

**CUMBERLAND COUNTY WORKFORCE DEVELOPMENT BOARD**  
**March 19, 2019 – 11:05 AM to 1:51 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)  
Dr. J. Lee Brown (Representative of Education and Training – Higher Education)  
Ms. Charlene Cross (Representative of Workforce - Addressing Needs of Eligible Youth)  
Ms. Pam Gibson (Representative of Education and Training – Adult Education & Literacy)  
Mr. Naynesh Mehta (Representative of Business)  
Ms. Joy Miller (Representative of Business)  
Ms. Diana Potts (Representative of Business)  
Ms. Jody Risacher (Representative of Workforce)  
Dr. Mark Sorrells (FTCC - Senior Vice President for Academic & Student Services)  
Mr. Robert Van Geons (Representative of Education and Training – Economic Development)  
Mr. Mark Wilderman (Representative of Business)

Members Absent:

Mr. Jesse Brayboy (Representative of Business)  
Mr. Kevin Brooks (Representative of Business)  
Mr. Eric Buck (Representative of Business)  
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. Phillip Perrier (Representative of Business)  
Ms. Sherri Turner (Representative of Business)

Guests Present:

Ms. Kelsey Allen (Center for the Blind)  
Mr. Breeden Blackwell (State Board of Community Colleges)  
Mr. Dwight Butler (NCWorks Career Center DVOP Manager)  
Ms. Nore Brantley (Cumberland County Schools; Career and Technical Education)  
Mr. Brian Clark (FTCC Student)  
Mr. Ray Eibel (EDSI; Director of New Business Development)  
Mr. Raymond Godsave (Branch Manager NCWorks Career Center Ft. Bragg)  
Mr. Antwon Keith (Unemployment Insurance Director for the Division of Employment Security)  
Ms. Kim Lewis (Fayetteville Technical Community College; Center for Business & Industry)  
Ms. Susan Monroe (Economic & Community Development)  
Mr. Ronald Dean Rallis, Sr. (Deputy Director of Operation Inasmuch)  
Ms. Angelita M. Marable (CC Department of Social Services)  
Ms. Susan Oney (EDSI, Operation Manager)  
Dr. Victoria Steeger (ProTrain)  
Ms. Alma Tabar (Vocational Rehabilitation, Regional Director)  
Mr. Lockhart Taylor (Assistant Secretary for the Division of Employment Security)  
Ms. Tisha Waddell (Fayetteville City Council Member)  
Mr. Gregory Wade (NCWorks Career Center, DSW Manager)

Staff Present:

Ms. Nedra Clayborne Rodriguez  
Ms. Christy Didion  
Ms. Tamara Hodge  
Ms. Cyndi McKoy  
Ms. Kiersten Powell  
Ms. Peggy Aazam

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

**Funding Approvals:**

- NC4ME Funding Grant in the amount of \$100,000 + \$5,000 Administrative Revenue FY19/20 total funding of \$105,000. \$100,000 of this funding will be utilized for Military Job Fairs. Five percent, \$5,000, can be used for administrative costs.
- The transfer of Youth Program funds to High Country Workforce Development Board in the amount of \$50,000.
- The approval to transfer NDWG funding for Hurricane Florence to Lumberton in the amount of \$600,000.

**New Policy Approved:**

Policy #31 Financial Management Policy

**Revised Policy Approved:**

Policy #11 Nondiscrimination/EO Standards and Compliant Procedures

**I. Call to Order** - The March 19, 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 Minutes** – Ms. Diana Potts made a motion to approve the minutes from the January 13, 2019 WDB meeting; the motion was seconded by Ms. Charlene Cross and passed unanimously. 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* – N/A

B. *City of Fayetteville* – City Councilmember Tisha Waddell reported that the City is in their budgeting season and are discussing how to allocate funds and tax payers dollars. City Councilmember Waddell added that the City is ready for the launch of the baseball stadium on April 13th and are excited about

the economic impact this will have in our region. City Councilmember Waddell further stated that the City approved the bylaws for the only millennial advisory committee in the state of North Carolina.

- C. ***Economic Development*** – Mr. Robert Van Geons provided updates regarding the economic research and growth within our region adding that the Campbell Soup Project is almost complete and mentioned that a new manufacturer, E-N-G, for is coming to Cumberland County. E-N-G will provide 60 new jobs at an average salary of \$43,558 per year and an investment in our community of over \$2.3 million.
- D. ***Chamber of Commerce*** – N/A
- E. ***Cumberland County Schools*** – Ms. Nore Brantley highlighted the ICON internship program and the intent to employ 16 to 20 year-old participants into local positions all over the city to gain work experience. During a recent recruitment she received 250 applications, although some will not qualify because of their age, unfortunately she doesn't have worksite for all the applicants that will qualify. The students will have structured works schedules and parameters. The hiring process will be done through a staffing process and she encouraged the Board to fill their entry level positions by hiring some of these young adults. Internships are for a six-week period June 3<sup>rd</sup> through July 12<sup>th</sup>. This program also provides these young adults with employment prep workshops and creates win-win situations for all that participate.

