

WORKFORCE DEVELOPMENT BOARD
October 6, 2015 – 11:10 AM to 2:31 PM
HOLIDAY INN I-95 SOUTH (CEDAR CREEK ROAD)

Members Present:

Mr. David McCune
Mr. Richard Everett
Ms. Esther Acker
Ms. Charlene Cross
Ms. Pam Gibson
Mr. TJ Haney
Ms. Linda Hoppmann
Ms. Cathy Johnson
Mr. Jenson McFadden
Ms. Ellen Morales
Ms. Jody Risacher
Ms. Esther Thompson
Mr. Josephus Thompson

Members Absent:

MG Rodney Anderson
Ms. Amy Cannon
Ms. Brenda Jackson
Mr. John Jones
Mr. Randall Newcomer
Ms. Cynthia Wilson

Guests Present:

Ms. Nore Brantley
Mr. Will Collins
Ms. Debra Giordano
Mr. Tracy Jackson
Mr. John Lowery
Mr. Chip Lucas
Ms. Susan Mason
Mr. Carl Mitchell
Ms. Betty Smith

Staff Present:

Mr. Jim Lott
Ms. Nedra Rodriguez
Ms. Wendy Klauke
Ms. Peggy Aazam

Items within this meeting subject to Approval Action:

Contract Funding: Approved to negotiate additional funding into program contracts

Revised Policies: Approved

Career Pathways Initiative: Approved to proceed with application for Collision Repair and Refinishing as a Certified Career Pathway

Sub-Committee Meetings (Called to order at 11:10 am)

- **Business and Finance-** Ms. Linda Hoppmann, Chair of the Business and Finance Sub-Committee, presented two items for information:
 - **Finance Report-** Ms. Nedra Rodriguez, Accountant II, provided an update regarding the financial position of the Center as of October 5, 2015. Carry over funding of over \$764,000 was confirmed after the closeout with Fayetteville Technical Community College (FTCC). Ms. Betty Smith, FTCC Vice President for Financial Services, explained that the numbers will be finalized sometime in December, after the state audit. The unused Workforce Investment Act (WIA) funds, along with the Fiscal Year (FY) 2016 Workforce Innovation and Opportunity Act (WIOA) funds, provide for a total of over \$3.4 million for FY2016. An unobligated balance of over \$2 million remains after taking into account expenses and known accrued/obligated/reserved funds. The

accompanying chart demonstrated the amount of funds expensed, accrued/obligated, and unobligated as applicable to each program and funding stream. Mr. Jim Lott, Director, acknowledged that Cumberland County was fortunate to receive a slight increase in funding, but as this may not always be the case, it is good to maintain some reserves. The Business and Finance Sub-Committee accepted the financial report as information only.

- **Contract Funding-** Due to the unobligated balance of over \$712,000, Mr. Lott recommended that the WDB consider an action to allow for the negotiation of additional funding for the contracts with the Cumberland County School System (for Youth Program Services) and ResCare (for Adult and Dislocated Worker Program Services). Ms. Esther Thompson asked what would happen to the unobligated balance and the funds were not used by the end of the fiscal year (June 2016). Mr. Lott explained that they have two years to spend new year funding and that they use the “first in, first out” method to apply funds. Ms. Rodriguez concurred that they will never fail to use the funding, and will funnel it into contracts and services to ensure that none of the funds have to be returned to the state. She reiterated that the balance of \$712,000 is truly unobligated and can be used. Ms. Rodriguez reported that the state fiscal monitoring went well and they expect no problems on the final report. Ms. Hoppmann encouraged staff to keep up the good work. Ms. Hoppmann made a motion to bring the recommendation to negotiate additional funding into the contracts to the full Board for their consideration; Mr. Richard Everett seconded the motion.
- **Youth-** Ms. Charlene Cross, Chair of the Youth Sub-Committee, presented two items of information:
 - **Youth Sub-Committee Report** – Ms. Cross provided a brief update on the Youth Sub-Committee, which met on Friday, October 2, 2015. Members of the Youth Sub-Committee and staff visited Tarheel ChalleNGe Academy in Sampson County on September 9, 2015. The Academy, which is sponsored by the State of North Carolina and the North Carolina National Guard, is a 22-week, military-oriented resident program that concentrates on providing high school dropouts and other young adults who, if left unguided, may be at risk for problematic situations, with the discipline and life skills necessary to be more productive citizens. Members of the Youth Sub-Committee, Duane Cogdell (through Juvenile Justice) and Mary Young (through Job Corps) are already connected to the Academy and suggested incorporating the WIOA Youth Program into the existing partnership so that cadets returning to Cumberland County will have another viable option available to them upon graduation. Ms. Nore Brantley, Career Development Coordinator with the Youth Program, shared new marketing materials and strategies the Youth Program has been developing in order to promote recruitment of Out-of-School participants. The new materials came out of suggestions and ideas from various conference workshops and webinars that inspired new ways of approaching marketing strategies that are to the point in order to appeal to young adults. The new brochures and flyers follow solid, simple strategies such as being written at a more appropriate reading level (previous materials were at the college reading level when the majority of the target population reads at a 6th grade reading level) and include graphics in order to attract attention. In addition to changing the marketing focus, they are encouraged to change the terminology used to describe the program and the

