

CUMBERLAND COUNTY WORKFORCE DEVELOPMENT BOARD
May 10, 2017 – 11:11 AM to 2:00 PM
FAYETTEVILLE TECHNICAL COMMUNITY COLLEGE
Thomas R. McLean Administration Building – Conference Room # 170

Members Present:

Mr. David McCune
MG Rodney Anderson
Ms. Crystal Bennett
Dr. David Brand
Mr. Jesse Brayboy
Mr. Jonathan Charleston
Ms. Charlene Cross
Ms. Isabella Effon
Mr. Richard Everett
Ms. Pam Gibson
Ms. Linda Hoppmann
Ms. Cathy Johnson
Mr. Carl Manning
Ms. Joy Miller
Ms. Ellen Morales
Ms. Jody Risacher
Mr. Charles Royal
Ms. Dina Simcox
Ms. Esther Thompson
Mr. Josephus Thompson

Guests Present:

Ms. Nore Brantley
Ms. Dana Davis
Mr. Tracy Jackson
Mr. John Lowery
Mr. Chip Lucas
Mr. Carl Mitchell
Mr. Tim Moore
Mr. Scott Panagrosso
Ms. Mercedes Rodriguez
Mr. Adrian Tait
Ms. Lorria Troy

Staff Present:

Ms. Nedra Rodriguez
Ms. Kimberly Cribb
Ms. Peggy Aazam

Members Absent:

Mr. Marty Cayton
Mr. Jimmy Driscoll
Dr. Dallas Freeman
Mr. Chad Kormanek
Mr. Kent Listoe
Mr. Jenson McFadden
Mr. Randall Newcomer
Captain David Servie
Mr. Jonathan Warren
Ms. Cynthia Wilson

Items within this meeting subject to Approval Action:

Update on Request for Proposal (RFP) for One-Stop Operator: Approval Action to recommend Two Hawk Workforce Services for the contract award for One Stop Operator services for the Cumberland County NCWork Career Center with a start date of July 1, 2017.

Revised Policies: Approval Action for revisions to Policy #1: Update of Workforce Development Board Policies, Policy #22: Dual Enrollment, and Policy #24: Customer Self-Attestation.

Updates to WIOA Program Services Contract: Approval Action to approve extension of ResCare contract to provide Workforce Innovation and Opportunity Act (WIOA) Title I Program Services (Youth, Adult, and Dislocated Worker) through November 30, 2017.

Local Area Annual Plan: Approval Action to post draft annual Local Area Plan for Program Year 2017 on the Cumberland County Workforce Development website (<http://www.co.cumberland.nc.us/workforce/>) in accordance with the WIOA section 108(d) requirement for a 30-day public comment period.

I. Call to Order - The May 10, 2017 meeting of the Workforce Development Board was called to order by the Board Chair, Mr. David McCune, at 11:11 am.

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

III. Ethics Awareness and Conflict of Interest Statement – Mr. McCune read the North Carolina State Ethics Commission Ethics Awareness & Conflict of Interest reminder statement to the Board. Mr. Josephus Thompson abstained from the vote regarding the recommendation of the One Stop Operator contract.

IV. Approval of Minutes - Mr. Richard Everett made a motion to approve the minutes from the March 8, 2017 WDB meeting; the motion was seconded by Ms. Charlene Cross 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 following items were included for information only:

- A. ***Finance Report*** (Business & Finance Sub-Committee)
- B. ***Youth Council Report*** (Youth Sub-Committee)
- C. ***LMI Reports*** (Labor Market Information Sub-Committee)

VI. City Updates – Councilman Kirk deViere was not able to attend the meeting.

VII. County Updates – Mr. Tracy Jackson, Assistant County Manager, provided updates on behalf of Cumberland County government. Amy Cannon, County Manager, met with the Cumberland County Board of Commissioners in an early budget meeting on April 24, 2017 to outline possible strategies for closing the projected \$27.3 million gap for the Fiscal Year 2018 budget. Ms. Cannon, who will present a recommended budget on May 25, 2017, explained the challenges the County is facing including several potential reductions in operations and personnel under consideration. The projected \$27.3 million deficit includes \$9.7 million in property tax revenue loss (following a property tax revaluation that reported a drop in residential values), \$6.8 million in departmental requests, \$4.6 million for recurring Mental Health funding, \$1.9 million for a 2% employee cost-of-living increase, \$1.3 million for additional Jail Health costs, \$1.1 million for increased employee health insurance costs, an additional \$500,000 request from Fayetteville Technical Community College, \$1 million for repairs and maintenance to County facilities, and \$400,000 for other increases. Ms. Cannon cut departmental requests by \$3 million and instructed departments to submit three levels of incremental reductions to include operational and staff cuts. Ms. Cannon's proposed strategies, which include consolidating County functions, reducing non-mandated services, considering outsourcing options, and prioritizing funding for business process

