

**CUMBERLAND COUNTY WORKFORCE DEVELOPMENT BOARD**  
**January 21, 2020 – 11:04 AM to 1:01 PM**  
**FAYETTEVILLE TECHNICAL COMMUNITY COLLEGE**  
**General Classroom Building (GCB) Room 114**

Members Present:

Ms. Dina Simcox (Representative of Business)  
Mr. Rodney Anderson (Representative of Business)  
Ms. Chanda Armstrong (Representative of Education and Training - Vocational Rehabilitation)  
Ms. Nora Armstrong (Representative of Workforce)  
Mr. Kevin Brooks (Representative of Business)  
Dr. J. Lee Brown (Representative of Education and Training – Higher Education)  
Ms. Charlene Cross (Representative of Workforce - Addressing Needs of Eligible Youth)  
Ms. Isabella Effon (Representative of Business)  
Mr. John Lowery (Representative of Education and Training)  
Mr. Carl Manning (Representative of Workforce – Community Based Organization)  
Mr. Tony McKinnon (Representative of Labor - American Postal Workers Union))  
Mr. Naynesh Mehta (Representative of Business)  
Ms. Diana Potts (Representative of Business)  
Dr. Mark Sorrells (Representative of Education and Training – Adult & Ed. Literacy)  
Ms. Sherri Turner (Representative of Business)  
Ms. Jennifer Watson (Representative of Business)  
Mr. Mark Wilderman (Representative of Business)

Members Absent:

Mr. Jesse Brayboy (Representative of Business)  
Mr. Eric Buck (Representative of Business)  
Mr. Phillip Perrier (Representative of Business)  
Mr. Chas Sampson (Representative of Business)  
Mr. Robert Van Geons (Representative of Education and Training – Economic Development)

Guests Present:

Ms. Kelcey Allen (Center for the Blind)  
Ms. Lindsey Almond (Two Hawk)  
Ms. Nore Brantley (Cumberland County Schools)  
Mr. Patrick Buford (EDSI, Regional Director of Operations)  
Mr. Johnny Dawkins (Fayetteville City Council Member)  
Ms. Christina Dusenberry' (EDSI, Regional Director of Operations)  
Mr. Tracy Jackson (Cumberland County Assistant County Manager)  
Ms. Angelita Marable (Program Manager, Department of Social Services)  
Ms. Debbie Normandia (Two Hawk)  
Mr. Sherwood Southerland (Two Hawk)

Staff Present:

Ms. Nedra Clayborne Rodriguez  
Ms. Peggy Aazam  
Mr. Gavin Albury

Ms. Ashley Duncan  
Ms. Janice Anderson  
Ms. G. Danyell Bjorklund  
Ms. Tamara Hodge  
Ms. Cyndi McKoy  
Ms. Kiersten Powell  
Mr. Gregg Wade  
Mr. Lance Carter  
Ms. Jeanna Aubin  
Mr. Teddy Warner  
Ms. Kayla Bradley  
Ms. Carolyn McLaurin  
Ms. Ariele Hartsfield  
Mr. Kittrell Melvin

**I. Call to Order** - The January 21, 2020 meeting of the Cumberland County Workforce Development Board was called to order by Board Chair, Ms. Dina Simcox, at 11:04 am.

**II. Welcome and Recognition of Guests** – Ms. Simcox welcomed and thanked those in attendance. Attendees introduced themselves.

**III. Ethics Awareness and Conflict of Interest Statement** – Ms. Simcox read the North Carolina State Ethics Commissions' *Ethics Awareness & Conflict of Interest* statement to the Board.

**IV. Approval of November 19, 2019 Minutes** – Dr. Lee Brown made a motion to approve the minutes from the November 19, 2019 WDB meeting; the motion was seconded by Ms. Diana Potts. The minutes were approved with no discussion or opposition. The approved minutes will be posted on the Cumberland County Workforce Development Board website at the conclusion of the Board meeting.

