

CAREERS

Briefly

Jeffrey named Cone's inclusion officer

Paul Jeffrey, president of Wesley Long Hospital, has assumed the additional duties of chief inclusion officer for Cone Health. As such, Jeffrey will be responsible for creating and executing plans for increasing the diversity of Cone Health's workforce of more than 8,600 employees.

"This is a great opportunity to elevate the work of the Cone Health Inclusion Council that I have chaired across the broader Cone Health network," Jeffrey says. "While we have a diverse workforce at Cone Health, I see opportunities in not only looking more like the communities we serve, but in understanding those communities better. Understanding the cultural differences means better healthcare for us all."



Jeffrey

Jeffrey was born in San Juan, Puerto Rico. His wife, Addy, is the daughter of Cuban immigrants.

"As we considered the best person for this role, it was obvious Paul was an outstanding candidate because of his personal story, his successes here at Cone Health and his community involvement," says Noel Burt, VP of Administrative Services and chief Human Resources officer.

Jeffrey is vice chair of the Board of Directors of the National Conference for Community and Justice of the Piedmont. He was awarded the 2011 Change Agent Award by the Greensboro Chamber of Commerce for positively impacting diversity and inclusion in Greensboro. Jeffrey is a founding member of the Latino Professionals Forum. He is a longtime advocate for improving care for those with mental and emotional disorders and has served as Chairman of the Board for the Greensboro Mental Health Association.

Jeffrey joined Cone Health as Vice President/Administrator of Cone Health Behavioral Health Hospital in January 2004. Jeffrey became President of Wesley Long Hospital in March 2007.

Joey Hearl hired as Meadowlark's principal

The Winston-Salem/Forsyth County Board of Education unanimously chose Joey D. Hearl to be the new principal of Meadowlark Middle School.

Hearl has been the principal of Mount Airy Middle School since 2008, and he was named the Mount Airy district's Principal of the Year in 2009-10. He replaces Charles McAninch, who became the principal of West Forsyth High School this summer.

Hearl also worked as an assistant principal for one year at Chestnut Grove Middle School and taught business, math and Spanish classes in high schools in Surry County and Virginia and Southside Virginia Community College.

He earned a bachelor's degree in science from Longwood College in Farmville, Va., a master's degree in education from Lynchburg College; and his educational administration licensure from Longwood College.

Hall joins Truliant

Truliant recently named Todd Hall as its chief operating officer. He will report to the president and CEO and work at Truliant headquarters in Winston-Salem, where he will assume direct responsibility for leading the operations senior management, encompassing consumer, mortgage and credit areas, as well as all member services channels, including Member Financial Center, the Member Contact Center and E-Services.

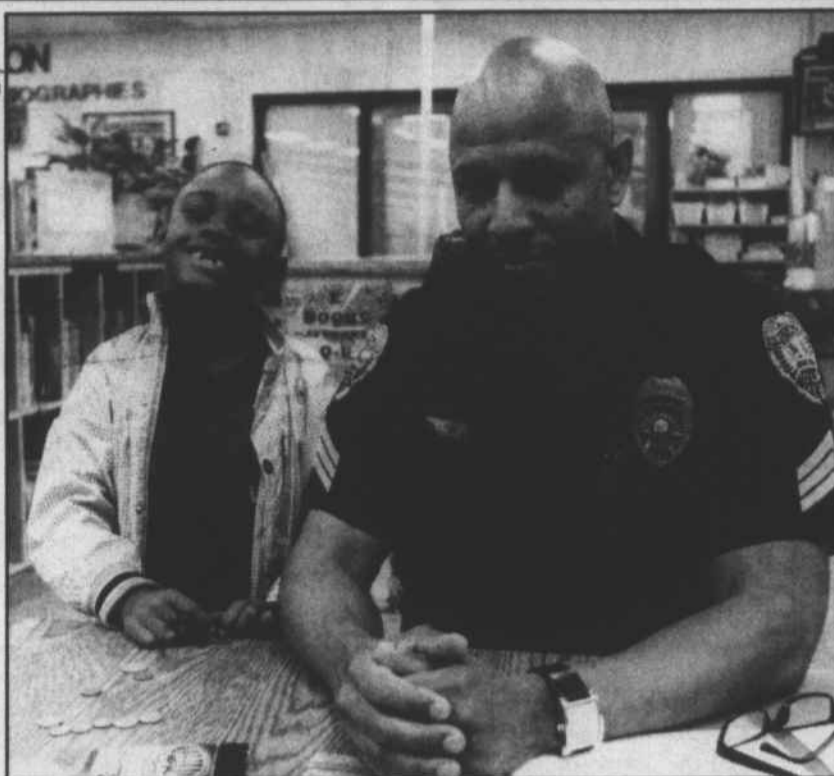
With his expertise and leadership, Hall will help Truliant further enhance its member-owners' experience through all of its delivery channels. He joins Truliant with more than 20 years of financial experience overseeing all aspects of community and super-regional bank operations with a customer-centric focus.

