

CUMBERLAND COUNTY WORKFORCE DEVELOPMENT BOARD
January 16, 2018 – 11:06 AM to 1:48 PM
FAYETTEVILLE TECHNICAL COMMUNITY COLLEGE
Thomas R. McLean Administration Building – Conference Room # 170

Members Present:

Ms. Dina Simcox
MG Rodney Anderson
Ms. Crystal Bennett
Mr. Jesse Brayboy
Ms. Charlene Cross
Ms. Isabella Effen
Mr. Albeiro Florez
Ms. Pam Gibson
Mr. John Lowery
Mr. Carl Manning
Mr. Jenson McFadden
Ms. Ellen Morales
Ms. Diana Potts
Ms. Jody Risacher
Mr. Robert Van Geons
Ms. Cynthia Wilson

Members Absent:

Mr. Marty Cayton
Mr. Jonathan Charleston
Mr. Jimmy Driscoll
Dr. Dallas Freeman
Mr. Chad Kormanek
Mr. Kent Listoe
Ms. Joy Miller
Mr. Charles Royal
Captain David Servie

Guests Present:

Ms. Dana Davis
Mr. Tracy Jackson
Ms. Maureen Little
Mr. Chip Lucas
Mr. Tim Lucas
Mr. Scott Panagrosso
Mr. Chris Pittman
Ms. Jenny Proctor
Ms. Mercedes Rodriguez
Mr. Sherwood Southerland
Ms. Lorria Troy
Mr. Charles Vaughan
Mr. Napoleon Wallace
Ms. Laura Webster

Staff Present:

Ms. Nedra Rodriguez
Ms. Kim Cribb
Ms. Peggy Aazam

Items within this meeting subject to Approval Action:

Revised Policy: Approval Action to accept revised Policy #14: WIOA Title I Work Experience Opportunities.

Revised RFP Timeline for WIOA Title I Program Services: Approval Action to accept the revised RFP Timeline for WIOA Title I Program Services, to include changing the May 15th WDB meeting to April 24th.

I. Call to Order - The January 16, 2018 meeting of the Workforce Development Board was called to order by the Board Chair, Ms. Dina Simcox, at 11:06 am.

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

III. Ethics Awareness and Conflict of Interest Statement – Ms. Simcox read the North Carolina State Ethics Commission Ethics Awareness & Conflict of Interest reminder statement to the Board. Ms. Simcox acknowledged the transition to electronic meetings. Materials were provided in folders for this meeting, but in the future, the materials will be sent in advance; members and guests are welcome to bring their own copies to the meeting. Only a hard copy of the agenda will be provided; materials will be available for overhead viewing during the meeting. Information presented at meetings are always available upon request.

IV. Approval of Minutes – Ms. Jody Risacher made a motion to approve the minutes from the November 8, 2017 WDB meeting with corrections; the motion was seconded by Ms. Cynthia Wilson and passed unanimously. The approved minutes will be posted on the Workforce Development Board website at the conclusion of the Board meeting.

V. Consent Agenda – The consent agenda includes items for information only that will not be subject to discussion and/or items that were introduced at the previous meeting that are subject to approval action at this meeting.

- A. **Revised Policy: Policy #14 WIOA Title I Work Experience Opportunities** – Ms. Diana Potts made a motion to approve the policy; Ms. Crystal Bennett seconded the motion.
- B. **LMI Reports** (November and December 2017, January 2018) – Provided for information.

VI. Greetings from the NC Department of Commerce – Mr. Napoleon Wallace, Deputy Secretary for Rural Economic Development and Workforce Solutions at of the NC Department of Commerce, provided greetings from NC Commerce Secretary Tony Copeland and the NC Department of Commerce. In his role, Mr. Wallace directs the NC Department of Commerce’s efforts to strengthen North Carolina’s workforce programs and streamline the delivery of services to job seekers and employers. He commended Cumberland County for their efforts and encouraged getting the right people around the table in order to share and leverage ideas and resources for all.

