

**CUMBERLAND COUNTY WORKFORCE DEVELOPMENT BOARD**  
**November 8, 2017 – 11:02 AM to 1:17 PM**  
**FAYETTEVILLE TECHNICAL COMMUNITY COLLEGE**  
**Thomas R. McLean Administration Building – Conference Room # 170**

Members Present:

Ms. Dina Simcox  
MG Rodney Anderson  
Mr. Marty Cayton  
Ms. Charlene Cross  
Ms. Isabella Effen  
Dr. Dallas Freeman  
Mr. Chad Kormanek  
Mr. Kent Listoe  
Mr. John Lowery  
Mr. Jenson McFadden  
Ms. Joy Miller  
Ms. Ellen Morales  
Ms. Jody Risacher  
Mr. Charles Royal  
Mr. Robert Van Geons  
Ms. Cynthia Wilson

Members Absent:

Ms. Crystal Bennett  
Mr. Jesse Brayboy  
Mr. Jonathan Charleston  
Mr. Jimmy Driscoll  
Ms. Pam Gibson  
Ms. Linda Hoppmann  
Mr. Carl Manning  
Captain David Servie  
Ms. Esther Thompson

Guests Present:

Ms. Rochelle Brown  
Mr. Ray Eibel  
Mr. Albeiro Florez  
Mr. Ernie Hansen  
Mr. Tracy Jackson  
Ms. Amy Karpinski  
Mr. Chip Lucas  
Mr. Carl Mitchell  
Mr. Tim Moore  
Ms. Diana Potts  
Ms. Jenny Proctor  
Ms. Lorria Troy  
Ms. Laura Webster  
Ms. Toni Wright-Harris

Staff Present:

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

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

**Revised WDB By-Laws:** Approval Action to adopt the revised Cumberland County Workforce Development Board By-Laws.

**Revised Policy:** Approval Action to accept revised Policy #13: WIOA Eligible Training Provider List (ETPL).

**RFP Review Committee for WIOA Title I Program Services:** Approval Action for a review committee for the Request for Proposal (RFP) for WIOA Title I (Youth, Adult, and Dislocated Worker) Program Services. Pam Gibson, Cynthia Wilson, Charlene Cross, and Joy Miller volunteered to serve as members; after the conclusion of the meeting, Isabella Effen also agreed to participate.

**WDB Officer Selections:** Approval Action to appoint the following selections effective immediately: Rodney Anderson as Vice Chair; Robert Van Geons and Carl Manning as Chair and

Vice Chair of the Business Engagement Committee; Crystal Bennett and Ellen Morales as Chair and Vice Chair of the Special Populations Committee; John Lowery and Pam Gibson as Chair and Vice Chair of the One Stop System Committee; and Cynthia Wilson and Isabella Effen as Chair and Vice Chair of the Leadership and Strategy Committee.

**Eligible Training Provider Requests:** Approval Action for the recommendation of the Eligible Training Provider task force to not approve the following training provider requests: College of Faith (Call Center & Customer Service Representative Training), 2 or 3 Gathered Together (How to Start and Get Certified Your Own Home Based Baking Business), and A Broader Future, Inc. (Cosmetology Program and Job Readiness).

**I. Call to Order** - The November 8, 2017 meeting of the Workforce Development Board was called to order by the Board Chair, Ms. Dina Simcox, at 11:02 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.

**IV. Approval of Minutes** – Ms. Charlene Cross made a motion to approve the minutes from the October 4, 2017 WDB meeting; the motion was seconded by Mr. Robert Van Geons 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** – Ms. Simcox explained that the consent agenda will include 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. Items on the consent agenda can be removed from the consent agenda and moved to the regular meeting for discussion purposes at the request of a Board member. Approval action of the consent agenda will include all items subject to approval action as listed. There must be a motion and a second in order to proceed with discussion on any given topic subject to approval action.

- A. ***Revised WDB By-Laws*** – distributed for review at the October 4, 2017 WDB meeting, the revised WDB By-laws were subject to approval action at this meeting.
- B. ***Revised Policy: WIOA Eligible Training Provider List (ETPL)*** – Ms. Cynthia Wilson requested that this item be moved to the regular meeting for discussion.
- C. ***LMI Reports*** (September, October, and November 2017) - Provided for information.

Dr. Dallas Freeman made a motion to approve the consent agenda (which included the approval of the revised WDB By-laws); Ms. Cross seconded the motion.

