

NORTH CAROLINA'S EASTERN REGION

NCER is a 13 county economic development commission serving counties from the Research-Triangle to the coast.

The Commission offers confidential site location assistance and information to companies: business/site search, visit coordination, research and data, identification of service providers and connection to existing employers and state/local officials (incentives) and training providers.



A COMPREHENSIVE APPROACH TO WORKFORCE DEVELOPMENT

PRIME EAST COAST LOCATION



- Midway between Boston and Miami
- 2 days drive to 70% of North American industrial market
- North-South & East-West interstate highways (I-40, I-95, and I-795) and multiple connecting freeways
- Logistics assets: NC Global TransPark, the Port of Morehead City as well as proximity to Raleigh/Durham International Airport and the Ports at Norfolk and Wilmington, NC. 3 commercial airports provide daily jet service to: Atlanta, Charlotte and Washington, DC
- Mini-metro region featuring the cities of: Goldsboro, Greenville, Jacksonville, New Bern and Rocky Mount
- Talent (annual): 6,000 exiting military personnel, nearly 6,000 graduates from major research university and 3 private colleges and thousands of graduates from area community/technical colleges
- Multiple communities with sizeable excess water and sewer capacity
- Key Economic Clusters: Advanced Manufacturing (Aerospace, Automotive Parts and Industrial Machinery), Defense/Military, Life Science, Logistics, Marine Trades, Value-Added Ag and Tourism

FILLING THE TALENT PIPELINE

IN 2007 NCER UNDERTOOK A COMPREHENSIVE EFFORT TO ENHANCE ITS WORKFORCE. 3 PROGRAMS EMERGED AS A RESULT, FOCUSED ON MEETING THE UNIQUE NEEDS OF EMPLOYERS IN OUR REGION. EMPLOYERS ARE NOW EXPERIENCING DRAMATIC REDUCTIONS IN TURNOVER, REDUCED TRAINING TIME, INCREASED COMMUNICATION WITH EDUCATORS AND AN INCREASE IN THEIR BOTTOM LINE.

ASPIRE

Assessing Skills for Performance
in a Rebounding Economy

A NETWORK OF 13 COUNTIES, 11 COMMUNITY COLLEGES AND 3 WORKFORCE DEVELOPMENT BOARDS TO PROMOTE WORKKEYS JOB PROFILES AND INCREASE THE NUMBER OF JOB SEEKERS THAT POSSESS A CRC.

WORKREADY COMMUNITIES

NCER IS CREATING A NETWORK WHICH AIMS TO MAKE OUR WORKFORCE A COMPETITIVE ADVANTAGE. COMMUNITIES MUST MEET SEVERAL CRITERIA RELATING TO EMPLOYER ENGAGEMENT, JOB SEEKERS WHO POSSESS A CRC AND HIGH SCHOOL GRADUATION RATE.

STEMEAST

BY DEVELOPING A PUBLIC/PRIVATE NETWORK, STEM EAST IS CREATING CAREER PATHWAYS ALIGNED TO THE NEEDS OF EXISTING AND EMERGING EMPLOYERS.

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CAREER READINESS CERTIFICATE

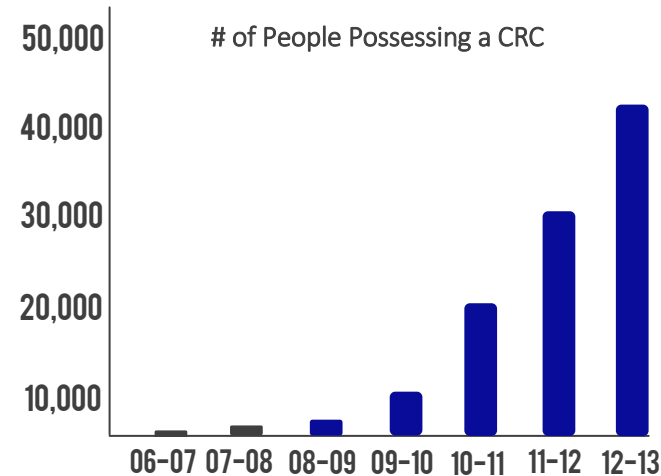
The CRC is a system utilized by employers nationwide and is designed to meet the needs of individual employers. Created by ACT, the CRC is an EEOC compliant resource which helps employers streamline the employment cycle: Screening, Selection, Training/Development and Succession Planning.

The CRC helps you answer questions such as: How can we hire the most qualified employees? How can we target our training to employees who need it most? How can we maximize ROI on training dollars? How can we improve retention rates? How do we measure up with our competitors? Which skills are essential for our future?

The CRC helps you put the right person in the right job.

45,000

Job seekers in NCER possess a CRC



152

NCER employers who recognize the value of the CRC



\$1 MILLION

NCER has contributed \$1 million since FYE 2009 to promote company CRC Job Profiles and increase the # of job seekers possessing a CRC

WORKREADY COMMUNITIES

NCER is leading a WorkReady initiative to elevate our region's workforce into a competitive advantage. By ensuring our workers have the best skills and training, we can guarantee businesses that we have the talent they need to succeed now and in the future. Once communities meet stringent workforce criteria, they can become certified as a WorkReady Community.

Certifying Criteria:

80%

A 1% annual increase in the high school graduation rate with a goal of 80%

5%

A 2% increase in the # of CRCs issued to the labor force with a minimum qualifying rate of 5%

10 of 20

10 of the 20 largest employers committed to workforce excellence by written notification that they accept the CRC for recruitment and hiring

FIRST

Edgecombe, Lenoir, Pitt and Wayne Counties are the first Certified WorkReady Communities in NC



STEM EAST

Through a public/private partnership, STEM East is developing professional teacher-training programs, student learning centers, regional advocacy opportunities, and career pathways which are aligned to the needs of existing and emerging employers.

30 in 5

30 STEM Centers (project-based, career-relevant employer influenced curriculum) in 5 counties. Started with 5 (STEM Centers in 4 school districts in 2011

90%

Of students in schools with Career Exploration STEM Centers complete a STEM course for credit

0 to 17

The # of teacher Kenan Fellowships with existing industry (\$20k)

PILOT

Development Committee member and piloting STEM Recognition program for NC

CRC ALIGNMENT

Profiling of STEM Center curriculum to align with industry recognized CRC credential