original gains. Wallace said the targeted investors suitable for the program includes but is not limited to "large foundations and private equity funds as well as small to medium size businesses." "This is a tax-benefit program," Wallace said.

Wallace said each of North Carolina's 100 counties have at least one Opportunity Zone and

said the challenge is how to organize resources. The program does not budget or allocate local or state funds but is fueled through federal tax breaks governed by U.S. Internal Revenue Service, according to Wallace.

The zone that includes Maysville encompasses Jones, Carteret and Craven counties extended along U.S. 17 from Maysville through Pollocksville up to River Bend and over to Stella, according to the NCDOC online interactive map.

Pollocksville Mayor Jay Bender said the challenge for small towns can be simply explained in one word: "M-O-N-E-Y," adding that he views Opportunity Zones as a "wonderful opportunity for public-private partnerships to develop." Maysville Councilman Dan Ryan sees Opportunity Zones as a win-win for the town, its residents and would-be investors. "Investors who look at Opportunity Zones in Maysville and who quickly invest into our community will see that Maysville is a great place to spend money and make investments," Ryan said.

Onslow County has two designated zones, both in Jacksonville and extending out towards Richlands along U.S. 258. The first zone includes an urban area bordered by U.S. 17 from Western Boulevard to Phillips Park down to N.C. 24 near Johnson Boulevard and west to Western Boulevard. The second zone begins at the Buddy Phillips Bridge along Marine Boulevard and is extended along U.S. 258 to the N.W. Corridor Drive near Burton Park and the Onslow County Government Center.

Wallace said the state hopes to create a sample zone on its website within the next month or two to illustrate to prospective investors the various resources available throughout the state.

Source: New Bern Sun Journal

# Board of Directors

## Officers

Joseph Wiggins, *Chief Elected Official*, Carla Byrnes, *Chair*

### Carteret County

*Director*

Bob Cavanaugh, *Commissioner*

Cindy Holman, *Consolidated Human Services Director, Carteret County Government*

Dwayne Oglesby, *Fleet Readiness Center East, Organization & Workforce Planner & Analyst*

Mike Kraszeski, *Atlantic Veneer, President*

### Craven County

Johnny Sampson, *Commissioner*

Anthony Cruz, *International Machinist & Aerospace Workers Union, Labor Representative*

Bill Green, *BB&T, Vice President*

John Wilson, *BSH Home Appliances, Human Resources Manager*

### Duplin County

Kennedy Thompson, *Commissioner*

Al Searles, *Murphy Brown, LLC, VP, Transportation*

James Wolfe, *Duplin County Economic Development Corporation, Executive Director*

### Greene County

Jerry Jones, *Commissioner*

Angela Bates, *Greene Lamp, Inc., Executive Director*

Judy Darden, *Darden Bookkeeping, Owner*

Ray Holloman, *JAK Moulding & Supply, Sales Manager*

### Jones County

Joseph Wiggins, *Chief Elected Official*

Frank Emory, *Emory Construction, Owner*

David Hill, *DP Hill Manufacturing, Owner*

Dr. Norma Sermon-Boyd, *Jones County Partnership for Children,*

### Lenoir County

Roland Best, *Commissioner*

Jason Trull, *Spirit AeroSystems, Human Resources Manager*

Bruce Parson, *Blind Shop, Owner*

Dr. Rusty Hunt, *Lenoir Community College, President*

### Onslow County

Mark Price, *Commissioner*

Rick Stout, *Onslow County Schools, Superintendent*

Shannon Vitak, *Vocational Rehabilitation, Manager*

Karl Zurl, *NC Department of Commerce, Division of Workforce Solutions, Southeast Regional Operations Director*

### Pamlico County

Edward Riggs Jr., *Commissioner*

Carla Byrnes, *B&B Yacht Designs, Co-Owner*

John Deaton, *Deaton Yacht Services, Owner*

Dr. Jim Ross, *Pamlico Community College, President*

Truman Vereen, *Grantsbrook Nursing & Rehabilitation Center, Administrator*

### Wayne County

Ray Mayo, *Commissioner*

Fletcher Bizzell, *Wayne Opportunities, Board Director*

Charles Brogden, *Franklin Bakery, Human Resources Manager*

Melanie Sanders, *Caswell Center, Human Resources Manager*

**Welcome new board director, Cindy Holman!**



## 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

- Create an integrated, seamless, and customer-centered workforce system.
- Engage business and community leaders in addressing workforce issues that promote strategies to improve education levels and basic workplace skills.
- Strengthen alliances with economic development to identify and address the workforce needs of current and future industries.
- Develop and implement a community awareness plan that promotes the WDB, NCWorks Career Centers, and partner services.
- Identify and implement effective employment and training strategies that result in employment opportunities for all citizens.
- Build the capacity of the Consortium, Eastern Carolina WDB, staff, and NCWorks Career Center staff and partners.

### A Message from the Executive Director

Dear Colleagues,

I am happy to report that this newsletter is filled with great news on every single page! From the new opportunities and incentives for rural NC low-income communities to attract business investments that will create jobs on page 1, to welcoming our newest board director, Ms. Cindy Holman, representing the Carteret County Consolidated Human Services on page 2.

