

VISION 2025

CELEBRATING SUCCESS AND
ENVISIONING TOMMOROW



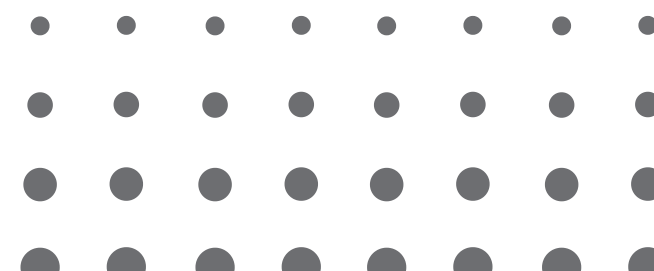
@nceastalliance

Start Slide →



MARK HAMBLIN

VP/CHIEF OPERATING
OFFICER



» DR. CALLIE WOMBLE EDWARDS

Dr. Callie Womble Edwards is an award-winning research methodologist and innovative leader with over a decade of experience leading research teams and partnerships across education, non-profit, and state government settings. She has a dual appointment at the Friday Institute for Educational Innovation. As Director of Program Evaluation and Educational Research, she leads all aspects of a 20+ member research team. Additionally, as Director of Strategic Initiatives, she leads strategic priorities on behalf of the Executive Director. She is also an adjunct professor at both NC State University and Duke University. Dr. Edwards holds a Ph.D. in Educational Research and Policy Analysis from NC State University and an M.P.H. in Health Behavior from the University of North Carolina at Chapel Hill.

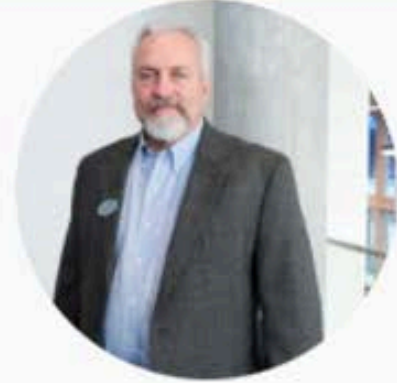




Aaron Ouellette
Board Member



Amy Braswell
Board Member



Bryan Smith
Board Member



Dr. Michael Waldrum
Executive Board Member



Dr. Sharon Paynter
Board Member



Jerry Jones
Board Member



Keith Wheeler
Consultant to the Board



Todd Edwards
Chairman



Tony Khoury
Vice Chairman



Tracey Johnson
Board Member



Dr. Callie Edwards
Board Member

BOARD OF DIRECTORS

NC EAST ALLIANCE

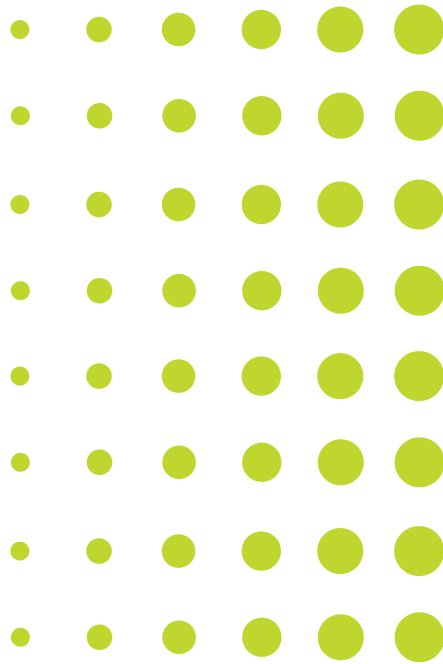




WELCOME ELECTED OFFICIALS



WHO IS NC EAST ALLIANCE

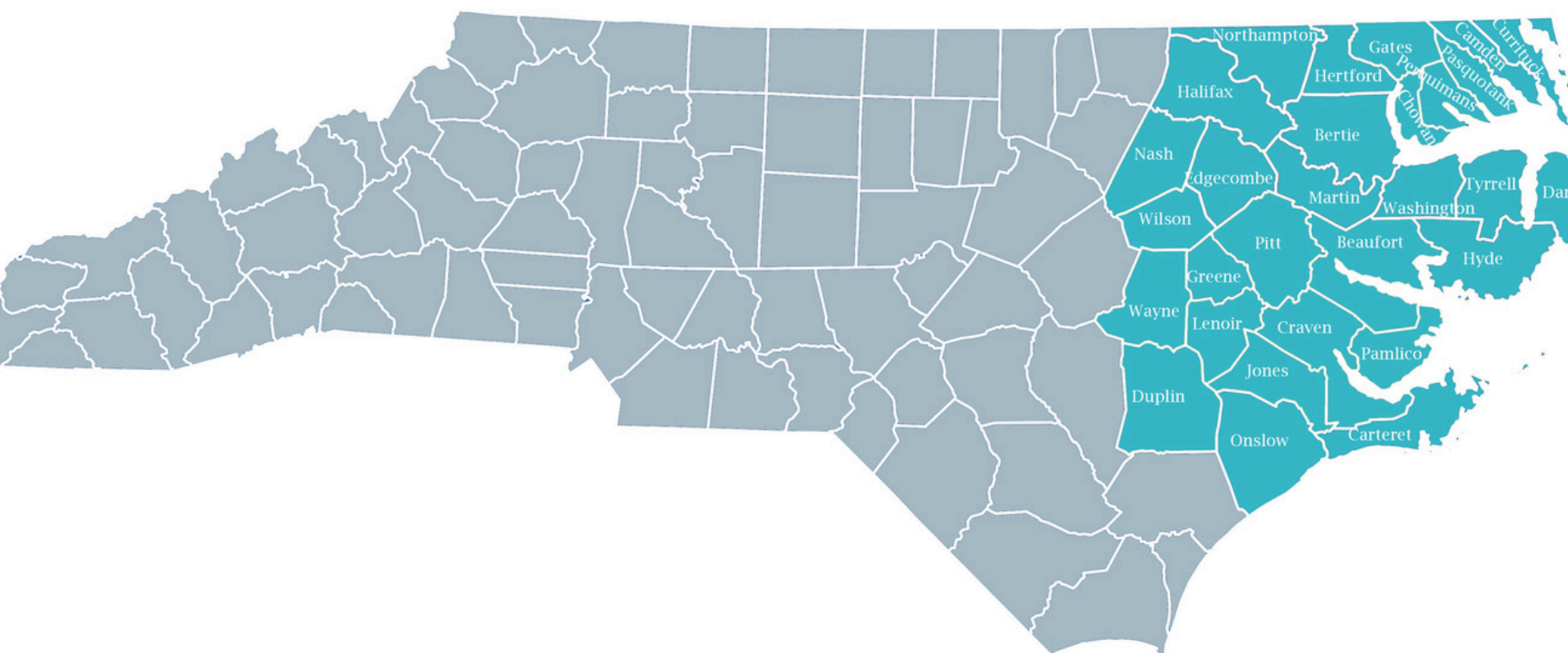


NC East Alliance has set out to redefine rural economic development by implementing a broad-based approach to addressing the full spectrum of challenges that restrain rural Eastern NC from flourishing and realizing its full potential.