improvements, could reduce the deficit by an additional \$5.6 million. Mr. Jackson said they are approaching the budget from a long-term, sustainable perspective. Other items of interest included Animal Control's new marketing campaign, "Love me? License me!" Working with the County's in-house print shop and Public Information Office, Animal Control will use print and social media to educate and promote the public about pet licensing. In a step toward consolidation, the County has agreed to be a sponsor for a grant application to the NC911 Board for the construction of a consolidated 911 services center. The reactivated Public Safety Task Force met for the first time on April 28, 2017. Consultant Gregory H. Grayson, chief officer of North Carolina Fire Rescue Innovative Solutions, facilitated the discussion which led to several short-term priorities: closing a collective \$265,000 budget gap for the fire departments resulting from revaluation; establishing service level standards for the departments and including those performance measures in the contracts; and setting expectations for the 911 Communications Center operations. Cumberland County has been notified that they will no longer receive grant funding for the Project for Assistance in Transition from Homelessness (PATH). The grant provided funding for four staff under the County's Community Development department, and with matching County dollars, provided operational funds to assist individuals with mental health services, housing, and basic needs. Mr. Jackson reported that three of the four positions (mostly social workers) with PATH are currently filled, and the County's Human Resources department will work with those individuals who will receive a Reduction in Force (RIF) notice for employment to end June 30, 2017. Mr. Jackson explained that the state grant, which Cumberland County has received for years, had unprecedented competition from larger organizations who have not applied for grant funding previously. Ms. Ellen Morales said that Vocational Rehabilitation has worked closely with the PATH Program to refer homeless individuals with mental issues for assistance with applying for SSI/SSDI and getting a job.

VIII. Community Updates – Mr. McCune shared that there are eight new businesses and increased action in residences downtown, suggesting growth in anticipation of the ball field. He added that the Dogwood Festival reported having the largest attendance ever at the recent event. Ms. Nedra Clayborne Rodriguez, Interim Director, shared the North Carolina Association of Workforce Development Board's (NCAWDB) request for all private business members to submit a letter of support for WIOA funding for Program Year 2017. Peggy Aazam will send an email with additional information and sample letter for representatives to put on their company's letterhead. The National Association of Workforce Boards (NAWB) announced the launch of "Study Workforce," an online learning platform to support workforce board members, workforce development professionals, state and local elected officials, and agency staff seeking to build their knowledge and skills in workforce development. The first course, "The Case for Strong Workforce Boards and Board Staff," available at no cost, is designed to help board members, staff, and local elected officials understand how WIOA can be leveraged in support of a workforce and economic development agenda that builds communities and benefits constituents. Ms. Aazam will email information about the course and registration (<http://nawb.org/studyworkforce>).

"In the News"- Ms. Rodriguez announced that the Cumberland County Department of Public Health is giving away free mosquito insecticide to County residents. The pest control agent, which is non-toxic to fish, birds, wildlife, and pets, is available in a two-month supply while supplies last at the Environmental Health section on the third floor of the Health Department (1235 Ramsey Street). The Chamber of Commerce issued a release calling for private sector businesses to partner with the Summer Youth Internship Program. Ms. Nore Brantley, High School to Work Partnership Coordinator with Cumberland County Schools (CCS), reported receiving 51 applications for the STEM (Science, Technology, Engineering, Mathematics) Summer Internship Program, the majority of which came from the CCS Choice Program's High School Academies, including Pine Forest's Information Technology Academy. The STEM Internship Program, co-sponsored by the City of Fayetteville, the Public Works Commission (PWC), and CCS, will provide up to 30 youth