VII. Community Updates – Mr. Tracy Jackson, Assistant County Manager, provided updates on behalf of Cumberland County, including: Hurricane Matthew Recovery and Aid (Hazard Mitigation Grant Program (HMGP) and Community Development Block Grant – Disaster Recovery (CDBG-DR); the need is greater than the resources available; an income eligibility requirement will be in place next time; affordable housing is a primary concern); the Board of Commissioners’ Goal Setting Retreat scheduled for January 26th in the Cape Fear Valley Board room; current and anticipated Department Head Vacancies (in Animal Control, Community Development, Public Health, and Solid Waste); and Citizen’s Academy (Tuesday evenings from 6-9 pm in various locations throughout the County; register via the County website or contact Jon Soles at jsoles@co.cumberland.nc.us). Mr. Robert Van Geons provided an update regarding economic development. January 3rd marked his one year anniversary as President and CEO of the Fayetteville-Cumberland County Economic Development Corporation (EDC); seven projects have been announced in the last year. Mr. Van Geons explained that we need capacity for larger operations and sites with infrastructure. He spoke about great people doing great things and how they all need to continue identifying ways to partner up and leverage existing resources. The EDC recently moved back downtown (201 Hay Street).

VIII. Board 101 – Mr. Rodney Anderson asked: So you’re a Workforce Development Board member- What does that mean? What are you expected to do? Each WDB member should know what it means for them. Workforce Development is about employment, assisting businesses, and economic development. Fayetteville/Cumberland County is a great place to live and we are about

to realize a lot of ideas and projects that have been in the works for a long time. We want Fayetteville/Cumberland County to be the epicenter for quality of life and quality of work, building opportunities for our children and grandchildren. Workforce Development is about helping individuals with the skills, tools, and talents they need to find a job and meaningful career while helping businesses train and prepare individuals so businesses are successful. Business and worker needs drive solution, with economic development as the cornerstone for creating job opportunities for those that need them. The broad goals of the Workforce Innovation and Opportunity Act (WIOA) include: Increasing access to education, training, and employment (particularly for people with barriers to employment); creation of a comprehensive, high-quality workforce development system by aligning workforce investment, education, and economic development; improving the quality and labor market relevance of workforce investment, education, and economic development efforts; promoting improvement in the structure and delivery of services; increasing the prosperity of workers and employers; and reducing welfare dependency, increasing economic self-sufficiency, meeting employer needs, and enhancing the productivity and competitiveness of the nation. Ms. Nedra Clayborne Rodriguez, Director, emphasized that local boards are the key to WIOA and the priorities, including: Career Pathways, Employer Engagement, Work-Based Learning, Sector Strategies, Partnerships, and Integrated Service Delivery. As new members are appointed, it is imperative that they know their role and responsibilities, which include strategic functions (developing a local plan; conducting workforce research and regional labor market analysis; negotiating local performance measures; developing a budget for local activities; and leading career pathways development), system capacity building (identifying and promoting promising practices to meet the needs of employers and workers with disabilities; convening, brokering, and leveraging local stakeholders to assist in writing the local area plan and identifying non-federal expertise and resources; and engaging a diverse range of employers to promote business representation and industry/sector partnerships), systems alignment and effective operations (identifying eligible training providers; designating a One Stop Operator; oversight of the NCWorks Career Center and the programs therein, including local youth activities; developing MOUs with One Stop partners; and awarding competitive grants/contracts). WIOA promotes a strong system of workforce development. North Carolina has 23 local boards which oversee over 80 Career Centers; as a collective body, the organizations within workforce development work together to help our citizens. The Board's oversight includes all Titles under WIOA: Title I – System Requirements (Title IB – Adult, Dislocated Worker, and Youth Programs); Title II – Adult Basic Education and English Language Learner Programs (e.g., FTCC, FSU, Fayetteville Urban Ministry); Title III – Wagner-Peyser (Division of Workforce Services); Title IV – Vocational Rehabilitation Services; Title V of the Older Americans Act of 1965 (Senior Community Services Employment Programs; SCSEP); Chapter 2 of Title II of the Trade Act of 1974 (Trade Adjustment Act; TAA); Chapter 41 of Title 38 USC (Veteran Services); and Job Corps. Mr. Jesse Brayboy spoke about the need to accommodate individuals with high functioning cognitive challenges. Ms. Rodriguez recommended sitting down to discuss how to address needs currently unmet for such populations; there may already be resources available through partner agencies (e.g., Vocational Rehabilitation). Mr. Anderson told the Board that workforce development is their program and especially since the funding is from taxpayers' dollars, it is imperative that they provide responsible leadership and oversight. Ms. Potts mentioned her work through the Veterans Honor Foundation, a program for transitioning soldiers and those with traumatic brain injury (TBI); she is looking for partners to work together to bring awareness to the community. Ms. Rodriguez explained that there are Veteran representatives at the Career Center who perform the same services as the Career Advisors, but for the veteran population. She spoke about the need to leverage all veteran services in the community; this will provide the best outcome for transitioning soldiers and their families to stay and thrive in our community. Mr. Anderson reminded the WDB that they are the convener of available resources for all workforce-related items. Ms. Rodriguez spoke about identifying lesser known and underutilized programs and services available. Mr. Anderson is excited about the potential of Sector Partnerships, an initiative where employers are engaged and serve as the champions for effective

