

# Eastern Carolina WORKFORCE DEVELOPMENT BOARD, INC.



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

**September,  
2012**

## Is North Carolina Ready for a Truly Integrated One Stop Service Delivery Model?

Is NC Ready for a Truly Integrated One Stop Service Delivery Model?	1
Board of Directors	2
Director Corner— A tribute to Joe McCarthy	3
Youth Council Holds Planning Session	4
Is North Carolina Ready for a One Stop Integrated Service Delivery Model? (cont)	5
Commission on Workforce Development Releases Mystery Shopping Study of JobLink Career Centers	5
Craven County Schools Offers CTE Training	6
NC LIVE	6
State Board of Education Receives Final ABC Report	7
Padrick Retires from Jacksonville/Onslow	8
JobLink Career Centers	8
Manufacturing Day" Scheduled for October 5; Open Houses and Tours Scheduled	9
NC Workforce Partnership Conference	9
Incumbent Worker Training	9
Regional Snapshot	10
ECWDB Staff	12
Mark Your Calendars	12

Soon after the effective date of the merger of the Division of Employment Services in the NC Employment Security Commission with the NC Department of Commerce's Division of Workforce Development, a number of workgroups were formed to advise the management of the new division on a variety of workforce topics. These workgroups were comprised of both state and local staff representing Workforce Investment Act (WIA) and Employment Services programs. The charge of one of the workgroups was to review current programs and policy directives and determine how best to improve workforce services and the service delivery system. With the consensus of its members, one of this workgroup's high priority recommendations was:

**One Stop centers be organized functionally and not along program/agency lines.**

The workgroup's final report included a number of statements about JobLink Career Centers that describes the current environment:

- Centers are program based and project based.
- There is a silo mentality that separates partners from a

collaborative approach.

- Staff is restricted to funding source (not allowed to cross funding to accomplish a specific function).
- Currently confusing to both internal and external clients.
- Redundant actions by co-located personnel.

A number of states have also recognized the value of this approach and have made a great deal of progress in the integration of services in their One Stop centers. This integration has focused primarily on the staff and services funded by WIA and Wagner-Peyser (Employment Services). At its core, integrated service delivery means that One Stop staff is organized by function into work teams, regardless of the resources that fund those staff. Information from several of these states is available online and provides insights into their journey towards service integration and some of the processes that have been utilized.

**Services Integration Basics:** States that have adopted this service delivery approach have organized One Stop staff around common services, primarily core and intensive services. Typically, a One Stop center will have 3 groups of functional work teams:

- Welcome or Membership

Team

- Skills Development Team
- Recruitment and Placement Team

The Welcome or Membership Team welcomes and directs the customer, conducts a basic oral assessment (triage), collects initial registration data and connects the individual to another One Stop team or outside resource based upon customer need.

The Skills Development Team conducts a skills analysis, assessment testing, support requirements, career counseling, soft skills training, and referral to occupational skills training. (Staff that makes decisions on training referrals are normally funded directly through WIA.)

The Recruitment and Placement Team provides services to job ready customers and to employers that are hiring. These functions include customer job search, job development, job matching and customized recruitment efforts.

(Continued on page 5)



### **Officers**

Joseph Wiggins, *Chief Elected Official*  
Mike Kraszeski, *Chairman*  
Carla Byrnes, *Vice Chairman*  
Fletcher Bizzell, *Secretary/Treasurer*

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Myles Stempin, *Carteret County Economic Development, Executive Director*  
Dwayne Oglesby, *Fleet Readiness Center East, Organization & Workforce Planner & Analyst*

### **Craven County**

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Mona Padrick, *Jacksonville-Onslow Chamber of Commerce, President*

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Gerald Jones, *Southco Distributing Company, Human Resources Director*  
Tara Myers, *Vocational Rehabilitation, Facility Director*

## **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.

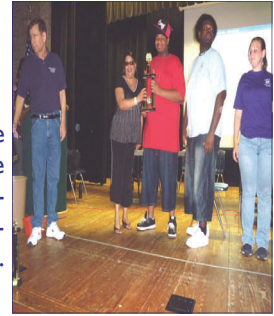


[www.ncvisioneast.org](http://www.ncvisioneast.org)

## Director's Corner

Dear Colleagues,

I dedicate this newsletter in honor of Joe McCarthy, our Youth Services Coordinator who retired at the end of July from the ECWDB. As many of you are aware, Joe was diagnosed with lung cancer more than two years ago. Through it all, he has remained committed to his work and to the youth of our region. In honor of Joe, below are the remarks offered by Ralph Leeds, who serves on our board of directors, at our July Board meeting. Joe McCarthy was honored with the Don T. Harris Leadership Award. Accepting on his behalf was his wife Mary.