**VI. Director's Report** – Ms. Nedra Clayborne Rodriguez, Director introduced Mr. Brian Clark, a Finish Line Grant (FLG) recipient. Ms. Clayborne Rodriguez explained the Finish Line Grant is an initiative of Governor Roy Cooper to offer up to \$1000 per semester to any student that has completed 50% of their degree program and has faced barriers or emergencies that have prevented them from completing. Mr. Clark gave insight on his journey of reinventing himself at the age of 50 and finding a new career path along with sharing his experiences at Fayetteville Technical Community College. He expressed how he applied for other grants that he did not qualify for, prior to receiving the Finish Line Grant (FLG). Mr. Clark spoke highly of the simple process and how helpful Ms. Linda Gibson was along with the other NCWorks Career Center employees. He is grateful for the benefits he received from this program.

Ms. Clayborne Rodriguez introduced Mr. Lockhart Taylor, Assistant Secretary for the Division of Employment Security. Mr. Taylor praised the Cumberland County Workforce Development Board for all the work they have done in this area to help their customers. He expressed his commitment to visit all Career Centers and make himself available to learn what Employment Security will need to do at the local level. Mr. Taylor spoke about his regular meetings with Division of Workforce Solutions to hear the needs at the state level. He introduced Mr. Antwon Keith, the Unemployment Insurance Director for the Division of Employment Security. Mr. Keith expressed that having a relationship with the Workforce Development Board is paramount for them to do their jobs. A new system went live in September of 2018 that will streamline the process so that clients are not waiting so long to receive benefits. He is available for questions and the request for the new system in be implemented in this area.

Mr. Dwight Butler, NCWorks Career Center Disable Veteran Outreach Program Manager, gave his report concerning the VA Monitoring that took place on February 12<sup>th</sup>. He explained that if the Fayetteville Center doesn't do well the state doesn't do well because of our proximity to the military base. Mr. Butler was excited to report that the monitoring had a very successful outcome. He thanked WDB Director, Ms. Clayborne Rodriguez and Career Center Manager, Ms. Christy Didion, for their support and guidance. Mr. Butler asked for the board's support in the upcoming Stand down for homeless and at-risk women veterans. He announced the upcoming Job Fair on April 2<sup>nd</sup> in Spring Lake. The Veterans Stand down effort will be held in September and the board was asked to come and observe as well to donate clothing and shoes in support of this event.

Ms. Tamara Hodge, Adult and Dislocated Worker Analyst reported on the National Dislocated Worker Grant (NDWG) Monitoring on February 20-21. Ms. Hodge stated that Auditor, Ms. Alfreda Barnett had some concerns, however, her findings were previously identified by Ms. Hodge with the assistance of Ms. Kiersten Powell, the Young Adult Analyst, and these concerns were in the process of correction prior to the monitoring.

Ms. Cyndi McKoy, Administrative Coordinator, gave her report on the Equal Employment Opportunity Monitoring that occurred March 14-15<sup>th</sup>, by Mose Dorsey, Employment Opportunity Compliance Officer. Mr. Dorsey randomly selected 17 active files from the system and identified some discrepancies that have been given to the contractor to rectify. The Workforce Development Board will receive a letter concerning the findings.

Ms. Clayborne Rodriguez introduced Mr. Ronald Dean Rallis, Sr. the Deputy Director of Operation Inasmuch, a partner of the Career Center. Mr. Rallis thanked the Career Center employees that have come to serve at Operation Inasmuch. Mr. Rallis urged the board to come out and serve any day. Operation Inasmuch will need at least 9000 volunteers to help serve this year; thus far they have served 26,000 meals. The center is open Monday through Friday and serves about 140 people each day. The facility provide showers, washers and dryers for individuals to wash their clothes, and a weekly medical clinic with doctors, nurses, a pharmacist, and also a barber for people to get haircuts. The four phase transitional men's lodge is a yearlong program for those that have made up their minds they want to do better and desire to get a job. Phase 1 is free; Phases II, III and VI are \$5 per night (\$30 per week); the individuals must put in seven applications a week, attend a financial planning class, and open a savings account. Mr. Rallis was proud to announce that there has been 150 positive moves and 290 new jobs since opening.