**VI. City Updates** – City Councilman Kirk deViere was not in attendance.

**VII. County Updates** – Mr. Tracy Jackson, Assistant County Manager, provided updates on behalf of Cumberland County. Updates to the Cumberland County website (<http://co.cumberland.nc.us/>) went live last week and feature improved streaming capabilities for the Board of Commissioners meetings. Mr. Jackson asked attendees to provide feedback on the website. Mr. Van Geons suggested double-listing the GIS (Geographic Information Systems) apps and data under residents and business. Mr. Anderson reported that the Board of Elections information could not be accessed

yesterday (on Election Day). Mr. Jackson said they were aware of the issue; the site was moved and was not linked properly.

**VIII. Community Updates** – Ms. Simcox asked if anyone had some information they wished to share with the group. Ms. Diana Potts provided an update on the Prince Charles Hotel renovation and construction project, which will also include the construction of up to 150 apartments and a parking deck. The Greater Fayetteville Chamber of Commerce sponsors Fayetteville On Deck ([www.FayettevilleonDeck.com](http://www.FayettevilleonDeck.com)), an online portal that posts updates on the projects associated with and around the developments in downtown Fayetteville, including the baseball stadium, Prince Charles Hotel renovation, and new construction projects. The site also provides information on bids, Requests for Proposals, construction, road closures, dates, and deadlines related to the various projects. Mr. Van Geons asked to connect with vendors associated with the projects. Ms. Cross announced that November 13-17, 2017 is National Apprenticeship Week; she encouraged attendees to register for the informational breakfast scheduled for Friday, November 17, 2017 at 8 am, featuring Dr. Pam Howze, Program Director of Apprenticeship with the National Fund for Workforce Solutions. Ms. Wilson spoke about the Pathways for Prosperity Summit scheduled for Saturday, November 18, 2017 at the Department of Social Services (DSS) building (1225 Ramsey Street). The initiative aims to improve economic mobility for citizens across the region; the summit will review the results of a recent community survey (1500 responses), analyze poverty data, and map out a process for identifying key focus areas and resources to combat poverty in our community. No registration is required to attend the summit. Ms. Potts shared that Sustainable EWF will officially announce the launch of global initiatives that will bring innovative and sustainable products and services to the American market right from their location here in Fayetteville; the initiative will create jobs in sales, account management, and technology, among others. The announcement will take place in the Pate room of the headquarters library (300 Maiden Lane) at 1 pm on Wednesday, November 15, 2017.

**IX. Items of Business** –

*New Business*

- A. **Updates to WDB Membership** – Although they were not in attendance, Ms. Simcox acknowledged outgoing members, Linda Hoppmann (WDB member 2009-2017) and Esther Thompson (WDB member 2011-2017). Ms. Simcox announced that Dr. Freeman wishes to remain on the WDB, as the Higher Education representative.
  
- B. **Next Gen Sector Partnership** – Mr. Anderson spoke about the October 24, 2017 sessions in which leaders from the greater Cumberland County region met to discuss the Next Gen Sector Partnership model and its potential application in the region. A brief video (available via [www.nextgensectorpartnerships.com](http://www.nextgensectorpartnerships.com)) explained the concept, which puts business leaders from the same targeted sector at the center with public partners in workforce development, economic development, and education in a supporting role in order to tackle the shared needs of the targeted sector, including workforce development and training needs, shared infrastructure needs, supply chain coordination, business-to-business networking, access to capital or other issues that affect the overall success of the sector. At the event on October 24<sup>th</sup>, the team discussed several potential sectors: Defense and technology, Health Care and Social Assistance, Manufacturing, and Transportation and Logistics. A core planning team, including leaders from economic development, the Chamber of Commerce, the WDB, and FTCC, was established, with Ms. Nedra Clayborne Rodriguez, Director, and Stefanie

Schroeder (FTCC) as co-conveners; the team will move forward on selecting a sector and next steps related to a sector partnership launch meeting.

- C. ***Establish Review Committee for Request for Proposal (RFP) for WIOA Title I (Youth, Adult, and Dislocated Worker) Program Services*** – Ms. Simcox asked for WDB members to volunteer to serve on the review committee for the RFP for WIOA Title I Program Services. Pam Gibson (who was not in attendance at the meeting, but had expressed her interest in participating), Ms. Wilson, Ms. Cross, Joy Miller, and Jenson McFadden volunteered to participate. Ms. Cross stressed that those who commit must be able to participate throughout the entire process; Ms. Rodriguez explained that in order to have a fair process, everyone who participates must be a part of every step of the whole process. Mr. McFadden withdrew from participating due to being unsure that he would be able to commit the time needed for the whole process. The review committee will remain open to accepting additional members. Mr. Charles Royal made a motion to accept the review committee; Dr. Freeman seconded the motion. (After the meeting, Isabella Effen volunteered to participate.)

