CATAWBA COUNTY, NC
Charlotte’s Great Northwest

A manufacturer’s guide to hiring & training resources in Catawba County, North Carolina
Where will the company’s workforce come from?

### Management/Engineers

**Lenoir-Rhyne University**
- Hickory, NC
- Enrollment: 2,005
- [www.lr.edu](http://www.lr.edu)
  - Accounting
  - Business Administration
  - Computer Science
  - Information Technology
  - International Business
  - Management
  - Marketing
  - MBA

**Appalachian State University**
- Hickory, NC
- Seat enrollment: 105
- Online enrollment: 842
  - [www.distantstudents.appstate.edu/de-sites/appalachian-center-hickory](http://www.distantstudents.appstate.edu/de-sites/appalachian-center-hickory)
  - Comunication
  - Management
  - MBA

**NC Center for Engineering Technologies**
- Hickory, NC
- [www.nccet.appstate.edu](http://www.nccet.appstate.edu)
  - Engineering Technology
  - Industrial Distribution & Logistics
  - Information & Computer Technology
  - Engineering
  - Electrical Engineering Technology
  - Master of Science Engineering
  - Management (MSEM)

### Mid-skill Positions

**Catawba Valley Technical/Community College**
- Hickory, NC
- Industrial/Manufacturing Programs
- Continuing Education Enrollment: 495
- Curriculum Enrollment: 489
  - [www.cvcc.edu](http://www.cvcc.edu)
    - Engineering
    - Accounting
    - Computer Engineering
    - Marketing
    - Electrical Systems
    - Business Admin.
    - Industrial Systems
    - Information Tech.
    - Mechanical Engineering
    - Mechatronics Engineering
    - Computer Integrated Machining

**German-style apprenticeship**
- Hickory, NC
- Apprenticeship program that begins in high school with dual enrollment in CVCC courses
- 34 apprentices enrolled as of Spring 2020
  - [http://www.cvcc.edu/CCE/Workforce_Development/Industrial/Apprenticeship_Catawba_Informtion.cfm](http://www.cvcc.edu/CCE/Workforce_Development/Industrial/Apprenticeship_Catawba_Informtion.cfm)
  - Mechanical Maintenance
  - Electrical Maintenance
  - Tool & Die
  - Mechatronics
  - CNC Machinist

**Local high schools Career & Technical Education (CTE) programs**
- Throughout Catawba County
- Students received 4,128 industry-recognized credentials in 2018-2019 (latest available)
  - Welding Technology
  - Engineering
  - Engineering Technology
  - Digital Electronics
  - Computer Integrated Machining
  - Aerospace
  - Biotechnical Engineering

### Machine Operator/Production Positions

**NCWorks**
- One Stop Workforce System
  - Conover, NC
  - [www.ncworks.gov](http://www.ncworks.gov)
  - # of workers registered with NCWorks who are actively seeking employment in the Hickory MSA as of July 2018
  - Production Workers: 342
  - First-Line Supervisors: 423
  - Team Assemblers: 353
  - Maintenance and Repair Workers: 196
  - Machine Feeders and Offbearers: 302
  - Industrial Machinery Mechanics: 191

**Technical/Community College**
- Hickory, NC
- Total Enrollment: 14,291
  - [www.cvcc.edu](http://www.cvcc.edu)
    - Focus on intensive skills development, take those with little to no skills and give them skills for employment in manufacturing operator training
    - More individuals trained in pure manufacturing than any other community college in NC
    - Customized Industry Training Program

**Technical/Community College Academy**
- Hickory, NC
- [www.cvcc.edu/CCE/Workforce_Development/Industrial/Manufacturing-Academy.cfm](http://www.cvcc.edu/CCE/Workforce_Development/Industrial/Manufacturing-Academy.cfm)
  - The Manufacturing Academy is an industry-driven, 10-week certification course developed by 25 partner companies from Catawba County, provided by CVCC, designed to prepare students for manufacturing positions currently in high demand by employers by introducing students to the basic concepts of manufacturing and careers with local companies.

**Manpower**
- [lr.joinhandshake.com](http://lr.joinhandshake.com)
  - LRU's free online jobs board for recruiters to connect with LRU talent (students and alumni)

**Underemployed Workers & 11 Staffing Agencies**
How will the company recruit its workforce?

Short Term: 0-3 months

One-Stop Workforce System supporting employment recruitment & retention at no cost

Provides assistance in developing job descriptions

Provides assistance posting job openings on state site, www.ncworks.gov (this system also spiders other job boards to present a full portfolio of open jobs)

www.ncworks.gov offers Virtual Recruitment options, as well as state and local labor market intelligence

Provides resume and application assistance to ensure quality pre-employment screenings

Conducts recruiting events:
- Arranges recruitment events at the company location or weekly at the NCWorks facility
- Develops recruitment flyers for mass distribution via www.westernpiedmontworks.org and social media outlets: Facebook, Twitter and Instagram
- Staff the recruitment events
- Coordinate interviews during the recruitment events
- On-the-job training reimbursement; Educational Training Scholarships; Incumbent Worker Grants for Training

www.cvcc.edu/CCE/Workforce_Development/index.cfm

The Manufacturing Academy is an industry-driven, 10-week certification course developed by 25 partner companies from Catawba County, provided by CVCC designed to prepare students for manufacturing positions currently in high demand by employers by introducing students to the basic concepts of manufacturing and careers with local companies.