A map of North Carolina with its county boundaries outlined. Twenty-nine counties in the eastern part of the state are highlighted in a teal color, while the remaining counties are in a light gray color. The highlighted counties are: Northampton, Halifax, Hertford, Gates, Perquimans, Camden, Currituck, Chowan, Bertie, Nash, Edgecombe, Martin, Tyrrell, Dare, Washington, Beaufort, Hyde, Wayne, Greene, Lenoir, Craven, Jones, Duplin, Onslow, and Carteret. The text is overlaid on the map, centered horizontally and slightly lower vertically.

THE GEOGRAPHY OF OUR MISSION INCLUDES
29 COUNTIES, **227** CITIES AND TOWNS, AND
1.3M PEOPLE, OR **13%** OF TOTAL STATE POPULATION



REGION SUCCESSES

TOURISM

Employs
48,000
people

Total Impact
\$8,400,000,000
or
23% state's tourism dollars

Generated
\$284,000,000
state taxes

» 2024 ANNOUNCED PROJECTS

28

TOTAL ANNOUNCEMENTS

\$4.5 billion

INVESTMENT

4,819

JOB

12/29

NCEA Counties Represented





COMPANIES ANNOUNCED



Mount Olive Pickle Co Inc

Tidewater Grain Co

Agape Metroplolitan Community Health Services Inc.

Honsoar International Ltd.

21st Century Software

Johnson & Johnson

Reckitt

Neopac US Inc

Ripe Revival Produce LLC

Johnson Breeders

Natron Energy

Attindas Hygiene Partners

UNIX-Christeyns

Idexx Laboratories (HQ)