population it serves. For example, “youth” should be referred to as “young adults,” “barriers” are “challenge,” and even the name “Youth Program” should be changed to something more conducive to the new focus group, Out-of-School individuals through the age of 24. A suggestion was to ask the participants to recommend what to call the program. Program staff raised awareness of the challenges they are faced with as they attempt to assist this whole new population of Out-of-School participants aged 16-24. Many of these participants are Veterans, homeless, and have physical and psychological issues that the program staff have not encountered on such a level before. Staff are ill-equipped to identify the signs of mental and psychological concerns, and Out-of-School participants often do not have the resource of school counselors, benefits such as medical insurance, or the support of their parents as much as the In-School population. The Sub-Committee was asked to come together to pool resources in the community in order to produce a strong and accurate guide for staff to use when referring participants in need of these services, as well as a means for agency representatives to know what services and resources other community agencies offer and provide. Another suggestion was to reach out to other WDBs and Youth Programs in the state to see how they handle similar situations. The bottom line is that we cannot begin to address the educational and employment needs of our participants until their basic needs are met. Ms. Ellen Morales suggested referring applicable individuals to Vocational Rehabilitation; Ms. Linda Hoppman mentioned that Service Source not only provides employment assistance for Veterans and individuals with disabilities, but also assists with the associated challenges. Several WDB members suggested having Ms. Morales (representing Vocational Rehabilitation) and Ms. Jody Risacher (representing the Cumberland County Library system) make a presentation to the Youth Sub-Committee and WDB so that they can increase awareness of their agencies’ services and resources, as well as in an effort to promote community development and collaboration. Ms. Cross commended Ms. Brantley for being a champion of the Youth Program. The annual Youth Partnership Recognition Banquet was held as a luncheon and in conjunction with this WDB meeting. The banquet, which has previously been an evening event, recognizes the employers and partners who participated as a work site during the Summer Youth Work Experience Program and highlights the success stories of the participants. The next Youth Council meeting is scheduled for Friday, December 4, 2015 at noon at the Career Center. The Youth Sub-Committee accepted the update as information only.

- **Update on Contract for WIOA Youth Program** – Mr. Lucas provided an update on the WIOA Youth Program as of September 29, 2015. There are currently 410 total youth participants, including those in follow-up status. Staff members are working hard to secure sites for on-going, year-round work experience opportunities for Out-of-School youth participants. Staff is also very involved in professional development and outreach opportunities throughout the community and region, including: the Northwest Piedmont Youth Development Symposium in Kernersville, NC, August 13-14; the Tarheel Challenge Program Tour in Salemburg, NC, September 9; NC Youth Summit Planning Conference Call, September 10; Douglas Byrd Attendance Area Family and Community Involvement Event, September 11; the Southeastern Employment & Training Association (SETA) Conference in Savannah, GA, September 13-16; United Youth Event at Manna Church, September 20; and the Cumberland County