On page 3, I am proud to report that our very own BSH Home Appliances of New Bern has been selected to receive the 2018 Governor's NCWorks Award of Distinction as an Outstanding Employer. A special Congratulations goes to our ECWDB Craven County board member, John Wilson, Human Resources Manager, BSH. This is such an honor!!!

On page 4, you will read of Governor Cooper's plans to help North Carolinians get the job training and skills to succeed. And, yes, some of these funds are a part of the federal Workforce Innovation and Opportunity Act (WIOA) State funds that the local boards will oversee. The Governor's NC Job Ready \$60 million fund includes three main components to invest in NC's workers by providing financial assistance and training opportunities for students, job-seekers, and employers. Let's seize the moment, as we have a great opportunity to assist a lot of our neighbors. And I believe if we are all honest, there has been a time in our lives when we needed a little help and encouragement also. Speaking of a little help and encouragement, on page 5 you will get to meet a single parent who took advantage of an opportunity presented to her by Lenoir Community College's WIOA youth program to get her GED and put her family on a pathway to a brighter future. We are very fortunate to have seven of the very best community colleges in our region.

On page 6, you will read that NC has been selected to participate in a study at the John F. Kennedy School of Government at Harvard University to focus on improving our NCWorks services. We look forward to reaping the benefits, as we are always open to replicating new strategies to improve our services. Interestingly, the article that follows is about an awesome STEM Summit that I attended where I got to see high school students applying STEM problem-solving techniques and innovative solutions. If asked, I am sure that some of them would offer pro-bono services to be a part of the Harvard partnership that will review our NCWorks system. Now that would be innovative - having our workforce of the future assisting the workforce of today!

Lastly, I want to focus on our career pathways efforts on page 7. In support of the Advanced Manufacturing Career Pathway, the ECWDB is partnering with the Manufacturing Institute's Dream It. Do It. Campaign to raise awareness of careers in modern manufacturing and inspire the next generation of workers to pursue careers in the industry. Through its partnership in this effort, the ECWDB will have access to market-tested materials about modern manufacturing targeting young people, parents, and teachers, and the program will be an important element in the organization's ongoing strategy to reach youth. Speaking of career pathways, the ECWDB and partners have embarked upon the third career pathways application to be submitted to the NCWorks Commission for certification. This pathway focus on Transportation, Distribution, and Logistics.

Let's continue to embrace the opportunities!

Tammy Childers

## Congratulations to BSH Home Appliances! 2018 Governor's NCWorks Award of Distinction as an Outstanding Employer

Office of the Governor  
State of North Carolina

Roy Cooper  
Governor



20301 Mail Service Center  
Raleigh, N.C. 27699-0301

June 11, 2018

Mr. John Wilson  
BSH Home Appliances Corporation  
100 Bosch Boulevard  
New Bern, NC 28562

Dear Mr. Wilson:

It is my pleasure to inform you that BSH Home Appliances Corporation has been selected to receive the 2018 Governor's NCWorks Award of Distinction as an "Outstanding Employer." I commend your company's commitment to enhancing the skills of your employees.

Your company was nominated for this award by the Eastern Carolina Workforce Development Board for your demonstrated contributions to the economy and improved workforce development opportunities in your community. BSH Home Appliances Corporation was selected from many deserving companies from across the state because you embody the true spirit of NCWorks. You are indeed a positive role model for North Carolina's employers. A highly skilled workforce is the key to success in the global economy. North Carolina's competitive edge depends on the continued commitment of dedicated employers like you who use innovative strategies in daily business.

I appreciate your commitment to our state and wish you continued success in your future endeavors.

Very truly yours,

Roy Cooper

cc: Tammy Childers, Exec. Dir., Eastern Carolina Workforce Development Board



# Governor Cooper Details Plan to Help More North Carolinians Get Job Training and Skills to Succeed

Ahead of the release of his short session budget, Governor Roy Cooper shared recommendations to create the NC Job Ready Fund to train and grow North Carolina's workforce to fill the jobs of today and tomorrow. In February, Gov. Cooper laid out his key principles for improving North Carolina's workforce: providing education and skills training, partnering with employers to prepare workers for evolving industries, and tapping into local innovation.

"Business leaders and CEOs across the state and the globe say that their number one need for creating new jobs is a well-trained workforce," said Gov. Cooper. "The programs in the NC Job Ready Fund will help North Carolinians get the training and education they need to compete for jobs available today as well as those that we will recruit to North Carolina. These good-paying, skilled jobs will put more money in the pockets of North Carolina families." The NC Job Ready Fund includes three main components to invest in North Carolina's workers and would total \$60 million. The fund would include the following:

## **NC GROW – (\$30 million)** *Providing Financial Assistance for Job Training in High-Demand Fields*

Many good-paying jobs of today and tomorrow require skilled workers with specialized training. Gov. Cooper's budget establishes a \$30 million financial aid program to provide free training for high-demand fields. NC GROW (Getting Ready for Opportunities in the Workforce), will help cover tuition and selected fees for students pursuing training in high-demand fields. The Community College System and Department of Commerce will identify industries with high demand for skilled workers, including construction, health sciences, information technology and manufacturing.

