

JULY - AUGUST 2021

# NEWSLETTER

The Monthly Newsletter of Eastern Carolina Workforce Development Board, Inc.



## *MAKING A DIFFERENCE*

This edition of our monthly newsletter features articles and updates on our region over the months of July and August. We have seen a resiliency within our own organization and our partners in the face of the many challenges in our region. We are putting forth a renewed effort to connect job seekers and displaced workers with employers in need.

Recently, we have seen the birth of the myFutureNC educational collaborative, successful job fairs, a military career summit, and so much more. Additionally, we have included a featured success story from the NCWorks Career Center in New Bern. Thank you for taking the time to read this newsletter. Enjoy!

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# BOARD OF DIRECTORS AND CONSORTIUM

ECWDB is governed by a twenty-eight member Board of Directors in partnership with the local elected officials. The members of the Board of Directors are:

## Officers

Al Searles - Chair  
Jason Trull - Vice-Chair  
John Wilson - Secretary Treasurer

## Carteret County

Bob Cavanaugh, Carteret County  
Commissioner  
Mike Kraszeski, Atlantic Veneer, President  
Cindy Holman, Carteret County  
Government, Consolidated Human Services  
Director  
Trapas Pratt, MechWorks Mechanical  
Contractors, Inc., Senior Vice President

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Corporation, Human Resources Manager  
Anthony Cruz, International Machinist &  
Aerospace Workers Union, Labor  
Representative  
Bill Green, Truist Bank, Vice President of  
Business Services

## Duplin County

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Commissioner  
James Wolfe, Economic Development  
Partnership of NC, Southeast Existing  
Industry Expansions Manager  
Al Searles, Smithfield, Sr. Director,  
Transportation & Logistics  
Brenda Upchurch, Pacom Manufacturing,  
Human Resources Manager  
Joe Wood, United States Cold Storage,  
General Manager

## Greene County

Jerry Jones, Greene County Commissioner  
Angela Bates, Greene Lamp, Inc., Executive  
Director  
Judy Darden, Darden Bookkeeping, Owner  
Rick Davis, Tide Tamer

## Jones County

Mike Haddock, Jones County Commissioner  
Frank Emory, Emory Construction, Owner  
David Hill, DP Hill Manufacturing, President  
Dr. Norma Sermon-Boyd, Jones County  
Partnership for Children, Executive Director

## Lenoir County

Roland Best, Lenoir County Commissioner  
Jason Trull, Spirit AeroSystems, Human  
Resources Manager  
Dr. Rusty Hunt, Lenoir Community College,  
President  
Bruce Parson, Blind Shop, Owner

## Onslow County

Mark Price, Chief Elected Official  
Shannon Vitak, NC Dept. of Health and  
Human Services, Vocational Rehabilitation  
Manager  
Veronica Perez, Concentrix, Site Director  
Karl Zurl, NC Department of Commerce,  
Southeast Division of Workforce Solutions,  
Regional Operations Director

## Pamlico County

Candy Bohmert, Pamlico County  
Commissioner  
Carla Byrnes, B & B Yacht Designs, Co-  
Owner  
Dr. Jim Ross, Pamlico Community College,  
President  
Lisa Jackson, Superintendent  
Pamlico County Schools

## Wayne County

Charles Brogden, Franklin Baking  
Company, LLC, Director of Human  
Resources  
Melanie Sanders, Caswell Development  
Center, Human Resources Manager

## Vision

Our Vision for Eastern North Carolina is a qualified workforce with an educational attainment level that meets the needs of local firms so they can compete in today's marketplace.

## Mission

Our mission is to develop the workforce through a collaborative, customer-focused approach that facilitates partnerships between job seekers, workers, employers, and educators, aligning workforce requirements to economic needs.

## Value

We add economic value to our community by ensuring that our public workforce system is responsive in meeting the education and training needs of our job seekers and employers alike, thereby leading to a better quality of life and ensuring employers have access to the skilled workforce they need, resulting in a thriving economy.