## **VII. Items of Business –**

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

- **Tier 1** - Mr. Robert Van Geons presented the Tier 1 breakout, explaining that the Tier counties are the 40 most distressed by current economic calculations. The change in rankings caused Cumberland County's Tier status to change from Tier 2 to Tier 1. Cumberland County is unique in that it is the sixth largest county in North Carolina, but is also the bulkhead of support for the rural towns in eastern North Carolina. On the Interstate 95 corridor, Cumberland County is the largest city between Richmond VA, and Savannah, GA. Our report card shows that out of 100 counties, we ranked #12 in our tax base capita; #31 in population growth, #54 at medium household incomes, and #21 in unemployment. We ranked #20 overall and we are the largest city in Tier 1, however, we can look to gain tools such as educational funding, childcare subsidies, animal control support, state incentives, local matches, grants and other funding. Now is the time for us to maximize our opportunity with the goal of getting out of Tier 1 status.
- **NC4ME Grant Fund** - Ms. Clayborne Rodriguez reported that Cumberland County has received NC4ME Grant Funds for FY2020 funding in the amount of \$105,000 that will be utilized for Military Job Fairs. 5% (\$5,000) will be retained for administrative revenue. Ms. Clayborne Rodriguez requested approval to accept this funding.

Mr. Van Geons made a motion to accept the NC4ME Grant Funding of \$105,000; the motion was seconded by Dr. J. Lee Brown and passed unanimously.

**New Financial Policy** – Ms. Clayborne Rodriguez introduced the new Financial Management Policy #31. Ms. Clayborne Rodriguez explained that the board is governed by the WIOA Federal law section 113-128 State Policy 20-2017 and the Cumberland County policy for financial transactions. Ms. Clayborne Rodriguez informed the board that this local policy will administer our financial policies with the most restrictive policy available within these three separate policy documents.

Mr. Mark Sorrells made a motion to accept the Financial Management Policy #31; the motion was seconded by Ms. Joy Miller and passed unanimously.

- **NDWG Funding** - Ms. Clayborne Rodriguez asked for approval to transfer NDWG funding for Hurricane Florence to Lumberton in the amount of \$600,000. Ms. Clayborne Rodriguez explained that we will get this money back. Lumberton was hit harder by the hurricane than Cumberland County and have exhausted their funds and are now asking for additional funding. The State requested for other areas with available funds to transfer funding to Lumberton for them to be able to fulfil their obligations. We will be reimbursed these funds when additional funding is received from the Federal level.

Mr. Van Geons made a motion to approval the transfer of \$600,000 to the Lumberton local area; the motion was seconded by Mr. Naynesh Mehta and passed unanimously.

- **Funding Request** - High Country Workforce Development Board has requested Young Adult funding assistance in the amount of \$50,000. We have available funding that will lapse in June 2019 for our Young Adult Program that will be used to honor this request.

Mr. Mark Sorrells made a motion to authorize the transfer of funds to High Country WFD; the motion was seconded by Ms. Miller and passed unanimously.

- **Revised Policy** - Equal Employment Opportunity Policy#11, was to change the Referenced Act from 29 CFR Part 37 to 29 CFR Part 38 – Implementation of the Nondiscrimination and Equal Opportunity Provisions of the Workforce Innovation and Opportunity Act and Employment Opportunity Administrator to Cynthia McKoy.

Ms. Jody Risacher made a motion to accept the Equal Employment Opportunity Policy #11 changes; the motion was seconded by Mr. Van Geons and passed unanimously.

- **Labor Market Information Reports** – Cumberland County Labor Market Overviews for February 2019 were provided for information purposes.
- **WFD Activities @ CC Public Library & Information Center** - Ms. Clayborne Rodriguez referenced the monthly update shared by the public library concerning the use of the laptops that were purchased by WFD. Ms. Clayborne Rodriguez mentioned that moving forward this report will be included in the bi-monthly newsletter.

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

- **Board Members Mentoring Young Adult Participants** - Ms. Cross suggested Board members and community members serve as mentors for Young Adult participants ages 14 – 24 to gain job and interpersonal skills. Ms. Nore Brantley furthered the conversation volunteering to be the go-between for the board and participants in coordinating best times and days for participation; she agreed that this type of mentorship would give the individuals valuable exposure. Ms. Clayborne Rodriguez spoke of the importance of having mentorship and the ability to ask question of professionals in order to get better insight of what maybe ahead.
- **Youth/Young Adult Committee update** – Ms. Cross reported the success of the Young Adult Committee efforts to finalize their mission and goal statement. The statements were presented as information only to be added to the upcoming agenda for approval at the next WDB meeting. Ms.