Program Modules include:
- Manufacturing Overview (42 hours)
- Problem Solving (9 hours)
- Math and Measurements (24 hours)
- Teamwork and Communication (9 hours)
- Safety (12 hours)
- Introduction to Lean/Continuous Improvement/TQM/Six Sigma Overview and ISO Certifications (9 hours)

Offers in-depth customizable pre-employment screening assessment & training including:
- Career Readiness Certificate (CRC) mapping, assessment and matching
- Behavioral assessments
- Skills assessment (including classroom instruction)

Company may access students for recruitment in on-going classes:
- Mechanical Engineering Technology
- Industrial Systems Technology
- Mechatronics Engineering Technology
- Electronic Engineering Technology
- Computer Integrated Machining Technology
- Welding

Provides customized training directed by the company including:
- Safety, OSHA training, Lean, ISO, Six Sigma
- Training at the company on company equipment
- Training at the college on the following equipment:
  - **Mechatronics- Advanced Manufacturing Lab (Corporate Development Center)**
    - Fanuc LR Mate 200iC robot
    - ABB IRB 120 robot
    - Siemens PLC Lab
    - Festo MPS (Modular Production System) Mechatronics Assembly System
    - Festo PA (Process Automation) Compact Work Station
  - **Mechatronics (Curriculum Lab)**
    - Arburg Injection Molding Machine
    - Allen Bradley PLC Lab
    - Various mechanical, motor controls, hydraulic and pneumatic trainers
  - **Metallurgy Lab**
    - Scanning Electron Microscope
    - Instron Tensile Tester
    - Zeiss O-Inspect 543 Coordinate and Optical Measuring Machine
  - **Computer Integrated Machining**
    - Mazak 3-Axis and 5-Axis CNC Mills
    - Haas 3-Axis CNC Turning Stations and Mills
How will the company recruit its workforce?

Medium Term: 6-12 months

HKY4Vets is a public-private partnership formed with the vision to partner with Catawba County businesses to meet their talent requirements by leveraging the veteran and military spouse community.

In 2019, HKY4Vets is undertaking significant efforts to increase awareness of the Catawba County community among transitioning military families from the Southeast, with particular emphasis given to promoting HKY4Vets Talent Connect, an online job board connecting military talent to local companies and their diverse career opportunities. Through direct relationships with NC & SC military installations, a significant, year-long social media push and other marketing efforts, HKY4Vets intends to funnel significantly more veteran talent to participating Catawba County companies than ever before.

Long Term: 1-4 years

High school students are dual enrolled at CVCC in advanced manufacturing courses.

If a student is employed by a company prior to graduation, the cost for remaining courses may be funded by NC.

Catawba County Schools:  
www.k12careerconnection.com

Hickory Public Schools:  
www.hickoryschools.net/departments/curriculum_and_instruction/career_technical_education

Newton-Conover Schools:  
www.welcome-hky-metro.org

K-64 is a unique community-wide partnership between public K-12 schools, colleges, workforce development and business to provide a skilled workforce pipeline for our businesses by aligning courses of study and training with workforce needs.

K-64 will identify, facilitate and streamline programs and initiatives that are in-place and have been proven to be best practices in improving education as it relates workforce development. If a specific educational or employer training need is not being met, K-64 will develop new programs and partnerships to insure a future-ready workforce.

Catawba County’s Commitment to Manufacturing

Catawba County is a community committed to the future of manufacturing and ensuring our manufacturers have a workforce pipeline for the future. This is evident by the county’s investment in a new state-of-the-art Workforce Solutions Complex on the campus of CVCC. A culmination of many years of planning and collaboration with the three public school systems, this $23 million dollar, 86,000 square foot facility houses technology and engineering programs for college students, and junior & senior high school students from all schools in Catawba County. Business-driven programs will include: Computer Engineering Technology, Electrical Engineering Technology, Computer Integrated Machining, Electronics Engineering Technology, Welding, Mechanical Engineering Technology, Mechatronics, and Robotics.

www.welcome-hky-metro.org
### Manufacturing Solutions Center

Bringing manufacturing into the NEW ERA of changing technologies, global marketing and production innovations. The mission of the Manufacturing Solutions Center (MSC) is to help US manufacturers increase sales, improve quality and improve efficiency to create or retain jobs.