"Todd is a highly qualified financial services executive," said Marc Schaefer, Truliant's president and CEO. "We spent a lot of time searching for a chief operating officer who best fits our culture, complements our senior planning team, and most importantly, who is passionate about executing our mission of enhancing our member-owners' financial lives."

Prior to joining Truliant, Hall was a financial consultant in Jacksonville, Fla. He has also served as executive vice president/chief operations officer with Woodlands Bank in Beaufort, S.C., and in senior roles at several financial institutions in South Carolina and Georgia.

Submitted Photos
Winston-Salem Police Officer Timothy James works with a student at Kimberley Park Elementary School.

Below: Richard Eskridge volunteers at Hall Woodward Elementary.



Volunteers needed to inspire students

CHRONICLE STAFF REPORT

The need continues for volunteers to mentor students in grades K-12 in Winston-Salem/Forsyth County schools. Currently, there is a need for more than 350 volunteers.

Graduate. It Pays. (GIP), a local community initiative, helps create awareness in the community for adult volunteers interested in working with students who are not succeeding at grade level or who are in jeopardy of not graduating. GIP highlights the programs offered through Big Brothers Big Sisters and the Winston-Salem Chamber of Commerce. Volunteers are asked to meet one hour each week with students at the school during school hours at a time that works for each person. Teaching or tutoring is not a requirement. Volunteers must just open their hearts, listen with respect, inspire and be there each week.

"We are a month into the school year and our students really need your help," said Pamela Suber of Big Brothers Big Sisters, which offers school-based programs and its traditional community match programs. "The ones in need find school difficult and benefit from another adult in their lives willing to listen, encourage and offer advice. That's all we are asking: one hour a week."

Recent volunteers have nothing but praise about their experience.

"I found working with my student very rewarding. I felt I was making a difference," said Lillian Maxwell, a corporate volunteer from Arbor Acres.



"My school did an excellent job communicating with the volunteers," said Gina Muse, a corporate volunteer from R.J. Reynolds Tobacco. "They continuously showed their appreciation to us. They have a sincere and genuine love and concern for their students."

The efforts of volunteers have paid off in recent years. District-wide, more than 80 percent of seniors graduated in 2012 from Winston-Salem/Forsyth County Schools in four years, the fifth straight year the district's graduation rate has increased.

For more information on how you can volunteer as a caring adult, please visit www.graduateit-pays.org.

A&T makes national rankings

SPECIAL TO THE CHRONICLE

North Carolina A&T State University has been ranked in the top tier of national universities in several categories in U.S. News & World Report's 2012 college rankings.

The national news magazine released its annual list in early September. A&T earned top 25 honors among the nation's top online programs in the area of information technology. Online IT faculty ranked No. 7 in faculty credentials and training while the program ranked Nos. 15 and 19 in student services and technology and student engagements and accreditation, respectively.

