

WORKFORCE DEVELOPMENT BOARD
December 9, 2014 – 11:11 AM to 1:55 PM
FAYETTEVILLE TECHNICAL COMMUNITY COLLEGE
Thomas R. McLean Administration Building – Conference Room # 170

Members Present:

Mr. David McCune
 Mr. Richard Everett
 Ms. Esther Acker
 Ms. Charlene Cross
 Ms. Edith Edmond
 Ms. Pam Gibson
 Mr. TJ Haney
 Ms. Cathy Johnson
 Mr. John Jones
 Mr. Randall Newcomer
 Ms. Jody Risacher
 Ms. Esther Thompson
 Ms. Cynthia Wilson

Members Absent:

MG Rodney Anderson
 Ms. Amy Cannon
 Dr. Curtis Charles
 Ms. Sarah Hallock
 Ms. Linda Hoppmann
 Ms. Ellen Morales

FTCC Administrators Present:

Ms. Betty Smith
 Mr. Tony Rand
 Mr. Jim Lott

Guests Present:

Mr. John Bellamy
 Ms. Gwen Holloman
 Mr. Sonny Kelly
 Mr. Chip Lucas
 Ms. Susan Mason
 Ms. Barbara Spigner
 Ms. Lorria Troy
 Mr. Robert Ware

Staff Present:

Ms. Nedra Rodriguez
 Ms. Krista Sincyr
 Ms. Peggy Aazam

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

Mr. McCune presented Ms. Gwen Holloman (WDB member 2008-2014) and Ms. Barbara Spigner (WDB member 2011-2014) with tokens of appreciation for their superior service and support to the residents of Cumberland County as members of the Cumberland County WDB. Ms. Rosie McMillan (WDB member 2008-2014) was also recognized, but she was not able to make it to the meeting.

- **Business and Finance-** Mr. David McCune, Chair, presented one item for information:
 - **Finance Report-** Ms. Nedra Rodriguez, Workforce Development Center (WDC) Accountant, provided an update regarding the financial position of the Center as of December 5, 2014. Ms. Rodriguez reported that 17% of the total available funding for FY2015 remains. The contractor updates will provide information specific to the contract funding. Mr. James Lott, Director, reported that the new Workforce Innovation and Opportunity Act (WIOA) requires Youth Programs to spend at least 75% of funds on Out-of-School Youth, ages 18-24; the change is expected to be implemented as of July 1, 2015. The Business and Finance sub-committee accepted the financial report as information only.

- **Planning and Evaluation**- Mr. Richard Everett, Chair of the Planning and Evaluation Sub-committee, presented three items of information:
 - **Youth Council Report** – Ms. Charlene Cross, Chair of the Youth Council, provided a brief update on the Youth Council. At the Youth Council meeting on Friday, December 5, 2014, Mr. Lott explained the changes to the Youth Program as a result of WIOA. Among the changes to be implemented as of July 1, 2015, at least 75% of Youth funds must be spent on Out-of-School Youth, ages 18-24, who are living below the poverty line and have at least one barrier, or who have not completed high school. The emphasis will shift from academic progress to employment. The Youth Council, which will become a standing committee of the WDB as of July 1, 2015, will work with the contractor of the Youth Program, Cumberland County Schools (CCS), as they redesign their programs to meet the new requirements. Current members of the Youth Council are welcome to remain on the standing committee, but Ms. Cross hopes that they will also be able to open the committee to additional members, such as a District Court Judge. The current three year term for Youth Council members will remain the same, and they will continue to meet the Friday before each WDB meeting. The Youth Council heard a presentation from WIN Services to provide additional soft skills through an online system that includes sequential instructions and pre- and post-tests. Several members will meet again on January 7, 2015 at 2 PM to discuss the possibility of purchasing the WIN program in more detail, as well as to discuss a plan for changing the Program's focus to Out-of-School Youth. The next regular Youth Council meeting is scheduled for Friday, February 6, 2015 at noon at the Career Center. Mr. Lott recommended that the Planning & Evaluation sub-committee consider proposing to the full Board to extend the Youth contract with the Cumberland County School System for another year. The current contract, which was the result of a procurement process conducted last spring, will expire at the end of March 2015. The recommended extension would be for April 2015 through March 2016. Ms. Rodriguez suggested considering to extend the contract for 15 months (through June 2016) to coincide with the end of the fiscal year and to be consistent with the contract for the Adult and Dislocated Worker Program. Mr. Tony Rand, Associate Vice President/Career Center Manager, explained that they need to be prudent and make the decision now. He added that it has been a pleasure working with CCS and it makes sense to maintain some level of consistency as they work through the WIOA transition period. Mr. TJ Haney made a motion to approve the option to extend the Youth contract with CCS; Mr. Everett seconded. The Planning & Evaluation sub-committee voted to recommend the approval of the extension to the full Board for approval consideration. Mr. Chip Lucas, Executive Director, Career and Technical Education, for CCS, said that they will work hard to do what they can to make the required changes. Mr. McCune recommended that Mr. Lucas attend any upcoming workforce conferences with information related to the changes affecting the Youth Program, along with Ms. Cross.
 - **Update on Contract for WIA Adult & Dislocated Worker Program** - Ms. Lorria Troy, Program Director for ResCare Workforce Services, provided an update on the WIA Adult & Dislocated Worker Program. The Program has exceeded their contract goals for the year for the categories of Customers Enrolled in WIA, New Customers Enrolled in Occupational Training, and Customers Receiving a Training Service. Year to date, 63% of total training

