



Governor McCrory challenges attendees at the NCWorks Leadership Summit in Greensboro October 28

Governor McCrory Sets Bold Workforce Training Goal at NCWorks Leadership Summit

Governor Pat McCrory attended the NCWorks Education and Workforce Leadership Summit in Greensboro October 28th and challenged education, business and workforce development partners to meet a new educational attainment goal.

Governor McCrory invited the NCWorks Commission, NC Business Committee for Education, Economic Development Partnership of NC, NC Independent Colleges, State Board of Community Colleges, State Board of Education, and UNC Board of Governors to the discussion.

"Over the last three years we've made a lot of progress in education and workforce development," Governor McCrory said. "We need to keep the momentum going and close the skills gap by working together to improve education at all levels to help meet the needs of businesses."

North Carolina's skills gap means businesses can't find the skilled workers needed, but there are still people looking for work. A high school degree is no longer enough to be successful and it's not what businesses need.

A study by Georgetown University Center on Education and the Workforce shows that in the next several years, 67 percent of jobs in North Carolina will require credentials beyond a high school diploma. Today only 54 percent of North Carolina's workforce is able to meet that need.



N.C. Commerce Secretary John Skvarla welcomes a record number of participants at this year's NCWorks Partnership Conference October 28.

Secretary Skvarla Speaks at NCWorks Partnership Conference

North Carolina Commerce Secretary John E. Skvarla, III reinforced the importance of a well-trained workforce during the opening session of the NCWorks Partnership Conference October 28 at the Koury Convention Center in Greensboro.

This year's conference, entitled *Collective Impact: Common Goals with Uncommon Results*, focused on many diverse topics, such as the Workforce Innovation and Opportunity Act (WIOA), innovative strategies for driving career success for non-traditional employees and managing change. This year's conference attracted more participants than ever before, more than 1,200 workforce development professionals from across the state came to learn. Attendees represent labor, state and federal government, education, community-based organizations, community colleges and the private sector. The conference is now in its 28th year.

"Today I'm setting a goal for North Carolina to have 67 percent of working adults with education and training beyond high school by 2025," Governor McCrory said. "If we are going to meet this goal, we must be more efficient in how we educate and train people, and find new ways of doing business."

The state has taken significant steps to narrow the skills gap through the creation of NCWorks, the Close the Skills Gap initiative, and efforts to place NCWorks Career Coaches from the community colleges into North Carolina high schools. Governor McCrory has also reconvened the Education Cabinet to ensure North Carolina's education system is preparing students for the 21st century workforce.

The Comprehensive Articulation Agreement between the NC Community College System and the UNC system makes it easier for students to transfer from two-year to four-year institutions, and veterans now receive in-state tuition. The number of new registered apprentices has doubled, and year-round job training has been instituted by funding summer enrollment for community colleges.

Governor McCrory said the Connect NC bond package that will go before voters in March is a way to invest in education and work towards closing the skills gap. Connect NC would dedicate more than \$1.3 billion to North Carolina's university and community college systems to build and repair facilities where students are trained for careers in science, technology, engineering, and math (STEM).

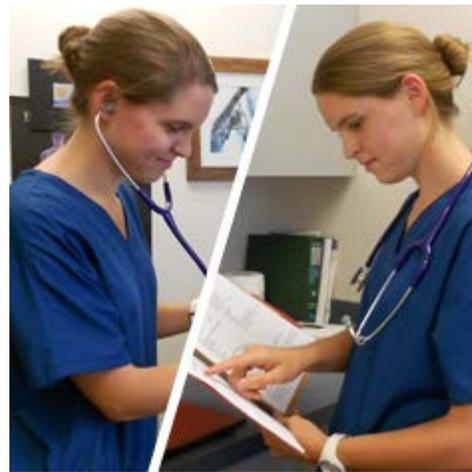


Governor McCrory congratulates apprentices for their hard work and dedication and encourages more businesses to join NCWorks Apprenticeship programs.

Governor McCrory Welcomes New Apprenticeship Programs

Governor Pat McCrory helped launch two new NCWorks apprenticeship programs November 5 at Machine Specialties, Inc. in Whitsett.

"Apprenticeships are the perfect example of how our administration is working with businesses, education and other leaders to close the skills gap in North Carolina," Governor



Alisha Seaman (left) and her sister Kara

NCWorks@Work: Sisters Discover Support Is Worth Seeking Out

Twin sisters Alisha and Kara Seaman are used to sharing things in common, so it wasn't a huge surprise when both of them decided to pursue nursing. As an eleven year-old, Kara always had a medical book in her hands, and Alisha discovered her passion for hospice after she took a career test.

But as they were moving through their nursing program at Southwestern Community College, they shared something else: the possibility they would have to drop out due to a lack of financial resources. They had encountered some unplanned challenges, in addition to the costly requirements of school, and the sisters were frustrated that they might have to give up on careers where they could use their passion for helping others.

Their classmates and teachers, however, recommended that they seek help from their local NCWorks Career Center.

"I think we were both a little skeptical of getting financial help, because we're both pretty independent," Kara Seaman said. "But once we looked into [the career center] - we had never heard of that place before - it became more real. It wasn't a shameful thing to reach out to someone who could help us."

The career center's help included financial assistance to complete their programs and get jobs in the nursing field, advice to manage their finances, and practical tips on how to stand out when applying for jobs. Both sisters learned the advantages of tailoring a resume to a particular employer over mass distributing the same documents.

