

**CUMBERLAND COUNTY WORKFORCE DEVELOPMENT BOARD**  
**July 16, 2019 – 11:05 AM to 1:55 PM**  
**FAYETTEVILLE TECHNICAL COMMUNITY COLLEGE**  
**Thomas R. McLean Administration Building – Conference Room # 170**

Members Present:

Ms. Dina Simcox (Representative of Business)  
Mr. Rodney Anderson (Representative of Business)  
Ms. Chanda Armstrong (Representative of Education and Training - Vocational Rehabilitation)  
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 Effen (Representative of Business)  
Mr. John Lowery (Representative of Education and Training) (Representative of Labor)  
Mr. Carl Manning (Representative of Workforce – Community Based Organization)  
Mr. Naynesh Mehta (Representative of Business)  
Ms. Diana Potts (Representative of Business)  
Ms. Jody Risacher (Representative of Workforce)  
Dr. Mark Sorrells (Representative of Education and Training – Adult & Ed. Literacy)

Members Absent:

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

Guests Present:

Ms. Kelsey Allen (Center for the Blind)  
Mr. Larry Melf (EDSI; Director of Continuous Improvement)  
Mr. Patrick Buford (EDSI, NC Director of Youth Services)  
Ms. Susan Oney (EDSI, Operations Manager)  
Mr. Tracy Jackson (Cumberland County Assistant County Manager)  
Mr. Tony McKinnon (President of Fayetteville Area Local #984 American Postal Workers Union))  
Ms. Angelita Marable (Program Manager, Department of Social Services)  
Ms. Tisha Waddell (Fayetteville City Council Member)  
Mr. Scott Panagrosso (Greater Cumberland County Sector Partnership Coordinator))  
Ms. Mercedes Rodriguez  
Ms. Caroline Anderson (Two Hawk Workforce Services)

Staff Present:

Ms. Nedra Clayborne Rodriguez  
Ms. Christy Didion  
Ms. Tamara Hodge  
Ms. Cyndi McKoy  
Ms. Kiersten Powell  
Ms. Peggy Aazam  
Ms. G. Danyell Bjorklund  
Mr. Teddy Warner  
Mr. Gregg Wade  
Mr. Dwight Butler

**Items within this meeting subject to Approval Action:**

**WDB Membership Recommendation:** Approval to recommend Anthony (Tony) McKinnon to the Board of Commissioners as a Representative of Labor.

**Eligible Training Provider Requests:** Declined seventeen programs offered by ProTrain, ten programs offered by Tate Consulting and one program offered by Carolina Trucking Academy as WIOA eligible training providers/programs.

**Greater Cumberland County Sector Partnership Request**

- Onboarding: Approval of the Greater Cumberland County Sector Partnership (GCCSP) onboarding Process.
- Construction: Approval to research and renovation the Greater Cumberland County Partnership Construction initiative as the next concept to pursue.
- Facilitation Cost: Approval to fund Greater Cumberland County Sector Partnership Construction initiative with Genz Consulting in the amount of \$13,600.

**Revised Policies:** Approval of revised policies:

- #12 Individualized Training Account Policy & Procedures
- #15 On-The-Job Training Policy
- #17 Supportive Services and Needs-Related Payments

**I. Call to Order** - The July 16, 2019 meeting of the Cumberland County Workforce Development Board was called to order by Board Chair, Ms. Dina Simcox, at 11:05 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 May 21, 2019 Minutes** – Ms. Charlene Cross made a motion to approve the minutes from the May 21, 2019 WDB meeting; the motion was seconded by Mr. Naynesh Mehta. 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** –