## Key Strategies

- Certify an integrated, seamless, and customer-centered workforce development system.
- Engage business and community leaders in addressing workforce issues and promote strategies to improve education levels and essential workplace skills.
- Implement a community awareness plan that promotes education, life-long learning, and the workforce development services that are available for both job seekers and employers.
- Identify and implement effective career pathways strategies that result in employment opportunities for all citizens.
- Establish an accountability system that builds the capacity of the Eastern Carolina WDB, staff, NCWorks partners, and service providers in addressing regional workforce needs.
- Strengthen alliances with economic development to identify and address workforce needs of current and future industries.

# ECWDB STAFF

The ECWDB's role is to ensure that the local workforce development system is business-driven and responsive to meeting the employment and training needs of both job seekers and employers. The members of the ECWDB staff are:



**Tammy Childers,  
Executive Director**



**Lisa Harvey,  
Program Coordinator**



**Trina Hale,  
Accounting Technician**



**Debbie Simpkins,  
Fiscal Monitor**



**George Kramer, Business  
Services Representative**



**Erin Ananian-Gentile,  
Strategic Initiatives  
Coordinator**



**Donna Hannig,  
Finance Director**



**Phillip Prescott, Business  
Services Representative**



**David Jones, Public  
Information Specialist**



The events of the past year have really taken a toll on the country. Unemployment rates have skyrocketed, businesses have had a hard time finding qualified employees for jobs that are vacant, and our NCWorks Career Center staff has had to stay vigilant to keep up with an ever-changing and uncertain workplace. From having to quickly pivot to virtual work and creating a space that is conducive to providing seamless services, staff members have had to adapt and overcome.

In these trying times, motivation can be hard to find. In an effort to get back to the root of why we do what we do, the ECWDB started a motivation campaign titled “What Do You Do?” This campaign started with a fabled story between President John F. Kennedy and a janitor at Cape Canaveral.

“It’s a fabled story about a janitor’s exchange with President Kennedy during the early days of NASA: “What do you do?” the president supposedly asked the man with a broom during a visit to Cape Canaveral. “Well, Mr. President, I’m helping to put a man on the moon.”

This meeting may not have actually taken place. But there’s a good reason it’s one of the most commonly-repeated management anecdotes: it illustrates the idea that a workforce motivated by a strong sense of higher purpose is essential to engagement.” (From the article: [How an Accounting Firm Convinced its Employees They Could Change the World](#))

You can watch the video from KPMG, the company that influenced our campaign, at <https://youtu.be/JZmZoURcmXI>

**Each month over the next year, we will highlight staff members from all our NCWorks Career Centers who were asked to think about what they do and why they do it, their higher purpose, and create a slogan for themselves as a reminder. This campaign also helps us get to know those individuals who are working on the front lines every day.**



**Lynne Moore**

I encourage the economic stability and well-being of the citizens I serve.

Whether people call the center or come in, it’s vitally important to me I ensure a friendly, safe and healthy environment where people have access to the resources they need for securing employment, education and training opportunities. I take pride in fostering a business culture where center staff and employers partner to meet company employment goals.





**Carla Whaley**

I do whatever I can to help people and if I don't know the answer, I ask!

I follow-up because I don't like to leave people "hanging".



**Charliss B. Gwynn**

I am shaping the future of our world.

By helping an employer find the right applicant, connecting a job seeker with a vacant position or referring an individual to someone to assist their training, housing, insurance or childcare needs, I am shaping their life and the individuals that they influence.



## REGIONAL LABOR MARKET OVERVIEW

» Eastern Carolina WDB | June 2021 Data\*



### MONTHLY TRENDS

NC Department of Commerce | Labor & Economic Analysis | 919.707.1500 | lead@nccommerce.com