## **Finish Line Grants – (\$20 million)** *Helping Students Complete Higher Education Degrees*

North Carolina's community colleges and four-year colleges and universities are opening doors for students all across the state. But too often, financial emergencies like unexpected healthcare costs, childcare expenses, or car breakdowns prevent students who are on the cusp of

*"Business leaders and CEOs across the state and the globe say that their number one need for creating new jobs is a well-trained workforce"*

graduating from reaching that milestone. The \$20 million Finish Line Grants Program will help students complete their degrees when facing unforeseen financial challenges. Funds can be used for course materials, housing, medical needs, dependent care, or other financial emergencies that students face through no fault of their own.

Community college students who are within 15 credit hours of completing a degree will be eligible to receive up to \$1,000 per semester. \$5 million will be set aside to help at least 5,000 community college students complete their training.

Students at UNC System institutions and independent colleges and universities who are within 30 credit hours of graduating and have maintained a minimum GPA will be eligible for grants of up to \$1,000 per semester. \$15 million will be available (\$10 million for UNC institutions and \$5 million for independent colleges) to help at least 15,000 students complete their undergraduate degrees.

## **Employer Training Fund – (\$10 million)** *Supporting Employer Innovation and Workplace Training*

Employers themselves know the most about the skills industries require. The budget provides \$10 million for a competitive grant program to assist employers in addressing workforce training needs and employee skill gaps. Funds will support work-based learning initiatives like flexible, paid internship and employment opportunities for students, apprenticeship programs, and "up-skill/back-fill" projects to help current employees develop the skills needed to fill new roles and back-fill job openings with new hires. The Department of Commerce will collaborate with Workforce Development Boards, the NC Community College System, employers, and other industry partners to design and implement the grant program.

"The Governor and his staff have developed a budget approach that's perfectly aligned with the needs of North Carolinians who want well-paying jobs and our state's employers who want well-qualified workers. The investments are smart and targeted in areas where there are tens of thousands of available jobs now and in the near future. Helping North Carolinians finish their college degrees or obtain crucial work credentials will improve their earnings and lift the state's economy in the years ahead," said Kevin Trapani, Chair of the NCWorks Commission and Co-Founder & CEO of The Redwoods Group.

"On behalf of North Carolina's 36 private colleges and universities and our 90,000 students, NCICU thanks Governor Cooper for recognizing and addressing emergencies that can require students to drop out of college even when they are so close to graduation. This program can definitely help these students cross the 'Finish Line,'" said Dr. A Hope Williams, President of NCICU, North Carolina Independent Colleges and Universities.

"NC Job Ready aligns with the NC Community College System's strategic focus on ensuring the educational pipeline prepares a workforce that meets the current and future needs of employers," said NC Community College System President Peter Hans.

"The North Carolina Association of Workforce Development Boards (NCAWDB) is pleased to support the Governor's NC Job Ready Workforce budget and agenda for 2018/2019. Whether providing funds to help employers meet their skill needs or resources that assist students to complete their education and gain new marketable skills, Governor Cooper's NC Job Ready advances the NCAWDB's goal of capacity building enabling businesses to prosper economically by providing a highly qualified and motivated workforce. The 23 Workforce Development Boards across the state stand ready to assist with the NC Job Ready initiative which supports our vision of cultivating the most competitive best in class workforce in the nation," said Jeff Frederick, President of NCAWDB and Pat Sturdivant, President of the Workforce Development Board Directors Council .

*Source: NCCommerce.com*

## WIOA Youth Program Success Story: Meet Shaneequa Garrett



Shaneequa Garrett entered Lenoir Community College's WIOA Youth Program in May of 2016. She dropped out of high school during her junior year due to a learning disability (ADHD). She stated she was overwhelmed and could not concentrate or stay focused while in class. She was a 23-year old single mother of two young sons who, at the time, were homeless and living amongst friends and relatives. She desired to obtain her High School Equivalency Diploma and NAII Certificate. She stated, "I have hit rock bottom and need my GED in order to be self-sufficient and take care of my boys."

Shaneequa scored basic skills deficient in math and struggled with math computation. Due to Shaneequa's circumstances, she was unable to attend classes on campus. While working part-time as a NAI, Shaneequa checked out math books and observed educational YouTube videos in order to prepare for the HSE tests. With sheer determination and a resolve to complete her goals, Shaneequa continued working, taking care of her children, and studying until she was ready to take the tests. She took her first test on June 18, 2016 and had passed three of the tests by November, 2016. On March 29, 2017 Shaneequa completed the remainder of her tests and officially obtained her High School Equivalency Diploma.

Shaneequa Garrett graduated from Lenoir Community College in May of 2017. Shaneequa enjoys being around people and has outstanding social skills. She loves spending time with her children and helping others in any way possible. While enrolled in the WIOA Out-of-School Youth program, Shaneequa was determined, energetic, and goal-oriented, which enabled her to juggle work, school, and motherhood. She has been an

excellent role model to her family, co-workers, and friends. She has an out-going personality, is self-motivated, and displays good work ethics. With these positive characteristics and skills, Shaneequa was approved for paid work experience (WEX) at Caswell Center in Kinston, NC. She completed over 300 hours before being offered a full-time position. Shaneequa moved herself and children out of a homeless situation and into an apartment. Through the WIOA Work Experience Program (WEX), Shaneequa was employed part-time as a Nurse Aide I at Caswell Center in Kinston, NC on August 18, 2017. Due to her strong work ethics and positive attitude, Shaneequa was hired full-time in November 2017. Shaneequa is now a full-time employee at Caswell Center as a Developmental Tech I. She also works part-time during the week and on weekends as a home health care provider. Shaneequa has purchased a car and is in the process of being approved for a house loan. She stated, "If it wasn't for the WIOA program, I would still be living off the government."