#### ***Completed/Ongoing Business***

- D. ***WDB Officer Selections*** – Ms. Simcox announced the following recommendations for immediate appointment: Rodney Anderson as WDB Vice Chair; Robert Van Geons and Carl Manning as Chair and Vice Chair of the Business Engagement Committee; Crystal Bennett and Ellen Morales as Chair and Vice Chair of the Special Populations Committee; John Lowery and Pam Gibson as Chair and Vice Chair of the One Stop System Committee; and Cynthia Wilson and Isabella Effen as Chair and Vice Chair of the Leadership and Strategy Committee. Dr. Freeman made a motion to accept the recommendations; Ms. Jody Risacher seconded the motion.
- E. ***Finance Report*** – Ms. Kim Cribb, Accountant, provided an update on the program's financial position through September 30, 2017. In response to questions raised at the last WDB meeting, charts included in the report show the breakdown of program spending by category (43% participants, 10% indirect/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-September 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.
- F. ***Youth Committee Update*** – Ms. Cross provided an update on the Youth Committee, which met on Friday, November 3, 2017. Eleven Out-of-School Youth (OSY) participants showed up for the Next Gen Legacy orientation on November 6<sup>th</sup>; the new program orientation is designed to specifically teach young adults how to access and use information, make informed decisions, understand the career development process, and map a pathway to their career success. Ten participants are expected to attend the 2018 NC Youth Summit in Cary in April; the event, which also features college tours, provides good exposure for young adults in North Carolina to come together to evaluate and address statewide critical issues, identify commonalities, share best practices, and develop value-added solutions.

- G. **Revised Policy** – Revised Policy #14, WIOA Title I Work Experience Opportunities, was issued for distribution and review purposes at this meeting; it will be subject to approval action at the next WDB meeting.
- H. **Eligible Training Provider Requests** – Peggy Aazam explained the revisions to Policy #13, WIOA Eligible Training Provider List (ETPL), which was moved from the consent agenda. Ms. Morales provided an overview of the training provider requests: College of Faith (Program: Call Center & Customer Service Representative Training), 2 or 3 Gathered Together (Program: How to Start and Get Certified Your Own Home Based Baking Business in NC), and A Broader Future, Inc. (Programs: Cosmetology Training and Job Readiness). Ms. Morales explained the process for which the ETPL task force reviewed the programs and the reasons for which they are recommending that none of the programs be approved at this time (including concerns based on cost, lack of performance results, and training is not for an in-demand occupation of the area). Mr. Royal made a motion to approve the ETPL task force's recommendation to not approve any of the programs listed; Ms. Wilson seconded the motion. Ms. Wilson made a motion to approve Policy #13, WIOA Eligible Training Provider List (ETPL); Mr. Van Geons seconded the motion.
- I. **Director's Report** – Ms. Rodriguez shared information related to the resource/cost-sharing agreement required per the WIOA section 101 (d)(6). As detailed in the Memorandum of Understanding, 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. The max contributions for the required partners is around 1.5% for most (AEFLA, CTE, SCSEP, CSBG, TANF, and UI), with Voc Rehab's share gradually increasing to 1.5% over time (FY18 .75%, FY19 1%, FY20 1.25%, 1.5% every year thereafter). Based on the Cost Sharing Allocation Summary provided by the state, required partners are to pay a total of \$33,489.33 toward the Career Center's infrastructure costs, with Cumberland County WDB's estimated annual prorated share of \$59,636.19; the cost distribution effective January 1, 2018 (through June 30, 2018) will be \$29,818.09 (WDB to pay Division of Workforce Solutions [DWS]) and is due no later than December 31, 2017. The WDB/DWS split was based on 56.08% WDB (23 Title I personnel) vs 43.92% DWS (18 Title III personnel). The goal of this shared cost, in part, is to reduce duplication by improving program effectiveness through the leveraging and sharing of services, resources, and technologies among partners. The shared cost will be an ongoing calculation under WIOA and will be part of the normal budget process. Ms. Rodriguez explained that funding is transferred from the feds to the state down to

the local area; the local areas will receive an invoice for the amount owed to the state. She acknowledged that Job Corps was not included in the cost sharing allocation, but will be negotiated locally since they are part of the Career Center; the consensus of the Directors across the state was that there is no reason not to hold Job Corps to the 1.5% standard. The cost sharing agreements will be an amendment to the MOU. Ms. Rodriguez said there is a rush to implement the cost sharing agreement, but the information was just received yesterday. Mr. Anderson requested visual documentation of the required partners, to include program funding and the number of employees. Ms. Rodriguez said they plan to feature partners at subsequent meetings to share what they do so the information is not just on paper. Reported performance measures are for WIOA Titles I and III; other partners are not under our direct purview. Mr. Anderson likened the Career Center partners to stores in the mall; it would be helpful to know where they are located and what they offer. Ms. Rodriguez said they will plan to have the information presented and in written form for reference.