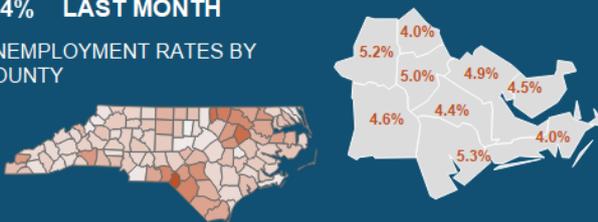
Unemployed Individuals **12,830**

**4.9%**

North Carolina 4.6%  
United States 5.9%

4.4% **LAST MONTH**

UNEMPLOYMENT RATES BY COUNTY



Employed Individuals **250,282**

Labor Force **263,112**

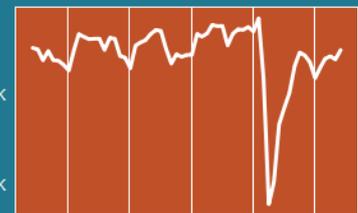
**2,088**

CHANGE IN EMPLOYMENT FROM PREVIOUS MONTH

**16,546**

CHANGE IN EMPLOYMENT FROM ONE YEAR AGO

NUMBER OF EMPLOYED OVER LAST 5 YEARS



past 90 days from August 7, 2021

#### WHO'S HIRING

|   |     |
|---|-----|
| General Dynamics Information Technology, Inc. | 422 |
| Food Lion                                     | 300 |
| Butterball, LLC                               | 253 |
| McDonald's Corporation                        | 245 |
| PruittHealth                                  | 240 |
| Wayne County Public Schools                   | 229 |
| Onslow County School District                 | 207 |
| Carteret Health Care                          | 188 |

#### WHAT JOBS

|   |     |
|---|-----|
| Registered Nurses                               | 599 |
| Retail Salespersons                             | 181 |
| Nursing Assistants                              | 142 |
| Food Prep and Servers, Including Fast Food      | 129 |
| First-Line Supervisors of Food Prep and Servers | 122 |
| Licensed Practical and Vocational Nurses        | 120 |
| Physicians and Surgeons, All Other              | 98  |
| Customer Service Representatives                | 96  |

#### METRO JOBS

|                  |      |                            |                 |
|------------------|------|----------------------------|-----------------|
| Goldsboro MSA    | 300  | CHANGE FROM PREVIOUS MONTH | Industry Detail |
| Jacksonville MSA | -100 | CHANGE FROM PREVIOUS MONTH | Industry Detail |
| New Bern MSA     | 100  | CHANGE FROM PREVIOUS MONTH | Industry Detail |

#### TAXABLE RETAIL SALES

\$825,208,804  
**39.5%** CHANGE FROM ONE YEAR AGO

#### JOB OPENINGS

**5,363**  
117 CHANGE FROM PREVIOUS MONTH

\*June 2021 data is preliminary. Taxable Retail Sales data reflect May 2021 and Job Openings data reflect June 2021.

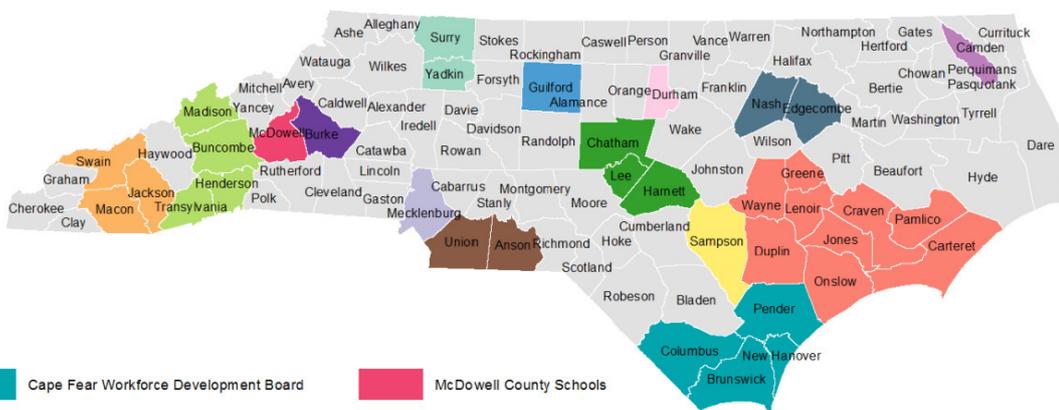
We are very proud to announce that ECWDB has been selected as one of 15 for the myFutureNC Educational Attainment Collaborative. Below is a segment of ncIMPACT's press release on the collaborative.