"What they taught me was to look at the job, get to know the job description and what they're looking for, find the qualities that stand out and that you have, and be sure to

McCrorry said. "Not only do they provide workers with on-the-job training and practical education, apprenticeships further our legacy as a state where innovation comes first."

Machine Specialties is one of the 12 companies represented by the two new apprenticeship programs. The announcement coincided with Governor McCrorry proclaiming November 2-6 as State Apprenticeship Week.

The Guilford Apprenticeship Program and Career Accelerator Program will both train high school students in mechatronics and tool and die making. Apprentices will earn an Associate of Applied Science degree and a Journeyman certificate after the successful completion of 6,400 hours of on-the-job training and 1,600 hours of college education.

Apprenticeships combine on-the-job and classroom training, helping apprentices learn industry skills without incurring large amounts of student debt. Employers can use apprenticeship programs to close the skills gap by training their workers to meet industry needs.

In North Carolina, companies must register programs with [NCWorks Apprenticeship](#). Together, the two parties determine the training covered in the program and the wages apprentices will be paid.

Participating students must be at least a junior in high school and maintain a 2.8 Grade Point Average to qualify for the programs. As employees of the participating companies, the apprentices will earn a salary and be eligible for health benefits and 401(k) enrollment.

[Read more.](#)

[Video recap.](#)

[Video: Secretary Skvarla's Message to Employers](#)



North Carolina Stands Tall in Two National Rankings

North Carolina ranks high in two newly released measures of business and economic performance.

Site Selection magazine named North Carolina one of the best business climates in the United States in its 2015 Business Climate list, a closely-watched ranking of economic development success. The state placed second in the magazine's review. Last year, North Carolina finished third.

In the overall national ranking, North Carolina trailed only Georgia. Kentucky, Louisiana and Texas round out the top five places.

emphasize that on your resume," said Alisha.

Both sisters graduated from their program, became nurses, and are currently serving the state's geriatric population. Kara works for the Skyland Care Center in Sylva, and Alisha is using her talents at Macon Valley Nursing and Rehabilitation in Franklin.

"I have a passion for taking care of the elderly, because they really need that advocacy and tender, loving care," said Kara. "It's really a job that enables me to use the skills I've learned to be an advocate and be the nurse that they would need."

"My main passion throughout school was to work in hospice, and I just really loved being there for the families when they were going through a hard time," said Alisha. "I really feel like it's a blessing to be there whenever I can offer a hug or hold their hands."

Taking a job in nursing at one point seemed like it could be an impossibility for the Seaman sisters. Now, it's just another thing they have in common.

NCWorks @ Work is a SYNC series highlighting success stories from North Carolina's integrated workforce development system.



Samples of marketing materials using the new state branding system.

New State Branding Program Featured on WUNC-TV

The state's new branding campaign was featured in a UNC-TV story broadcast October 29 on the statewide television network's *North Carolina Now* program.

Reporter Jeff Smith's story details the introduction of the branding program and highlighted many samples of the materials developed with the new brand identity, including outdoor billboards, brochures, and an introductory video.

The new branding unifies the state's marketing and communications into an integrated platform and is being adopted by the cabinet-level agencies of the state government as well as the Economic Development Partnership of N.C. in its efforts to market the state as a business and tourist destination.

Site Selection's annual business climate rankings are based on quantitative and qualitative factors that corporate site selectors say they consider most important. Fifty percent of the ranking comes from a survey of corporate site selection executives, who ranked North Carolina No.2, and 50 percent of the ranking is based on seven criteria - four which require states to demonstrate performance in attracting capital investment and the other two criteria derived from the Tax Foundation and KPMG's *Location Matters* analysis of state tax burdens on mature firms and new firms.

In a separate study, North Carolina was recognized as one of the nation's leading tech states by the U.S. Chamber of Commerce Foundation. North Carolina ranked tenth in the categories of 'high-tech performance' and 'innovation and entrepreneurship.'

The Foundation makes the point that innovation drives economic growth, noting this fact is one of the most consistent findings in macroeconomics. According to the Chamber, economists have calculated that approximately 50 percent of U.S. annual GDP growth is attributed to increases in innovation.

[2015 Business Climate Rankings](#) *Site Selection*

[North Carolina Profile](#) *U.S. Chamber Foundation*

The video of the story is available online at the [UNC-TV website](#).

N.C. in the News

- [2015 Business Climate Ranking](#) (*Site Selection* - November 2015)
- [Belk shareholders approve \\$3B sale with Sycamore Partners](#) (*Charlotte Business Journal* - November 4)
- [Help Wanted: North State comes to Havelock seeking aviation workers](#) (*Havelock News* - November 3)
- [North Carolina No. 2 in business climate attractiveness, report says](#) (*Triangle Business Journal* - November 2)
- [U.S. Chamber Report Looks At Wilmington Economy, Innovation](#) (*WilmingtonBiz* - October 30)
- [HCL exec: Why international companies want Cary, RTP](#) (*Triangle Business Journal* - October 29)

(919) 733-4151

[Business Services](#) | [Rural Services](#)
[Tourism Services](#) | [Workforce Services](#) | [Press Room](#)

Building Location:
301 North Wilmington Street
Raleigh, NC 27601-1058

Mailing Address:
4301 Mail Service Center
Raleigh, NC 27699-4301

[Unsubscribe](#) [Subscribe](#) feedback@nc-sync.com [SYNC archive](#)

© 2015 North Carolina Department of Commerce | SYNC® is a registered trademark of the N.C. Department of Commerce.