Public Library and Information Center's Teen Vocational Job Fair, September 24. Mr. Lucas reported that participating in events has led to additional opportunities to attend other events where the youth congregate so they can spread the word and promote the Youth Program. The event at the Library was especially successful and will lead to several more opportunities, both announced and unannounced, in order to maximize outreach potential. Ten youth participants attended the Youth Empowered to Succeed (YES) Work Readiness Workshop on September 19; Mr. Lucas acknowledged the seemingly low attendance and explained that the rate of attendees is consistent with the trend based on the number invited. Only 75 participants were invited to the September 19th workshop, which was geared toward Out-of-School youth; 225 participants were invited to the workshops conducted over the summer. Ms. Lucas reported that they have not yet filled the Youth Case Manager position vacated by Mary Finney in August; he explained that they are considering whether to move forward with hiring another Case Manager or if it would be more prudent to develop a more effective position. Mr. Lucas also reported that the Cumberland County Schools social workers have been preparing the drop out report, which is expected to be available October 20th; he hopes the information will be helpful in connecting high school drop outs with the services of the WIOA Youth Program. Based on the concerns raised at the Youth Sub-Committee meeting, professional development opportunities are in the works for Youth Program staff to meet with psychologists working in the school system in order to help staff identify issues and provide appropriate referrals for assistance to applicable participants. As of August 31, 2015, 40% of the FY2016 contract (which covers April 1, 2015-June 30, 2016) has been spent and/or accrued. The Youth Sub-Committee accepted the update as information only.

- **Planning and Evaluation**- Mr. Richard Everett, Chair of the Planning and Evaluation Sub-Committee, presented two items of information:
 - **Update on Contract for WIOA Adult & Dislocated Worker Program** - Ms. Debra Giordano, Regional Director for ResCare Workforce Services, provided an update on the WIOA Adult & Dislocated Worker Program. The report included updated year-to-date contract measures for the categories of Customers Enrolled in Basic Career Services, Customers Placed in Unsubsidized Employment, Customers Receiving a Training Service, Customers Enrolled in Intensive Service, and New Customers Enrolled in Occupational Training. Ms. Giordano acknowledged that they are making good progress on the goals, which represents the team effort of the entire Career Center staff, not just ResCare staff. She provided an update on the collaborative partnership with FTCC on Transition Tech, a training program for transitioning military service members that provides industry-focused certificates and credentials, resume assistance, and mock interview opportunities designed to prepare individuals to enter the civilian workforce. Fifty-three individuals were enrolled in the OSHA 30 & Lean Six Sigma Training, and seven participants were enrolled in the CATV & Fiber Optics training which started on September 28, 2015. On-the-Job Training contracts have been signed with Operational Services, Rand & Gregory, P.A., Allstate Security Services, LLC, and Juliangel Corporation. ResCare staff have attended and participated in several professional development opportunities and community events, including the Library Job Fair, the Center for Economic Empowerment and Development (CEED), the SETA Conference in Savannah,

GA, Customer Service training, Team Building activities, and Sandhills Prosperity Region Training brainstorming session. Ms. Giordano assured the WDB that they continue to monitor the financial information and review spending trends to ensure that funding is used appropriately to serve participants. She remarked that the success stories included in the report are representative of the great work our system does to improve the lives of citizens and their families. The Planning & Evaluation Sub-Committee accepted the update as information only.

- **Revised Policies** – At the August 11, 2015 WDB meeting, the revised policies were introduced and distributed for review. All policies were revised to be consistent with WIOA, several adopted the state policy where applicable, and a select few were made into procedures. Mr. TJ Haney made a motion to recommend the approval of the revised policies to the full Board; Mr. Jenson McFadden seconded the motion.
- **Labor Market Information**- Ms. Cathy Johnson, Chair of the Labor Market Information Sub-Committee presented one item of information:
 - **Review of most recent LMI report**- Mr. Josephus Thompson referred to the Labor Market Overview provided by the Labor & Economic Analysis Division (LEAD) of the NC Department of Commerce for September 2015. The unemployment rate has increased at the state and national levels, but is highest in Cumberland County at 8.2%. Mr. Lott explained that Cumberland County always has around 10,000 unemployed, but as more individuals are employed, the pool increases as well. The Labor Market Information Sub-Committee accepted the data as information only.
- **Program Activities and Community Relations**- Ms. Esther Acker, Chair of the Program Activities and Community Relations Sub-Committee, presented three items of information:
 - **Update on Work-Ready Community initiative** – Mr. Lott thanked Cumberland County Schools and Ms. Brantley for their efforts in taking the lead on the Work-Ready Community 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 County, 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; we currently have two that have registered their commitment thus far, T.A. Loving Company and First South Bank); 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. The CRC is currently available through FTCC, but is also administered by Cumberland County Schools to all seniors who are Career and