Joe McCarthy, Master of Ceremonies at the 2011 Youth Quiz Bowl

*"Joe McCarthy will be retiring at the end of this month. His leaving will leave a big void in our professional staff. Joe would modestly prefer to sail off into the sunset with no fanfare. However, the executive board and staff are not about to let him retire without the recognition that he so richly deserves. Since the Don Harris Award can only be awarded to active board or staff members we've deviated from making the award at the annual banquet and as the 2011 recipient of the Don T. Harris Leadership Award, I've been given the distinct honor of representing my fellow board members in honoring Joe tonight before he retires - again.*

*There's the old saying that says "...Either lead, follow or get out of the way." When a person approaches the half century mark in their life, many folks question in what category are they living. Are they a leader? A follower? Or just holding things up. Today there is no doubt in the minds of everyone present, that Joe McCarthy is truly a LEADER in capital letters. He has made a big difference in thousands of lives and his impact on the workforce development community is considerable and far ranging. His many accomplishments can be compared to the ever growing number of ripples radiating across the surface of a still pond from the toss of a single stone.*

*Joe honorably served his nation as a Navy Corpsman for twenty years. The very next day after his retirement from the Navy he "enlisted" with the Eastern Carolina Workforce Development Board as the Workforce Investment Act Youth Coordinator. The same passion and dedication with which he served our country, he now bestowed on the youth of our nine county service delivery area. He is the primary staff member assigned to the Youth Council and while serving in this position our Youth programs grew and flourished. He selflessly provided oversight, training and technical assistance to the Youth service providers. Under his leadership, the Youth Council held numerous successful Youth Quiz Bowls where Joe served as our very own "Alex Trebek". Many young lives were enriched by attending the Youth Summits that he helped organize and coordinate. During his tenure over 1800 individuals enrolled in WIA Youth programs and Joe was overseeing programs serving three hundred participants annually. The audits were good and the reviews were even better. His effort and successes soon became noticed at the state level and he was tapped to serve on the State Youth Leads Committee.*

*Not content to rest on his laurels, Joe then discovered the "joys" of Work Keys. Like a modern day Johnny Appleseed he took it upon himself to spread the word about WIN software throughout the area. He successfully trained over 170 teachers, counselors, administrators and employers. He is our "go to guy" in the region. Through his efforts, over 6,000 individuals have enrolled in the WIN program. The program continues to grow today from the seeds of his teachings.*

*They say that behind every great man stands a great woman so Mary our special thanks to you. Joe wouldn't be the man he is without the loving support of his family. Our hats are off to you and the boys for sharing him with us. We feel like you have allowed us to become part of your family. We hope we didn't intrude too much.*

*If there was a "Who's Who of Workforce Professionals" you'd see Joe's smiling face next to a bio filled with superlatives describing his dedication, strong work ethic and leadership abilities. He's a man that has helped thousands and whose good deeds continue to spread throughout the region, the state, and our nation as we speak.*

*So therefore, it is with great pride and immense pleasure that the Eastern Carolina Workforce Development Board honors Joe McCarthy with the Don Harris Award for outstanding leadership in Workforce Development. Joe, a heartfelt thank you for everything you've done for the board and the Eastern Carolina local area."*

Joe, thank you for over a decade of service above self. May God continue to bless you and your family.

~Your ECWDB family



# Eastern Carolina Youth Council Holds Youth Planning Session

## Youth Council Members and WIA Youth Providers Exchange Ideas



**A** Youth Council Action Planning Session was held on Friday, August 10, 2012 at the ECWDB offices. The event was facilitated by Elizabeth Kurzer of the Division of Workforce Solutions, Planning and Policy Department. The session began at 10 a.m. and concluded at 3 p.m. and was well attended by Youth Council members, WIA Youth Service Providers, and Staff.

Ms. Kurzer provided an overview of the purpose of the Youth Council and discussed the key responsibilities as it pertains to developing and overseeing meaningful youth programs. The afternoon session focused on identifying strategies to improve the quality of the

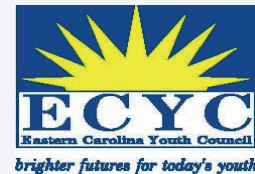
youth programs. Suggestions included developing more mentoring opportunities, participating in relevant and meaningful community services projects, identifying youth leadership activities, and focusing on strategies to improve educational attainment goals to include assisting youth in preparing for the Work Keys assessment so that they can obtain their North Carolina Career Readiness Certificate.