NIPRO Corporation

Fleet Readiness Center East

Alta Foods LLC

alianza-Team USA Inc

TCOM LP

Green Garin and Cattle, LLC

Boviet Solar Technology Co., LTD

Goshun House & Trading- Rocky Mount

Atlantic Emergency Solutions

NC Global TransPark

LMFAKRO

GXP-Storage

Schott Pharma

Infinity Link

KEY PROJECTS

- 401 JOBS
- \$381M
- SCHOTT PHARMA



WILSON COUNTY

KEY PROJECTS

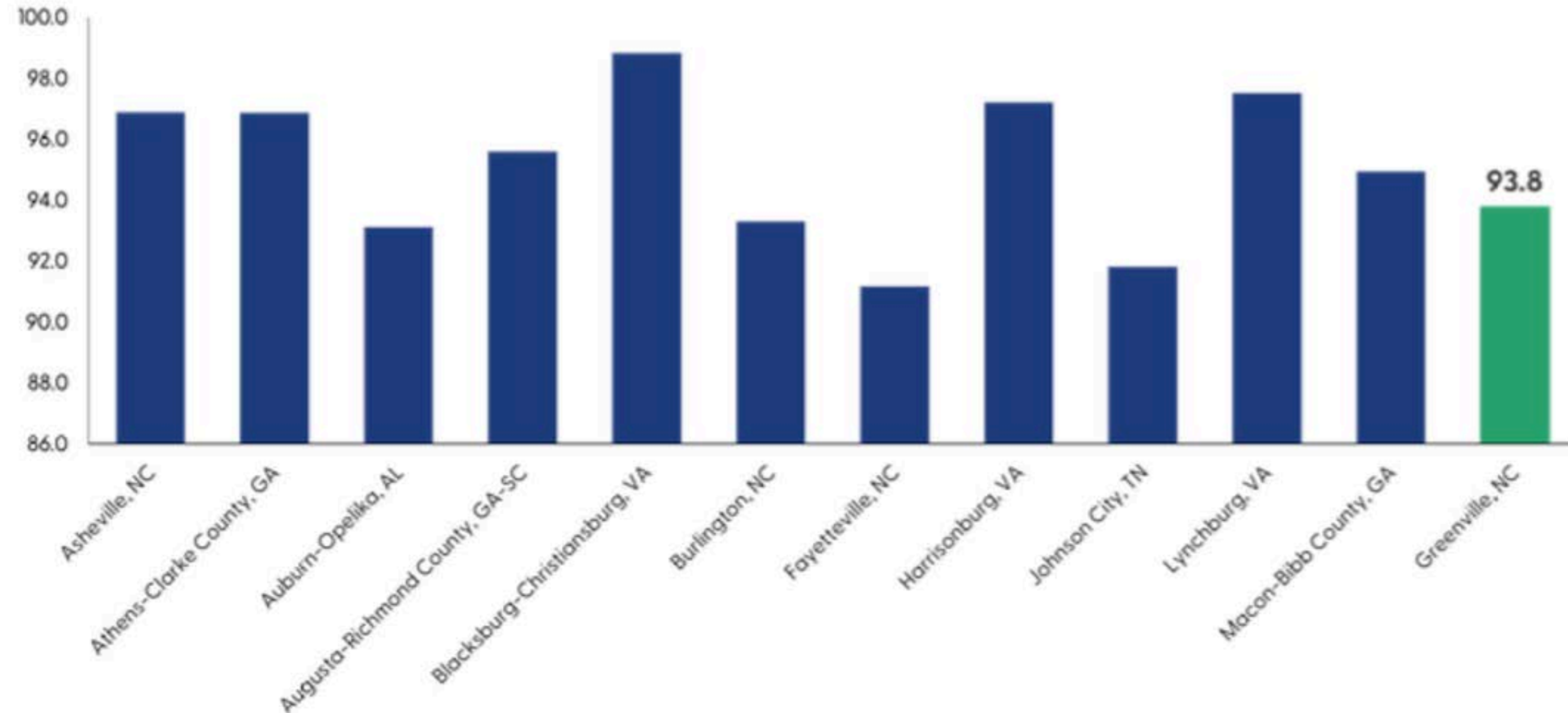
- 1,000 JOBS
- \$1.4 BILLION
- STATE'S 2ND LARGEST PROJECT
- NATRON ENERGY



EDGECOMBE COUNTY

COST OF LIVING ANALYSIS

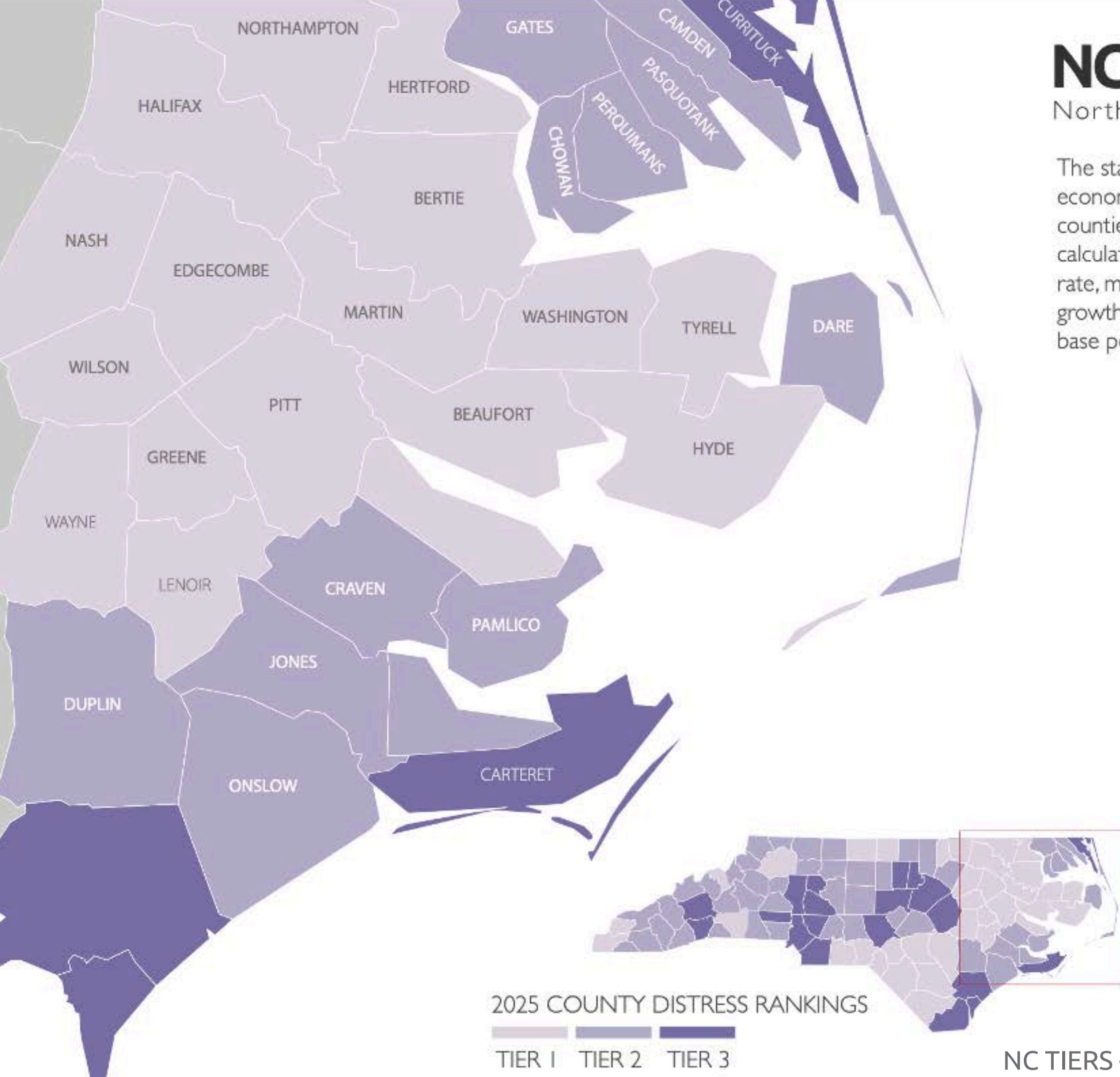
Cost of Living Comparison



The graph compares the cost of living in Greenville, NC (93.8) with other regions, showing that Greenville's cost of living is relatively low compared to many of its peers, making it an affordable option for residents or professionals seeking opportunities in the area.

COST OF LIVING INDEX	
NCEA Region	87.3
North Carolina	93.6
United States of America	100.00

THE COST OF
LIVING IS **12.7%**
LOWER
IN THE REGION
THAN THE USA
AVERAGE



NC East Alliance

North Carolina's Eastern Alliance

The state's 100 counties are ranked based on economic well-being. The 40 most distressed counties are designated Tier One. Tiers are calculated based on average unemployment rate, median household income, percentage growth in population and adjusted property tax base per capita.

16 of 40

CONCENTRATED POVERTY

Across the Alliance's 29 county service area, eastern North Carolina has the most contiguous Tier One counties in the state.

72%

DENIED

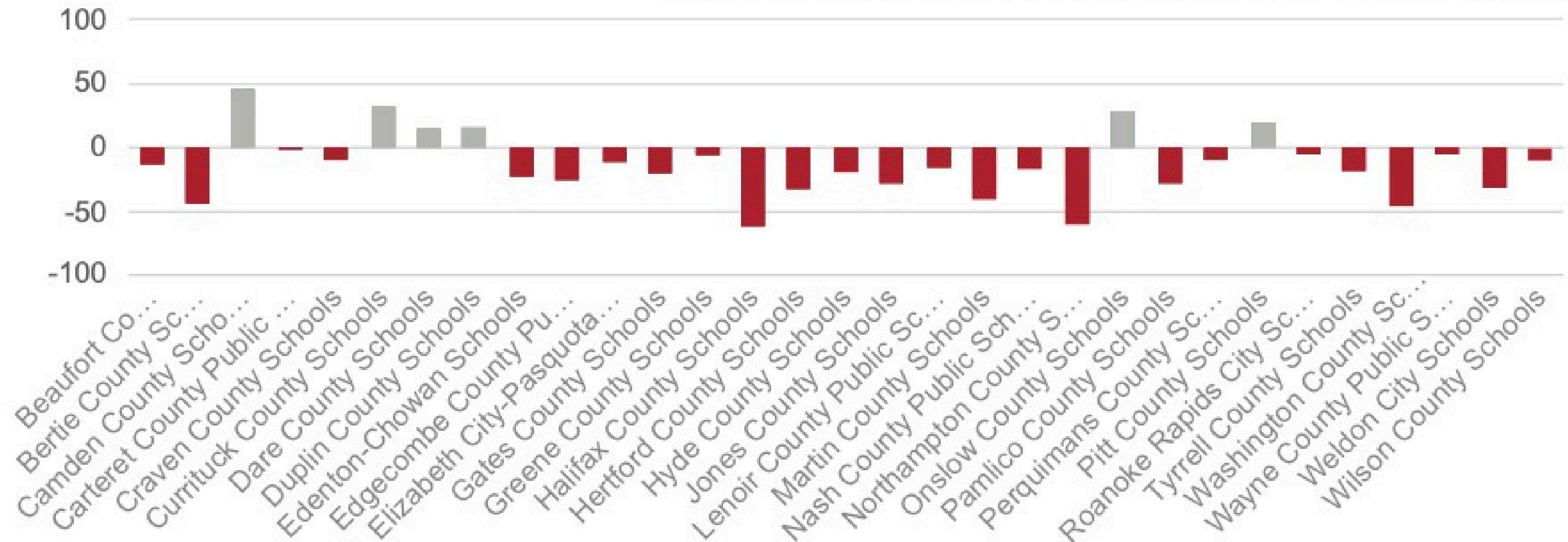
UNFIT FOR DUTY

17-24 military age individuals are ineligible due to education, health or criminal records.