**V. Community Updates**

- ***Cumberland County*** – Mr. Tracy Jackson, Assistant County Manager, reported that the county continues to work with Cumberland County School system funding as well as the intent to extend water to two Gray's Creek elementary schools because of contamination due to GenX. Mr. Jackson reports that progress continues on the new county operations center at 500 Executive Place and the Board of Commissioners are in goal-setting sessions in preparation for the FY2021 budget. The County is having meetings and is gathering information in regard to the cost monitoring for the Fleet Management Study and the Performing Arts Center Study.
- ***City of Fayetteville*** – City Council member Johnny Dawkins gave an update that the city will be meeting tonight in regard to the homeless coalition and the Mayor's initiative on tiny houses. The City will be speaking to the board of realtors about reducing Murchison Road from two lanes to one lane to create a walking trail.

- **Economic Development** – N/A
- **Chamber of Commerce** – N/A
- **Cumberland County Schools** – Ms. Nore Brantley of Cumberland County Schools reported that the school system is off to a new semester and February is Career & Technical Education (CTE) month. She also mentioned that in March the middle schools will have a workweek where they can have a field trip and a guest speaker to come to talk about careers and industry.

## **VI. Director's Report**

- A. **New appointment of Youth Council Chair:** Ms. Nedra Clayborne Rodriguez, Director, mentioned what an outstanding job Ms. Charlene Cross has done with the Young Adult Council and reminded the board that her tenure ends March 2020. Ms. Clayborne Rodriguez continued stating that the person filling this position will serve Cumberland County as a liaison between the board and EDSI and will set perimeters for the Youth Council. Ms. Clayborne Rodriguez asked the board if they had any suggestions of who would be the right fit to fill this position and suggested Mr. Kevin Brooks, saying that he may be great to take on this task. Mr. Brooks commented that it would be an awesome challenge but allow him some time to think about it and get back to the board with his decision.
- B. **Board Member recruitment:** Ms. Rodriguez reported that board member recruitment is ongoing and the board is always recruiting for members, due to staggered terms as well as other things that prevent members from attending meetings. Presently, we need replacements for Mr. Rodney Anderson whose term will end in April and Ms. Cross's term will end in March 2020. There are a total of four positions open in business and one position for a representative of workforce. She added that anyone who owns a business can apply for an appointment to the board and asked if everyone would encourage business owners to apply by going online at the Cumberland County site.
- C. **Grant Request Updates**
- Opioid Crisis:** Ms. Clayborne Rodriguez updated the board stating the Opioid Crisis grant will help participants affected by the opioid crisis and their ability to re-enter the workforce. We are hoping to have an update in a few months of the award. This award can be upward from \$500K to \$1M to serve anyone impacted by the opioid crisis to include a focus on career pathways to support individuals recovering from the opioid epidemic.
  - Golden Leaf:** Ms. Clayborne Rodriguez informed the board that we have submitted the application for the Golden Leaf grant and the request for additional information in the second phase of the process has been received. Ms. Clayborne Rodriguez stated, "We have made it through the first step of the process. Next, we will need to give our explanation for applying which is due February 12<sup>th</sup>." The anticipation is to receive \$350,000 for professional development for the nursing program and to receive \$266K for training the healthcare pipeline to seek higher-level positions. Upon submittal, we should receive notice of award by April 14<sup>th</sup>.
  - Golden Leaf GLOW:** Ms. Clayborne Rodriguez shared that Golden Leaf launched the Golden Leaf Opportunities for Work (GLOW) grant, which is a \$5M strategic grant initiative to help grow North Carolina's workforce to meet urgent industry needs. This grant is a special

workforce development program that will fund projects in demand for skilled workers and will close the skills gap and increase highly qualified individuals to fill North Carolina's current and future needs. "We could possibly be awarded \$500K if selected, therefore, we will meet to see if we will pursue this grant," Ms. Clayborne Rodriguez added.