The session allowed the Youth Council members to gain a better understanding of the barriers and unique challenges that today's youth face. The Youth Case Managers shared their experiences and offered best practices as it relates to creating successful in-school and out-of-school programs. The outcomes of the session included revising a youth incentive policy, strengthening the youth programs by offering new opportunities to participate in community services projects, increasing the educational attainment levels, increasing the numbers of CRC's obtained, and sponsoring a Real World Youth Event in the Spring.

Source: ECWDB

### The purpose of the Eastern Carolina Youth Council is to:

- **Motivate youth to achieve success.**
- **Increase employment opportunities.**
- **Build on resources around the region.**
- **Encourage youth to reach their fullest potential.**
- **Educate and engage the public, community and businesses about our work.**
- **Help youth recognize the opportunities available.**
- **Help youth recognize and avoid potential obstacles.**
- **Inform stakeholders about accomplishments.**
- **Promote relevancy of education.**



## Join Us to Make a Difference in Eastern Carolina's Youth!

**Volunteer to be a Mentor. Participate in your local High School's Job Shadowing Program. Encourage your Business to become a Work Experience Site, or Join the Eastern Carolina Youth**

For YOU Joe!



## Is North Carolina Ready for a Truly Integrated One Stop Service Delivery Model? *(continued from page 1)*

A key characteristic of One Stop services integration is the use of both functional and formal supervision of the members of the functional workgroups. Formal supervision refers to organizational structure and job classification as defined by each individual's employer.

Formal supervisors have responsibilities such as approval of time and attendance, performance evaluations, processing of leave requests, etc. Functional supervision applies to the organizing, coordinating, and directing the day-to-day activities of individuals

assigned to the team the functional supervisor oversees.

Another crucial element in a number of states is the role a regional management structure plays in the successful deployment of service integration. These state staff serves as liaisons between the local workforce boards and the state and collaborate with all partners to make the integration of services a reality.

With the above recommendations underway, the Eastern Carolina

Workforce Development Board, its One Stop partners, and WIA service provider staff will need to plan for change. In the coming months, the Board and One-Stops will conduct a thorough evaluation to examine current processes to determine the best course of action to begin organizing the One Stops functionally rather than along program/agency lines as the current system operates. Change is imminent!

Source: Division of Workforce Solutions

## Commission on Workforce Development Releases Mystery Shopping Study of JobLink Career Centers

The North Carolina Commission on Workforce Development (Commission) is designated as the State's Workforce Investment Board under the federal Workforce Investment Act (WIA) of 1998. The number one objective of the Commission is to ensure that the workforce of North Carolina has access to and the required skills to be able to compete effectively in the *current and future global economy*. One of the key strategic plans in this initiative is to create a seamless and holistic system that is also "one-stop".

In order to benchmark and monitor the current conditions of the

JobLink Career Centers with regards to the performance of initiatives and front-line delivery (both service and systems), a Mystery Shopping Research approach was commissioned in 2011. Ipsos (formerly Synovate)\* conducted this program on behalf of NC DWS during 2011.

Mystery Shopping was considered to be the most appropriate research methodology to understand delivery of services as experienced in reality by a real "potential" job-seeker and employer wishing to utilize the services and resources of the network. The strength of this approach was that it provides a neutral and objec-

tive understanding of what is really happening at the front-line touch-point (whether this be an in-person, phone or website touch-point).

This report describes in detail the findings of the Mystery Shopping program and, furthermore, provides consultation on action-planning for future strategy alignment.

The report can be accessed at <http://www.nccommerce.com/workforce/about-us/plans-policies-reports-initiatives/reports>

Source: Division of Workforce Solutions

## Tips for Enhancing Customer Service

Outstanding service starts with solid relationships. Here are nine ways to strengthen relationships with customers.

Principles from "How to Win Friends and Influence People":

### Enhance Relationships

#### Become a Friendlier Person

1. Don't criticize, condemn, or complain.
2. Give honest, sincere appreciation.
3. Arouse in the other person an eager want.
4. Become genuinely interested in other people.
5. Smile.
6. Remember that a person's name is to that person the sweetest and most important sound in any language.
7. Be a good listener. Encourage others to talk about themselves.
8. Talk in terms of the other person's interests.
9. Make the other person feel important—and do it sincerely.

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

# Craven County Schools Offer Career and Technical Education Teachers 21st Century Training



What do you get when you cross a Craven County Career and Technical Education (CTE) teacher, a Craven Community College instructor, an Economic Development Specialist and a Workforce Development Director? You get a powerful partnership that is committed to creating technically advanced and globally competitive students who are career and college ready.

CTE teachers from Craven County Schools met on Aug. 23 to receive training in a variety of areas. Kathy Howard, vice president of NC's Eastern Region, and Tammy Childers, executive director of the Eastern Carolina Workforce Development Board, provided teachers with an in-depth look at the WorkKeys assessment and how employers use the data to determine employee readiness.