>50% RURAL BRAIN DRAIN

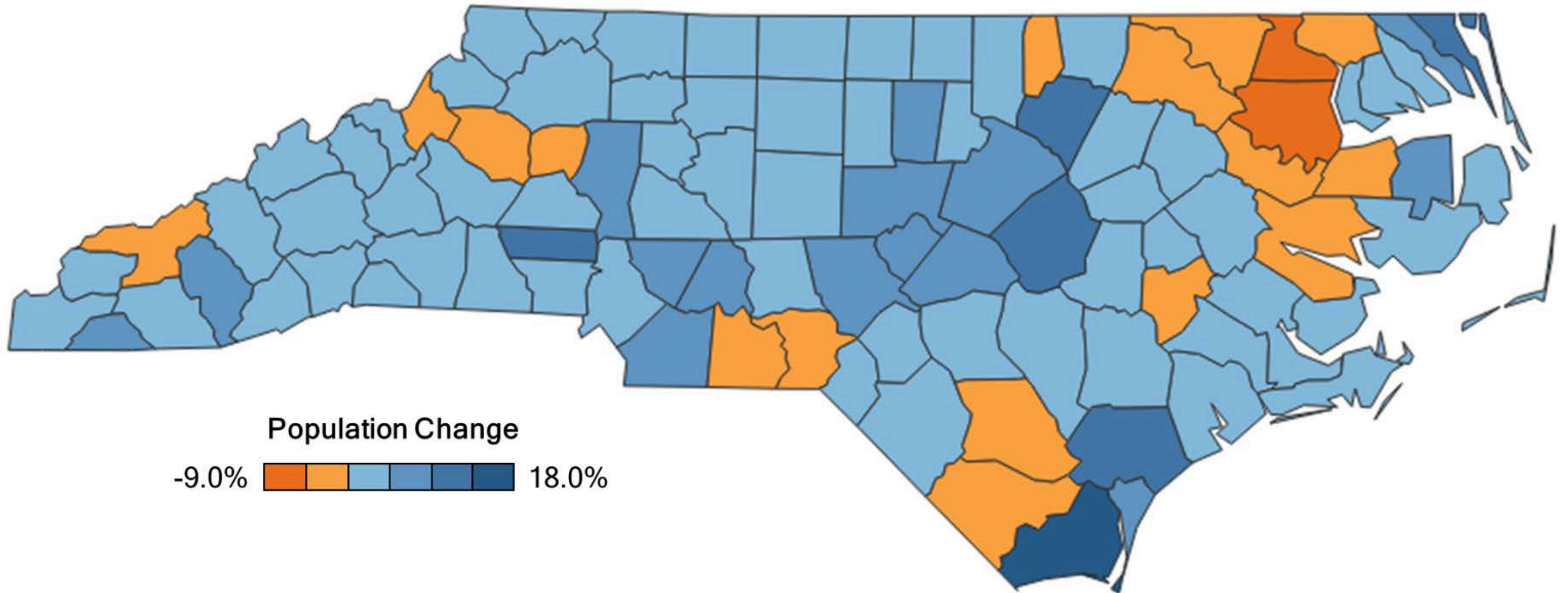
Population loss due to out migration and lower birth rates continue to drive declining district enrollment.

Percent Decline/incline In District Enrollment Between 2000 And 2019



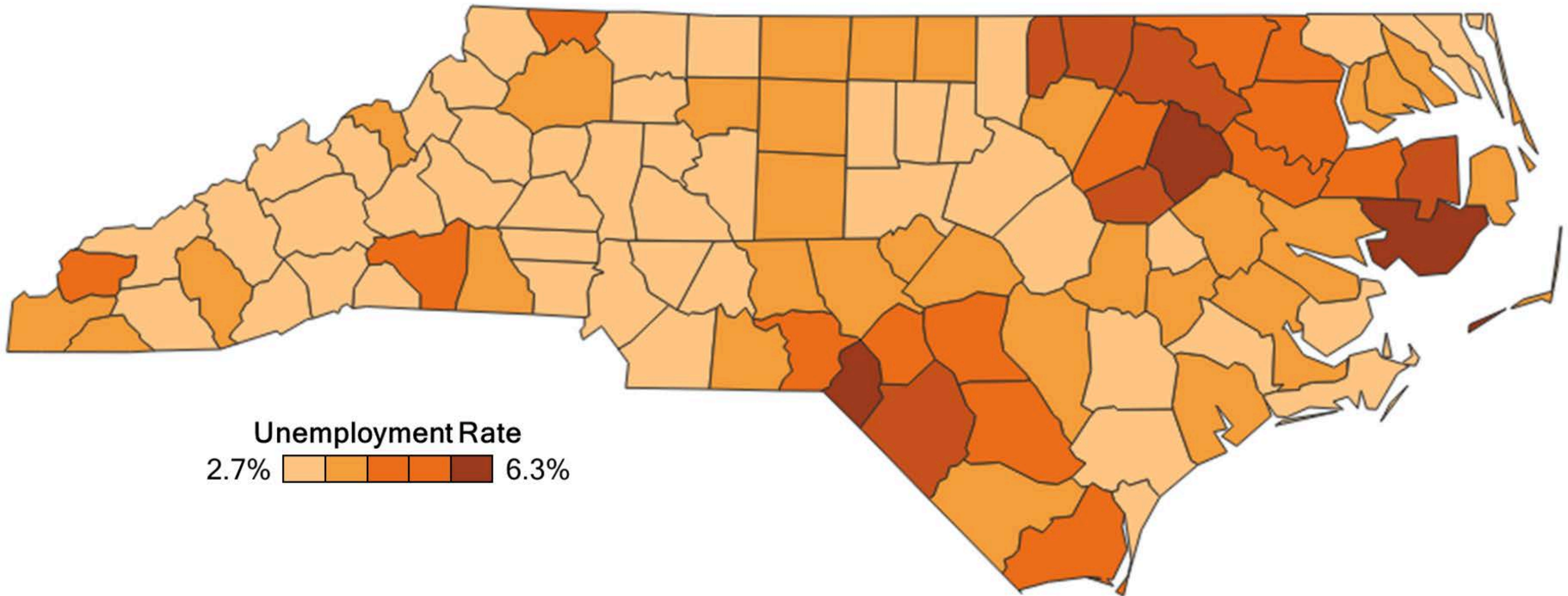
SOURCE: STUDENT POPULATION DECLINE/BRAIN DRAIN - FEDERAL RESERVE OF RICHMOND
UNFIT FOR DUTY/MILITARY INELIGIBILITY - DOD, COUNCIL FOR A STRONG AMERICA

POPULATION CHANGE: 2020-23



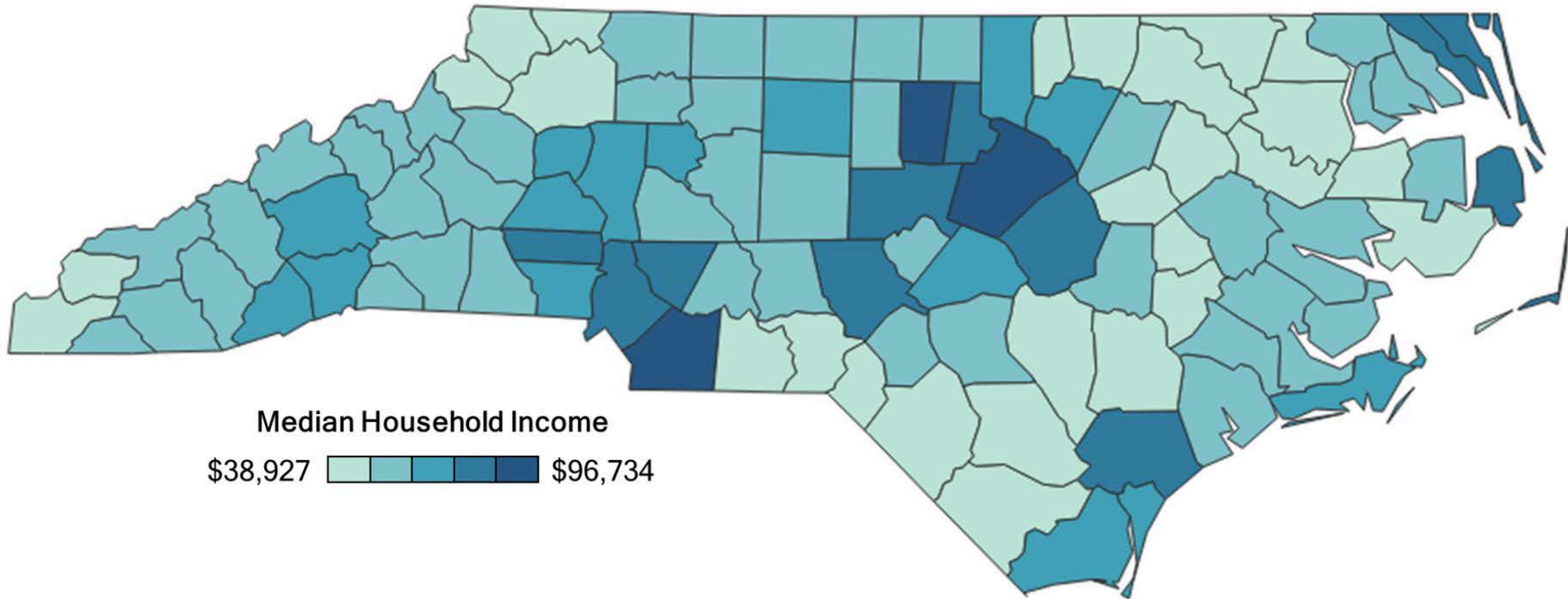
SOURCE: U.S. CENSUS BUREAU, COUNTY POPULATION ESTIMATES (VINTAGE 2023)