partnerships. Ms. Rodriguez shared that they were recently approved for a \$30,000 Innovation Planning grant; the funds will be used to identify best practices for lower-skilled workers to obtain education and training that will put them in a path toward self-sufficiency.

IX. Focus – Registered Apprenticeship – Ms. Maureen Little, Vice President of Economic Development with the NC Community College System provided an overview of the ApprenticeshipNC program which transferred from the NC Department of Commerce to the Community College System as of November 1, 2017. Apprenticeship is where rubber meets the road; it promotes collaboration around the table. ApprenticeshipNC is part of the Economic Development organization of the NC Community College system, providing education, training, and support services for new, expanding, and existing business and industry in all 100 NC counties through the state’s 58 community colleges. Additional programs under Economic Development include the BioNetwork (life sciences, food and beverage, natural products, pharmaceuticals, etc.), Customized Training (need talent to retain business), and the Small Business Center Network. Mr. Anderson asked how Work Experience will be affected with the changes. Ms. Little assured him that Work Experience will not change under Community College; it will continue with business engagement support. She reported a smooth transition, which is critical for not only the Apprenticeship NC Team but also for the businesses and apprentices; not one business or apprentice should expect a disruption. The state WDB, to include representatives of NCWorks Career Centers, will be a vital part of the February 2018 strategic planning for Apprenticeship NC. The focus of the strategic planning will be to the educational pipeline prepares a workforce possessing the interest, knowledge, skills, and abilities to meet the needs of employers, now and into the future. In order to make the most economic and workforce impact, the three main objectives are: Collaboration with stakeholders/partners; Offering relevant, high quality instructional programs by engaging with Business and Industry; and increasing student access to work experience (e.g., work-based learning opportunities including Apprenticeships, internships, mentoring, and job shadowing). Antwan Phippen is now the consultant assigned to the Sandhills region, which includes Cumberland County; Ms. Charlene Cross, now fully assigned to the Military Apprenticeship Program, will continue to be a critical influencer for the Sandhills region; with Ms. Cross’ vast knowledge and experience with Fort Bragg, they want to replicate and expand to other areas and military installations in North Carolina to promote better ways to retain talent within the state. Apprenticeship is region-centric; they want to get the team out to promote Registered Apprenticeships regionally for added value to economic development. Next steps of the ApprenticeshipNC initiatives concern the USDOL Accelerator (ends in April 2018) and Expansion (ends in April 2019) grants. The program is in the process of revising marketing materials and updating the website, keeping in mind that parents are critical decision-makers for young adults. Several transformational projects are in the works to provide opportunities for all citizens in this state, to include tying Career and Technical Education (CTE) to work-based learning, in areas not just in manufacturing, but industries such as IT. Mr. Anderson referenced industry association as part of Next Gen Sector Partnerships. Ms. Little explained the educational component of the program in which any individual who begins Pre-Apprenticeship or Registered Apprenticeship while in high school and enrolls in Community College within 120 days in their high school graduation can continue in the program with the tuition paid; the individual will only be responsible for books and fees. Duke Energy has been a great private partner, providing scholarships for tuition, books, and related fees. Ms. Potts spoke about a joint venture with a bio-secure fish/hydroponics facility that is expected to be signed within the next two weeks; she is interested in a collaborative meeting with the appropriate partners to listen and help design an appropriate plan. Ms. Rodriguez mentioned the potential for class-sized/customized-training discussion. Ms. Cross added that a key component for Apprenticeship is to have industry at the table. She commended FTCC for being wonderful to work with; Pam Gibson has been essential to developing curriculum based on industry need. Mr. Wallace quoted Michael Jordan, “Talent wins games; partnerships win championships.” Ms. Little provided her contact information (919-218-7133; littlem@nccommunitycolleges.edu).