an opportunity to work 32 hours per week at \$8 per hour for six weeks (June 19-July 28, 2017) in a STEM-related position. The City and PWC will pay for half the wages, so businesses will only have to invest \$750 to have an intern for six weeks over the summer. Ms. Brantley reported no limitations other than standard labor laws and asked for business representatives to “think outside the box” when it comes to eligible positions; STEM is broad term and can be applied to a lot of positions. Ms. Kim Cribb, Accountant, referenced a recent article in the Fayetteville Observer about the County’s successful Misdemeanor Diversion Program for 16- and 17-year-olds. The program, which aims to divert teens charged with many misdemeanors to discover more viable options, is an alternative to putting the teen into the adult criminal justice system. So far, 71 teens have been recommended for the program; fifteen have successfully completed it, one failed to complete it, 50 are still enrolled, and five chose not to participate. North Carolina is the last state to charge people as young as 16 as adults, but the “Raise the Age” bill vote today would allow 16- and 17-year olds who commit certain crimes to be tried as a juvenile. Violent felonies and some drug offenses will still be handled in adult court. Diversion programs have a history of being successful and are a benefit to us all; young adults who are convicted of a crime will have a harder time enrolling in school and obtaining a job which will make a life of a poverty and crime more likely, which affects the whole community. In regard to earlier discussion, Ms. Esther Thompson asked if County departments can charge for services as a means to subsidize funding cuts. Mr. Jackson explained that few County programs generate revenue, as they are extensions of state programs that provide services as mandated by state and federal government. There are few sources of revenue to cover the gaps due to funding cuts. Ms. Thompson commented that you shouldn’t have to bribe students to participate in programs that are provided for their benefit; agencies need to focus on items that are relevant or in demand if budget is limited. Mr. Jackson reiterated that the County is looking at sustainable changes, but as the demand for services increases, it is hard to make cuts; someone loses somewhere. Ms. Thompson said that as a business owner, she doesn’t have the option to ask for money. Mr. Jackson clarified that County dollars are not spent on the Workforce Development programs. Ms. Rodriguez said they are doing things effectively; since program funding is contingent on federal allocations, they must operate within the confines of what is received. Workforce Development programs are forward funded, but they need to be proactive in order to provide seamless services with little to no impact or disruption to citizens. Any costs charged by County programs are to cover costs incurred for providing required services, not to make a profit; there are no “rainy day” funds available. Ms. Cross reported that Apprenticeship, which moved from the Department of Labor (DOL) to the Department of Commerce about four and a half years ago, will be transferred to the Community College System as of July 1, 2017. Ms. Cross already has an office located at FTCC and she has already met with Dr. Larry Keen, FTCC President to discuss setting a plan in place. Ms. Isabella Effon’s restaurant, Taste of West Africa, is part of the downtown growth, moving into 116 Person Street (where Marquis Market used to be). She is looking to do more in the community and has been courting for occupants for downtown vacancies. Ms. Effon shared the challenges she has been facing, including the discovery that the building they are moving into needs to be rezoned and brought up to code for cooking purposes (the building is currently zoned for retail). Ms. Effon was congratulated on her endeavor, as she communicated her hope for plans to be approved and everything to be resolved by June 1st. Ms. Johnson cautioned that a quick turn-around was not likely; re-zoning is often at least a two and a half month-long process. Ms. Morales reported improvements with Vocational Rehabilitation’s internship program; with facilities in the east and west to help with processing, it is a win/win for both employees, who benefit from training and paid work experience, and employers, who benefit from having trained, marketable employees. Ms. Jody Risacher reported that the public meeting rooms at headquarters library, which have been unavailable for the last six months due to damage as a result of Hurricane Matthew, have been renovated and soon to be available for public use again. The North Regional library will host the Teen Job Fair scheduled for May 18th. The event is not age-restricted, but it does focus on teens eligible for work. Ms. Risacher said they are looking for hiring employers to participate. Prompted by Mr. McCune, Mr. Rodney Anderson opted not to speak on the Fayetteville