funds have been obligated (85% of Adult funds and 43% of Dislocated Worker funds). Eleven On-the-Job Training (OJT) contracts have been initiated. The Project Director and two Talent Development Consultants attended the NC Partnership Conference in Greensboro, October 14-16, 2014. Staff conducted two information sessions for Maidenform employees on October 24, 2014. While only five individuals attended, staff has received a number of calls from interested employees, many of who are to receive a severance package and will apply for services at a later date. Positions have been filled for the Accounting Specialist, Project Accountant, and four Customer Service Representatives. Both the Project Accountant and Accounting Specialist received training in Raleigh from Brian McCaffrey, ResCare Regional Business Manager and Project Accountant. All new staff completed ResCare At Your Service (RAYS) customer service training on November 6-7, 2014, in Greensboro; they are required to become certified within the first 90 days of employment. Interviews were conducted on November 24, 2014 for a vacant Talent Development Consultant position. The Planning & Evaluation sub-committee accepted the update as information only.

- **Update on Contract for WIA Youth Program** – Mr. Lucas provided an update on the WIA Youth Program. A Work Readiness Workshop, which included components of NCWorks Online and related resources, was held on October 10, 2014 at the North Regional Branch Library. Youth Services Staff attended the NC Partnership Conference in Greensboro in October, and they received TABE Online training on November 12, 2014. Nineteen youth have been identified as eligible for the Allied Health and Service Industry Work Experience PILOT Program; upon successful completion of their background checks, they will continue the screening process and take part in interviews for select positions and intake with Cape Fear Staffing for payroll functions. As of November 30, 2014, 81.84% of the contract funds have been spent or accrued. Mr. Lucas reminded the sub-committee that the Youth Program has several upcoming events planned, including Adopt-a-Street and planning for the NC Youth Summit. Staff continues to recruit for new participants while providing follow up services to more than 150 youth participants. The Planning & Evaluation sub-committee accepted the update as information only. Mr. Everett reminded the sub-committee that it is their responsibility to evaluate the contracts and services in place; the updates provided at every meeting are essential to obtaining information in order for them to effectively evaluate the programs and contracts.
- **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. Lott referred to the Labor Market Overview provided by the Labor & Economic Analysis Division (LEAD) of the NC Department of Commerce for November 2014 included in the notebook. At 7.2%, Cumberland County's reported unemployment rate for September 2014 is still higher than the state and national rates, but it is decreasing. Mr. Lott reported that while many individuals are unemployed, of those individuals that are employed, many are working part time. Also included in the notebook was a custom report out of the Economic Modeling Specialists International (EMSI) database which showed the largest and fastest growing occupations. Mr. Lott shared that truck drivers are high on the list and that is further evidenced by the