The UNC School of Government's ncIMPACT Initiative announces the selection of 15 community collaboratives to an inaugural cohort working to better align their education systems with the needs of their regional economy, in partnership with myFutureNC. This intensive two-year project will position the cohort to significantly increase the number of individuals with postsecondary degrees, credentials, or certificates of value in the workforce. It aligns with the state's legislative goal of 2 million individuals between the ages of 25-44 who possess a high-quality credential or postsecondary degree by 2030. Funding was provided by the John M. Belk Endowment, Dogwood Health Trust and UNC Rural.

"These collaboratives offer an organized way to respond to future of work challenges that no single institution or even an entire sector can effectively tackle," said Anita Brown-Graham, UNC-Chapel Hill professor and director of the ncIMPACT Initiative. "We are eager to begin this important work together."

Access the full press release here: [ncimpact.sog.unc.edu](http://ncimpact.sog.unc.edu)

## Local Educational Attainment Collaboratives



- |   |  |
|---|--|
|  Cape Fear Workforce Development Board        |  McDowell County Schools                              |
|  Central Carolina Community College           |  Elizabeth City State University                      |
|  Central Piedmont Community College           |  Sampson Community College                            |
|  Eastern Carolina Workforce Development Board |  Strategic Twin Counties Education Partnership (STEP) |
|  Community Foundation of Greater Greensboro   |  Surry Community College                              |
|  HIGHTS, INC                                  |  Wingate University                                   |
|  Land of Sky Regional Council                 |  Work in Burke  |
|  Made in Durham                               |  |

*my*  
**FUTURE**  
**NC**  
*2 million by 2030.*

 | SCHOOL OF GOVERNMENT  
ncIMPACT Initiative

Learn More: [bit.ly/LEAC-project](http://bit.ly/LEAC-project)

# 1ST JONES COUNTY JOB FAIR

NCWorks hosted their first Jones County Job Fair with local businesses such as 3HC, Trenton One Stop, and Pactiv Evergreen. 23 potential job candidates attended the event and made some great connections with our local businesses! NCWorks plans to host this event again in the future. "We look forward to your continual support for next year's event. Thank you for making this job fair a success." -Reeshema Walker, NCWorks Center Manager



Phillip Prescott (Business Services Representative, ECWDB)



Employer 3HC



Employer Trenton One Stop



Employer Pactiv Evergreen

# MILITARY CAREER SUMMIT

The North Carolina Army National Guard assisted the North Carolina Works Career Center during a Military Career Summit for active-duty service members, transitioning service members, military spouses, veterans and civilian employers at the National Guard armory in Goldsboro, North Carolina, June 24 2021.

The main partnering organizations during the summit were the NC Works Career Center, Eastern Carolina Workforce Development Board, NCARNG, Seymour Johnson Air Force Base Airmen & Family Readiness Center, University of Mount Olive and Wayne Community College, as well as 20 plus employers were setup to recruit military members for \$15.00 an hour or more jobs.

“The Guard has been extremely helpful,” said Greg Wade, the manager of the Wayne County NC Works Career Center. “They were generous to provide facilities to hold it, the system for planning and execution as well as the logistics for the event.”

In addition to employers, information panels were conducted. These panels included, but weren’t limited to, financial planning, the military-to-civilian transition process and an employer-friendly question and answer session.

“This event has brought professionals to the table, which has allowed our National Guard member have a safe place to come to for professional employment,” said U.S. Army Staff Sgt. Mckenzie Hills, a recruiter assigned to the NCARNG Recruiting & Retention Battalion.



The NC Army National Guard is an Always Ready, Ready Team of citizen Soldiers with available opportunities to enhance a person’s confidence and skill levels. If you’re interested in being a part of our team, go to [iGUARDNC.COM](http://iGUARDNC.COM), [NATIONALGUARD.COM](http://NATIONALGUARD.COM) or 1-800-GO-GUARD.

GOLDSBORO, NC, UNITED STATES  
06.24.2021  
Story by Sgt. 1st Class Craig Norton

Eric contacted the NCWorks Career Center in New Bern for assistance applying for a position with the City of New Bern. Eric was working full-time for another local municipality, driving 2 hours every day and wanted to be closer to home here in New Bern.