WorkKeys assessments are given to all 12th grade CTE concentrators (students who successfully complete four CTE courses in high school to include an advanced course) as a part of the new school accountability model from the NC Department of Public In-



Tammy Childers, Eastern Carolina Workforce Development Board, Inc.

struction.

Steve Hill, executive director of STEM East, stressed the increasing importance of STEM (Science, Technology, Engineering and Mathematics) skills that are needed in today's workforce. Hill stated that Career and Technical Education is a leader in providing relevant STEM instruction to students and that CTE will be a force in reducing the STEM mid-skills gap that exists in America today. John Kirkman with the NC Department of Public Instruction and Debbie Whitford, Instructional Management Coordinator for Craven County Schools CTE, provided critical training for the alignment of CTE curriculum with the new common core standards that go into

effect this year. Kirkman stated, "CTE provides a high degree of relevancy in connecting the common core to real world skills."

Jim Millard, dean of career programs at Craven Community College, stated during a networking luncheon how exciting it was to see the teachers and instructors collaborating to strengthen existing and build new program partnerships. Several CTE teachers were also recognized during the luncheon for their efforts with increasing student enrollments and student performance scores as well as having classes who demonstrated 100 percent proficiency. Dr. Lane Mills, Craven County Schools' superintendent, addressed the teachers and recognized their efforts in the changing face of education.

This was the first time in several years that all 65 Career and Technical Education teachers met in one place for this type of training. The event would not have been possible without the sponsorship of several Craven County businesses and educational vendors.

*Source: Chris Bailey, Craven County Schools*

## NC LIVE —North Carolina's Statewide Online Library

NC LIVE is North Carolina's statewide online library service. Founded in 1997 by representatives from the NC Community Colleges, the NC Independent Colleges and Universities, the NC Public Library Directors Association, the University of North Carolina and the State Library of North Carolina, NC LIVE serves nearly 200 member libraries across North Carolina, and is dedicated to providing North Carolinians with online library and information resources that support education, enhance statewide economic development, and increase quality of life.

Designed for at-home use, NC LIVE eBooks, magazines, newspapers, journals, media, and other online materials are available from any Internet connection via library websites, and through [www.nclive.org](http://www.nclive.org).

NC LIVE offers free electronic access to resources for all ages on topics ranging from careers, business, and investing, to auto repair, health, history, and genealogy. NC LIVE resources are available to all North Carolinians through their local public, community college, or academic library.

**Contact your local library for free access to NC LIVE resources.**



# State Board of Education Receives Final ABCs Accountability Report



## HOW DO NORTH CAROLINA PUBLIC SCHOOLS MEASURE UP?

June 2012

### North Carolina's...

- ...four-year high school graduation rate is 77.9 percent, the **highest** in state history.
- ...Career and Technical Education completers' graduation rate is 89.6 percent.
- ...annual dropout rate is 3.43 percent, the lowest in history.
- ...public high school students and teachers have earned 51,225 professional Microsoft certifications from the Microsoft IT Academy.

### North Carolina public schools are

- » 36th in SAT scores
- » 22nd in ACT scores
- » 15th in the percentage of seniors who took at least 1 Advanced Placement exam in high school
- » 12th in 4th grade math, according to the National Assessment of Educational Progress (NAEP)
- » 24th in 4th grade reading, according to NAEP
- » 22nd in 8th grade math, according to NAEP
- » 34th in 8th grade reading, according to NAEP
- » Among the bottom 10 states in per pupil funding
- » 41st in teacher pay (2010-11 school year)

Visit us online at [www.ncpublicschools.org](http://www.ncpublicschools.org)

According to the 2011-12 ABCs of Public Education report presented to State Board of Education members, nearly 80 percent (79.5 percent) of North Carolina public schools met or exceeded their academic growth goals. This is the final year of the ABCs of Public Education accountability program before the state transitions to the READY school accountability model in the 2012-13 school year. The report also found that 46.2 percent (1,165 schools) of all schools met all of their Annual Measurable Objectives (AMOs). AMOs have replaced the Adequate Yearly Progress (AYP) measures previously required by the U.S. Department of Education. Under AMOs, proficiency targets are set for each student subgroup. Before AMOs were allowed, there was only one proficiency target for all student subgroups (proficiency subgroup targets are available online at [www.ncpublicschools.org/accountability/reporting/abc/2011-12](http://www.ncpublicschools.org/accountability/reporting/abc/2011-12)).