- A. ***Cumberland County*** – Mr. Tracy Jackson, Assistant County Manager, gave updates that the county has completed the budget for the coming year and is working on remaining hurricane relief items, the school budget and the relocation of the 911 call center.
- B. ***City of Fayetteville*** – City Councilmember Tisha Waddell revealed that the town has wrapped up its budget and is presently speaking about downtown parking and chronic homelessness. She stated that we're in the election season and the city will begin to see signs increasing.
- C. ***Economic Development*** – N/A
- D. ***Chamber of Commerce*** – N/A
- E. ***Cumberland County Schools*** – Mr. Rodney Anderson gave the Cumberland County Schools update in the absence of Mr. Chip Lucas informing the Board that Cumberland County Schools gathered on July 10<sup>th</sup> to kick-off another school year. Mr. Anderson reported that the Innovative Career Opportunity Now (ICON) Internship Participants (interns and supervisors) attended an end of session luncheon provided by the City of Fayetteville at the Public Works Commission on July 12<sup>th</sup>. Eighteen students participated in the Cumberland County School Career and Technical Education Information Technology (IT) Academy Internship program. The Cumberland County School Career and Technical Education is working with NCWorks, FTCC and local business associates to organize a Cyber/IT minicamp for In School Youth from July 30 - August 1 at FTCC.

**VI. Director’s Report** – Ms. Nedra Clayborne Rodriguez, Executive Director introduced Anthony (Tony) McKinnon to the Workforce Development Board and requested their consideration to recommend Mr. McKinnon to the Board of Commissioners for appointment as the Board’s Representative of Labor. Mr. Tony McKinnon greeted the Board and expressed his appreciation for the recommendation. Mr. McKinnon is the President of the Fayetteville Area Local American Postal Workers Union for the past 30 years and the Former President of the Central Labor Council.

Mr. Rodney Anderson made a motion to approve the recommendation of Anthony (Tony) McKinnon to the Board of Commissioners for appointment on the Board as a Representative of Labor; Ms. Charlene Cross seconded the motion.

**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 June 2019 was provided for information only.

B. ***Greater Cumberland County Sector Partnership onboarding presentation:*** Mr. Anderson gave a description and an overview of the Greater Cumberland County Sector Partnership (GCCSP) stating that this partnership exists to support employers and the workforce. This partnership is a proven way for sectors to come together to describe their needs. Mr. Anderson said the Sector Partnerships are industry-led where business champions and leaders sit at the table and others provide support. Mr. Anderson announced that Cumberland County Workforce Development Board was the first in North Carolina to organize a sector partnership. The Healthcare Sector Partnership was launched by the Cumberland County Workforce Development Board in June 2018 and a broad cross-section of employers and partners attended and joined forces in selecting three action priorities as their focus; Integration and coordination of care, workforce, and obesity prevention and promotion of community wellness.

Mr. Anderson made a motion to approve the presented presentation as the official on boarding documentation for Greater Cumberland County Sector Partnership (GCCSP); the motion was seconded by Ms. Potts. The GCCSP Onboarding Presentation was approved with no discussion or opposition.

C. ***Greater Cumberland County Sector Partnership - Construction:*** Ms. Diana Potts introduced the Construction Sector Partnership as building construction and renovation. Ms. Potts explained the purpose as advancement of industry education, training, workforce, challenges and opportunities for industry-led regional construction with these initial action steps 1) Building a Regional Sector Support Team, 2) Preparing for Launch and 3) Launching the Construction Sector Partnership. These initiatives will be supported by the Workforce Development Board Committee consisting of Mr. Anderson and Mr. Robert Van Geons, with support by the Workforce Development Board Administrative Team: Ms. Nedra Clayborne Rodriguez and Ms. Blair Barnhill. The Sector Champions will be led by Ms. Potts. Ms. Potts asked the Board for approval to begin the next phase of the Construction and Renovation initiative's action steps.

Ms. Isabella Effon made a motion to move forward with Construction and Renovation as the next GCCSP project; the motion was seconded by Mr. Kevin Brooks. The GCCSP Construction and Renovation Sector Partnership Initiative was approved with no discussion or opposition.