Impact Study at this time. In the spirit of graduation season, Ms. Pam Gibson shared details regarding FTCC's graduation scheduled for May 19th (6:30 PM at the Crown Complex); additional graduation events are scheduled for the health programs and BLET (Basic Law Enforcement Training; graduation scheduled for May 25th @ 5 pm). FTCC will host an Open House for graduating high school seniors on June 20th (2-7 PM). In response to a request from the Plant Managers' Association (PMA), FTCC will launch a new Industrial Systems Technology program in August for industrial maintenance workers. Ms. Johnson added that a PMA-sponsored scholarship program will be offered to students; the opportunity is available in their second year of study to make sure they are serious about their chosen field. Ms. Gibson said they are in the process of hiring instructors and will add evening courses for the convenience of using existing facilities for current employees. Ms. Johnson spoke about the competitiveness of the program; each candidate must submit a bio and meet with the PMA. The PMA President is actively involved in the process with Lorna Ricotta, Executive Director of FTCC's Foundation Board. Ms. Linda Hoppmann is proud of her part in recommending the program. There is a severe shortage in skilled workers in many fields, including mechanical maintenance, hydraulics, electrical, and welding. Ms. Johnson reported a common complaint from businesses that they have trouble finding people to fix machines. Mr. Brayboy noted that current training must include instruction for state-of-the-art equipment. Ms. Johnson mentioned the universal challenge of not having anyone to replace the retiring baby boomers. Ms. Gibson reported that they are working with Mann+Hummel on several applications. Mr. Brayboy commented that such training is in demand all over the world. The industry system tech program will be a two year Associate's degree; additional certifications may be available at a later date. Ms. Hoppmann referenced FTCC's transportation distribution logistics program, which she has wished for a long time. Ms. Hoppmann spoke about a participant who worked at U-Teck, initially through WIOA Work Experience and On-the-Job Training (OJT) opportunities; the individual has since moved on, in part because of all the knowledge she gained, but Ms. Hoppmann considers it among her several successful mentoring experiences. Ms. Rodriguez encouraged businesses to work with ResCare to facilitate Work Experience and OJT opportunities. Ms. Dina Simcox shared updates from Cross Creek Mall. The area that is currently Sears has been purchased by CBL & Associates Properties, with six months' notice for terminating the lease, in order to redevelop the space into a "lifestyle" strip store concept, similar to the District. Among the potential retail shops and restaurants occupying space within the next two years, Ms. Simcox mentioned Yardhouse, Dave & Barry's, and Jared's Jewelers. She clarified that Office Depot, which is a stand-alone location on the outskirts of the mall property, is not closing; its sister company, Office Max, on Skibo, is closing. Ms. Dana Davis, DSS Work First Employment Services supervisor, provided a brief recap on the Department of Social Services (DSS) March to Work Job Fair. Despite reportedly lower numbers compared to last year's event, 1100 citizens attended, with 106 representatives from businesses, colleges, municipalities, and law enforcement agencies. The Cumberland County Public Library and Information Center reported assisting 117 individuals with job search through the internet café, and 138 job seekers visited the NCWorks Career Center table. Ms. Davis reported three individuals were hired on the spot; additional hiring reports are hard to get. DSS is still working with those affected by Hurricane Matthew through the Disaster Recovery Assistance Program (DRAP). Ms. Davis reported that when they first received funding, around the second week of April, there were still about 100 individuals living in hotels; there are currently about 19 still in a hotel, seven of which are homeowners. Many of those affected have been living with family. Ms. Davis said that although FEMA representatives are expected to leave on Friday, there is still help available. Mr. Tim Moore provided an update on the Fayetteville Impact Study, an analysis to determine the prospective regional impact of troop reductions at Fort Bragg and to develop strategies for economic diversification, workforce development, and education to drive growth to offset military reductions. The study, conducted by Creative Economic Development Consulting and Fayetteville State University's School of Business and Economics, was made possible by a grant the City of Fayetteville was awarded by the Department of Defense, Office of Economic Adjustment (OEA). A regional presentation on the research, findings, and

recommendations was conducted on May 9th; elected, economic development, education, and community leaders were encouraged to attend. Mr. Moore offered to arrange for a version of the presentation at a future WDB meeting. Mr. Chip Lucas, Career and Technical Education (CTE) Director for CCS, thanked the WDB and FTCC for their support of CCS' application for a Youth Build grant.

IX. Director's Report – Ms. Rodriguez presented a new format for the Director's Report. She explained the requests for funding currently pending state approval: an additional \$1,110,403 in Hurricane Matthew NDWG to serve 42 positions; \$300,000 to fund regional activities related to the SPNEG Nursing and Allied Health Certified Career Pathway, including a comprehensive brochure delineating current healthcare programs in the region; and \$174,888 in state set-aside Veteran Services funding to serve approximately 440 transitioning military in the Transition Tech program for courses including CompTia, logistics, and EMT. The state announced a no-cost extension to spend Career Pathways funding through June 30, 2018. Ms. Rodriguez reported that the Nursing and Allied Health Career Pathway was a successful partnership and served as a means to convene networks, but they have a quick turnaround to spend related funds. Ms. Rodriguez referred to the House of Representatives Bill 244 proposed budget for fiscal year 2017 (July 1, 2017-June 30, 2018). Despite a \$2.661 million overall reduction in Department of Labor funding, funding for Title I of WIOA (Youth, Adult, and Dislocated Worker) stays the same at the federal level; however, Ms. Rodriguez explained, funding levels may change at the state and local level. We have not yet received appropriations or been informed what the FY2018 allocation will be. Several partner agencies, including Trade Adjustment Assistance (TAA) and Senior Community Service Employment Program (SCSEP), will be affected by the funding cuts. Ms. Rodriguez explained that WIOA Title I is forward-funded for two years; however, due to federal, state, and local budget cuts, we need to plan ahead for potential funding cuts to WIOA Title I programs in the very near future. Ms. Rodriguez explained the performance measures chart included in the report. Required performance measures are foundational to what we do; it is important to know what we are doing and how we are doing it. Data entered into the NCWorks system is calculated in the Participant Individual Record Layout (PIRL) based on the required data elements which are then reported through FutureWorks. Performance indicators for Program Year 2016 are Employment (percentage of participants who are in unsubsidized employment during the second and fourth quarters after exit; previously measured in the first and third quarters after exit), median earnings (of participants who are in unsubsidized employment during the second quarter after exit; a new measure for youth participants), and credential attainment (percentage of enrolled participants who attained a recognized postsecondary credential or a secondary school diploma, or recognized equivalent, during participation in or within one year after exit from the program; new measure for youth participants; previously measurement was called literacy/numeracy skills gain). The denominator for each element includes all participants who qualify in that particular category for that specific time period; the numerator includes those who successfully met the data element for that specific time period. Ms. Rodriguez explained that the WIOA Youth program was most impacted with changes, not only to the data elements themselves, but to the time frames as well. The chart was color coded based on Cumberland County's performance levels (as negotiated at the state level); Red indicates less than 90% of the goal; yellow is 90-100% of the goal; green is at or above 100% of the goal. This is the first year local areas are required to be at least within 90% of the goal; previously, 80% was required. The NCWorks Commission has also set required performance measures, including services provided to employers.