Technical Education [CTE], Concentrators, at no cost to the student. CTE Concentrators are students who are enrolled in four or more credits in a career cluster.). As part of the application process to be certified as a Work Ready Community, we must secure letters of commitment from key required stakeholders to form a team or committee that includes: a Chamber of Commerce representative, Economic Development professional, Elected Official, Education representative, Community College representative, Local Workforce Development Board representative, and an Employer. The committee will assist with completing the narratives that outline Cumberland County's plan for reaching the established goals (within two years of the application) and must be willing to support the initiative and build employer support and recognition of the CRC in Cumberland County. Mr. Russ Rogerson, Executive Vice President for Economic Development with the Economic Development Alliance under the Fayetteville Regional Chamber of Commerce, and Mr. Chip Lucas, Executive Director for Career and Technical Education with Cumberland County Schools, have already agreed to serve of the committee. As several of the required representatives of the committee currently serve on the WDB, members were asked to indicate their interest and commitment to serve of the Work Ready Community initiative committee by contacting Ms. Brantley at (910) 323-3421 ext. 2136 or norebrantley@ccs.k12.nc.us. While the listed representatives are required, the committee is open to anyone interested in supporting the initiative. Ms. Risacher asked about the benefits for being a Work Ready Community. By participating in the NCWorks Certified Work Ready Community initiative, Cumberland County would be helping business and industry know exactly which foundational skills they need for a productive workforce and be able to easily communicate their needs, individuals would understand which skills are desired by employers and know how to prepare themselves for success in the workforce, policy makers would be able to consistently measure the skills gap in a timely manner, educators close the skills gap via tools integrated into career pathways with stackable industry-recognized credentials, and economic developers use an on-demand reporting tool to market the quality of their workforce. Twenty counties in North Carolina have already applied, and two counties, Craven and Carteret, have already been certified. While being certified as a Work Ready Community does not increase funding for a local area, it may add appeal when an area applies for grant opportunities. More information about the Work Ready Community initiative and the National Career Readiness Certificate can be found at <http://workreadycommunities.org/index/about>. The Program Activities and Community Relations Sub-Committee accepted the update as information only.

The Sub-Committee meetings adjourned at 11:55 am so that members could attend the Youth Partnership Recognition Luncheon. The remaining agenda items of the Program Activities and Community Relations Sub-Committee were discussed during the full Board portion of the meeting.

OFFICIAL MEETING

I. Call to Order - The October 6, 2015 meeting of the Workforce Development Board was called to order by the Board Chair, Mr. David McCune, at 1:32 PM.

II. Recognition of Guests – Mr. McCune welcomed and thanked the guests in attendance. Mr. McCune recognized Will Collins, Assistant Secretary for Workforce Solutions with the North Carolina Department of Commerce, and John Lowery, Division of Workforce Services (DWS) Regional Manager for the Sandhills/South Central Prosperity Zone (which includes the counties of Bladen, Columbus, Cumberland, Hoke, Montgomery, Moore, Richmond, Robeson, Sampson, and Scotland, which are part of five different Workforce Local Areas). Mr. Lowery is one of eight DWS Regional Managers who are responsible for ensuring that the NCWorks Career Centers are up to par and are partnering with the correct entities, including the Community Colleges, WDBs, and various public and private agencies. Cumberland County is the largest portion within the Sandhills region, and Mr. Lowery acknowledged that Mr. Jim Lott and Mr. Josephus Thompson are always working together and coordinating their efforts for the benefit of the Career Center. Mr. Collins concurred and encouraged them to keep up with ongoing training.

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.