"The ABCs model has served North Carolina well by focusing on school-level accountability, and back in the mid-1990s when the ABCs model began this model was considered groundbreaking," State Superintendent June Atkinson said. "Our new READY accountability model, which will replace the ABCs beginning this school year, will stay focused on individual schools but will more squarely measure career and college readiness." The ABCs report showed that 43.9 percent of schools met high academic growth standards and 35.6 percent of schools met expected growth. The 2012 numbers are slightly down from 2011 when 41.7 percent of schools met high academic growth and 39.7 percent of schools met expected growth. Growth projections of expected student performance based on previous test scores are reset each year by the state. "The ABCs has provided us with the insight needed to guide school improvement efforts," State Board of Education Chairman Bill Harrison said. "The state's new accountability model will incorporate new measures to gauge

student success to make sure our schools continue to meet the needs of all our students."

The ABCs report is based on several measures of performance. These include reading and mathematics end-of-grade tests in grades three through eight; science tests in grades five and eight; and end-of-course tests in English I, Algebra I and Biology. Other measures include the cohort graduation rate and student performance on alternate assessments for certain students with disabilities. This is the 16th and final year of the ABCs program. For the fourth consecutive year, the state's budget did not include funding for the ABCs incentive awards for qualifying educators whose schools met or exceeded its growth goals. These awards were an integral part of the program until 2009. A total of 2,482 public schools and public charter schools were assigned a status in the ABCs of Public Education. Complete results for all of these schools are available online at <http://abcs.ncpublicschools.org/abcs>.

Beginning with the 2012-13 school year, North Carolina public schools will operate under the new READY accountability model with first-year results reported in fall 2013. Also beginning with the 2012-13 school year, all public school teachers will be using the state's new *Standard Course of Study*, which includes Common Core State Standards for English language arts and mathematics. The state's assessment program will include formative assessments along with end-of-grade and end-of-course assessments. Teachers will use the formative assessments to ensure students are grasping the concepts being taught in the classroom. These assessments, which are not graded or part of the state's accountability program, are more of a pulse check on student proficiency. For more information on the READY initiative, please visit [www.ncpublicschools.org/ready](http://www.ncpublicschools.org/ready).

Source: [ncpublicschools.org](http://ncpublicschools.org)

## Padrick Retires from Jacksonville/Onslow Chamber of Commerce

### Congratulations Mona!



After 16 years with an organization that's all about business, the former Chairman of the Eastern Carolina Workforce Development Board, and President of the Jacksonville-Onslow Chamber of Commerce is ready to retire to a life of leisure. Mona Padrick turns 65 in September, and she said it's time to hit the road with her husband. "There are 14 states we haven't been to yet," she said. "We plan to visit all of them in the shortest possible time in either our camper or by flying. We will probably fly to Hawaii. Going to Hawaii in a camper is not the wisest choice of travel."

Padrick is the only chamber staff member in its 68-year history to be awarded its prestigious Woman of the Year award. She has served as the organization's president — the top administrative staff position — for the past 11 years. Daily News Publisher Elliott Potter, chairman of the chamber's board of directors, said her record is full of real accomplishments, not fluff. "When you look at what has been done under her leadership, it

tells you something about who Mona is and how she has approached her job." Potter said the chamber board is establishing the process for selecting the next president, but replacing Padrick will not be easy after she steps down on Sept. 30. "Our board toyed with the idea of not accepting her retirement, but she deserves to go out on a high note," he said.

During the Padricks' 27-year marriage, her husband Devone already has retired twice: from poultry farming in Duplin County and from his lawn-care business. "We're both ready now," Padrick said. They also plan to spend their time camping, kayaking and biking. Padrick grew up in Richlands, and she said the area has changed a lot since her younger days. "We went from one restaurant in Richlands and a drive-through in Jacksonville to... well, just look at Western Boulevard now," she said.

Jacksonville is now a shopping hub for the region due to the many businesses and restaurants that are attracted to the area because of Camp Lejeune and its young families. "Businesses looking for a younger demographic certainly find it here," she said. "We have the youngest population in the U.S. thanks to Camp Lejeune." The local business community will be able to ride out the current downsizing in the Marine Corps because of its experience of going through such cycles before, Padrick said.

A Richland High School teacher for 27 years, Padrick went to work with the chamber as its JobReady Program coordinator. Five years later, she was hired as chamber president. Under Padrick's leadership, the chamber purchased the former Progress Energy building on Gum Branch Road for its headquarters; fulfilled the Commerce Center concept, which includes managing tourism for the county; started the Forum Onslow series; created the Minority Business Services Division; developed the African-American Heritage Trail; and established workforce development programs such as Trades Day.

Padrick also helped pushed Project Care into a more high-profile role in assisting both local businesses and military families during large troop deployments. During her tenure, the chamber's membership rose to a record number — 807 — last month.