X. Items of Business –

Completed/Ongoing Business

- A. **Update on Memorandum of Understanding (MOU) with Partner Agencies** (Business & Finance Sub-Committee) – Ms. Rodriguez reported that they are in the process of securing signatures of the required core and recommended partners of the Cumberland County NCWorks Career Center for the MOU. The purpose of the MOU is to provide a 360 degree look at the full service package provided by workforce development system partners. Ms. Rodriguez has not received questions about the umbrella MOU, and asked for those present at the meeting that still need to sign the MOU to please stay after the meeting or coordinate arrangements to sign the document. The MOU must be implemented by July 1, 2017, with the exception of the Costs of Services position which has been extended until January 1, 2018. Next steps include the development and implementation of a referral process and a resource guide (based on a matrix of services completed by partner agencies).
- B. **Update on Request for Proposal (RFP) for One-Stop Operator** (Planning & Evaluation Sub-Committee)- Section 121(d)(2)(A) of WIOA requires local Workforce Development Boards to competitively procure and implement a One-Stop Operator for One-Stop Career Centers (known as NCWorks Career Centers in North Carolina) by July 1, 2017. The responsibilities of the One-Stop Operator include the overall management of the One-Stop Career Center, coordination of partners, and service delivery. The process for procuring and selecting a One-Stop Operator must take into consideration any potential conflicts of interest and ensure that proper internal controls and firewalls are in place so that the role of the selected Operator does not conflict with any alternate roles in which they may otherwise function as part of the workforce development system (e.g. service providers). At the WDB meeting on January 11, 2017, the Board approved Board support staff to proceed with the development and release of the Request for Proposal (RFP) for a One-Stop Operator for the Cumberland County NCWorks Career Center (located at 414 Ray Ave, Fayetteville, NC 28301). At the March 8, 2017 WDB meeting, the Board approved the RFP Review Team, led by the Planning & Evaluation Sub-Committee. The Evaluation Committee members, Mr. Everett, Ms. Effon, and Ms. Joy Miller, evaluated the proposals on criteria including experience and philosophy, approach, assurances and flexibility, and budget/narrative. Final consensus was achieved after the proposer presentations conducted on April 10, 2017. Mr. Everett thanked the members of the RFP Review Team, and on behalf of the team, made a motion to approve the recommendation to award the contract for One Stop Operator services to Two Hawk Workforce Services; Mr. Royal seconded the motion. Mr. Everett referenced several aspects of Two Hawk’s proposal, which included their vision and approach for a value-added, functionally integrated NCWorks Career Center and workforce development system. Approved funds have been set aside to cover the associated costs, and Mr. Everett explained that the team took into consideration the requirement for the Board to ensure objectivity and internal controls for potential conflicts of interest with respect to relationships with current service providers and partners.
- C. **Revised Policies** (Planning & Evaluation Sub-Committee) – Mr. Everett made a motion to approve policy revisions distributed for review at the March 8, 2017 WDB meeting: Policy #1: Update of Workforce Development Board Policies (revised to include the line “Policies will be updated accordingly to reflect applicable changes based on federal, state, and local guidance. All policies will be reviewed on an annual basis.”); Policy #22: Dual Enrollment (revised to reflect changes for the point of enrollment in NCWorks Online); and Policy #24: Customer Self-Attestation (new policy that establishes guidance on the use of self-