D. ***Greater Cumberland County Sector Partnership – Facilitation Cost:*** Ms. Clayborne Rodriguez explained to the Board that the development of the initial concept is key in bringing the sector together. Genz Consulting will provide extensive facilitation, teaching and training on how to identify information and formulate conversation for productive engagements at a cost not to exceed \$13,600. Mr. Naynesh Metha made a motion to move forward with Construction and Renovation as the next partnership and approve the \$13,600 facilitation for extensive training; the motion was seconded by Ms. Diana Potts. The GCCSP Construction Facilitation cost was approved with no discussion or opposition.

- E. ***Greater Cumberland County Sector Partnership – Healthcare:*** - Mr. Scott Panagrosso spoke about the success of the Greater Cumberland County Sector (CGCCSP) initiatives in the area, championed by Dr. Sammy Choi of Womack Army Hospital and Mr. Mike Nagowski of Cape Fear Valley. With the recent launch of the County Wellness Campaign to include the Motivating Adolescents with Technology to Choose Health (MATCH) initiative, GCCSP has also partnered with Fayetteville State University to develop a health and wellness campaign to educate the entire community. Mr. Panagrosso gave an overview of the recent Healthcare Summit on June 28<sup>th</sup> at FTCC and reported that it was well attended and very impactful.

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

- F. ***Youth/Young Adult Committee update*** – Ms. Cross thanked the Workforce Development Board for supporting the Young Adult Committee by attending the meeting and participating in other activities. She provided an update that the committee will have their first Adopt-a-Street outing on Saturday, July 20<sup>th</sup> at 8 am and asked all who want to participate to meet at 7:30am at NCWorks Career Center. Ms. Cross also spoke of the Gavel Club that is in the early stages which will assist young adults with speaking skills. She reported that Mr. Ian McLaurin, a Young Adult participant, gave his program perspective and how the activities and events have enhanced his outlook on the community and the opportunities available.

Ms. Kiersten Powell, Youth and Young Adult Analyst, provided updates on the recent visit to Segra Stadium and mentioned the upcoming Summer Cruise program, which will be in two sessions starting in August and will teach the participants an array of life skills. The event will be at the NCWorks Career Center and will include activities such as job search and the interview process, as well as head shots for the badges they will be issued and an array of impactful speakers like Dr. Choi. Ms. Powell and Ms. Cross invited the Board to attend the Young Adult Committee meetings the first Friday of every other month and welcomed any suggestions and ideas they might have.

- G. ***Local Collaborations:*** Ms. Clayborne Rodriguez shed light on some of the things the Workforce Development Board (WDB) has been involved in through the NCWorks Career Center along with serving FY19 participants. Ms. Clayborne Rodriguez reported that we have served 170 transitional military soldiers through Fayetteville Technical Community College's (FTCC) Transition Tech; we have served 75 grant applications through the Finish Line Grant, "Governor Coopers ' initiative" for Community College students encountering barriers and/or emergencies that prevent them from graduating. Ms. Clayborne Rodriguez explained that we are in the process of getting Ms. Nore Brantley certified as a job profiler in addition to her work providing services to NCWorks Career Center participants and businesses through such programs as Innovative Career Opportunity Now (ICON). Through the North Carolina Military Employment (NC4ME) program, we have supported seventeen military hiring events across the state. We are deeply involved in Pathways for Prosperity (P4P) along with the City, County and other agencies to improve our community. Ms. Clayborne Rodriguez reported that we developed and distributed Healthcare and Collision U brochures to Cumberland County Schools (K-12), FTCC, and the surrounding area to raise awareness of Certified Career Pathways and we've also hosted two Veteran / Homeless Stand-down per year through the

NCWorks Career Center. Mr. Dwight Butler, NCWorks Local Veterans Employment Representative (LVER) Supervisor. Mr. Butler was proud to announce the tenth NCWorks Career Center Homeless Stand-down at the NCWorks Career Center would be held on Friday, July 26, 2019. He requested the Board's support in the form of money, clothing, shoes, hygiene products, training and programs that could be made available to these participants in order to prepare them for work. Ms. Clayborne Rodriguez concluded that the NCWorks Career Center contributed to the construction of the Segra Stadium by providing 32 work experiences and on - the-job opportunities.

