



NEWTON COUNTY

INDUSTRIAL DEVELOPMENT AUTHORITY

IMPACT REVIEW Q2 2025



Nothing Normal about Collaboration!

In April 2025, members of the NCIDA, Newton Chamber, GPTC, and Newton County Schools traveled to Rivian's plant in Normal, IL for a firsthand look at the company's advanced manufacturing operations. The visit included an in-depth tour of production technologies and automation systems, underscoring the growing demand for skilled labor. Discussions focused on how to better align local education and training programs with industry needs, drawing insights from Normal's partnerships between Rivian and community stakeholders. Key takeaways included the value of early STEM exposure in K-12 education, opportunities to expand technical certifications in robotics and mechatronics, and the importance of building long-term collaborations to strengthen workforce readiness and regional economic growth.





Spring Regional Job Fair

Held on March 25 at the Monroe Boys & Girls Club, the Spring Regional Job Fair drew 375 participants and featured over 30 local industries offering diverse career opportunities. Alongside employer booths, attendees accessed professional dress resources and guidance on credentialing, certifications, and training programs. The event served as both a hiring opportunity and a community effort to strengthen accessible workforce development pathways.



Adult GED Initiative

Following the findings of the 2024 Newton County Wellness Check, the NCIDA, Porterdale & GPTC are partnering on a long-term initiative to help adults without a high school diploma gain free access to education—empowering residents with tools for lasting prosperity.





NCIDA Board Industry Tour

NCIDA Board Directors participated in “Explore Newton: Industry Tour” Day, with stops at Archer Aviation, Covington Town Center, the Rivian construction site, Takeda, and several other industrial park sites.

NCIDA’s Serra P. Hall Hosts GEDA Spring Workshop

The GEDA 2025 Spring Workshop, held May 19–21 at Chateau Elan in Braselton, brought together 350+ professionals for discussions on economic development. Organized by Serra P. Hall, recently elected to the GEDA Board, the event featured speakers such as GDOT Commissioner Russell McMurry and Agriculture Commissioner Tyler Harper. Highlights included a panel with the Metro Atlanta Chamber and sports leaders behind Atlanta’s World Cup bid, and Archer Aviation’s insights on site selection and why Covington was chosen for its new facility.



GEDA





CONNECT Newton

The 2025 Connect Newton Externship program was June 2 through June 6, and included 20 Newton County educators in its class. Connect Newton is a collaborative workforce development initiative aimed at bridging the gap between education and industry to enhance career readiness among students and educators. A partnership between the NCIDA and NCSS, the program focuses on providing real-world industry exposure to students and teachers, fostering stronger connections between businesses and the community.



Q2 2025 Industry HR Roundtable, ft: Georgia's Labor Commissioner

The Summer Industry HR Roundtable featured Barbara Rivera Holmes, Georgia's newly appointed Commissioner of Labor. The quarterly event is hosted for local industry HR professionals and addresses topics such as workforce retention, employee benefits and other challenges. June's event was hosted at Georgia Piedmont Technical College and was a resounding success, with representatives from 14 local industries. Following the roundtable meeting, Commissioner Rivera toured Nisshinbo to learn about Covington's manufacturing operations, followed by a community reception hosted by NCIDA with local business and civic leaders—fostering dialogue and relationships as she begins her new role.