IV. Guest Speaker- Mr. Collins explained that when he was named Assistant Secretary of Commerce for the Division of Workforce Solutions in December 2013, he vowed to visit each Workforce Development area, which is what brings him to the meeting today. He assured the Board that they are very well represented by Mr. Lott, who very often participates in the exchanging of ideas, shares the activity of the Board and Career Center, and is not afraid to ask questions. Mr. Collins shared his background of 40 years of experience in human resources and economic development, specifically in private sector advanced manufacturing. During his two years in government, his leadership background in international business has provided him with a different perspective which has been invaluable to the statewide initiatives. Mr. Collins expressed his frustration at being told “It’s complicated” whenever he asked questions like how federal funding works. He wonders why it has to be “so complicated.” After all, he explained, our joint mission, “to develop North Carolina’s workforce talent, help individuals advance their career opportunities, and exceed business workforce needs by connecting talent to jobs,” is not that complicated: “We connect people to jobs and jobs to people.” The state initiatives have focused on simplifying the process, by sharing best practices and solutions, discussing what we are doing right and what we are doing wrong. While the system has historically focused on the jobseeker, we need to understand employer needs and realize that it is the employer who holds the key, now and in the future. Through statewide initiatives, like “1000 in 100,” we are using employer feedback to understand their workforce needs to identify and develop a pipeline of talent and to structure work-based learning opportunities to provide businesses with the skilled workers they need. Jobseekers are still a focus, but we are doing them a disservice if we do not acknowledge and prepare them for the skills and careers that are in demand from employers. Mr. Collins explained that through mass overhaul of rebranding and marketing, they are working on providing a better alternative to the public’s perception of “the unemployment office.” NCWorks Career Centers will be known as the place to go for jobseekers to plan, develop, and enhance their career, and where businesses can go in order to find skilled workers. Career Center staff are excited to get on board, and many areas have already been certified as NCWorks Career Centers; Cumberland County is on its way. The DWS Prosperity Zone Managers have hit the ground running and are establishing vital relationships among key partners, including Workforce Board Directors, DWS Managers, Economic Development representatives, Community Colleges and Universities, Public School Systems, and Local and Regional partners, to ensure a seamless workforce development system that meets the needs of job seekers and employers. NCWorks Online, a free resource for job seekers and employers in North Carolina that consolidated nine computer systems into one, is part of the NCWorks strategy to align and coordinate workforce

development programs into a system that is responsive to the needs of the economy and prepares workers to succeed in the North Carolina economy and continually improve their skills. Mr. Collins reported that for the first time ever, Workforce Development has been invited to the table with the Public University System; as Leslie Boney, Vice President for International, Community, and Economic Engagement with the North Carolina University system said, some students, upon graduation, actually look for a job! Realizations such as this has aided Workforce Development to be at the front end of discussions for new and expanding business, not playing catch up at the back end. According to the US Department of Labor, the “1000 in 100” initiative was the first project ever done at that caliber where the state took the initiative to bring groups together in a collaborative effort. We can be really successful when working together, and it is the core of WIOA, which encourages collaborative efforts and taking initiative. Mr. Collins mentioned other areas of renewed interest, including statewide promotion of Registered Apprenticeship and Veterans Employment programs. As Dr. Pat Mitchell, Assistant Secretary for Rural Economic Development at the NC Department of Commerce, says, “We are from the government, and we are here to help you,” but we have to change the mentality of public perception and make being from the government “a good thing.” Mr. Collins expressed that we are happy to be here, on the same team, wanting to help make a difference. He stated that he is excited about events like the Youth Partnership Recognition Banquet and said that we need more positive attention like that across the state. Mr. Lott commented that he has a great working relationship with Mr. Collins and his staff, who are terrific to work with. He added that the Governor-appointed State Workforce Commission recently approved their strategic plan, which the Cumberland County WDB will model their own revised strategic plan after. In response to Ms. Linda Hoppmann’s inquiry about orienting new WDB members, Mr. Collins responded that local areas will be responsible for providing orientation.

V. Approval of Minutes - Mr. McCune asked the members to review the minutes from the August 11, 2015 WDB meeting. Ms. Esther Thompson made a motion to approve the minutes as read; the motion was seconded by Ms. Pam Gibson and passed unanimously. The approved minutes will be posted on the Workforce Development Board website at the conclusion of the Board meeting.

VI. Sub-Committee Reports – Sub-Committee Chairs presented information to the full Board that had been previously considered by the Sub-Committee members in the committee meetings. All information presented was also included in the Board notebooks for review.

- *Business and Finance* –Ms. Linda Hoppmann, Chair of the Business and Finance Sub-Committee, presented the following information to the Board:
 - Finance Report– Ms. Nedra Rodriguez presented an updated financial report to the Business and Finance Sub-committee. The Board accepted the report as information only.
 - Contract Funding- Ms. Hoppmann made a motion to approve the recommendation to negotiate unobligated funding into the contracts for the Youth and Adult/Dislocated Worker Programs; Ms. Cathy Johnson seconded the motion.
- *Youth* – Ms. Charlene Cross, Chair of the Youth Sub-Committee, presented the following information to the Board:

