



## **PRESS RELEASE**

**RELEASE DATE: September 9, 2014**

**CONTACT: Velva Jenkins, Vice President of Continuing Education, Economic and Workforce Development**

**Brunswick Community College**

**910.755.7308**

**jenkinsv@brunswickcc.edu**

### **Brunswick County Launches “1,000 in 100” Initiative**

(Bolivia) – Beginning October 1, 2014, teams of workforce development partners from Brunswick County will begin visiting local businesses to hear their challenges and successes related to finding and retaining high-quality employees. These visits are part of Governor Pat McCrory’s “1,000 in 100” initiative announced last spring as part of NCWorks. “1,000 in 100” refers to the Governor’s call to have local teams visit 1,000 businesses of all types in all 100 counties in the last 100 days of 2014.

“If we want to know what is working and what isn’t with our businesses, we have to talk to them directly,” McCrory said. “Our goal is to better understand how to meet their workforce needs and how to more effectively connect North Carolinians to great careers.”

The Brunswick County effort is being led by Ms. Margie Parker, Director, Cape Fear Workforce Development and Velva Jenkins, Vice President of Continuing Education, Economic and Workforce Development at Brunswick Community College who serve as co-chairs, and includes representatives from Brunswick County Economic Development Commission, Small Business Center, NCWorks Customized Training, Sustainable Leadership Through Innovation, North Brunswick, Southport-Oak Island, and Brunswick Chambers of Commerce. The team has been meeting since July 28, 2014 and has selected both the companies for each visit as well as the teams to conduct the visits.

“This is a great opportunity for Brunswick County to build on our past partnerships, get face-to-face with businesses, hear concerns, develop solutions and lay the foundation

for how we work together in the future, “ Velva Jenkins, Vice President, Continuing Education, Economic and Workforce Development and Co-chair said.

“We want to listen together so we can bring solutions and services together,” said Ms. Parker, Director Cape Fear Workforce Development and Co-chair. “The end goal is to help both employers and employees.”

The “1,000 in 100” initiative will conclude at the end of 2014, but the information gathered will be paired with other research and best practices to develop recommendations for changes within North Carolina’s workforce system to better serve businesses and citizens.

“I appreciate all of our agencies and industry working together to make this a success,” McCrory said. “NCWorks covers all 100 counties so we need to listen in all 100 counties. This initiative is critical so we better understand what we need to do differently.”

NCWorks focuses on a new partnership that include the N.C. Department of Commerce, the N.C. Community College System, the N.C. Department of Public Instruction and the NCWorks Commission to improve the state’s workforce system. Through the NCWorks initiative, partners will create a stronger alignment of services and resources to meet the workforce needs of businesses, connect North Carolinians to technical training and quality careers, and use data to monitor and assess program outcomes. For more information about NCWorks, visit [www.nccommerce.com/ncworks](http://www.nccommerce.com/ncworks).

###