This is accomplished by:
- Enhancing and improving products through research and development
- Assisting in creating prototypes for new, innovative offerings
- Analyzing new materials to enhance structure and programs
- Testing products for reliable content and quality
- Training personnel for lean manufacturing processes and supply chain efficiencies
- Providing a forum for rollout of new 21st century technologies
- Providing hands-on guidance for international marketing, sales and military procurement
- Providing photo-realistic renderings and visualizations
- Creating 3D rapid prototypes in a variety of materials
- Industry advocacy

Services include, testing services, training, product development, marketing, engineering, assisting inventors & entrepreneurs.

### NC Center for Engineering Technologies

The North Carolina Center for Engineering Technologies provides facilities for applied research in engineering related fields and serves as a conduit to baccalaureate education delivered by the University of North Carolina system schools. Conceived as a community supported higher education effort in technical and engineering disciplines, this Center was established through a collaboration of business, government and higher education.

Labs include:
- Rapid Product Realization Laboratory
- Engineering Design Laboratory
- Metrology & Reverse Engineering Laboratory
- Distance Education Lab
- Polymers Lab
- Patternmaking Laboratory

Degree programs include:
- Building Sciences (Appalachian State University)
- Engineering Technology (Western Carolina University)
- Industrial Technology (East Carolina University)
- Electrical Engineering Technology (UNC-Charlotte)
- Fire Safety Engineering Technology (UNC-Charlotte)
- Engineering Management (UNC-Charlotte)

### Catawba County EDC

The Catawba County EDC serves as a clearinghouse for business information to existing industries and can usually provide information or assistance to help you minimize time spent in solving any business problem you may encounter. For assistance, please contact [Nathan Huret, Director of Existing Industries](mailto:nhuret@catawbacountync.gov) at 828-267-1564.

### Catawba Valley SHRM

The Society for Human Resource Management (SHRM) is the world’s largest HR professional society, representing 285,000 members in more than 165 countries. For The Society has been the leading provider of resources serving the needs of HR professionals and advancing the practice of human resource management. Catawba Valley SHRM is an affiliate of the Society for Human Resource Management. Catawba Valley SHRM is the local starting point for networking, information, professional development, and the continued support of excellence in Human Resources. Learn more at [catawbavalley.shrm.org](http://catawbavalley.shrm.org).
Catawba County specializes in manufacturing.

**Manufacturing Specialization**

28% of Catawba County’s workforce employed in manufacturing; NC average is 11% and US average is 9%

425 manufacturers in Catawba County alone

24,547 employees in Catawba County alone

3 times as specialized in manufacturing as the US average

1st in NC and SC for highest concentration of manufacturing

6th metro area in the US for highest concentration of manufacturing

**45-minute drive time**

797,303 Population

386,199 Labor Force

**Workforce employed in Manufacturing (%)**


**10 Largest Manufacturing Employers (Q1, 2019)**

1. Corning Optical Comm. 1000+ Fiber Optic Cable
2. CommScope 1000+ Fiber Optic Cable
3. GKN Driveline 1000+ Automotive Supplies
4. Century Furniture 500-999 Furniture
5. AdvancePierre Foods 500-999 Frozen Foods
6. Sutter Street Mfg. 500-999 Furniture
7. McCrey Modern 500-999 Furniture
8. Lee Industries 500-999 Furniture
9. Ethan Allen Operations 500-999 Furniture
10. Bassett Furniture Ind. 500-999 Furniture

**International Employers**

<table>
<thead>
<tr>
<th>Company</th>
<th>Country</th>
<th>Employees</th>
<th>Industry Sector</th>
</tr>
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<tbody>
<tr>
<td>Mosdorfer NA</td>
<td>Austria</td>
<td>15</td>
<td>Electrical/Fiber Optic</td>
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<tr>
<td>Taiji Group USA</td>
<td>China</td>
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<td>Paper Tubes for Textile Industry</td>
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<tr>
<td>CertainTeed</td>
<td>France</td>
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<td>Plastic/Vinyl Siding</td>
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<td>Joulin</td>
<td>France</td>
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<td>Industrial Machinery</td>
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<td>BSN Medical</td>
<td>Germany</td>
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<td>Wound and Orthopedic Devices</td>
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<tr>
<td>Heico Fasteners</td>
<td>Germany</td>
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<td>Furniture Industry Fasteners</td>
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<td>Klingspor Abrasives</td>
<td>Germany</td>
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<td>Coated and Bonded Abrasives</td>
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<td>Poppelmann Plastics</td>
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<tr>
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<td>Germany</td>
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<td>Fan Wheels</td>
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<tr>
<td>Sarstedt</td>
<td>Germany</td>
<td>225</td>
<td>Plastic Medical Devices</td>
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<td>Germany</td>
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<td>Shopping Carts</td>
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<tr>
<td>ZF</td>
<td>Germany</td>
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<td>Automotive Chassis Components</td>
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<td>Fiber Optic Cable Components</td>
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</table>

4000+ Catawba county workers employed by International manufacturers

17% of Catawba County manufacturing workers employed by International manufacturers