*Source: LCC*

The Workforce Innovation and Opportunity Act (WIOA) Out-of-School Youth Services Program seeks to assist eligible youth ages 16-24 in achieving academic and employment success through effective and comprehensive activities. Youth Services are delivered through the local NCWorks Career Center. Under WIOA, comprehensive youth services include the following elements:

- Education for a specific occupation or occupational cluster
- Tutoring, study skills training, drop-out prevention strategies
- Follow-up services
- Paid and unpaid work experiences, including job shadowing
- Leadership development opportunities
- Entrepreneurial Skills Training
- Comprehensive guidance and counseling
- Occupational skill training
- Internships and Apprenticeships
- Alternative secondary school offerings
- Labor Market Information Services
- Adult mentoring
- Activities to prepare youth for postsecondary education and training
- Financial literacy education

Visit [ecwdb.org](http://ecwdb.org) for a list of WIOA Youth Service Providers,

## Harvard Kennedy School to Support Improvements to North Carolina Workforce Services

A performance expert from the Kennedy School of Government will help the state improve the delivery of services offered by the NCWorks Career Centers, thanks to a new collaboration announced June 14. **Sarah Allin, the Assistant Director of the Government Performance Lab (GPL) at the John F. Kennedy School of Government at Harvard University**, will collaborate with N.C. Commerce's Workforce Solutions team and a pair of local Workforce Development Boards for the engagement.

North Carolina was one of six jurisdictions selected to receive pro bono technical assistance. "Employers and other business leaders tell me time and again that their number one need is a well-trained workforce," said Governor Roy Cooper. "North Carolina's 80 NCWorks Career Centers connect people with the training and skills required for good-paying jobs. We welcome this

*North Carolina's 80 NCWorks Career Centers connect people with the training and skills required for good-paying jobs. We welcome this collaboration with the Harvard Kennedy School's Government Performance Lab, which will allow us to do even more to prepare North Carolinians for the jobs of today and tomorrow," said Governor Roy Cooper.*

collaboration with the Harvard Kennedy School's Government Performance Lab, which will allow us to do even more to prepare North Carolinians for the jobs of today and tomorrow."

"North Carolina is seeking to better connect residents with jobs by improving the delivery of workforce services," said **Professor Jeffrey Liebman, Malcolm Wiener Professor of Public Policy at**

**Harvard Kennedy School and GPL Director.** "We look forward to working with North Carolina's team to make progress in this important policy area."

The ultimate result of the partnership will be the development of a data-informed model that can be replicated statewide to help jobseekers obtain employment, training and higher wages.

Allin grew up in Winston-Salem, N.C., and earned a BA in Economics and a BA in Public Policy from the University of North Carolina at Chapel Hill, as well as a Master in Public Policy from the Harvard Kennedy School. "I'm excited for the opportunity to work with professionals at the Department of Commerce in my home state as they continue to improve the services provided to members of our workforce and employers," Allin said.

Source: [nccommerce.com](http://nccommerce.com)

## STEMEAST Holds E2 Summit Focusing on the Importance of STEM Education for Economic Development

Dr. John Hardin, Executive Director of Commerce's Office of Science, Technology, & Innovation, served as the keynote speaker at the STEM East: E2 Summit at the Riverfront Convention Center in New Bern, May 3.

The annual event convenes regional school districts and employers in the state's eastern region to enable a dialog around workforce needs and preparation strategies.

Focusing on the STEM employment pipeline (Science, Technology, Engineering and Math), the Summit provides employers a forum for sharing their changing job needs, while school districts demonstrate what steps they have taken to help meet these needs.

The E2 Summit was an opportunity to see the extraordinary efforts that our school districts are making to align with the needs of regional employers. The Summit allowed for attendees to engage with students and teachers from across

*"STEM education promotes a way of thinking, a habit of mind. It's giving students the skills and confidence to know what to do when they don't know what to do."*

Dr. Sam Houston  
President and CEO  
NC SMT Education Center

the region to see and hear their stories of success.

In his remarks, Dr. Hardin discussed the importance of STEM education for industry; the importance of raising educational attainment of all North Carolina citizens, particularly STEM skills; and spotlighted and recognized the work of STEMEast in eastern North Carolina.

More information about the Summit is available online at [NCEast Alliance](http://NCEastAlliance.com) and [STEMEast.com](http://STEMEast.com).



Source: [New Bern Sun Journal](http://NewBernSunJournal.com)

## ECWDB Holds Transportation Certified Career Pathway Application Kick Off Meeting

On May 17<sup>th</sup>, the ECWDB kicked off the newest certified career pathway initiative for Transportation. The Transportation, Logistics, and Distribution industry was chosen because of the importance to eastern North Carolina's economy, showing an expected growth of 6% in the ECWDB region over the next few years. Having career pathways certified by the NCWorks Commission allows for targeted grant funding and shows current and future employers that our region has the ability to train and maintain a robust pipeline of highly skilled workers.