- Youth Sub-Committee Report- Ms. Cross provided an update on the Youth Sub-Committee. The Board accepted the report as information only.
- Update on Contract for WIOA Youth Program- Mr. Chip Lucas, Executive Director, Career and Technical Education, for Cumberland County Schools, provided an update on the WIOA Youth Program. The Board accepted the report as information only.
- *Planning and Evaluation* – Mr. Richard Everett, Chair of the Planning and Evaluation Sub-Committee, presented the following information to the Board:
 - Update on Contract for WIOA Adult & Dislocated Worker Program – Ms. Debra Giordano, Regional Director for ResCare Workforce Services, provided an update on the WIOA Adult & Dislocated Worker Program to the Planning and Evaluation Sub-Committee. The Board accepted the report as information only.
 - Revised Policies- Mr. Everett made a motion to approve the revised policies; Mr. TJ Haney seconded the motion.
- *Labor Market Information* – Ms. Cathy Johnson, Chair of the Labor Market Information Sub-Committee, presented the following information to the Board:
 - Review of most recent LMI report – Mr. Josephus Thompson shared the most recent Labor Market Overview provided by the Labor & Economic Analysis Division (LEAD) of the NC Department of Commerce. The Board accepted the report as information only.
- *Program Activities and Community Relations* – Ms. Esther Acker, Chair of the Program Activities and Community Relations Sub-Committee, presented the following information to the Board:
 - Update on Work-Ready Community initiative – Ms. Nore Brantley, Career Development Coordinator, provided an update on the plan for Cumberland County to apply to be a Work-Ready Community to the Program Activities and Community Relations Sub-Committee. The Board accepted the update as information only.
 - Update on Integrated Service Delivery – Mr. Lott provided an update on the progress of Integrated Services Delivery. Ms. Brantley will be joining the Leadership Team due to the Youth Program now including individuals through the age of 24. The Career Center needs to develop a process on whether to enroll customers between the ages of 18-24 into the Youth or Adult Program. Mr. Lott reported that he will be meeting with partners, especially representatives with the Department of Social Services and Vocational Rehabilitation, in order to develop a Memoranda of Understanding under WIOA to better serve our shared population of participants. The Career Center, per a directive from the US and NC Departments of Labor, will host an information briefing for representatives from Fort Bragg on October 15, 2015 in order to familiarize them with the services and resources available at the Center in the hope to build a stronger partnership with Fort Bragg. Mr. Lott added that they are also developing a coordinated Business Engagement strategy. A session led by the Director of the

DWS State Training Institute on October 1, 2015 helped regional Career Center representatives brainstorm on ideas for delivering more training to front-line staff. The report included a chart representing Core Co-Enrollments for July 2014 through August 2015; Mr. Lott explained that they expect the co-enrollment rate to increase now that all Career Center staff have electronic scanners for more efficient orientation and enrollment of participants. The Board accepted the update as information only.

- Update on Career Pathways initiative – Ms. Gibson provided an update on the NCWorks Certified Career Pathways initiative, which is an integrated, seamless system of education and workforce development programs, initiatives and resources that focus on matching worker preparation to employer need in high-demand occupations. Ms. Gibson explained that “Career Pathways” is not a new concept, but historically it was an approach on the high school to community college route. Under the NCWorks umbrella, Career Pathways are now based on a broader, more integrated model. Career Pathways that are certified by the NCWorks Commission have the endorsement of the agency, which makes the pathway eligible for targeted grant funds, indicates that the pathway meets the eight best-practice criteria (Demand-Driven and Data-Informed; Employer Engagement; Collaborative; Emphasize Career Awareness; Articulation and Coordination; Work-Based Learning; Contain multiple points of entry and exit including non-degree training on-ramps; and Must provide for Evaluation Criteria, and the methods of measurement), which ensures the sustainability of the pathway, and ensures enrollees of the best education, training, and work-based learning opportunities as they pursue careers in high-demand occupations. Each Workforce Board must submit an application for certification of a career pathways based on the established set of criteria that must reflect a collaborative effort among the Workforce Board, Career and Technical Education, and the training provider, which in the case for Cumberland County’s initial request, will be Fayetteville Technical Community College. The Collision Repair and Refinishing Technology’s associate’s degree program follows the Inter-Industry Conference on Auto Collision Repair (I-CAR) curriculum with hands-on training, in partnership with national industry leaders, to prepare individuals with the resources they need to close the current skills gap. Ms. Jody Risacher made a motion to approve for Ms. Gibson, Mr. Lott, and Mr. Paul Gage, Program Director for the I-CAR Collision Repair Program at FTCC, to prepare an application for Career Pathways Certification for the Collision Repair and Refinishing Program; Ms. Cross seconded the motion. Mr. Lott explained that with the WDB’s approval, they may apply for a planning grant of \$30,000 for two years, and two implementation grants for \$150,000 each. He added that he is exploring the potential for collaborating with regional WDBs to submit a second application for Career Pathways for the area of logistics, transportation, and distribution.