number of individuals the Career Center puts into truck driver training. It is clear that there is still a lot of work to do in order to get more individuals employed. Mr. McCune asked about manufacturing jobs. Mr. Lott explained that manufacturing is not represented on the report because it is no longer an industry of high growth within Cumberland County; there are less than 6,500 manufacturing jobs in Cumberland County. He will provide a report that shows largest and fastest growing industries at the next meeting. The military is also downsizing; 6,000 residences on base will soon be open to retirees and civilian contractors. Ms. Johnson reported that another call center is interested in coming to Fayetteville. The existing call centers have been successful in filling positions with a qualified pool of candidates, many of which are military spouses. Ms. Esther Thompson shared that she spent the Thanksgiving holiday with the CEO of Nitta Gelatin. They have had great success with their collagen, which is of the highest grade available and bought by companies worldwide. The natural protein is used as a dietary supplement in a number of products, including gel pills and beverages, and is said to generate healthy hair, skin and nails, as well as aid with bone and joint pain. Nitta Gelatin is among several existing businesses that have recently undergone an expansion of their facility. Ms. Johnson reported that there has been little public support regarding the Sanderson Farms chicken plant's plans to locate in Cumberland County. Those in favor of the idea were encouraged to speak to their Elected Officials. Mr. Haney said that the entry level starting pay is \$11.75; Ms. Johnson reported that Sanderson Farms pays 75% of family benefits. Discussion took place regarding the chicken plant, which is a controversial issue. The biggest objection is the smell and preconceived notions about the environmental issues and cleanliness of the facility. The consensus was that people need to work and that plant would be a good start for individuals to gain experience. Ms. Johnson has visited another site and reported that everything is automated, state of the art, and very clean. Individuals are welcome to visit the plant. Mr. Everett said that the reality is that there is a lot of misinformation. The smell from the hog farms and the nitrate that local farmers use probably does more damage to the environment than the waste the chicken plant would produce. Getting involved with the chicken plant issue is a conflict of interest for many WDB members, but they will research how to best represent that they are in favor of bringing the business, which would add over 1000 jobs, to Cumberland County. Mr. Randall Newcomer acknowledged that those who are the most vocal are opposed to change in general; he shared the feud taking place regarding opening a Walmart market in Hope Mills, which would account for 250 jobs. The next scheduled meeting of the Cumberland County Commissioners is Monday, December 15, 2014 at 6:30 PM. Ms. Johnson thanked Mr. Everett for his help and care during a health scare she experienced while at the NC Partnership Conference. The Labor Market Information sub-committee 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 three items of information:
 - **Update on Integrated Service Delivery** –Mr. Rand provided an update regarding the progress of Integrated Service Delivery (ISD). Things are moving along, as the ISD Leadership Team continues to meet weekly to ensure improvements to services and procedures. Adjustments made to the Engagement

Team have resulted in more seamless customer service for both customers coming into the Center and those that call. Mr. Rand acknowledged that integrating services continues to be a work in progress, as the different cultures have to change their way of doing things. Serving UI recipients who are required to come into the Center for an Employment Assessment Interview (EAI) has proved to be a staff-intensive and time-consuming challenge. Another issue the Center is still working out is co-enrollment of all individuals into both WIA and Wagner-Peyser. The Cumberland County office is one of 26 Centers with a pending application for Career Center Certification by the state Division of Workforce Solutions. Included with the update was a summary report of the many activities and services that the Career Center has provided since July 1, 2014. Also included in the notebook were pictures of the newly remodeled Charlotte Career Center, which is of comparable size to the Cumberland County Career Center and serves about the same number of customers. Recently, both the Charlotte and Raleigh redesigned their Career Center to be warmer and more customer-friendly, with minimal expense. The sub-committee discussed the possibility of making similar improvements to the Cumberland County Career Center. Mr. Lott explained that the plans started with the Centers talking with their landlord and the state; the whole thing took about two years. The changes improved the flow of customer services and increased the engagement and moral of the employees. Mr. Rand acknowledged that it would be difficult to find another location that satisfies the needs of the Career Center; Ms. Edmond agreed that it would be difficult to find another location that has adequate parking and is close to the bus line. In response to a question raised about the funds needed for such a project, Ms. Rodriguez said that it would depend on what the owner of the building would be willing to cover. She advised that while they are in a good position financially, they need to be conscientious of potential changes in future year funds, but she assured the members that they would have substantial funds to contribute to the cost of improvements. Mr. Rand and Ms. Thompson will lead an ad hoc committee that will develop a plan of action. Among the issues to consider is that the building the Career Center is in currently has two leases. Mr. Rand suggested that they talk to the owner before signing a new lease and see what they would be willing to do. Of major concern is for the building to be brought up to code (i.e. air ducts, ventilation, handicap accessible, etc.); Mr. Rand said that he doubts the landlord would be able to lease the building to anyone else in its current condition. Ms. Thompson asked where the staff would be while the Center is being remodeled; Mr. Rand assured her that there is plenty of space and they would work out the details. He acknowledged that you don't know what you can do until you are ready to do it, but the conversation has to be initiated. Mr. Lott suggested that a few of the members take a trip to the redesigned Centers and see what is possible. Mr. Robert Ware, Division of Workforce Solutions (DWS) Regional Manager, warned of the complications Cumberland County might experience (i.e. state property, negotiating of the lease, etc.). The Program Activities and Community Relations sub-committee accepted the update as information only.