UNEMPLOYMENT RATE: 2023



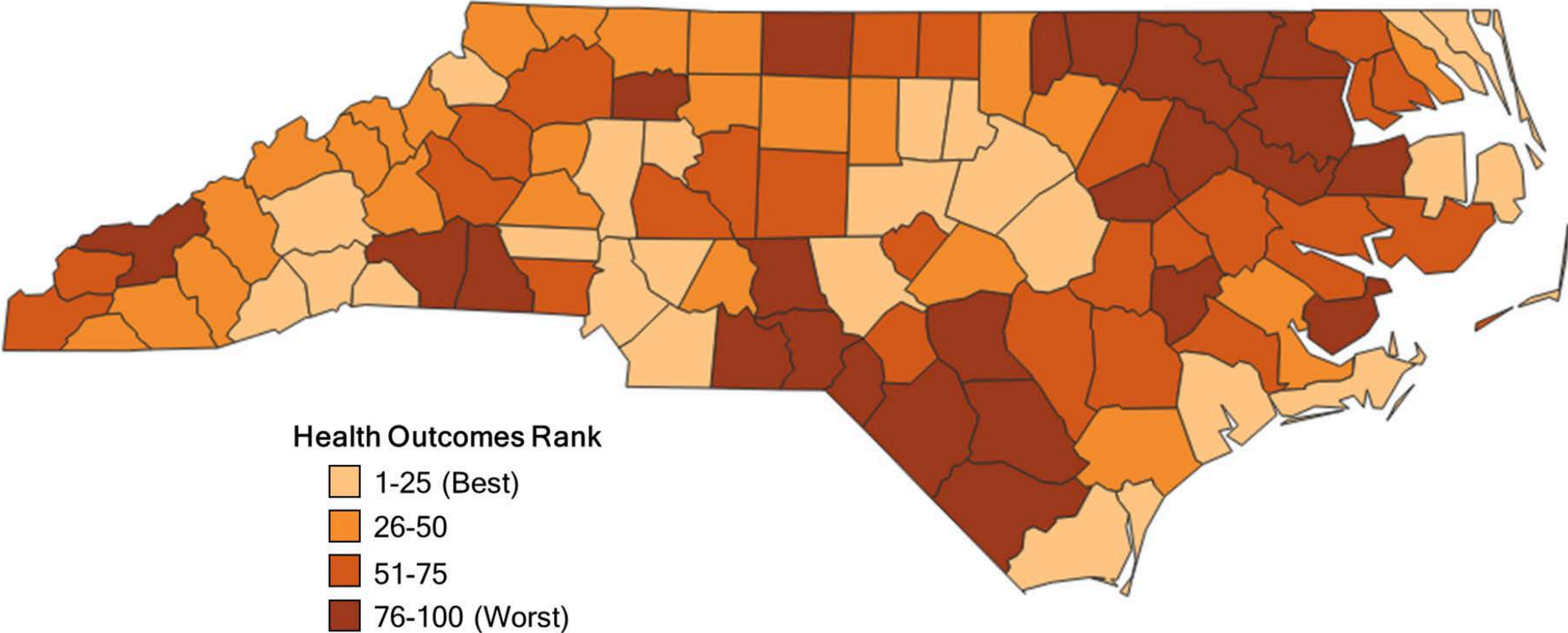
SOURCE: N.C. DEPARTMENT OF COMMERCE, LOCAL AREA UNEMPLOYMENT STATISTICS

MEDIAN HOUSEHOLD INCOME : 2022



SOURCE: U.S. CENSUS BUREAU, 2018-2022 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES

COUNTY HEALTH OUTCOMES RANKINGS: 2024



» PERSISTENT CHALLENGES »



» OUR APPROACH »



Dr. Gery Boucher



Vice President for
Development at
Craven Community
College

Dr. Russell Thomas Hunt



President of Lenoir
Community College
(LCC)

Natalie Aman - Moderator



Professor in the Department
of Technology Systems
within the College of
Engineering and Technology
at East Carolina University