X. Items of Business –

New Business

- A. ***Layoff Aversion*** – Tim Lucas, Layoff Aversion Specialist, provided an overview of Rapid Response activities, which are detailed in the US Department of Labor (USDOL) Employment and Training Administration’s Training and Employment Guidance Letter (TEGL) No. 19-16 dated March 1, 2017 regarding “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” (accessible via https://wdr.doleta.gov/directives/attach/TEGL/TEGL_19-16.pdf). The purpose of Rapid Response is to promote economic recovery and vitality by developing ongoing, comprehensive approaches to identifying, planning for, or responding to layoffs and dislocations, and preventing or minimizing their impact on workers, businesses, and communities. However, Rapid Response activities are typically reactive; by the time a WARN (Worker Adjustment and Retraining Notification) notice is issued, it is too late for the business. WIOA regulation requires Rapid Response to conduct innovative “layoff aversion activities,” left to the discretion of the operators of the Rapid Response programs, in order to determine the specific needs, policies, and procedures within the state and local areas. Mr. Lucas explained that they are changing to a “business wellness” approach (the name is still under development) in order to get ahead of the WARN notice and be more proactive and preventative. With the support of Governor Cooper and Mr. Wallace, this accelerated process will work with the Business Services Representatives to identify locally-owned companies (or those with decision-making ability at the local level) in distress (businesses with a minimum of 20 employees; up to 300). The pilot program launched this month in Beaufort and Pitt Counties; Cumberland and Robeson Counties are the next two areas in the pilot. Mr. Lucas explained that we won’t know if it works until we try it, but we want to learn from the different areas. The plan will have to be tweaked regardless of where you are since each area will experience different situations. Adjustments may depend on the size of the area; Cumberland County is almost metropolitan. Mr. Lucas explained that he is getting together with local partners to explain the process before moving forward with the pilot; they want input from the WDBs. Rapid Response’s federal funds are available for local resources (small business centers for businesses with less than 20 employees) and certified professional consulting at no cost to local areas. In this pilot phase, the plan is to identify businesses that need help.

Completed/Ongoing Business

- B. ***Finance Report*** – Ms. Kim Cribb, Accountant, provided an update on the program’s financial position through October 31, 2017. Charts included in the report show the breakdown of program spending by category (44% participants, 10% indirect/fixed management fee, 2% operating expenses, and 44% personnel) as well as budgeted and year-to-date spending within the programs for the total ResCare contract (December 2016-November 2017). In addition to formula funding, there is also funding available for the NDWG (National Dislocated Worker Grant received as a result of Hurricane Matthew) and SPNEG (Sector Partnership National Emergency Grant received for the certified Career Pathways)

grants. The report also included the planned contract analysis for Fiscal Year (FY) 17-18. Based on spending trends, there is the potential for the ResCare contract to underspend \$511,000.