- D. ***Proposed Career Center Lease:*** Ms. Clayborne Rodriguez continued with an update of the council of states' approval to relocate to a new building. This building is located at 490 McPherson Church Road, Fayetteville, and with the proper branding, we can now have a new face, outlook and focus as the NCWorks Career Center. A meeting with the architect has been scheduled for next week.
  
- E. ***Cumberland County Business Services Team:*** Mr. Teddy Warner, Business Services/Incumbent Working Training Representative highlighted the business services programs that are available to business owners at no charge through the Cumberland County NCWorks Career Center. He added that On-the-Job Training (OJT), Work Experience (WEX) and the Existing Employee Training programs are excellent opportunities for business owners. Mr. Warner mentioned the Work Opportunity Tax Credit Program which offers tax credits to businesses as an incentive to hire veterans, long-term unemployed, re-entry, SNAP recipients, supplemental social security income recipients or TANF recipients. Also, the Federal Bonding Program will provide free bonds to protect companies against theft, larceny, embezzlement, etc. Mr. Warner introduced the Business Service Team, which includes Ms. Carolyn McLaurin, Ms. Ariel Hartsfield, Mr. Kittrell Melvin, Ms. Kayla Bradley, and Ms. TC Morse (was unable to attend). After each team member explained their roles on the team, Ms. Clayborne Rodriguez explained the importance of having a strong business services team working with the career center team to accommodate the number of people and businesses that are coming through the doors of the NCWorks Career Center, adding that it is vital to have the right players on the team.

## **VII. Items of Business**

*Strategic Goal #1: Engage the business community to strengthen the local economy*

- A. ***Labor Market Information Reports*** – Cumberland County Labor Market Overview for January 2020 was provided for information only.

*Strategic Goal #2: Promote advanced training and education for a skilled workforce*

- B. ***Youth/Young Adult Committee update*** – Ms. Powell and Ms. Cross attended the Youth Symposium in Chicago, December 8-11, 2019 and both reported that they received great information. Ms. Cross shared that this event is attended by youth and youth professionals from all over the United States, unlike other conferences that are regional. She was especially interested in how innovative rural counties have to be in order to achieve their numbers and to get participants placed, because of their demographics. Ms. Clayborne Rodriguez reminded the board that the Youth Symposium is annually and it would be excellent if board members would attend. Ms. Jeanna Aubin, Youth Program Manager announced to the Board that the Cyber-Security graduation would be held at 10:30 am on Saturday,

January 25, 2020, in the Bordeaux room of the Bordeaux Library. In the discussion of the ICON 2020 summer young adult career exposure program, Ms. Powell shared that the committee discussed how to improve the enrollment process and the goal set to connect 150 students with employment opportunities this year. She reported that applications will be available through the NCWorks Career Center and the team is preparing to successfully assist in vetting and placing participants and businesses together prior to the 1<sup>st</sup> session convening on June 1<sup>st</sup> through July 10<sup>th</sup> and the second session convening on July 20<sup>th</sup> through August 28<sup>th</sup>. A motion was made by Ms. Diana Potts to approve ICON 2020 and the motion was seconded by Ms. Cross.

C. ***Eligible Training Provider Requests:*** Ms. Clayborne Rodriguez provided the names of the eligible training providers that were declined by the taskforce as:

- **Provider: Carolina Trucking Academy**  
**Program: Forklift Training**
- **Provider: Project Management Academy**  
**Program: Project Management Training**
- **Provider: Gregory Enterprise: The Home Inspection Training Center**  
**Program: Home Inspection Training**
- **Provider: GG Real Estate School**
- **Program: Pre-Licensing**
- **Provider: Tate Consulting**  
**Program: Leadership Course “Conflict and Altercation Strategies”**  
**Program: Leadership Course “World Class CS: We Own the Client Experience”**  
**Program: Leadership Course “Change Management” Developing Company Rock Stars**  
**Program: Leadership Course “Mission Possible” Developing Leader Learning Versatility**  
**Program: Leadership Course “Sink or Swim” Creating a Culture of Relentless Adaptation**  
**Program: Leadership Course “The Mavericks” Developing Bold Collaborative Leaders**  
**Program: Leadership Course “The Successful Business Writer”**  
**Program: Leadership Course “Think out of the Box” Insights into idea Creation**  
**Program: Leadership Course “Demystifying Organizational Success with Critical Thinking”**  
**Program: Tate Three Day Leadership Series**
- **Provider: Everblue**  
**Program: Online NABCEP Certificate Exam Prep**  
**Program: Bootcamp, Certification, and Mentorship for CompTIA A Security+**  
**Program: BPI Building Analyst, Envelope and IDL Training and Certificate Blended**  
**Program: BPI Building Analyst, Envelope and IDL Training and Certificate Online**  
**Program: Online NABCEP Certificate Exam Prep**  
**Program: A+ Bootcamp, Certification, and Mentorship (CompTIA A+)**