"While I will miss the day to day excitement of chamber work and the friendships that we've made, I am so excited about what lies ahead," she said in her retirement letter given to the board of directors Wednesday. Padrick said she wanted whoever takes her job to know that the chamber has an excellent staff and a board of directors that has a solid sense of direction. "Trust those around you," she said. "Build relationships and partnerships. It makes the job work."

Source: Jacksonville Daily News

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North Carolina



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## “Manufacturing Day” Scheduled for October 5; Open Houses and Tours Scheduled Across the Country

### Carteret Economic Development Council and Veneer Technologies to Host Local Event

To highlight the importance of manufacturing to the local and regional economy and draw attention to the many rewarding high-skill jobs available in manufacturing fields, the Carteret Economic Development Council will join a national initiative and launch Manufacturing Day on Friday, Oct. 5, 2012.

The national effort is being sponsored by the Fabricators & Manufacturers Association, International (FMA) and the U.S. Commerce Department's Hollings Manufacturing Extension Partnership (MEP). MEP is part of DOC's National Institute of Standards and Technology.

The Carteret EDC will officially kick-off Manufacturing Day at its Fall Membership Reception to be held on the evening of Thursday, October 4<sup>th</sup> at Veneer Technologies, Inc. in Newport. Planning is currently underway with a group that is considering open houses, public tours, career workshops and other events held at participating facilities the following day.

The event will introduce as many people as possible to the important role played by manufacturing both in local communities and for the nation. Studies

by the nonprofit Manufacturing Institute and others show that almost 80 percent of Americans believe manufacturing is important to our economic prosperity, standard of living and national security. Yet only 30 percent would encourage their children to go into manufacturing as a career.

With the gap growing each year between the skills students learn in school and those they will need on the job, it is increasingly difficult for manufacturers to find and hire qualified employees. By promoting Manufacturing Day, manufacturing associations and other organizations led by NIST MEP centers and the FMA said they want to remove some of the myths surrounding manufacturing. For example, manufacturing is a solid, long-term career choice for qualified candidates—including the young people who will form the workforce of tomorrow, and it is a vital part of our economy.

Carteret EDC's Fall Reception will “kick-off” activities on Thursday, October 4<sup>th</sup> at Veneer Technologies in Newport. Chairman Comer and the County Commissioners will officially proclaim

Friday, October 5<sup>th</sup> as Manufacturing Day. Following the guests will have an opportunity to tour Veneer Technologies operations. Veneer Technologies produces a variety of veneer products from domestic woods and imported exotic species. Veneer Technologies was formed in 1993. For more information about this event, please contact the Carteret County Economic Development Council at [edc@email.carteret.edu](mailto:edc@email.carteret.edu).

Manufacturing has changed dramatically in recent years. Higher-paying, more skilled jobs can transform our economy, and these industry changes are creating major multiplier effects within communities. North Carolina is uniquely positioned to take advantage of these opportunities. NC is the fourth largest manufacturing state in the country, and ranks first among southeastern states in terms of manufacturing employment.

Source: Myles Stempins, Carteret EDC



**The Changing Partnership: 25 Years Later**  
**October 31 - November 2, 2012**

**Sheraton Four Seasons**

**WE'RE OUR 25TH ANNIVERSARY!**  
**JOIN THE CELEBRATION IN OCTOBER.**

The N. C. Workforce Development Partnership Conference attracts approximately 1,000 workforce development professionals from across the state. The conference is a three-day, annual event designed to promote professional development and to re-energize workforce professionals in N. C. Attendees represent state and federal government, education, community-based organizations, community colleges, labor, and the private sector. In its 25<sup>th</sup> year, the Conference continues to offer timely topics and networking opportunities.

## Incumbent Worker Training Funds Available

Need assistance with educational and skills training for your current workers? The Eastern Carolina Workforce Development Board is currently accepting applications from local businesses for *Incumbent Workforce Development Training*. The program, under the Workforce Investment Act, provides funding to established North Carolina businesses to provide educational and skills training for current workers. It is designed to benefit businesses by enhancing the skills of employees, thereby increasing employee productivity and the potential for company growth. Maximum funding for any project is \$25,000 with a lifetime maximum of \$40,000 per business entity.

Businesses interested in applying for funding should contact the ECWDB offices at (252) 636-6901 or email Bob Kehres at [kehres@ecwdb.org](mailto:kehres@ecwdb.org). The next round of applications are due to the Eastern Carolina Workforce Development Board by **September 14, 2012**. To review the guidelines and applications, visit the Business section of the board's website at [www.ecwdb.org](http://www.ecwdb.org).