- C. **Youth Committee Update** – Ms. Cross provided an update on the Youth Committee, which met on Friday, January 5, 2018. The leadership event, by and for NextGen Young Adult participants, scheduled for January 17th has been postponed due to the anticipated inclement weather. Recent events include outreach to the Department of Health (October 3rd), Money Night at Westover High School (October 17th), the Misdemeanor Diversion Program (October 27th and December 15th), Cumberland County Adolescent Parenting Program (November 14th and December 5th), and the Fayetteville Metropolitan Housing Authority (November 16th). The NextGen Young Adult program will host a College & Career Awareness Fair on January 22nd from 4-7:30 pm in the Pate Room of the Headquarters Library. The event will provide educational and career exposure and opportunities for young adults interested in pursuing post-secondary education. As of this meeting, several educational institutions were confirmed to attend including FTCC, FSU, Methodist University, Heavy Equipment College, Roadmaster Drivers School, New Horizons Computer Learning Center, and Winston Salem State University. The Cumberland County Youth Committee is updating its membership to ensure comprehensive representation from partner organizations advocating on behalf of the young adults in our community; those interested in serving on the Youth Committee are asked to contact Peggy Aazam (paazam@co.cumberland.nc.us) for an application.
- D. **Revised Policies** – Revised policies #26, Conflict of Interest, and #27, Serving Immediate Family Members, were issued for distribution and review purposes at this meeting; they will be subject to approval action at the next WDB meeting. All Board members were asked to sign the Code of Conduct within Policy #26, Conflict of Interest.
- E. **Director's Report** – Ms. Rodriguez provided an update on the mandatory cost-sharing required per WIOA section 101 (d)(6). As discussed in the November WDB meeting, required partners in a local area (including Title I of WIOA [Youth, Adult, and Dislocated Worker programs], Title III of WIOA [Wagner-Peyser], Adult Education and Literacy [AEFLA], Vocational Rehabilitation, Senior Community Services Employment Program [SCSEP], Career and Technical Education [within the NC Community College System], Community Service Block Grants [CSBG], Temporary Aid to Needy Families [TANF], and Unemployment Insurance) are mandated to share in the infrastructure costs of the Career Center. Funding for infrastructure costs (including non-personnel costs such as facilities and technology, as well as the costs of the staff that deliver services directly to business and job seeker customers) can be provided on a cash, fairly-evaluated non-cash, or third-party-in-kind contribution basis. Each partner's proportionate share was based on a reasonable cost allocation methodology whereby infrastructure costs are charged to each partner in proportion to its use of the NCWorks Career Center, relative to benefits received. As an amendment to the MOU between partners, the infrastructure agreement (IFA) was calculated and allocated by December 31, 2017. Cumberland County will soon be undergoing re-certification of the NCWorks Career Center. Criteria includes ensuring that the system addresses effectiveness (including customer satisfaction), physical and programmatic accessibility, and continuous improvement. A copy of the criteria

was included for reference. The WDB's annual local area plan will also be due in the early spring.

- F. **Revised RFP Timeline** – Ms. Rodriguez explained that due to unforeseen circumstances in the County Finance Department's meeting schedule, the timeline for the Request for Proposals for WIOA Title I Program Services was revised. The change necessitates a special meeting of the Board in April, which will replace the regular meeting scheduled for May 15th. The proposed date change was April 17th, but concern was expressed about schedules during that time. Ms. Gibson made a motion to approve the suggested date of April 24th; Mr. Van Geons seconded the motion. The April 24th meeting will take the place of the May 15th meeting.

- G. **Cumberland County NCWorks Career Center report** – Ms. Laura Webster, Career Center Manager, presented the Career Center report. She explained that they plan to expand Cumberland County news to include more partner organizations. Ms. Webster reference the Veteran awards bestowed on Jacky Yi and the Veteran Unit of the Cumberland County NCWorks Career Center. FSU will host a hiring event and career fair on February 22nd; the event will focus on providing quality talent for employers and new career opportunities for job seekers. Josephus Thompson, DWS Manager, has announced his retirement; his last day at the Career Center is Friday and everyone was invited to attend his celebration scheduled for Thursday at 3 pm at the Career Center. Ms. Bennett suggested including the Center's yearly goals and number of participants in the program data within the report. Ms. Webster referenced the Female Veterans Homeless Veterans scheduled for March 9th; the Veteran Department is accepting donations of business clothes, shoes (sizes 8 and up), and accessories anytime through March 9th.

XI. Next Board meeting- The next meeting of the Workforce Development Board is scheduled for 11 am on Tuesday, March 13, 2018, in the FTCC Administration Building, room 170.

Upcoming events include the Southeastern Employment and Training Association (SETA) conference in Memphis, TN, March 18-20th; the National Association of Workforce Boards (NAWB) Forum in Washington DC, March 24-27th; and the National Association of Workforce Development Professionals conference in Phoenix, AZ, May 5-9th. Those interested in attending should contact Peggy Aazam.

XIII. Adjournment- Ms. Simcox adjourned the meeting at 1:48 pm.

Respectfully Submitted By:

Peggy Aazam, Executive Assistant

Dina Simcox, Board Chair