Melissa Vandermark



Dean of Applied
Technologies at
Wilson Community
College

» PANELISTS » WORKFORCE DEVELOPMENT

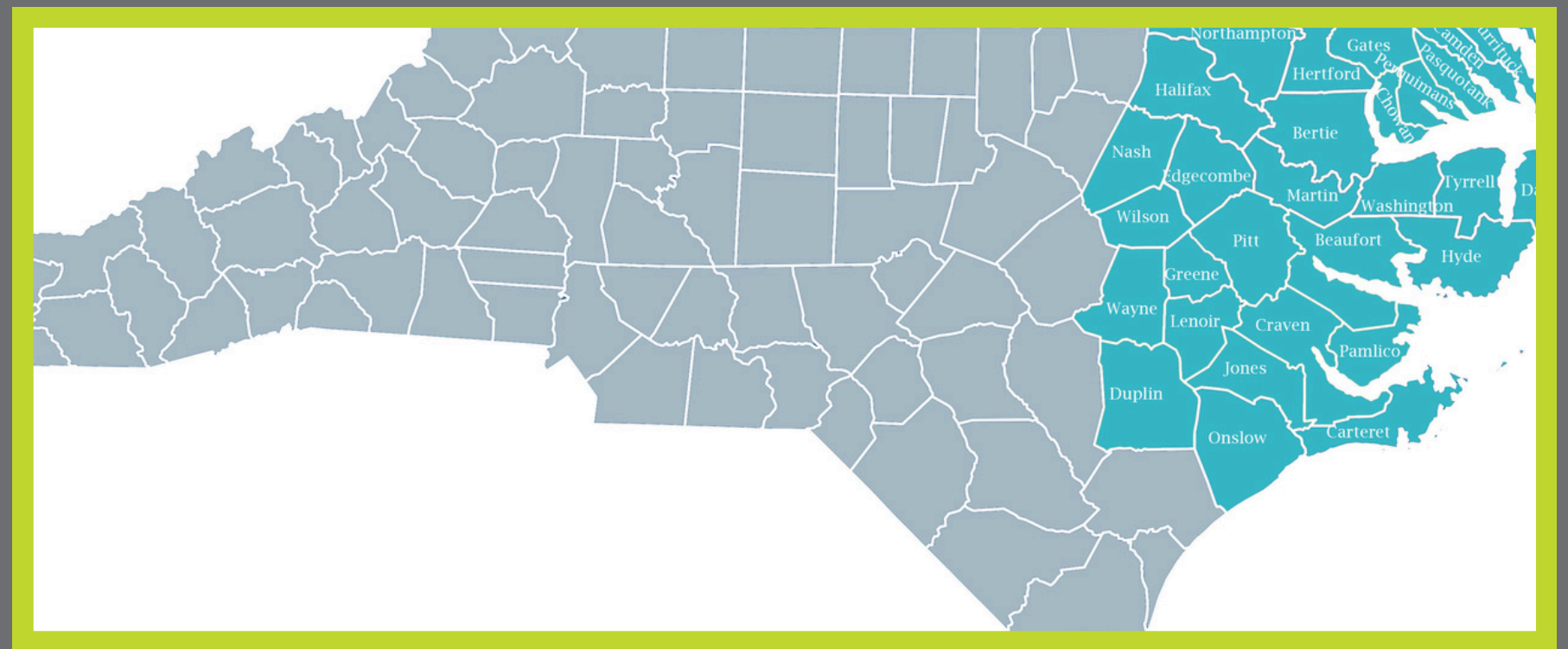


NCEEast Alliance

» CELEBRATING SUCCESS AND ENVISIONING TOMORROW »



VANN ROGERSON
PRESIDENT/CEO



VISION 2024

A LOOK BACK TO JANUARY 2024



POWER OF FIELD OPERATIONS



VISION 2025

A LOOK FORWARD



K-14 EDUCATION



STEM EAST

Bruce Middleton



Executive Director of
StemEast

Patrick Miller



Director of District
Engagement

Ethan Lenker



Director of Industry
Partnerships

CLUSTER LEADS

David Lewis



Aviation and
Aerospace

Ben Thigpen



Smart Agriculture

Lisa Jackson



Blue Economy

Valerie Bridges



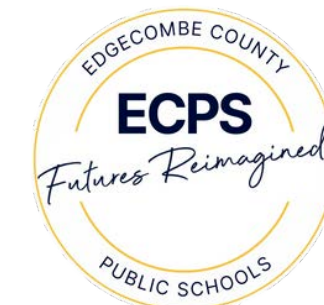
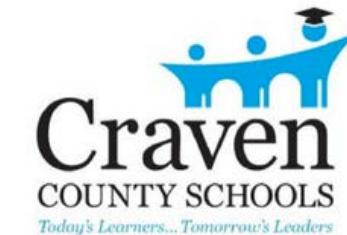
Green Energy



NC EAST / STEM EAST K-12 PARTNERS



DARE COUNTY
SCHOOLS



STEM EAST COMMUNITY COLLEGE NETWORK



Wesley Beddard



STEMEast Community
College Consultant

Natasha Roberson



Career Center Director
at Martin Community
College



NC EAST / STEM EAST COMMUNITY COLLEGE PARTNERS



STRATEGIC INITIATIVES TEAM



Julie Crippen



Grants Oversight

Todd Borghesani



Washington DC
Special Projects

Dr. Trip Belote



Belk Center,
NC East Coordinator
and Strategist

ECONOMIC DEVELOPMENT

Donna Philips Askew



Vice President of Economic
Development and Industry
Engagement

PROGRAM LAUNCHED JUNE 2024.