The kick off meeting was attended by ECWDB, Career and Technical Education, Community College and NCWorks staff members, and focused on the need to create a pipeline of talent to ensure a skilled workforce. A series of three employer focused meetings will be held across the region to learn of the workforce challenges companies are facing in this sector. Using the Next Gen Sector Partnership model, employer champions were selected to facilitate these meetings where we can get an idea

of the concerns our employers face in the Transportation industry and how we can help meet their needs. Two meetings have been scheduled in Lenoir (July 18, GTP at 11:30am) and Duplin (July 31, JSCC at 11am) counties and we are working to schedule the third in Carteret County. We hope to be able to submit the final application to the NCWorks Commission in September for a November certification.

*Submitted By: Erin Ananian-Gentile, ECWDB*

## Eastern Carolina Workforce Development Board, Inc. Joins the Manufacturing Institute's Dream It. Do It. Network



The Manufacturing Institute is pleased to welcome the Eastern Carolina Workforce Development Board, Inc. as the newest member of the Dream It. Do It. network, representing Dream It. Do It. Eastern Carolina in North Carolina. The Institute's **Dream**

**It. Do It.** nationwide program works to raise awareness of careers in modern manufacturing and inspire the next generation of workers to pursue careers in the industry.

Through its partnership in this effort, the Eastern Carolina Workforce Development Board, Inc. will have access to market-tested materials targeting young people, parents, and teachers about modern manufacturing, and the program will be an important element in the organization's ongoing strategy to reach youth.

Established in 2005, Dream It. Do It. is a unique national network of professionals dedicated to engaging, educating, and employing today's students in high quality manufacturing jobs, while educating career influencers like parents and educators. Manufacturing career exploration is done in communities across the nation, and Dream It. Do It. is the collection of over ten years of best practices, knowledge and experiences. The initiative offers local manufacturers, schools, community-based organizations and other stakeholders the opportunity to partner with a respected national platform to promote manufacturing as a top tier career choice in the United States.

Organizations and companies interested in participating in the Eastern North Carolina region should contact Erin Ananian-Gentile at [Ananian-Gentile@ecwdb.org](mailto:Ananian-Gentile@ecwdb.org).

**JULY 24, 2018**  
**8:30AM-2:00PM**  
**HILTON GREENVILLE**  
 207 Greenville Blvd SW,  
 Greenville, NC 27834

**2018 COASTAL NC TRANSPORTATION FORUM**

08:30	Registration & Networking
09:00	Welcome
09:10	Economic Impact of New Interstates 42 & 87 (& I-95 Improvements) Paula Dowell, Principal, Cambridge Systematics (confirmed) Durwood Stephenson/Marc Finlayson – Interstate Work Updates
10:00	Port of Morehead City, Waterways, and the regional economy Paul Cozza, CEO, NC Ports Authority (confirmed)
10:30	Networking Break
10:45	Future for the Global TransPark – The New Plan Allen Thomas, Executive Director (confirmed)
11:15	Air Service Outlook for the East
11:45	Lunch
12:15	Transportation Issues & The Outlook for Eastern NC Secretary Jim Trogdon (confirmed)
13:00	Eastern NC Freight Mobility Study Ryan Purtle, Transport. Planner, Greenville Area MPO (confirmed)
13:30	Capitalizing on Rail Assets in Eastern NC Panel – CSX, Shortline RR, Norfolk Southern
14:00	Adjourn

## Lenor and Wayne Counties to Receive Rural ReadySites Grants

On June 22, 2018, Commerce Secretary Anthony M. Copeland announced that the North Carolina Department of Commerce approved 10 grant requests totaling more than \$14 million through the Rural ReadySites program. The Rural ReadySites program, run out of the Department of Commerce in partnership with the Rural Infrastructure Authority, helps rural communities prepare prospective sites for industrial development. The program will invest more than \$14 million in public infrastructure construction and improvements for sites that have a strong potential to attract employers, create jobs and strengthen the local, regional and state economy.

The North Carolina General Assembly appropriated \$2 million for this purpose, and the Department of Commerce added the additional \$12 million to fund these projects. "Companies are looking for sites that have the infrastructure they need to get to work growing their business right away," said Commerce Secretary Copeland. "Our rural communities often need additional funding to prepare sites for development, and this program is a step toward meeting that need."

*\$14 million in Rural ReadySites funds are awarded to help local governments prepare prospective sites for industrial development*

The following 10 localities were awarded a total of \$14,328,165:

1. Town of Wadesboro (Anson County): .
2. Camden County:
3. **Lenoir County: A \$789,500 grant will extend sewer service at an industrial park serving a number of businesses. Over 51 acres will be directly served by the project, which should support future developments.**
4. Martin County
5. Town of Middlesex (Nash County)
6. Person County
7. City of Reidsville (Rockingham County)
8. Rutherford County
9. Vance County
10. **Wayne County: A \$1,785,000 grant will provide industrial road access, water and sewer to a site with easy access to I-795. The site represents a**

**partnership between the city of Goldsboro, Wayne County and the Wayne County Development Alliance, and 118 acres will be served.**

The participating projects in the Rural ReadySites Program met the following criteria:

- The applicant must be a government entity in a Tier 1 or 2 county.
- The site must be publicly owned or controlled.
- The site must be a minimum of 50 contiguous acres.
- Funds must only be used to construct public infrastructure with priority given to water, sewer and industrial access improvements. Additional consideration will be given to sites located in counties with greatest economic distress.

