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

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Rowan-Cabarrus Community College
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
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
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

Northlrite Shopping Center
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