VII. Director’s Report – The Director’s Report, located in the “Additional Items” tab of the notebook, included brief updates. The Division of Workforce Solutions (DWS) has released more information on the application process for Incumbent Worker Training Grants, which are grants intended to upskill existing employees. As they are closely linked with the Customized Training program headed by Mr. Haney at FTCC, he and Mr. Lot will evaluate the potential for submitting an application for a \$40,000 grant by the end of November. In response to WIOA’s emphasis on more robust business engagement services, in addition to OJT and Work Experience, Mr. Lott

reported that the Career Center will be developing new efforts to reach out to business, coordinating all of our public workforce system partners to promote our services and resources to current, expanding, and new businesses. This will build on the work from last year's "1000 in 100" project, which showed that many businesses were not aware of all the services we offer. DWS has held a series of state and regional meetings to discuss the development of the Unified State Plan, as required by WIOA. The four titles of WIOA (Adult, Dislocated Worker, and Youth Programs; Adult Education and Literacy, part of the Community College System; Wagner-Peyser, part of the Employment Service; and Vocational Rehabilitation) are required to submit a unified plan to the US Department of Labor by early March; Mr. Lott expects that we will also be asked to develop a regional plan based on the unified plan, as well.

VIII. Focus: SETA Conference – The Fall 2015 conference of the Southeastern Employment & Training Association (SETA) took place in Savannah, GA, September 13-16, 2015. Not much new information is known about WIOA, and attendees were told not to expect final regulations until sometime in "the spring." Despite the new law telling us what we need to do, it does not explain how to do it, but we cannot afford to wait for the final regulations; we need to start making changes now. The majority of the new WIOA law is carried over from WIA, but includes stronger language and incites innovative collaborations between required partners. For the areas and circumstances where clarification is still needed from the Federal and State levels, we are to continue to make our best judgements about implementing WIOA, make adjustments as needed, and must maintain clear and consistent records explaining the methods and reasoning for the actions taken, until further guidance is received. The WDB must take the lead on initiating changes; leadership is critical for the success of our system. Members of the Cumberland County WDB (David McCune and Charlene Cross) and support staff conducted a workshop at the conference entitled, "Conducting an Effective Board Meeting." The workshop provided a briefing of the WDB meeting format, and attendees received a detailed guide of the information provided at every meeting. The support and active participation of the WDB members was commended, and the presenters shared the various ways the Board has promoted the achievements of the programs it oversees, the participants we serve, and the community-based partnerships we have endorsed, all of which have positively contributed to the benefit of the workforce development system. The workshop was well received and several attendees remarked on the organization of the meetings and notebooks. Several of the attendees shared that the workshop gave them a fresh perspective on how to organize and conduct a meeting, and they were excited to adapt several of the presented concepts to their own meetings. Ms. Hoppmann spoke about the importance of engaging the Board right from the start. She reported that Texas has a state-led orientation for new members that certifies individuals to serve on the Board. She expressed how helpful it would be for new members to have a consistent orientation. The message from Economic Development is translate our language into what businesses want to hear and to give them what they need. All partners of the workforce development system need to make sure that we are sending the right message. Several small groups were represented at this SETA conference, which is encouraging because they have previously been the missing link at the discussion table.

The next Southeastern Employment & Training Association (SETA) Conference is scheduled for March 6-9, 2016 in Myrtle Beach, SC. Upcoming conferences include the NCWorks Partnership Conference in Greensboro, NC, October 28-30, 2015 and the Youth Symposium in Chicago, IL, November 9-11, 2015.

The next Youth Sub-Committee meeting is scheduled for Friday, December 4, 2015 at the Career Center (410-414 Ray Ave).

The next meeting of the Workforce Development Board is scheduled for Tuesday, December 8, 2015 with sub-committee meetings beginning at 11 am. The location will be announced closer to the date of the meeting.

Mr. McCune adjourned the meeting at 2:31 pm.

Respectfully Submitted By:

Peggy Aazam, Executive Assistant

David McCune, Board Chair