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North Carolina's Eastern Region State of the Workforce Report

Client: Eastern Carolina Workforce Development Board, Inc.

Year: 2010

Project Description:



Thomas P. Miller and Associates was retained by the Eastern Carolina Workforce Development Board to update their State of the Workforce Report. Previously completed in 2006 for the Board's nine-county area, the 2010 State of the Workforce Report was expanded to include all thirteen counties of North Carolina's Eastern Region, which included three workforce development boards: Eastern Carolina Workforce Development Board, Region Q Workforce Development Board, and Turning Point Workforce Development Board.

Partnering with East Carolina University's Bureau of Business Research, TPMA conducted a quantitative and qualitative analysis to form the basis of the 2010 State of the Workforce Report. The analysis included a comprehensive scan of demographics, labor force and income data, housing data, employment and wage data, and youth and education data. TPMA then conducted thirteen individual county input sessions and two youth sessions to gain stakeholder insights and feedback on local dynamics. This "inside/outside" analysis led to the creation of individual county profiles that analyzed how each county had changed since the previous report and how it differed from the rest of the Eastern Region. Information gathered during input sessions was then incorporated into county-based action items to support regional strategies.

Building on the comprehensive data compendium and the thirteen county profiles, the State of the Workforce Report focused on common themes and findings and highlighted four pillars upon which the region can focus its efforts. The report was presented at an interactive Workforce Congress for validation from the Eastern Region's stakeholders.

Outcome

The Eastern Region's State of the Workforce Report lends itself to several uses: the Data Compendium provides the basis needed for further analysis on regional or county priorities as they develop; the county-based analyses offer self-contained strategies that organizations can use for their county-specific planning; and the four pillars provide a framework for aligning efforts and initiatives for regional development.