COMMUNITY DEVELOPMENT

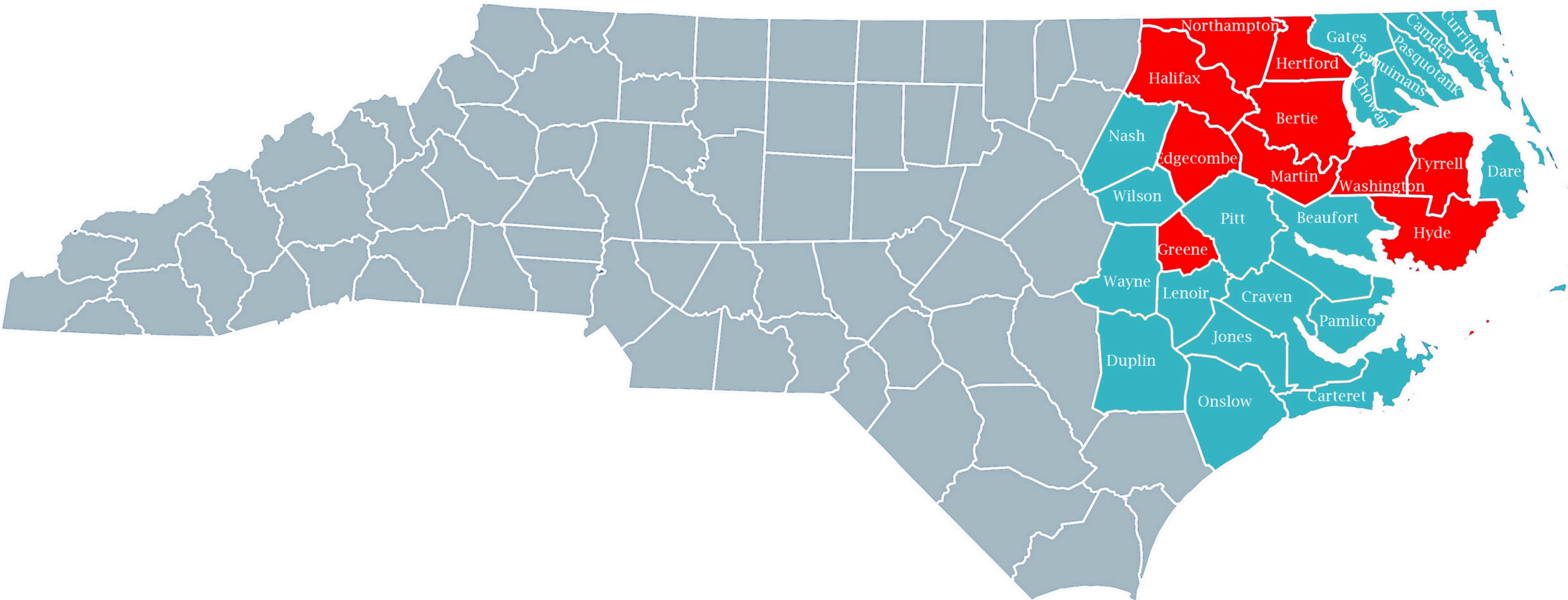
Bianca Shoneman



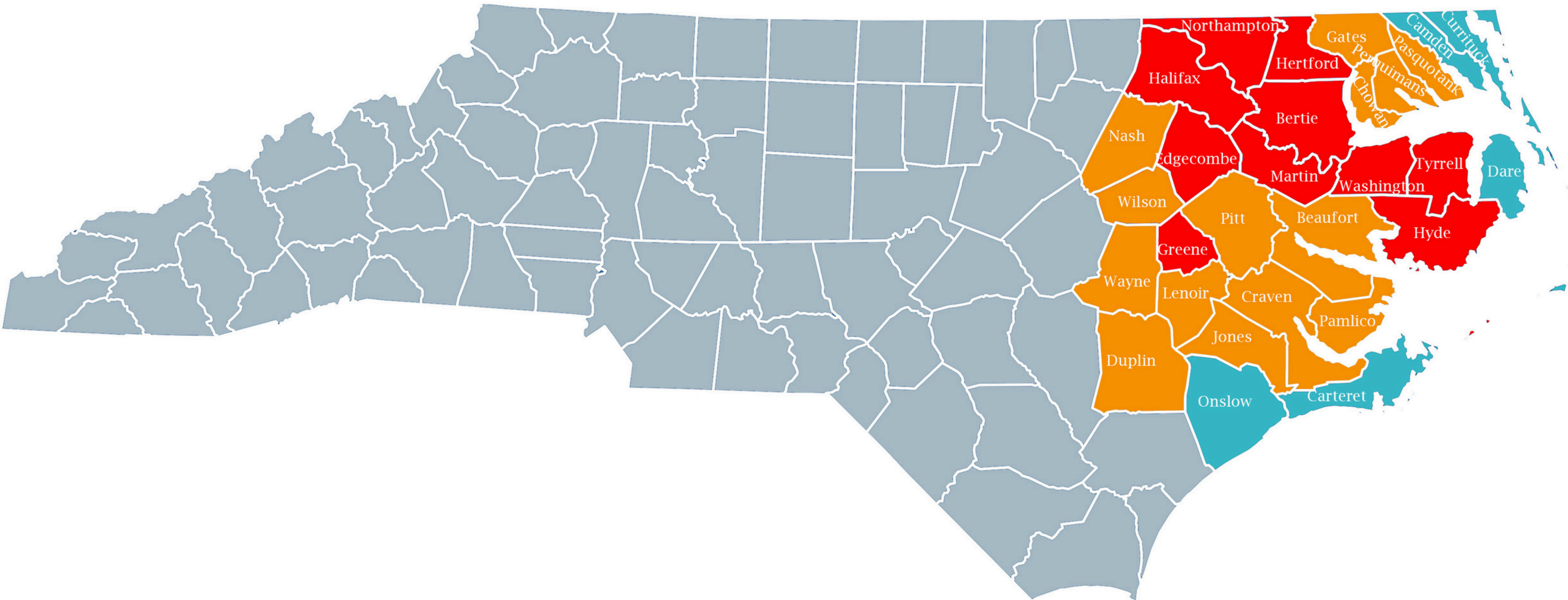
Vice President of
Community
Development

PROGRAM LAUNCHED JANUARY 2025.

PHASE 1



PHASE 2





MARKETING

NC EAST ALLIANCE



Chief
Information
Officer

Trey Goodson



Marketing
Intern

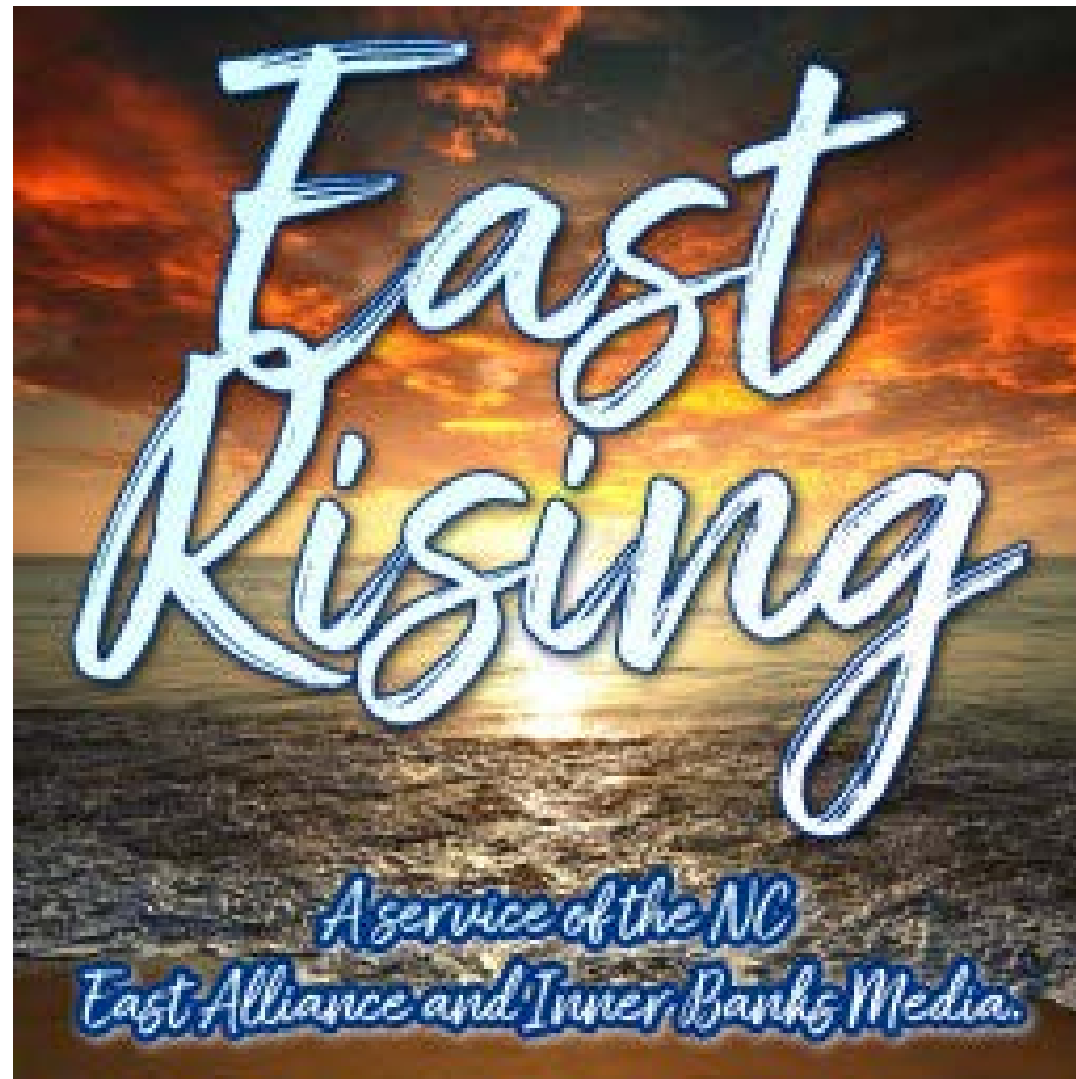
Kenna Mullins



Creative
Manager

Kate Ker

EAST RISING HIGHLIGHT



Kerstyn, Burden, Human Resources Coordinator, Nucor Steel Hertford County

Hannah Jones



Finance Officer

ADMINISTRATION AND SUPPORT SERVICES

- BUSINESS OFFICE AND INCUBATOR
LOCATED IN EDENTON.
- REGIONAL ENGAGEMENT OFFICE
LOCATED IN GREENVILLE.

Bebe Major



Special Events /
Project Coordinator

Mackenzie Pope



Program and
Research Assistant



OUR PATH FORWARD



NCEEastAlliance

STEM EAST INDUSTRY IN SCHOOLS 2024



Michelle Bowen Smith



K-12 STEM &
Educational Outreach
Coordinator, FRC East

Christine Wayne



Science Teacher /
Department Chair at
Pamlico County HS

Robin Harris



Dean of Health
Sciences and wellness
programs at college of
the Albemarle.