The Rural ReadySites program was funded by the North Carolina General Assembly and the Department of Commerce's Industrial Development Fund.

*Source: NCCommerce.com*

## ECWDB Offers Up to \$10,000 in Incumbent Worker Training Grants for Local Businesses

The ECWDB seeks to fund up to five Incumbent Worker Training (IWT) projects designed to meet the special requirements of an employer (including a group of employers) to retain a skilled workforce or avert the need to lay off employees by assisting the workers in obtaining the skills necessary to retain employment.

Incumbent Worker Training (IWT) should increase the competitiveness of the employee and employer for the purposes of identifying high-quality IWT opportunities. An ideal IWT would be one where a participant acquires new skills allowing him or her to move into a higher paid job within the company; thus, allowing the company to hire a job seeker

to backfill the incumbent worker's position.

Outcome measures for IWTGs should promote a skilled workforce by assisting workers in obtaining the skills necessary to retain employment or to avert layoffs and must increase both the worker's and the company's competitiveness.

The Incumbent Worker Training Grant is a competitive training grant through which qualifying businesses can address employees' skills gaps:

- These skills gaps can be the result of an employee's changing responsibilities/requirements in his/her job, or for an employee whose job may potentially be eliminated and skill upgrading is needed to accept new responsibilities.

- The training(s) should result in increased knowledge/skills for the employee and increase the stability and competitiveness of the employer.

- Training(s) that results in, or provides, a significant step towards achieving an industry-recognized certification/credential will receive award preference.

North Carolina for-profit businesses that have been in operation in North Carolina for a minimum of twelve months and have at least 5 employees are eligible to apply. Eligible employees must have been employed for a minimum of six months prior to beginning training. For more information, contact George Kramer at [kramer@ecwdb.org](mailto:kramer@ecwdb.org).

## Duke Survey: Finding, Keeping Workers a Growing, More Costly Challenge

What's a company looking to hire workers – and there are many of them – to do when there are more jobs than candidates? That's a growing conundrum for US execs, says a new survey from Duke University.

Last week, the federal government reported that in April there are more job openings (6.7 million) in the United States than people looking for work (6.35 million). That's a first since the government began the so-called Job Openings and Labor Turnover Survey (JOLTS) in 2000. With unemployment continuing to decline (under 4 percent) and companies looking for people to fill vacant jobs, that means executives are spending more to hire and keep employees while at the same time facing in many cases more global competition.

In other words, many companies are seeing profits being squeezed between demands for human resources and resistance to higher prices.

Companies want to boost hiring by 3 percent this year, execs tell Duke University. But "wanting" doesn't mean "doing" without some pain. As a result of worker scarcity executives are growing increasingly concerned, says Professor John Graham of Duke's Fuqua School of

Business. Graham says execs see many bright spots – thus they are planning to boost hiring in order to meet demand.

He cites several factors for the overall positive attitude:

Consumer demand is fairly strong. Much lower corporate taxes mean that the after-tax return on investment has increased, all else equal making investment look more attractive.

Less regulation means companies can focus on producing their products instead of getting stuck in red tape.

Inflation is rising but still not particularly high.

To hire more will cost more – and execs know it.

"The typical U.S. firm says it plans to increase employment by a median 3 percent in 2018 and expects wages to increase 4 percent on average," Graham explains.

Thus "wage inflation" is growing more worrisome.

"The tight labor market continues to put upward pressure on wages. Wage inflation is now a top five concern of U.S. CFOs," he points out.

As for where pay is going up most, he predicts: "Wage growth should be strongest in the tech, transportation, and

service/consulting industries."

North Carolina is just one state where demand for tech workers exceeds supply, thus contributing to the wage pressure. The North Carolina Technology Association reported more than 20,000 information technology jobs as being unfilled in April.

"Companies would like to increase prices of their products to offset higher labor costs – but keep in mind that raising prices might decrease consumer demand, so companies might not pass on all of the labor costs; plus competitors from other countries might not face the same labor issues, keeping downward pressure on product prices.," Graham explains.

"Overall, U.S. companies expect the prices of their products to increase by more than 3 percent over the next year."

That's 1 percent less than the expected increase in wages.

In another word:

S-Q-U-E-E-Z-E

*Source: NC Commerce*

## ECWDB Launches New NCWorks Assessment Tool Available for Southeast Region's Students, Job-Seekers, and Employers

The ECWDB has launched Traitify in the Southeast Prosperity Zone. Traitify is a quick (90 seconds) and easy work-based career assessment that is designed to measure personality traits. The personality data gathered identifies specific aspects of how someone works, the type of work they would enjoy and even includes details such as which personalities they would work well with and those that may pose a conflict.

We believe that this will be a great tool in advising on career pathways, matching individuals to career pathways in which they will be successful and finding suitable job candidates for employers.



To try the Traitify assessment for yourself, please visit <https://ecwdb.traitify.com/>.

### Clone Your Best Talent In 90 Seconds Flat

Traitify is using images to usher in a new era of hiring and talent assessment that candidates love.

The assessment is available for use by local K-12, community colleges, NCWorks Career Centers, and partners such as Vocational Rehabilitation and Department of Social Services.