attestation to document eligibility for WIOA enrollment). Ms. Dina Simcox seconded the motion. Additional policies were distributed for review: Policy #6: Priority of Service (updated to include guidance per DWS Policy Statement PS 03-2017 dated January 23, 2017, Priority of Service for Veterans and Eligible Spouses in all U. S. Department of Labor Job Training Programs); Policy #14: WIOA Work Experiences (revised per DWS Policy Statement PS 09-2017 dated April 19, 2017, Guidance on the provision of WIOA Work Experience Opportunities; provides guidance on the use, documentation, and tracking of WIOA funds in the provision of Work Experience Opportunities for youth, adults, and dislocated worker programs); Policy #18: Youth Services Policy (distributed for review at the March 8, 2017 WDB meeting for revision that included guidance on the definition of “youth requiring additional assistance,” youth eligibility, and program elements, the policy has since been updated to include information on incentives and a reference that the section regarding youth work experience is now included in Policy #14: WIOA Work Experience Opportunities); and Policy #25: Electronic File Storage and Protecting Personally Identifiable Information (PII; new policy that establishes guidance on the use of electronic file storage, protecting PII, and retrieval of workforce and other federal funds, participant, program, and financial documents was distributed at the March 8, 2017 WDB meeting; policy has since been updated per DWS Policy Statement PS 08-2017 dated April 5, 2017, Electronic File Storage and Protecting Personally Identifiable Information). Approval action for the distributed policies will be required at the next meeting.

- D. ***Cumberland County NCWorks Career Center report*** (Program Activities & Community Relations Sub-Committee) – A new format was presented for the Career Center report, including news and information about partner agencies. Ms. Brantley provided an update on the Work Ready Community (WRC) initiative, which is a community-based framework for workforce and economic development that certifies counties as “work ready” when established goals have been met. In order to be certified as an NCWorks Work Ready Community, a community must meet criteria including: progress in the high school graduation rate toward the goal of 94%; high employer and business support (Cumberland County’s required goal for employer support is 158 employer commitments, of which at least ten must be from the Top 25 ranked employers in Cumberland County, as reported by the NC Department of Commerce, Labor & Economic Analysis Division); and an increase in the number of individuals that have earned a Career Readiness Credential (CRC; the portable credential, which consists of WorkKeys assessments designed by ACT, Inc., promotes career development and skill attainment for the individual and confirms to employers that an individual possesses basic workforce skills in reading for information, applied math, and locating information; Ms. Brantley equates the CRC to an SAT or ACT for employers, an indicator that an individual is “work ready”). By registering their support, businesses agree to recognize the National CRC (i.e. know what it is and what it means) and/or recommend the NCRC for applicants and/or existing employees. As of the March 8, 2017 WDB meeting, the Cumberland County Work Ready Community initiative was at 26% of the employer goal; Ms. Brantley had hoped to reach at least 50% of the employer commitment goal by the end of March, which was the half-way point (communities have two years from the date of application to meet their required goals). As of this meeting, Cumberland County had reached 85% of the employer commitment goal; Ms. Brantley equated that to being approximately 25 businesses (of at least five employees; businesses with 1-4 employees count as 1/4) short of the goal. Overall, the initiative is at 94% of total goal attainment. Ms. Brantley reported that

the DSS March to Work job fair was incredibly successful; approximately 25 businesses signed up to support the WRC initiative. The middle school career fair was not as successful, but it did put her in contact with Gilbert Baez Jr. of Beasley Broadcasting who arranged for Ms. Brantley to have a radio spot on Foxy99. Ms. Brantley presented a workshop at the NC Employment and Training Association Conference (NCETA) on the topic; Jo Anne Honeycutt, Director of Career and Technical Education (CTE), and Cheryl Cox, CTE Support Services, of the Department of Public Instruction (DPI) for North Carolina Public Schools were in the audience of Ms. Brantley's workshop and provided some great information and feedback on the WRC initiative and process. There may be some confusion on which box those that are taking the assessment should check (i.e. emerging vs transitioning), so Ms. Brantley will reach out to Kim Lewis, Program Coordinator for FTCC's Human Resources Development (HRD) Program to remedy the misidentification. Ms. Brantley stressed the importance of getting the word out and requested that "each one, reach one" and tap into businesses they frequent or know well. She asks businesses who have not already registered, why they have not; there is no catch and she would like a chance to change their mind. Additional information about the Work Ready Community initiative is available at <http://workreadycommunities.org/NC/051>. Ms. Rodriguez acknowledged Ms. Aazam's contribution to the development of the report, which aims to include all-encompassing information from partners. Ms. Lorria Troy, ResCare Project Director, spoke about the participant triumphs featured in the report, including successful results for Certified Nursing Assistant (CNA) II and Associates Degree in Nursing (AND) students. Mr. Lucas referenced the mention in the report about Cumberland County Schools' application for a YouthBuild grant opportunity. The U.S. Department of Labor (DOL) plans to award up to 80 individual grants to organizations to oversee the provision of education, occupational skills training, and employment services to at-risk youth while performing meaningful work and service to their communities. Mr. Lucas is hopeful about the application and future opportunities, explaining that once you are awarded a YouthBuild grant, it is easier to get more. Mr. Thompson spoke about the Female Veteran Stand-Down hosted at the Career Center on March 14, 2017. He reported that 30 individuals signed up for the event, but only 14 attended. They received positive comments about the event, which offered an opportunity to connect with Veteran service provider representatives for assistance and information about community resources; a lot of follow up services scheduled. Mr. Thompson also reported on the free Expungement Clinic conducted at the Career Center on April 4, 2017. Twenty-five individuals received information from Legal Aid of NC and Michael Westray, Regional Representative for the Former Offender Initiative, about the types of convictions that can be expunged and were provided an opportunity to apply for assistance from Legal Aid to get their eligible criminal offenses expunged from their record. Career Center staff and partners attended professional development training on April 6, 2017. The session, *NCWorks Service Keys: Unlocking Excellence*, introduced concepts and invoked new ideas to elevate the service delivery at the Center; staff who value themselves to do the best will do the best for their customers. Mr. Thompson thanked the maker of the report. Several Board members raised concerns regarding the low number of "hires" resulting from Career Center job fairs and hiring events. Mr. Thompson explained the discrepancy in the frequency of events and the reporting dates. Several of the events are still pending hires, and it is hard to get results from employers; it sometimes takes 90 days or more to get results/responses. Mr. Everett concurred that it takes a while for employers to hire; they need time to review and interview, not to mention the