- H. ***Eligible Training Provider Requests*** – Ms. Potts reported that the Eligible Training Provider task force reviewed the current list and decided to decline training courses provided by ProTrain, Tate Consulting the Carolina Trucking Academy based on factors such as their location, they are not local providers, and none of them have provided any performance data. She continued by stating that there are local providers that offer the same training at a lower cost. Due to the Task Force request for additional performance data and pending training inquiry with a local provider, two programs are pending decision, the North Carolina Biotechnology Center offering Oral Solid Dose Manufacturing and Carolina Trucking Academy offering heavy Equipment Operating Training.

Ms. Jody Risacher made a motion to approve the decision by the Eligible Training Provider task force to deny the training providers based upon the information provided; the motion was seconded by Mr. Naynesh Metha. The Eligible Training Provider taskforce decision was approved with no discussion or opposition.

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

- I. ***Cumberland County NCWorks Career Center report*** – Ms. Christy Didion thanked FTCC Senior Vice President Dr. Mark Sorrells for suggesting resilience training for NCWorks Career Center staff as an effective approach to assisting a community that has experienced trauma due to recent storms, etc. Ms. Didion expressed the impact it had on staff and herself. Ms. Didion continued by welcoming new NCWorks Career Center Staff:

- Ms. Blair Donahue, Young Adult Advocate
- Mr. Ocie Stroud-Melvin, Employment Consultant
- Ms. Ana Lopez Almodovar, Spanish Interpreter

Ms. Didion reported that VOSGreeter, an automatic check-in system designed to greet visitors, has been installed at the NCWorks Career Center. We will be the first career center in the state of North Carolina to use the new self-check-in software. Ms. Didion pointed out that the installation of VOSGreeter is the beginning of our preparation for the new age of technology to process data in real time for our customers. Ms. Didion provided current enrollment data, reporting that the enrollment for WIOA youth is currently at 93 participants. There are currently 85 participating in Occupational Skills Training and 58 participating in work-based learning with 164 total youth participants served this program year. Current enrollment for adults / dislocated workers is at 616 participants with 441 adults and 378 dislocated workers served. Ms. Didion reported that the NCWorks Career Center is offering a Certificate of Relief Workshop from 2:00 p.m. to 3:00 p.m. on Tuesday, August 13, 2019 to assist anyone who is prevented from getting a job based on their criminal record. Ms. Didion

mentioned that cybersecurity jobs are in high demand and the skills can be learned through certificate programs verses degree programs for many professionals currently in the cybersecurity field. Ms. Didion added that this is a job we're going to start seeing the need for more and more. Key jobs will be in government defense, technology management, consulting and professional services because these agencies deal with tons of personal information and will be targets for cyber-attacks.

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

- J. ***Request to formally issue a Request for Proposal (RFP) for a Young Adult, Adult and Dislocated Worker Service Provider*** - Ms. Clayborne Rodriguez asked the Board to approve the request to formally issue a Request for Proposal (RFP) to secure a new service provider for the Adult, Dislocated Workers, and Young Adult WIOA Title I Programs, stating that EDSI was awarded the contract as of July 2018. Although time has been given to address the clean-up from the previous contract and an extension has been given to ensure that time has been granted to meet performance goals, the performance of the current provider continues to suffer in meeting goals and there are concerns that staff have not accurately documenting participant activity and interactions this has raised concerns through program monitoring. Mr. Larry Melf, EDSI Director of Continuous Improvement, stated that they are currently assessing clerical errors and the service provided to participants, stating that the first stage of action will be to understand the process and to develop a contingency plan to move forward. Mr. Melf said the contract goals were more than expected and he feels they've taken on too much. Mr. Patrick Buford, EDSI NC Director of Youth Services, added that he believes that the goals were not met initially due to staff turnover, but now they have hired more staff and brought in a compliance team to help with the current file cleanup. Mr. Buford added that they currently have two Youth Advocate positions openings, however in the meantime, they are utilizing NCWorks reports and developing internal performance measurement requirements. After some discussion, the Board asked that EDSI provide a sixty and a ninety day performance review and presentation updates at future Workforce Development Board meetings.