For companies, existing employees matter, too! With average turnover rates around 15% and sometimes costing 2x annual salary to replace, it's crucial to monitor the personalities within your organization. Build teams with personalities that can coexist and understand the best ways to communicate with the different individuals within your organization!

The site also links to NCWorks.gov to display job opportunities in the region.

# LABOR MARKET OVERVIEW

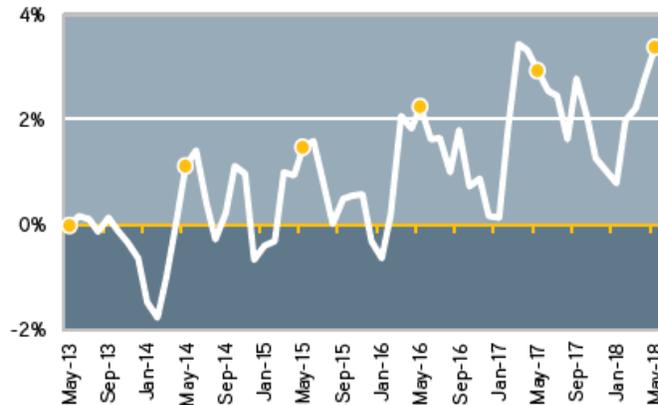
Eastern Carolina Workforce Development Board

July 2018

## Regional Labor Market Snapshot

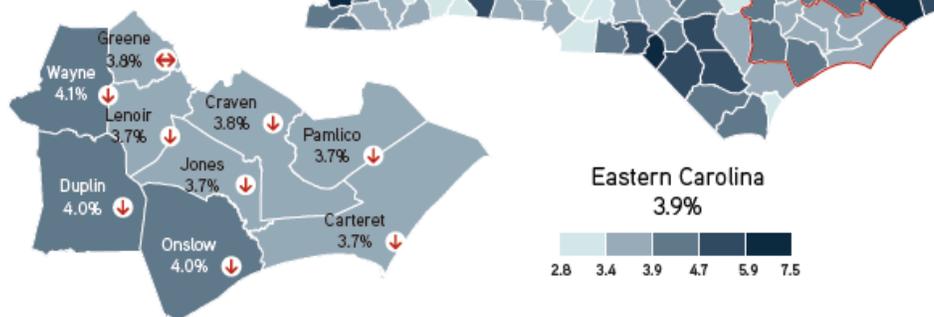
### 5-Year Percent Change in Number Employed\*

Eastern Carolina Region



Source: LAUS, Labor & Economic Analysis, NC Dept. of Commerce

### May 2018 Unemployment Rates\*



### Employment & Wages by Supersector 4th Quarter 2017

Supersector	Establishments	Avg. Employment	Avg. Weekly Wage
Natural Resources & Mining	487	5,197	\$675.19
Construction	1,294	8,960	\$907.27
Manufacturing	405	25,151	\$818.11
Trade, Transportation, & Utilities	3,214	43,560	\$630.31
Information	149	1,280	\$777.79
Financial Activities	1,255	6,274	\$993.35
Professional & Business Services	1,829	18,063	\$813.79
Education & Health Services	1,702	51,666	\$824.94
Leisure & Hospitality Services	1,446	25,347	\$300.43
Other Services	1,140	4,867	\$509.49
Public Administration	239	20,723	\$1,012.87

\*May 2018 data are preliminary, previous month's data are revised while all other data have undergone annual revision. All data produced in this publication are generated by LEAD unless otherwise stated.

This workforce product was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. For more information, please visit <http://www.nccommerce.com/lead/lmo>.

## Trending

### UNEMPLOYMENT\*

May 2018

Eastern Carolina Total = 10,393

	Current	Previous
Region	3.9%	4.0%
NC	3.7%	3.7%
US	3.6%	3.7%

### REGIONAL EMPLOYMENT\*

Eastern Carolina Total = 255,030

1,522 More People Working in May than previous month

1,167 More People Working than same period one year ago

### METRO JOB GROWTH\*

Goldsville Total = 41,900

300 More Jobs in May than previous month

Jacksonville Total = 50,000

100 More Jobs in May than previous month

New Bern Total = 45,100

200 More Jobs in May than previous month

### TAXABLE RETAIL SALES

Eastern Carolina Total = \$593,748,684

1.1% Higher than same period one year ago

Source: NC Dept. of Revenue  
Note: May 2018 data most current available at time of release.