# Regional Snapshot

September 2012

## Quick Facts

### Gender of Individuals Filing Initial Claims July 2012

Male	52%
Female	48%

Source: WRE, NC Dept of Commerce,  
Labor and Economic Analysis Division

### Age Range of Individuals Filing Initial Claims July 2012

16-19	2%
20-24	13%
25-34	24%
35-44	21%
45-54	23%
55-64	15%
65 or Older	3%

Source: WRE, NC Dept of Commerce,  
Labor and Economic Analysis Division

### Duration of Unemployment Insurance Benefits For 12 Months Ending July 31, 2012\*

Carteret	16.3
Craven	17.1
Duplin	16.5
Greene	16.9
Jones	17.2
Lenoir	16.1
Onslow	16.1
Pamlico	15.5
Wayne	16.4

\*Duration is the number of weeks  
compensated for the year divided by the  
number of first payments.

### Employers With Most Ads \* July 2012

	Volume
Staples	66
Wayne Memorial Hospital	58

Source: Conference Board Help Wanted OnLine

\*Data represents labor demand, measured by  
online advertised vacancies.

## Civilian Labor Force Estimates\*

Not Seasonally Adjusted

		July 2012	June 2012	July 2011
Carteret	Labor Force	34,286	33,435	34,346
	Employed	31,482	30,621	31,352
	Unemployed	2,804	2,814	2,994
	Rate %	8.2	8.4	8.7
Craven	Labor Force	43,601	42,692	43,867
	Employed	39,281	38,405	38,914
	Unemployed	4,320	4,287	4,953
	Rate %	9.9	10.0	11.3
Duplin	Labor Force	25,830	25,933	25,444
	Employed	23,271	23,392	22,756
	Unemployed	2,559	2,541	2,688
	Rate %	9.9	9.8	10.6
Greene	Labor Force	9,327	9,310	9,241
	Employed	8,324	8,300	8,198
	Unemployed	1,003	1,010	1,043
	Rate %	10.8	10.8	11.3
Jones	Labor Force	4,582	4,512	4,557
	Employed	4,097	4,006	4,059
	Unemployed	485	506	498
	Rate %	10.6	11.2	10.9
Lenoir	Labor Force	28,400	28,465	28,488
	Employed	25,372	25,432	25,219
	Unemployed	3,028	3,033	3,269
	Rate %	10.7	10.7	11.5
Onslow	Labor Force	69,255	68,870	67,792
	Employed	62,901	62,546	61,347
	Unemployed	6,354	6,324	6,445
	Rate %	9.2	9.2	9.5
Pamlico	Labor Force	5,477	5,386	5,441
	Employed	4,970	4,859	4,924
	Unemployed	507	527	517
	Rate %	9.3	9.8	9.5
Wayne	Labor Force	56,563	56,397	55,407
	Employed	51,509	51,345	49,932
	Unemployed	5,054	5,052	5,475
	Rate %	8.9	9.0	9.9
Eastern Carolina WDB	Labor Force	277,321	275,000	274,583
	Employed	251,207	248,906	246,701
	Unemployed	26,114	26,094	27,882
	Rate %	9.4	9.5	10.2
North Carolina	Labor Force	4,711,339	4,699,733	4,701,563
	Employed	4,249,084	4,236,116	4,188,312
	Unemployed	462,255	463,617	513,251
	Rate %	9.8	9.9	10.9
United States	Labor Force	156,526,000	156,385,000	154,812,000
	Employed	143,126,000	143,202,000	140,384,000
	Unemployed	13,400,000	13,184,000	14,428,000
	Rate %	8.6	8.4	9.3

Source: LAUS, NC Dept of Commerce, Labor and Economic Analysis Division \*July 2012 data are preliminary, while June 2012 data are revised and July 2011 data are benchmarked. Does not apply to US data.

## Eastern Carolina WDB Occupations With Most Ads\*

### July 2012

	Volume
Truck Drivers, Heavy and Tractor-Trailer	344
Retail Salespersons	250
First-Line Supervisors/Managers of Retail Sales Workers	209
Registered Nurses	175
Customer Service Representatives	148
Insurance Sales Agents	82
Physical Therapists	72
Executive Secretaries and Administrative Assistants	71
Maintenance and Repair Workers, General	69
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	67
Occupational Therapists	67
Licensed Practical and Licensed Vocational Nurses	66
First-Line Supervisors/Managers of Mechanics, Installers, and Repairers	51

Source: The Conference Board Help Wanted OnLine

\*Data represents labor demand, measured by online advertised vacancies.