- J. ***Cumberland County NCWorks Career Center report*** – Ms. Laura Webster, Career Center Manager, presented the Career Center report. Ms. Webster invited attendees to the NextGen Young Adult program’s Legacy graduation scheduled for 1pm on Thursday, November 9<sup>th</sup>. All eleven individuals in this cohort are Out-of-School youth, and many are interested in pursuing a career in the medical field. Mr. Chad Kormanek inquired about placement rates for the job fairs and hiring events; Ms. Webster said they are developing a process to capture these results. Ms. Risacher acknowledged that it is very hard to obtain follow up from job fairs (an 8% hiring rate is generally accepted). This led to a discussion about internal and external job fairs and hiring events. Ms. Toni Wright-Harris reported that it is very hard to capture data from job fairs; employers typically utilize these events to build a pool of candidates, not always to fill a current vacancy. At the last DSS March to Work job fair, they distributed a survey to employers at the event as well as emailed one, in the hope of a higher response. Mr. Anderson shared that Fort Bragg conducts hiring events in conjunction with job fairs. He suggested considering this as an option for future events; it will require more advanced planning in order to identify specific positions and publish them in advance so individuals are prepared to interview. Ms. Webster and Ms. Lorria Troy will work on obtaining data from internal events at the Career Center to provide for the next report. Mr. Albeiro Florez suggested developing a review process and implementing it with employers that use the Career Center. Ms. Webster will bring this topic to the Integrated Services Delivery (ISD) teams, which are at the beginning stages of development. Ms. Simcox reiterated that this is all a work in progress. Mr. John Lowery acknowledged that this lack of information is questioned across the state. We want to ask employers for data, but the state says not to put more work on the employers; however, we can encourage employers for their feedback.

**X. Focus: *Recap of NCWorks Partnership Conference***– Mr. Lowery said that the NCWorks Partnership Conference (October 11-13, 2017 in Greensboro) is one of the best conferences. This year’s had outstanding breakout sessions, with representatives from the Community College System, community development, and businesses in attendance. He encourages WDB members to attend (the conference is held annually in October) so they can get a better idea of what is happening around the state, especially in regard to current and upcoming initiatives including Career Pathways and Next Gen Sector Partnerships. Ms. Rodriguez concurred that the conference is great for both staff and Board members. Ms. Cross mentioned the Southeastern Employment and Training

Association (SETA) Conference as the next level of information since it is a regional conference of the Southeastern states (Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee). All conferences provide an opportunity to engage, participate, and learn. Ms. Potts asked about accessing the materials and presentations from the conference; there is an app available for conference attendees, but the information is also available via <http://www.nccommerce.com/workforce/workforce-professionals/ncworks-training-center/partnership-conference/presenter-presentations>. In regard to any conference, if the information is not available, members are encouraged to notify WDB staff support and they will request it.

Ms. Webster spoke briefly about the cross training of Career Center staff and partners. Training is scheduled for every Thursday afternoon at 2:30 pm. Ms. Simcox said the doors of the Career Center are always open, and encouraged attendees to come by and see the center in action. The trainings are also used for team building and to strengthen skills. Mr. Carl Mitchell reported that both state and out-of-state experts are brought in to conduct the training. Recent training included NCWorks Online Back to Basics and reporting with Regional Analyst, Lisa Slayton; upcoming training include presentations from FTCC, Job Corps, Veteran Services, Young Adult Services, and Division of the Blind.

Mr. Anderson recommended that Next Gen Sector Partnership updates be reported under the Business Engagement Committee. Ms. Rodriguez shared that Cumberland County is the first in the state to promote the Next Gen Sector Partnership initiative. There are a lot of partners in the community and we want to make sure their voice is heard.

**XI. Next Board meeting**- The next meeting of the Workforce Development Board is scheduled for 11 am on Tuesday, January 16, 2018, in the FTCC Administration Building, room 170. As of 2018, WDB meetings will be moving from the second Wednesday of every other month to the third Tuesday of every other month, unless otherwise noted; the 2018 Schedule of Workforce Development Events was included with the meeting materials.

**XIII. Adjournment**- Ms. Simcox adjourned the meeting at 1:17 pm.

Respectfully Submitted By:

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Peggy Aazam, Executive Assistant

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Dina Simcox, Board Chair