Blair Driver



Teacher EB
Aycok Middle
School

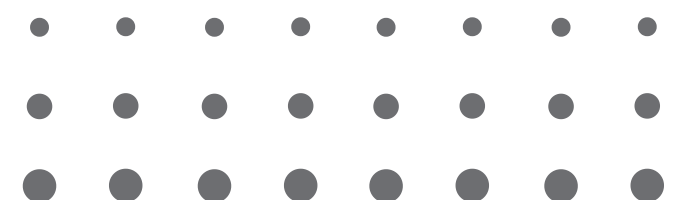
Whitney Hernandez



Moderator

» STEM EAST » INDUSTRY IN SCHOOLS PANEL

45/50





NCEEast Alliance

NC EAST ALLIANCE PARTNERS VISION 2025 SPONSORS

PRESENTING SPONSOR

The
BelleJAR
Foundation

EVENT SPONSOR

Our State
CELEBRATING NORTH CAROLINA

 **ECU HEALTH**



CHECKMATE
GOVERNMENT RELATIONS
PUBLIC AFFAIRS

FOOD & BEVERAGE SPONSOR

**POWERING
LIFE SCIENCES**
— SINCE 1984 —
NCBIOTECH.org

 **Kilpatrick**

 **THE NAUTICAL GROUP**
EXECUTIVE SEARCH

 **Dominion
Energy®**

SESSION SPONSOR

 **ELECTRICITIES**
of NORTH CAROLINA, INC.
The energy behind public power

 **PIERCE
INSURANCE**

 **TIMMONS GROUP**

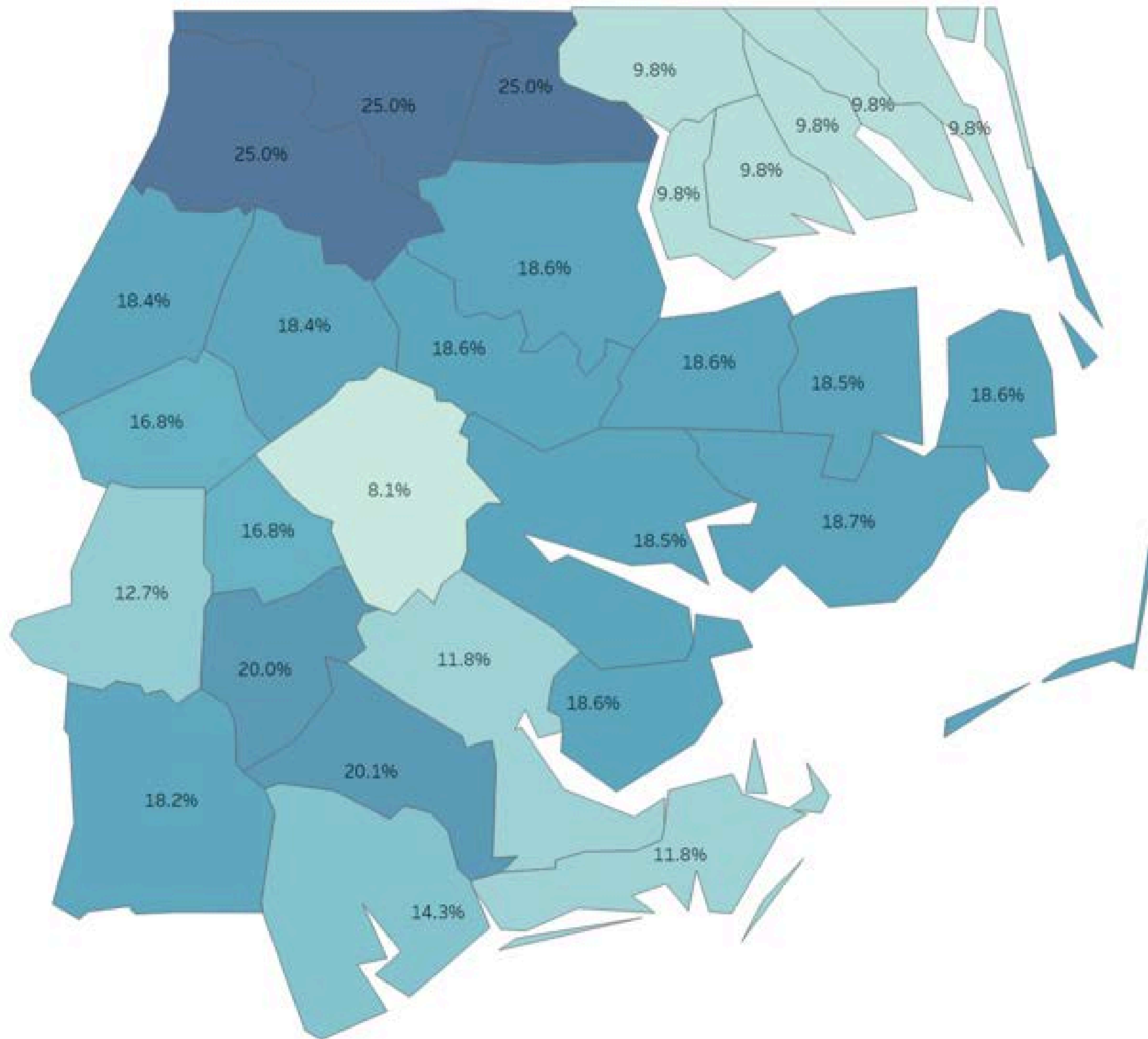
 **TRANSWORLD**
Business Advisors

 **THE PORT OF
VIRGINIA**

 **SMT**
North Carolina Science,
Mathematics, and Technology

*my***FUTURE NC**
2 million by 2030

OPPORTUNITY YOUTH



- 14% of youths 16-24 in NC East Alliance counties are not in school or not working. (11% statewide)
- 23,433 (out of 164,855) are Opportunity Youth.

SOURCE: AMERICAN COMMUNITY SURVEY 2022

NC EAST ALLIANCE PARTNERS VISION 2025 SPONSORS

PRESENTING SPONSOR

The
BelleJAR
Foundation

EVENT SPONSOR

Our State
CELEBRATING NORTH CAROLINA

 **ECU HEALTH**



CHECKMATE
GOVERNMENT RELATIONS
PUBLIC AFFAIRS

FOOD & BEVERAGE SPONSOR

**POWERING
LIFE SCIENCES**
— SINCE 1984 —
NCBIOTECH.org

 **Kilpatrick**

 **THE NAUTICAL GROUP**
EXECUTIVE SEARCH

 **Dominion
Energy®**

SESSION SPONSOR

 **ELECTRICITIES**
of NORTH CAROLINA, INC.
The energy behind public power

 **PIERCE
INSURANCE**

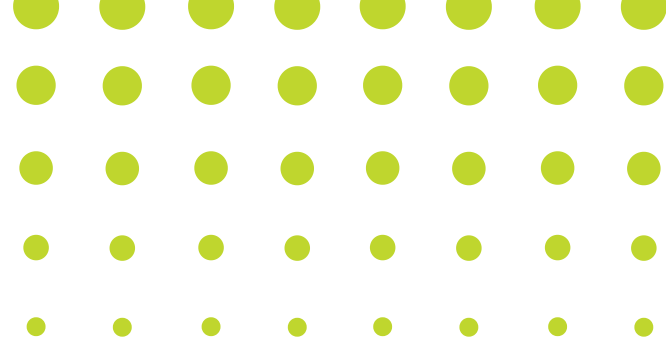
 **TIMMONS GROUP**

 **TRANSWORLD**
Business Advisors

 **THE PORT OF
VIRGINIA**

 **SMT**
North Carolina Science,
Mathematics, and Technology

*my***FUTURE NC**
2 million by 2030



THANKS
FOR ATTENDING