### ONLINE JOB ADS

8,352 Online Advertised Vacancies over past 90 days

440 More Vacancies than same period one year ago

Source: The Conference Board Help Wanted Online

# LABOR MARKET OVERVIEW

Eastern Carolina Workforce Development Board

## Civilian Labor Force Estimates\*

		May 2018	April 2018	March 2018	May 2017
Carteret	Labor Force	32,282	31,679	31,012	32,439
	Employed	31,098	30,478	29,591	31,098
	Unemployed	1,184	1,201	1,421	1,341
	Rate	3.7	5.6	4.6	4.1
Craven	Labor Force	41,967	41,808	41,901	41,875
	Employed	40,371	40,190	40,003	39,991
	Unemployed	1,596	1,618	1,898	1,884
	Rate	3.8	3.9	4.5	4.5
Duplin	Labor Force	25,042	24,918	25,310	25,445
	Employed	24,029	23,897	24,092	24,247
	Unemployed	1,013	1,021	1,218	1,198
	Rate	4.0	4.1	4.8	4.7
Greene	Labor Force	9,752	9,702	9,665	9,647
	Employed	9,379	9,337	9,265	9,219
	Unemployed	373	365	400	428
	Rate	3.8	3.8	4.1	4.4
Jones	Labor Force	4,510	4,504	4,501	4,490
	Employed	4,343	4,335	4,303	4,305
	Unemployed	167	169	198	185
	Rate	3.7	3.8	4.4	4.1
Lenoir	Labor Force	28,261	28,114	28,192	28,220
	Employed	27,209	27,063	26,949	27,020
	Unemployed	1,052	1,051	1,243	1,200
	Rate	3.7	3.7	4.4	4.3
Onslow	Labor Force	64,921	64,755	65,013	64,554
	Employed	62,299	62,097	61,898	61,531
	Unemployed	2,622	2,658	3,115	3,023
	Rate	4.0	4.1	4.8	4.7
Pamlico	Labor Force	5,424	5,413	5,422	5,418
	Employed	5,221	5,200	5,171	5,175
	Unemployed	203	213	251	243
	Rate	3.7	3.9	4.6	4.5
Wayne	Labor Force	53,264	53,133	53,436	53,913
	Employed	51,081	50,911	50,872	51,277
	Unemployed	2,183	2,222	2,564	2,636
	Rate	4.1	4.2	4.8	4.9

May 2018 data are preliminary, previous month's data are revised while all other data have undergone annual revision

2018 NCWORKS PARTNERSHIP CONFERENCE | [NCWTC.COM](http://NCWTC.COM)

**NC Job Ready:**  
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SHERATON FOUR SEASONS/  
KOURY CONVENTION CENTER  
GREENSBORO, NC

**REGISTER TODAY!**

## NC Works Career Center Locations

### Carteret County

**NCWorks Career Center**  
309 Commerce Avenue  
Morehead City, NC 28557  
Phone: (252) 726-7151

### Greene County

**NCWorks Career Services**  
818 Highway 91 North  
Snow Hill, NC 28580  
Phone: (252) 747-3434 Ext. 764

### Onslow County

**NCWorks Career Center**  
461 Western Boulevard  
Jacksonville, NC 28546  
Phone: (910) 347-2121

### Craven County

**NCWorks Career Center**  
2836 Neuse Boulevard  
New Bern, NC 28562  
Phone: (252) 514-4828

### Jones County

**NCWorks Career Services**  
509 Highway 58 North  
Trenton, NC 28585  
Phone: (252) 448-5021 Ext. 790

### Pamlico County

**NCWorks Career Services**  
P. O. Box 185  
Grantsboro, NC 28529  
Phone: (252) 745-9934

### Duplin County

**NCWorks Career Center**  
192 Magnolia Extension  
Kenansville, NC 28349  
Phone: (910) 296-1478

### Lenoir County

**NCWorks Career Center**  
231 Highway 58 South  
Kinston, NC 28502  
Phone: (252) 527-6223 Ext. 134

### Wayne County

**NCWorks Career Center**  
2006 Wayne Memorial Drive  
Goldsboro, NC 27534  
Phone: (919) 731-7950

### MARK YOUR CALENDARS:

<b>July 12, 2018</b> 6:00 pm	<i><b>ECWDB/Consortium Meeting</b></i> <i><b>ECWDB Offices, New Bern</b></i>
<b>August 2, 2018</b> 6:00 pm	<i><b>NCWorks Business Services Committee</b></i> <i><b>ECWDB Offices, New Bern</b></i>
<b>August 9, 2018</b> 6:00 pm	<i><b>NCWorks Career Pathways Committee</b></i> <i><b>ECWDB Offices, New Bern</b></i>
<b>August 23, 2018</b> 6:00 pm	<i><b>Executive Committee Meeting</b></i> <i><b>ECWDB Offices, New Bern</b></i>
<b>September 6, 2018, 6:00 pm</b>	<i><b>ECWDB/Consortium Meeting</b></i> <i><b>ECWDB Offices, New Bern</b></i>
<b>September 27, 2018 6:00 pm</b>	<i><b>Youth Council Meeting</b></i> <i><b>ECWDB Offices, New Bern</b></i>
<b>October 4, 2018</b> 6:00 pm	<i><b>NCWorks Business Services Committee</b></i> <i><b>ECWDB Offices, New Bern</b></i>
<b>October 11, 2018</b> 6:00 pm	<i><b>NCWorks Career Pathways Committee</b></i> <i><b>ECWDB Offices, New Bern</b></i>
<b>October 18, 2018</b> 6:00 pm	<i><b>Executive Committee Meeting</b></i> <i><b>ECWDB Offices, New Bern</b></i>

### ECWDB Staff:

Anita Bradley, Administrative Assistant  
Tammy Childers, Executive Director  
Erin Ananian-Gentile, Career Pathways Specialist  
Trina Hale, Accounting Technician  
Lisa Harvey, WIOA Coordinator  
Robert Kehres, Assistant Director  
George Kramer, Business Services Consultant  
Joanne Payne, Program Assistant  
Debbie Simpkins, Fiscal Monitor

### Communicate with Us!



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Auxiliary aids and services are available upon request to individuals with disabilities. (TTY) 1-800-735-2962 (Voice) 1-800-735-8262