Ms. Clayborne Rodriguez then provided the names of the providers that were selected to be approved by the taskforce and seeking approval by the board as:

- **Provider: Business Opportunities for Self Sufficiency (BOSS)**  
**Program: NC Auto Dealers Pre-License Certificate**
- **Provider: Everblue**  
**Program: Online NABCEP Certificate Exam Prep**

- **Provider: Everblue**  
**Program: LEED Certification**
- **Provider: Everblue**  
**Program: A+ Bootcamp, Certification, and Mentorship (CompTIA A+)**
- **Provider: Everblue**  
**Program: A+ Bootcamp, Certification, and Mentorship (CompTIA A+) Online**
- **Provider: Everblue**  
**Program: RESNET HERS Rater Certification**
- **Provider: Everblue**  
**Program: (CISA) ISACA Certified Information Systems Auditor**
- **Provider: Everblue**  
**Program: (CISM) ISACA Certified Information Security Manager**
- **Provider: Everblue**  
**Program: (ISC) 2 CISSP Boot Camp: Certified Information Systems Security Professional**
- **Provider: Sunrise School of Dental Assisting**  
**Program: Dental Assisting I**
- **Provider: NC HOPE**  
**Program: NC HOPE**
- **Provider: GG Real Estate School**  
**Program: Pre-Licensing Education**
- **Provider: GG Real Estate School**  
**Program: Post Licensing**

Ms. Isabella Effon made a motion to approve the listed eligible training providers, Mr. Naynesh Metha seconded the motion.

*Strategic Goal #3: Align the workforce development system*

- D. ***Cumberland County NCWorks Career Center report*** – Ms. Ashley Duncan, Career Center Operations Manager, announced new NCWorks Career Center Staff:
- Gavin Albury, EDSI Program Manager
  - Kittrell Melvin, Business Service Representative
  - Demika Durrah, Welcome Team Career Advisor

Ms. Duncan expressed her excitement with the attendance and the success of the 5<sup>th</sup> annual recognition banquet held on December 3<sup>rd</sup> at the Airborne Special Operations Museum. Ms. Duncan provided current enrollment data, reporting that 57 young adults were enrolled in WIOA Title I program services as of December 31, 2019. There are currently 41 participating in Occupational Skills Training and 18 participating in work-based learning with 114 total youth participants served. Current enrollment for adults / dislocated workers is 331 participants served this program year. Ms. Duncan reported the VOSGreeter numbers for October (2,370 served), November (1941 served) and December 2019(1863 served). Ms. Duncan explained that the charts give a breakdown of the services provided to individuals that visit the Center. Ms. Duncan introduced Mr. Patrick Buford, EDSI Regional Director of Operations and Mr. Gavin Albury, EDSI Program Manager, who addressed the board with performance updates reporting there have been some improvements in total enrollments and occupational skills training, however, placements and work base learning goals have not been met. Mr. Buford added that strategies are in place to improve these numbers. Mr. Buford gave an update

on the numbers for the young adult program along with success stories and reiterated the goals and the strategies for improvement. Mr. Buford concluded by thanking the Board for allowing them to provide an update.