In the undergraduate category, A&T found itself ranked No. 11 among historically black colleges and universities; No. 132 among engineering programs; and No. 258 in high school counselor rankings.

In the graduate category, A&T was ranked No. 144 in engineering schools, and at No. 56 on rankings of schools with concentrations in industrial/manufacturing engineering. The Joint Master of Social Work program with the University of North Carolina Greensboro ranked No. 104.

U.S. News and World Report college rankings are intended as a resource guide for families looking to get the best academic value for their money. The ranking system is based on 16 key measures in seven broad categories: peer assessment; graduation and retention rates; faculty resources; student selectivity; financial resources; alumni giving; and graduation rate performance and high school counselor undergraduate academic reputation ratings.

Largely white cities disappearing

SPECIAL TO THE CHRONICLE

Increasing racial and ethnic diversity has long been apparent at the national level and in the nation's largest metropolitan gateways. Since 1980, over nine-tenths of all cities, suburbs and small towns have become more diverse. And rural communities are following the lead of their urban counterparts, according to a U.S. 2010 policy brief.

"What really stands out is the near-universal nature of the trend toward greater racial and ethnic diversity at the local level," said Barry Lee, professor of sociology and demography, Penn State, and co-author of the brief. Another significant finding is the decline in white-dominant places, where whites make up 90 percent or more of the population. Three decades ago, these places represented two-thirds of the total. Today, they are down to only one-third of the total.

In their stead are a growing number of communities where minorities are a significant share of the population and often where no group is a majority.

Despite the general upward trend in diversity, dramatic contrasts are still apparent between communities. At the high end of the diversity scale, places

such as Oakland, Calif. and Jersey City, N.J. now have roughly equal proportions of white, black, Hispanic and Asian residents. At the low end, the most homogeneous communities tend to remain all white or all Hispanic.

A unique feature of this study is that it included micropolitan areas where the largest community has a population under 50,000, as well as rural areas.

"We feel that studying these areas is important because they form the core of small-town America," said Lee. "One of the surprises is that even small towns now have to adapt to newcomers who are from different backgrounds than their longtime residents."

Ferrell, Worthy join Trust

CHRONICLE STAFF REPORT

The Kate B. Reynolds Charitable Trust has welcomed Nora Ferrell and Delvon Worthy.

The Winston-Salem-based Trust, established in 1947, is one of the largest private trusts in North Carolina. It works to improve the quality of life and quality of health for the financially needy in the state through its Poor and Needy Division and Health Care Division.

Ferrell is the new director of communications. For more than a decade, she has managed communications strategy and worked in marketing and public relations for nonprofits, foundations and government agencies.

Most recently, Ferrell served as the vice president of the Community Media Workshop, a nonprofit organization in Chicago that teaches other nonprofits how to handle communications. At the Trust, Ferrell is responsible for managing, creating and executing public relations strategies; building and managing relationships with the media; producing materials about the Trust's work and overseeing the Trust's website and online presence. She serves as the primary communications resource for Trust program staff and grantees. She earned a BA in Journalism and Mass Communication from the University of North Carolina at Chapel Hill and is happy to be back in North Carolina with her husband and son.

"After years of helping nonprofits and foundations in the Midwest tell their stories, I am excited to be back in North Carolina working for an organization focused on improving the quality of life for people around the state," said Ferrell. "The Trust has recently become more strategic in how it makes grants, focusing intensely on long-term impact. It's an exciting time to join the organization, and I look forward to helping the Trust tell the stories about the work it's doing to improve communities in Forsyth County and to address health care issues across the state."

Worthy is a program associate, a two-year fellowship position. He joins the Trust after working for Novant Health for four years as an associate business planner. In that position, he coordinated a team to develop and implement a partnership with Novant, Wake Forest Baptist, Forsyth Medical Center and Winston-Salem public schools to put athletic trainers in local high schools. He also organized and led monthly internal strategic meetings aimed at improving patient care, service quality and community programming.

At the Trust, Worthy is

See Trust on A5