With Eric employed so far from New Bern, an in-person appointment would not work, so Eileen McGaughey “met” with Eric via telephone. She completed his NCWorks registration including setting up job alerts for positions closer to home and creating a resume he could use for the City of New Bern application.

Eric called Eileen a couple of weeks after applying with the City of New Bern to inform her he was selected for an interview. Excited about this opportunity and wanting to do his best, Eric asked to complete a practice interview.

For the practice interview, Eric and Eileen scheduled an in-person appointment. Eileen and another NCWorks Career Center staff member met with Eric and conducted a mock interview.

During his employment search, Eric interviewed with two great employers in New Bern. Using the skills he gained in the practice interview, Eric obtained the position that was on the top of his list – Utility Maintenance Worker with the City of New Bern. Congratulations Eric!

## FREE COLLEGE TUITION PROGRAMS FOR ADULTS

The Center for Applied Research in Postsecondary Education at the American Institutes for Research is pleased to announce the launch of a new website in conjunction with an upcoming webinar and new report that highlight the landscape of free college tuition programs for adults.

Visit our Free College Tuition Programs for Adults website (<https://freecollegeprogramsforadults.org/>) to learn more about these programs and explore an interactive map of programs in your area.



# *PAMLICO CC NATIONAL RECOGNITION*

Pamlico Community College continues to add to its fast-growing list of recent prestigious national recognitions for excellence. SmartAsset, a New York-based personal finance technology company, last week published Best Community Colleges in America-2021 Edition. Using U.S. Department of Education data, SmartAsset honored Pamlico Community College with the prestigious ranking as the No. 2 best community college in America.

Pamlico Community College (PCC) has earned an extensive array of national recognitions in recent years. For example, the college is the nation's premiere community college in earning an unprecedented number of SmartAsset elite top-3 rankings, having been ranked in the top 3 or better four times in most recent years while no other college has achieved this more than twice.

SmartAsset's 2021 rankings were based on 2019-20 federal data from 820 community colleges across America. The company reviewed the colleges' graduation/transfer rates, student-to-teacher ratios and cost over two academic semesters to compile its rankings. PCC received outstanding scores for its graduation/transfer rate of its students of 76 percent, its student-instructor ratio of 9-to-1; and its exceptionally low cost and affordability for in-state students, according to SmartAsset.

PCC President Dr. Jim Ross said he was humbled and extremely pleased with the No. 2 ranking among the nation's best community colleges, and he credited the "extraordinary" work of PCC employees as the reason for the national recognition. "Our college is greatly blessed to have dedicated and caring employees who are selflessly committed to the noble goal to make lives better," Ross said, "and they make lives better day in and day out as they work tirelessly to make our college the best it can possibly be in serving our students and our community."

News of PCC's No. 2 national ranking by SmartAsset comes amid multiple other state and national honors Pamlico Community College has received in recent years. One of the most important, Ross said, is being ranked by WalletHub as the No. 1 community college in the nation in student success. To arrive at its ranking, WalletHub used U.S. Department of Education data for graduation rates, transfer-out rates, degree and certificates awarded per 100 full-time-equivalent students, student-faculty ratios, share of full-time faculty, dual enrollment or distance education programs, and other data for community colleges across America.

"To be ranked No. 1 among all the outstanding community colleges in the nation in student success is an extremely important achievement for our employees that our college cherishes because we care so very much about helping our students succeed," Ross said. PCC also is ranked this year as North Carolina's best community college in providing online instruction by Affordable Colleges Online. In addition, the Aspen Institute named PCC to its 2018-19 prestigious list of 150 elite community colleges in America.

Topping the SmartAsset rankings for 2021 was Brunswick Community College. In addition to Brunswick at No. 1 and Pamlico at No. 2, other North Carolina community colleges ranked in the top 10 included Carteret (3), Montgomery (4), Sampson (5), College of the Albemarle (6), Catawba Valley (8) and Randolph (9).

News of PCC's No. 2 national ranking by SmartAsset comes less than a month before registration for the Fall 2021 semester gets underway at PCC. For more information about enrolling at Pamlico Community College, please call 252-249-1851, ext. 3001.

