

Surviving the Loss of Textiles and Tobacco: Economic Recovery in Cabarrus County, NC

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The Shifting Economy

- ◆ July 2003 – Pillowtex/Fieldcrest Cannon closed its doors after 116 years of operation
- ◆ Plant locations - 2 in Kannapolis, 2 in Concord, 2 in Rowan County, totaling 4,000 local jobs lost
- ◆ HanesBrand 2007 – 180 jobs lost
- ◆ Motorsports – 2008 – 1,000- jobs lost
- ◆ Philip Morris – July 2009 – 1,500 jobs lost

*These numbers do not reflect the impact on small businesses, restaurants, etc. or ancillary job losses

Pillowtex at its peak

**PLANT 1
KANNAPOLIS, NC**



Philip Morris, USA





U.S. Department of Labor 2005 Workforce Innovations Award

Recognizing Special Populations in the Workforce: The Pillowtex Project



Unmet needs of adult displaced workers

- ◆ Full time jobs with sustainable wages
- ◆ Lack of free or affordable comprehensive career services for displaced workers
- ◆ Access to computers
- ◆ Job seeking skills savvy
- ◆ Networking for adults without jobs
- ◆ Psychologically and physically immobile





A Rowan-Cabarrus Community College Career Service
Center in Partnership with the Rowan County and
Cabarrus County JobLink Career Centers

Opened January 2007

R³ Center Mission

“...provide eligible unemployed and underemployed adults in Rowan and Cabarrus counties with comprehensive career development services at no cost...”

Services Available at the R³ Center

- Personality assessment
- Career exploration/advising
- Academic advising
- Career Readiness Assessment
- Job readiness workshops
- Referral to other agencies for targeted assistance
- Community outreach and education

* R³ Center has served over 9,000 individuals with more than 22,000 services since Jan. 2007

The changing face of our community



Concord Mills

Northlite Shopping Center



CMC-Northeast





Menu for success

- ◆ Collaboration with partners
- ◆ Using data to demonstrate needs
- ◆ Sharing best practices
- ◆ Aligning services with community needs

- ◆ Leveraging business and industry connections
- ◆ Engaging all partners
- ◆ Flexibility and innovation

Education's Role in Recovery

Education's Role in Recovery

- ◆ Workkeys
- ◆ Career Readiness
- ◆ Health programs
- ◆ Robotics
- ◆ Market trends
- ◆ Skills mapping to determine training gaps
- ◆ Entrepreneurship



Community College Training Facility on NCRC

RCCC Facility

- Instructional space for state-of-the-art biotechnology training
- Center of college's STEM initiative
- 65,000 square feet

- Opened 2010
 - 12 science & computer laboratories
 - Wireless computer connectivity
 - Distance learning capability in all laboratories
 - Center for Teaching and Learning

January 2012

- Moved nursing programs





Contributing Factors for Economic Recovery in our Community

- Abundant, available workforce
- Great tradition of collaboration and entrepreneurship
- Public-private partnerships and investment
- Proximity to major metro areas and multiple transportation hubs
- Focus on workforce preparedness
- Emphasis on STEM
 - Science, Technology, Engineering and Math