Mr. Metha made a motion to approve the request to formally issue a Request for Proposal (RFP) for a service provider for the Adult, Dislocated Worker, and Young Adult programs; the motion was seconded by Ms. Cross. After some discussion, the decision was approved unanimously.

K. ***Workforce Development Taskforce Updates***

- ***Workforce Development Logo Taskforce*** – Ms. Clayborne Rodriguez asked the Board to discuss the assembly of a taskforce to develop a logo for the Workforce Development Board. Mr. Anderson, Mr. Manning, Mr. Brooks, Dr. Brown, Ms. Effon and Mr. Metha agreed to participate on the WDB Logo taskforce.
- ***Workforce Development Annual Recognition Banquet Taskforce*** - Ms. Potts reported that the taskforce met on July 11<sup>th</sup> and suggested obtaining quotes from three locations: Airborne & Special Operations Museum, Studio 215 and Cape Fear Botanical Gardens. The taskforce also came up with three catering suggestions and three date suggestions as (Elliott's Catering, B & B Catering and Elite Catering); (Tuesday, December 3<sup>rd</sup> @ 6pm; Thursday, November

28<sup>th</sup> @ 6 pm which was eliminated because it is a holiday and Tuesday, November 26<sup>th</sup> @ 6pm.) The suggested award printers are Trophy House, Crown Trophy and UPS Westwood. Ms. Potts continued by stating that the taskforce suggested securing Mayor Mitch Colvin and Chairman of the Board of Commissioners, Jeanette Council to each speak for five minutes and as the keynote speaker City Councilmember, Tisha Waddell.

- **Workforce Development Future Meeting on Ft. Bragg Taskforce** – Mr. Anderson reported that because Mr. Jose Castillo, Education Specialty Officer at the Bragg Training and Education Center is on vacation, an update will be provided at the next board meeting.

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

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

- L. **Finance Report** – Ms. Clayborne Rodriguez provided a brief update of the financial standing as of June 30, 2019. The report showed the breakdown of program budget by category for the current Fiscal Year (FY19).

M. **Revised Policies** –

- Policy #12 – Individualized Training Account Policy and Procedure: updated to reflect the current Director and restructured based on Training and Employment Guidance Letter (TEGL) No. 19-16 – Guidance on Services provided through the Adult and Dislocated Worker Programs under the Workforce Innovation and Opportunity Act (WIOA) and the Wagner-Peyser Act Employment Service (ES), as amended by Title III of WIOA, and for Implementation of the WIOA Final Rules
- Policy #15 – On-the-Job Training Policy: updated to reflect the current Director and restructured documentation requirements, employer restrictions and employer reimbursement.
- Policy #17 – Specialized or Requires Supportive Services and Needs-Related Payment Policy: updated to clarify specific components as it relates to Supportive Services.

Ms. Risacher made a motion to accept the revisions to Policy #12 – Individualized Training Account Policy and Procedure; Policy #15 – On-the-Job Training Policy; and Policy #17 – Specialized or Requires Supportive Services and Needs-Related Payment Policy; the motion was seconded by Ms. Effon. The revised policies were approved with no discussion or opposition.

**IX. Next Board meeting**- The next meeting of the Workforce Development Board is scheduled for 11am on Tuesday, September 17, 2019, in the FTCC Administration Building, Room 170.

**X. Adjournment**- Ms. Simcox adjourned the meeting at 1:55 pm.

Respectfully Submitted By:

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Cynthia McKoy, Executive Assistant

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Dina Simcox, Board Chair