# How to attract and retain a more **diverse** workforce



Diversity, equity, and inclusion are not just boxes to check off—they're crucial to today's job seekers. Consider this research from Monster: 86% of candidates globally say DEI in the workplace is important to them. Additional research found that 62% would go as far as turning down a job offer if it came from a culture that did not support a diverse workforce. No longer will candidates overlook the fact that many organizations still have only a roomful of white men in the C-Suite. There's more pressure to not only hire for diversity, but to provide a path to advancement for the best underrepresented talent.

Monster's e-Book, *How to Build a More Inclusive Hiring Program*, reviews the global struggle, the COVID-19 effect on women in the workforce, tips to build out a modern hiring plan, and more. Download the e-Book here: <https://media.monster.com/marketing/2021/inclusive-hiring.pdf>

For information about their hiring solutions, call a Monster representative at 1-866-767-4387.



We've said goodbye to one of the most challenging years on record, but when will we see hiring get back to normal?

Monster surveyed candidates and employers across seven countries over two months to get a sense of their plans, hopes, fears and expected challenges this year. They compiled the results into a comprehensive special report, "The Future of Work: the 2021 Global Outlook."

Download the report here: [https://www.ecwdb.org/uploads/future-of-work\\_2021-global-outlook-report.pdf](https://www.ecwdb.org/uploads/future-of-work_2021-global-outlook-report.pdf)

# NCWORKS CAREER CENTER LOCATIONS

**Carteret County**

3813 Arendell Street  
Morehead City, NC 28557  
(252) 222-7979

**Craven County**

2836 Neuse Boulevard  
New Bern, NC 28562  
(252) 514-4828

**Duplin County**

192 Magnolia Extension  
Kenansville, NC 28349  
(910) 296-1478

**Greene County**

Greene County Education  
Center of LCC  
818 Highway 91 North  
Snow Hill, NC 28580  
(252) 747-3434 ext. 764

**Jones County**

Jones County Education  
Center of LCC  
509 Highway 58 North  
Trenton, NC 28585  
(252) 448-5021 ext. 790

**Lenoir County**

Lenoir Community College  
231 Highway 58 South  
Kinston, NC 28502  
(252) 775-6021 OR  
(252) 527-7320

**Onslow County**

461 Western Boulevard  
Suite 106  
Jacksonville, NC 28546  
(910) 347-2121

**Pamlico County**

5049 Highway 306 South  
Room 431 Brinson Building  
Grantsboro, NC 28523  
(252) 249-1851 ext. 3014

**Wayne County**

2006 Wayne Memorial Drive  
Goldsboro, NC 27534  
(919) 731-7950

**Eastern Carolina Workforce  
Development Board, Inc.**

1341 South Glenburnie Road  
New Bern, NC 28562  
(252) 636-6901

Join us on social media!



**NCWorks Career Center**

Serving Carteret, Craven, Duplin, Greene,  
Jones, Lenoir, Onslow, Pamlico, and Wayne  
Counties. For more info visit:

[www.ecwdb.org](http://www.ecwdb.org)

*An Equal Opportunity/Affirmative Action  
Employer. Auxiliary aids and services are  
available upon request to individuals with  
disabilities. (TTY) 1-800-735-2962 (Voice) 1-  
800-735-8262*

**MARK YOUR CALENDARS:**

|            |   |
|------------|---|
| 9/23/2021  | Youth Council Meeting                     |
| 10/7/2021  | NCWorks Career Pathways Committee Meeting |
| 10/14/2021 | Executive Committee Meeting               |
| 11/4/2021  | ECWDB/Consortium Meeting                  |
| 11/11/2021 | NCWorks Business Services Meeting         |
| 12/16/2021 | Executive Committee Meeting               |
| 1/6/2021   | ECWDB/Consortium Meeting                  |



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publication is funded by the Employment and  
Training Administration of the US Department  
of Labor as part of an award to the NC  
Department of Commerce and ECWDB  
totaling \$7.3 million with 0% financed from  
non-governmental sources.*