other aspects of the hiring process. Other features of the report included a recap of the DSS March to Work job fair, upcoming events, new additions to the Career Center (Vocational Rehabilitation representatives, Eddie Jones and Francis Ofori-Ndinya), NCWorks by the Numbers (year to date records pulled from NCWorks Online for various data elements), and the most current job and career programs/activities reported by the Cumberland County Public Library & Information Center.

- E. ***Synopsis of recent Workforce Development Conferences*** (Program Activities & Community Relations Sub-Committee) – Attendees of recent Workforce Development conferences and events shared items of interest from: Southeastern Employment & Training Association (SETA; March 19-22, 2017 in Jacksonville, FL); National Association of Workforce Boards (NAWB; March 25-28, 2017 in Washington, DC); National Association of Job Training Assistance (NAJA; April 10-14, 2017 in Orlando, FL); and North Carolina Employment and Training Association (NCETA; April 19-21, 2017 in Wilmington, NC). Mr. McCune was astounded by Bob Knight’s prediction that 30% of future jobs will be in connective technology (he has checked; www.connectivetechology.com is available). He mentioned the money young adults make from YouTube (often more than their parents earn). Mr. McCune spoke about the future of robotics, where robots will be doing even more jobs, including brick-laying; he reported that there are already robots that can make a shoe, one of the most complicated tasks. Ms. Rodriguez attended workshops that provided information and guidance on the nuts and bolts of WIOA, and what it truly looks like to work with partners. We need to take a closer look at partner agencies, such as Vocational Rehabilitation, to see how our services naturally work together and collaborate our efforts. It is exciting to see organizations doing it right, doing it together. WDB and staff relationships with partners are crucial; citizens are relying on us to work together. Ms. Cross attended workshops tying Pre-Apprenticeship and Registered Apprenticeship with WIOA funding. She was not impressed with the featured Apprenticeship workshop speaker at NCETA, but Mr. Thompson won WIOA bingo. Mr. Thompson followed workshops focusing on innovation and the vision that we are all one; he reminded that WIOA is more than just Title I. Ms. Hoppmann gravitates toward workshops that focus on the Board; she tries to network and interact with others as much as possible at these events. She and Mr. McCune had lunch with a young lady from Kentucky; she was only 20 years old, but was “on the ball”. She started out in workforce development in Maryland and shared what she has learned about connecting with Out-of-School Youth, including reaching to grandma in order to get the young adult to participate in program activities. Ms. Cribb shared her enthusiasm about all that she learned; she was so excited that she couldn’t sleep! Although she learned so much, Ms. Cribb acknowledged that there is still so much more to learn. She has a lot of ideas, including, given her experience with DSS, how we can link with DSS, foster care, etc. to implement and leverage resources.
- F. ***Annual Board Recognition*** (Marketing/Bylaws/Nominations Sub-Committee) – Ms. Thompson requested that attendees save the date for the Cumberland County Workforce Development Board’s third annual recognition scheduled for noon on Wednesday, July 12, 2017, in conjunction with the July WDB meeting. The event honors outstanding participants, partners, and businesses associated with the Cumberland County NCWorks Career Center. Members of the Marketing/Bylaws/Nominations Sub-Committee reviewed the submitted nominations and made selections based on the criteria used by the state for the

