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FOR IMMEDIATE RELEASE
January 9, 2020

Workforce Development Board announces new name

Washington, N.C. - To better align its identity with its updated 2020 strategic vision and purpose for the new decade and the world of work, the Region Q Workforce Development Board has announced the organization's new name: the Rivers East Workforce Development Board.

The board, composed of leaders from the private and public sectors, serves Beaufort, Bertie, Hertford, Martin and Pitt counties. It has the authority to determine how certain federal employment and training funds are used in this region and directs the local NCWorks Career Centers, which are part of a statewide system overseen by the North Carolina Department of Commerce.

Many years ago, North Carolina assigned each region of the state a letter, from "A" in the far west to "R" in the Northeast. That led to the name "Region Q" being used by the local workforce development board. Since then, most of the state's other workforce development boards have changed their names to better represent the area or population they serve.

Along with this name change comes a new logo, which was designed to depict the many rivers that run through the region, connecting its communities.

Jennie Bowen, Rivers East Workforce Development Board Director recently stated; "Entering a new decade avails many opportunities to start afresh. One such opportunity is rebranding our identity as a workforce board. There is power in a name and Rivers East Workforce Development Board parallels the desire of our members to continuously push toward the goal of providing leadership and guidance to facilitate growth and prosperity for our region. Over the years we have pioneered many new initiatives to connect job seekers and employers by providing funding to increase the occupational skills of our constituents. This mission is accomplished by coordinating with partner agencies to enable employers to recruit, train, and retain a skilled workforce. Great partners and workforce staff are the key to assisting job seekers in finding meaningful

employment. Our vision is to establish Eastern North Carolina and Rivers East Workforce Development Board as leaders where economic opportunity and work life balance converge to bring economic prosperity to those who call Eastern North Carolina their home.”

Through various social media outlets, Rivers East Workforce Development Board will be sharing how it makes "connections" to serve job-seekers and employers throughout the region, including highlighting the NCWorks Career Centers and staff. Social media users can like and follow Rivers East on Facebook (www.facebook.com/RiversEastWD), Twitter (twitter.com/RiversEast) and LinkedIn (www.linkedin.com/in/rivers-east-workforce).

The board's office is located at 1502 N. Market St., Suite A in Washington. For more information, call (252) 974-1815.

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