*Strategic Goal #4: Increase visibility of the workforce system, Workforce Development Board, and NCWorks Career Center*

**E. Taskforce Updates**

- **Social Media Taskforce** – Ms. Powell shared that we are building our partnerships between the NCWorks Career Center and the Cumberland County Public Information Office (PIO) in an effort to increase social media outreach. Presently our Facebook page has 9,700 views and averages up to 23,000 views on the social media outlets when special events are posted. Every month the goal is to highlight a 2-minute short story featuring events happening within the career center. Ms. Powell asked the Board to connect with NCWorks Career Center social media pages on Facebook, Instagram, and Twitter and to please follow and share.

*Strategic Goal #5: Pursue and support strategic workforce initiatives*

- F. **Draft of NC 2020 WIOA Unified State Plan** - Ms. Clayborne Rodriguez explained the Annual Plan is the State's plan of service strategies, activities and budget for the next four (4) years. The local area plan has to be approved by the Board of Commissioners and the Workforce Development Board and this is the time of the year to prepare because it will require a quick turnaround. We want to ensure that the plan represents the direction and strategies that the board wants to see moving forward.
- G. **Strategies for Cumberland County 2020 WIOA Plan Policies:** Ms. Clayborne Rodriguez suggested organizing a task force to develop a plan presentation that will include current goals and strategies as well as practices to keep in place or update. This presentation will be available for the next board meeting scheduled Tuesday, March 17<sup>th</sup>. A motion was made by Ms. Nora Armstrong to organize a task force to collaborate and develop the local area's Annual Plan and the motion was seconded by Mr. John Lowery. Taskforce members include Dr. Mark Sorrells, Ms. Chanda Armstrong, Ms. Jennifer Watson, Ms. Dina Simcox, and the incoming Youth Chairperson.

*Strategic Goal #6: Maintain compliance and accountability of the Cumberland County workforce system*

- H. **Finance Report** – Ms. Glenita Bjorklund, Accountant, provided a brief update of the financial standing as of December 31, 2019. The report showed the breakdown of the program budget by category for the current Fiscal Year (FY19/20).
- I. **Program Services RFP** - Ms. Bjorklund reported that the program services request for proposal (RFP) rolled out on January 6<sup>th</sup> and proposals are due by February 17<sup>th</sup>. She announced that a walkthrough and visit of the facilities is upcoming and the selected task force will meet to review and score proposals.
- J. **One-Stop Operator** - Ms. Bjorklund updated the release date of the One-Stop Operator RFP as January 27<sup>th</sup> with proposals that will be due by February 28<sup>th</sup>. Ms. Bjorklund added that the selection will be voted on at the Board of Commissioners meeting in March. Ms. Bjorklund requested a replacement for a task force member that is unable to serve. Ms. Watson replaced Ms. Cross; Ms. Kelcey Allen

and Ms. Diana Potts also joined the taskforce. Other task force members are Mr. Carl Manning, Mr. Brooks, Dr. J. Lee Brown, and Mr. Metha. A meeting date for the week of March 2<sup>nd</sup> will be confirmed.

K. **Revised Policies** – Ms. Clayborne Rodriguez advised the board as to the required updates to the following policies:

- o Policy #5 – Selective Services: updated to reflect federal corrections
- o Policy #6 –Priority of Service: updated to clarify specific components as it relates to Supportive Services.
- o Policy #30 –Transparency and Integrity (HATCH ACT) – new policy
- o Policy #32 – Separating Service Members and Military Spouses (Transition Tech Policy): updated to reflect federal/local corrections

A motion was made by Ms. Potts to approve changes to the listed policies and the motion was seconded by Dr. Brown.

**IX. Next Board meeting**- The next meeting of the Workforce Development Board is scheduled for 11 am on Tuesday, March 17, 2020, in the FTCC General Classroom Building (GCB) Room 114.

**X. Adjournment**- Ms. Simcox adjourned the meeting at 1:01 pm.

Respectfully Submitted By:

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Cynthia McKoy, Executive Assistant

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Dina Simcox, Board Chair