Governor's NCWorks Awards of Distinction, which are recognized at the annual NCWorks Partnership Conference in October. The selected nominations (Young Adult: Tiquell Allbrooks; Adult: Elaine Johnson) will be submitted to the NCWorks Training Center for statewide consideration, but all nominations will be recognized at the event in July. The review team was disappointed with the low number of nominations (five total); partners are still welcome to make submissions for this year's event. Workforce development partners were encouraged to identify and develop compelling stories year-round. This year's event will also recognize an outstanding staff member and acknowledge a staff member who recently passed away (Larry Welch). Mr. Everett and Ms. Cross remarked that last year's event was really powerful.

New Business

- A. ***Updates to WIOA Program Services*** (Business & Finance Sub-Committee) – Ms. Rodriguez recommended extending the contract with ResCare to provide WIOA Title I Youth, Adult, and Dislocated Worker Program Services; the current contract ends June 30, 2017. Ms. Crystal Bennett made a motion to approve extending the current contract through November 30, 2017 in order to complete the contract period for one full year and to add the funding necessary to provide program services through that time period; Ms. Thompson seconded the motion. The recommendation will be submitted to the County's Finance Committee at their June meeting and subsequently to the Board of Commissioners.

- A. ***Local Area Annual Plan*** (Planning and Evaluation Sub-Committee) – Ms. Rodriguez explained that section 108(a) of WIOA requires that each WDB, in partnership with the chief elected official, develop and submit to the state a comprehensive four year plan. Updates and modifications to the local plan are required annually, including Board membership, changes in labor market and economic conditions, and other factors affecting the implementation of the local plan. Program Year (PY) 2017 (July 1, 2017-June 30, 2018) is the first year of the WIOA Four Year Plan. The North Carolina Department of Commerce, Division of Workforce Solutions (DWS) released the plan instructions for PY2017 on March 27, 2017 (PS 05-2017) with a due date of April 28, 2017 for draft submissions. Ms. Rodriguez requested Board approval to post the draft annual plan on the Cumberland County Workforce Development website (<http://www.co.cumberland.nc.us/workforce/>), per the WIOA requirement for a 30-day public comment period. Mr. Everett made a motion to approve the posting of the annual plan; Ms. Simcox seconded the motion. WDB staff support will submit any comments that represent disagreement with the draft plan; changes to the Plan after final submission will be submitted accordingly through administrative adjustment.

- B. ***How to be an Effective Board Member session*** (Marketing/Bylaws/Nominations Sub-Committee) – In response to Mr. McCune's inquiry about how many attended the recent *How to be an Effective Board Member*, nearly all Board members in attendance raised their hand. The Cumberland County Board of Commissioners hosted three sessions of the training (in the afternoon and evening on April 10th and the morning of April 11th) with professional speaker, Denise Ryan. Ms. Cross said it was one of the better sessions she has attended and commended the Commissioners for offering it several times so more people would have the opportunity to attend. Mr. Jackson explained that it was the desire of Commission

Chair Glenn Adams to give a little more support to Boards and Committees. Ms. Ryan was a very energetic speaker and provided information that was very beneficial. Ms. Simcox imparted the message for members to “show up and speak up”. Ms. Johnson reminded that if you don’t want to be there, step aside so someone else can be a part of it.

XI. Focus – In order to prepare for the development of an updated WDB Strategic Plan, Bob Knight, nationally renowned professional of Workforce Development, facilitated a strategic planning session on Wednesday, April 5, 2017 at the Cumberland County NCWorks Career Center. Mr. Knight provided the Board with an overview of WIOA and an outlook on the future of the Workforce Development system. Based on Mr. Knight’s guidance and the ideas of the WDB members who attended the session, Board members took the time to review and rate suggested information related to strategic planning. Among the items to consider was the mission statement, vision statement, core values, and four strategic goals with corresponding action steps, standing committees, and task forces/sub-committees. Members expressed their preference for a maximum of five objectives per strategic goal; the number of action steps will vary. The results will be calculated and reported at the next WDB meeting. Upon approval of the WDB’s Strategic Plan, the WDB by-laws and committee structure will be revised accordingly.

XII. Next Board meeting- The next meeting of the Workforce Development Board is scheduled for 11 am on Wednesday, July 12, 2017, in conjunction with the third annual WDB Recognition; location to be announced.

XIII. Adjournment- Mr. McCune adjourned the meeting at 2:00 pm.

Respectfully Submitted By:

Peggy Aazam, Executive Assistant

David McCune, Board Chair