Cross provided updates concerning the statement of work and the approval for Adopt-a-Street. Another suggestion was to look into a Mobile Truck Training that would service rural areas offering training opportunities through a partnership with FTCC to outfit the truck with equipment to certify participants in welding, advanced manufacturing, etc. Dr. Mark Sorrells spoke of his experience with the Mobile training trucks and how expensive they are to maintain and suggested that the young adult committee consider the Henderson WDB area's model of repairing abandoned vehicles for short term lease to participants that need transportation to community colleges. Dr. Sorrells also suggested looking at two other communities that are doing unique things, like Alamance County and the Burlington area, to find some long-lasting programs that will work for both the participants and the community. Members were asked to email Youth Program ideas to Cyndi McKoy ([cmckoy@co.cumberland.nc.us](mailto:cmckoy@co.cumberland.nc.us)).

- **Eligible Training Provider Requests** – The Eligible Training Provider task force will review the current list and provide feedback at the next Board meeting.
- **Racial Equity Report Card** - Ms. Clayborne Rodriguez referenced information provided from the Justice department stating that if we want to change our community we must first begin to address the issues that exist in our community. This report card for Cumberland County shows our status within our school system. Ms. Clayborne Rodriguez encouraged the board to review and give feedback as to topics of discussion for the next board meeting, stating that using this data can give insight of what you would like to see your career center do and focus their efforts on.

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

- **Cumberland County NCWorks Career Center report** – Ms. Christy Didion congratulated Mr. Gregg Wade, DWS Manager for 10 years with the state at the NCWorks Career Center. Mr. Wade has a background of 22 years in the Military and 10 years in Manufacturing. Ms. Didion shared that the Career Center is continuing to grow, building Veterans, Dislocated Worker staff and the leadership team. Our Career Center was recognized for the most people served through the re-entry initiative during the July 2018 – Dec 2018 time period; it was in the top 10 Career Centers for serving over 300 former offenders and re-entry participants. Ms. Didion recognized Ms. Jackie Elliott, Re-Entry Career Advisor, for her passion and service to this community of individuals. Ms. Didion continued with current enrollment, reporting that the WIOA youth new enrollment is presently at 156 individuals which includes carryover from the prior contract. There are currently 139 participating in Occupational Skills Training and 70 participating in work-based learning with 105 out of school youth (OSY) placed in unsubsidized employment. Adult/Dislocated Worker current enrollment is 495 participants, Educational Attainment is at 175, unsubsidized employment is at 31 and 69 are participating in work-based learning with a total of 278 Dislocated Workers served. Ms. Clayborne Rodriguez added that the focus is on quality not quantity. Our career advisors will be serving our participants and giving them the quality service they need to be successful with the placement sites that we have.
- **Update on RFP for Lease of Cumberland County NCWorks Career Center** – Ms. Clayborne Rodriguez reported Mr. John Lowery is still waiting on state properties. Further information will be available for the next meeting.
- **Update on Pathways for Prosperity Coalition** – Ms. Clayborne Rodriguez reported that Pathways of Prosperity (P4P) is getting ready to formalize the groups that will be going into the communities. She encouraged anyone interested in volunteering to go online to [www.pathwaysforprosperity.org](http://www.pathwaysforprosperity.org) to sign up.

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

- **Annual Recognition Event** – Ms. Clayborne Rodriguez suggested considering the Annual Recognition Event every year as a cultural enrichment event for our participants. (Ms. Diana Potts, Ms. Joy Miller and Mr. Naynesh Mehta) volunteered to participate to assist staff with this event.

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

- **Update on Next Gen Sector Partnership Conference – Austin, TX** – Due to time constraints, Ms. Simcox tabled this update for the next board meeting.
- **Update on SETA/NCETA Conference – Asheville, NC** - Due to time constraints, Ms. Simcox tabled this update for the next board meeting.

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

- **Finance Report** – Ms. Clayborne Rodriguez advised the committee that the Finance Report would be sent out the following week.

**IX. Next Board meeting-** The next meeting of the Workforce Development Board is scheduled for 11am on Tuesday, May 21, 2019, in the FTCC Administration Building, Room 170.

- Upcoming events were announced as follows:
  - NAWB Forum (National Association of Workforce Boards) Washington, DC March 23-26, 2019
  - NAWDP Conference (National Association of Workforce Development Professionals) San Antonio, TX; May 6 - 8, 2019

Those interested in attending should contact Cyndi McKoy.

**X. Adjournment-** Ms. Simcox adjourned the meeting at 1:51 pm.

Respectfully Submitted By:

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Cynthia McKoy, Executive Assistant

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Dina Simcox, Board Chair