### Unemployment Insurance Claims

	July 2012		July 2011	
	Initial Claims	Benefits Paid	Initial Claims	Benefits Paid
Carteret	280	\$528,032	271	\$509,918
Craven	408	\$754,560	465	\$831,780
Duplin	286	\$490,555	406	\$497,906
Greene	94	\$193,639	98	\$169,023
Jones	42	\$103,228	54	\$89,417
Lenoir	387	\$559,272	299	\$527,582
Onslow	622	\$930,210	500	\$812,212
Pamlico	47	\$91,796	59	\$66,476
Wayne	546	\$925,521	647	\$825,295

Source: WRE, NC Dept of Commerce, Labor and Economic Analysis Division

### Individuals Receiving Benefits

	July 2012	July 2011	Yearly Change
Carteret	582	597	-15
Craven	725	930	-205
Duplin	479	626	-147
Greene	243	244	-1
Jones	104	111	-7
Lenoir	599	627	-28
Onslow	927	848	79
Pamlico	86	79	7
Wayne	887	918	-31

Source: WRE, NC Dept of Commerce, Labor and Economic Analysis Division

### Eastern Carolina WDB Employment and Wages For 2011

	Annual Avg Empl	Avg Annual Wage
Natural Resources & Mining	5,458	\$28,520.68
Construction	9,821	\$37,654.37
Manufacturing	21,792	\$36,761.49
Trade, Trans. & Utilities	40,055	\$28,237.33
Information	2,065	\$35,276.64
Financial Activities	6,077	\$37,681.09
Prof. & Business Services	18,714	\$36,083.93
Ed. & Health Services	50,570	\$35,285.58
Leisure & Hospitality	23,079	\$13,757.76
Other Services	4,901	\$22,814.73
Public Administration	21,052	\$46,598.06

Source: QCEW, NC Dept of Commerce, Labor and Economic Analysis Division

### New Corporations

	July 2012	July 2011
Carteret	26	22
Craven	37	41
Duplin	7	6
Greene	5	2
Jones	2	0
Lenoir	11	7
Onslow	36	44
Pamlico	7	6
Wayne	20	22

Source: NC Dept of the Secretary of State

#### Data provided by:

North Carolina Department of Commerce, Labor and Economic Analysis Division  
4329 Mail Service Center, Raleigh, NC 27699-4329  
Phone: 919-707-1500 Fax: 919-715-6866  
Email: [esc.lmi.inquiries@ncesc.gov](mailto:esc.lmi.inquiries@ncesc.gov) Website: [www.ncesc.com](http://www.ncesc.com)

#### For additional information, please contact:

Eastern Carolina Workforce Development Board Inc.  
1341 S. Glenburnie Road, New Bern, NC 28562  
Phone: 252-636-6901 Fax: 252-638-3569  
Email: [childers@ecwdb.org](mailto:childers@ecwdb.org) Website: [www.ecwdb.org](http://www.ecwdb.org)

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### ECWDB Staff:

Tammy Childers, Executive Director  
Robert Kehres, Assistant Director  
Lisa Harvey, WIA Coordinator  
Trina Hale, Accounting Technician  
Debbie Simpkins, Fiscal Monitor  
Ellen Sink, Administrative Assistant

### Communicate with Us!

1341 South Glenburnie Road  
New Bern, NC 28562  
Telephone: (252) 636-6901 or (877) 916-6901  
Fax: (252) 638-3569  
E-mail: [admin@ecwdb.org](mailto:admin@ecwdb.org)  
[www.ecwdb.org](http://www.ecwdb.org)

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**252.527.7320**

  
**Lenoir Community College**  
www.lenoircc.edu  
FREE Federal, State, and Local Funds Available to Provide Assistance and Training

  
**JobLink Career Center**

**One Stop/Work Ready Meeting**  
at the ECWDB offices in New Bern  
**October 4, 2012, 6pm**

**Youth Council Action Planning Meeting**  
at the ECWDB offices in New Bern  
**December 4, 2012, 6pm**

**Program Planning Committee Meeting**  
at the ECWDB offices in New Bern  
**October 11, 2012, 6:00 pm**

**Executive Committee Meeting**  
at the ECWDB offices in New Bern  
**October 18, 2012, 6:00 pm**

**Eastern Carolina Workforce Development Board**  
at the ECWDB offices in New Bern  
**September 13, 2012, 6:00 pm**



The North Carolina's Eastern Region and PlanIt EAST is holding a one-day "Reality Check" on **October 24, 2012** at the Jones County Civic Center from 8:30a.m. to 4:30p.m.

**EnvisionEAST-2050** is a one-day visioning exercise that engages 300 diverse stakeholders from across our region to tackle how best to accommodate this explosive growth. Participants will work in diverse groups to discuss regional population and job growth, and make suggestions about where housing and jobs should locate across our region over the next 35 years.

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