- **Training Providers-** Home Builders Institute (HBI) submitted a request to be considered as an eligible training provider for the WIA program. Information provided by HBI about the Pre-Apprenticeship Certificate Training (PACT) was shared with the sub-committee. Ms. Cross said that similar training is available through the Department of Commerce-approved Pre-Apprenticeship program.

She expressed concern about the misconception of Pre-Apprenticeship and Apprenticeship training; it is often confused with other programs such as On-the-Job and Customized Training. She explained that federal regulations dictate the length of time of the approved courses, and the 12 week course length for HBI's PACT is a good start, but not even close to what an apprentice will need. The cost for PACT (\$7,050) was also of concern, as Dr. David Brand, Vice President for Academic and Student Services, confirmed that FTCC offers comparable courses at a more reasonable rate. Ms. Pam Gibson agreed that the topics discussed in the course (i.e. safety, recognizing tools, core skills, etc.) barely scratch the surface; she added that much of the same information is available in workshops taught in the high schools for free. Mr. John Jones made a motion to decline HBI's PACT as a WIA-eligible training provider at this time; Ms. Cross seconded the motion. The Program Activities & Community Relations sub-committee voted to bring their recommendation to the full Board for their consideration.

- **Explore Rebranding of Cumberland County as a Work Ready Community/Talent Agency-** At several meetings and conferences recently, the concept of Work Ready Communities has been a consistent topic. At the last WDB meeting, Ms. Linda Hoppmann spoke about a workshop she attended at the SETA conference about Certified Work Ready Communities, and Mr. Lott had promised to bring more information to the WDB. Cumberland County Schools and FTCC award Career Readiness Credentials (CRC) based on a set of Work Keys tests administered by ACT, a national testing company. The CRC identifies the individual's skill levels (in reading for information, applied math, and locating for information, which are considered the essential foundational skills required for virtually any job) and work-readiness on one of four levels (from Bronze, where the examinee demonstrates foundational skills associated with at least 16% of jobs in the ACT JobPro database, to Platinum, where the examinee demonstrates foundational skills associated with at least 99% of jobs in the ACT JobPro database). Several states, including Georgia and South Carolina, developed the Certified Work Ready Community concept to promote higher visibility for the CRC, and to gain more involvement from employers. The Eastern North Carolina Workforce Board piloted the concept for North Carolina, with assistance from the Rural Center and the State Community College System. Four of its counties are now certified, and several other workforce areas have submitted applications. The criteria for counties to be certified include the number of CRC earned, high school graduation rates, and evidence of employer commitments. With the support from the WDB, the support staff will explore the feasibility of submitting an application to be a Certified Work Ready Community by March 31, 2015. Ms. Cross shared that she is assisting Lee County with submitting their application in March, as well. Mr. Lott will work on putting together a team to develop a timeline for Cumberland County's application. Several handouts regarding the ACT Work Ready Community and National Career Readiness Certificate initiatives were included in the notebook for information purposes. The Program Activities and Community Relations sub-committee accepted the update as information only.
- **Marketing/Bylaws/Nominations-** Ms. Thompson, Chair of the Marketing/Bylaws/Nominations sub-committee presented two items of information:

- **Website Update-** Ms. Peggy Aazam shared the draft mockup of the homepage for the Workforce Development website, along with an outline of the proposed pages and links. Ms. Thompson inquired about the potential to re-post the position for a social media specialist to help with the upkeep of the website. It was determined that there was not a significant need to hire anyone at this time. Ms. Aazam will provide information and assistance to Biz Tools One as they develop the site, but Mr. Haney will research the possibility of recruiting an intern or co-op student for the project, should the need for help arise. The Marketing/Bylaws/Nominations sub-committee accepted the update as information only.
- **Recognition Banquet-** Mr. Lott shared that he recently attended a recognition banquet hosted by the Eastern Carolina Workforce Development Board, and he was inspired to propose to the WDB that they consider hosting a similar event. He recommended scheduling a luncheon for late February or early March 2015 where they could spotlight success stories of participants in the Adult, Dislocated Worker and Youth Programs, as well as recognize an outstanding partner, employer, and Board member. The Youth Program holds an annual recognition banquet for the worksite supervisors who participate in the Summer Youth Work Experience Program. Ms. Thompson and the Marketing/Bylaws/Nominations sub-committee will take the lead in planning the event, along with the support staff. Ms. Troy assured the sub-committee that ResCare will have no problem submitting several participants' success stories for the event. Ms. Cross recommended taking a look at the nomination forms used by the NC Workforce Development Partnership Conference for the Governor's Awards, but she suggested developing a simpler version. Ms. Gibson made a motion to approve the recommendation to plan recognition luncheon banquet; Ms. Thompson seconded the motion. The Marketing/Bylaws/Nominations sub-committee voted to bring their recommendation to the full Board for their consideration.
- **Align4NCWorks Ad Hoc Sub-Committee** – Mr. Haney provided an update on the progress of the ad hoc committee established (consisting of Mr. Haney, Ms. Johnson, Mr. Everett, Ms. Gibson, MG Rodney Anderson, and Ms. Cross; Ms. Gwen Holloman is no longer a member of the WDB as of November 1, 2014; Mr. Lott is assisting as staff support) to follow up on the concerns and issues raised at the Align4NCWorks Summit conducted at FTCC on August 12, 2014. Several members of the ad hoc committee met on November 18, 2014; Mr. Haney shared the summarization of that meeting which served to follow up on the recommended actions and set delivery dates for the discussion points. It was recommended not to add another survey or listening tour; instead, Ms. Johnson will gather information from her business retention/expansion visits, the Plant Manager's Association, and sub-committee meetings, and Mr. Haney will do the same on behalf of FTCC's Customized Training Program and Center for Business and Industry contacts, the statewide 1000 in 100 initiative, and the Career and Technical Education Advisory Boards. Ms. Johnson and Mr. Haney will meet in the first month of each calendar quarter (January, April, July, and October) for the express purpose of sharing and leveraging the information that have gathered, and they will include the findings in the WDB meeting's LMI report as necessary. Ms. Johnson clarified that she is required by the county and city to interview 75 industries per year which fall into five categories (manufacturing, distribution, call centers, military contractors, and services providing to industry). Cumberland County has three call centers (Blue Cross Blue Shield, Sykes, and Carco, which is located in Spring Lake and conducts background checks) with another

one possibly on its way. The call centers employ over 1,100 individuals, with starting pay of \$10/hour, and all offer benefit packages. Ms. Johnson explained that the results of the industry interviews are based on an assigned number; the names of the companies involved are strictly confidential. Mr. Haney will take the lead on the objective to expand Customized Training and in-plant training opportunities to better meet the needs of employers. He will get updated marketing materials and increase visitation; additional duties will be filtered to other FTCC staff and Mr. Haney will refer interested parties to the appropriate department or agency (i.e. Business and Industry, WIA, etc.) if their needs fall outside of Customized Training fund eligibility. Ms. Cross, with help from Mr. Haney and Ms. Johnson, will explore NC recognized apprenticeships for candidates with potential and employers that are providing training to meet their specific needs. Ms. Cross said that the USDOL has fliers that they distribute at job and educational fairs to recruit Veterans that explain how to apply and the benefits available for Veterans (i.e. they can use the GI Bill and get paid by the employer). She will look into developing a flier about Registered Apprenticeship. Mr. Haney will explore the possibility of hosting an industry forum to assess interest and support for a multi-company maintenance-related apprenticeship model. He explained that Purolator and DuPont have expressed interest in this concept, as they both have less than the number of individuals required for Customized Training, but nearly 75% of their task lists are the same. They might consider joint training for the common concepts and do the remaining 25% as OJT in their respective plants. In order to address the acute needs of employers, staff from FTCC and the Career Center will increase their contact and share the feedback and analysis of information collected from employers with other local agencies. The "1000 in 100" initiative data and directives should be released by the second quarter of 2015. Ms. Edmond and Mr. Lott will review the results of employers' interviews from Cumberland County and statewide, and they will devise a system that addresses the employers' needs and concerns in regard to a streamlined approach for local job orders and referrals. Mr. Everett asked if any of the representatives of the Plant Managers' Association are interested in OJT; it does not appear that they are interested at this time. Mr. Haney assured the members that even if the contact is a representative of FTCC, they will refer the employer to the applicable agency or individual. In follow up to the actions and findings of this ad hoc sub-committee, Mr. Haney will participate jointly on the Planning & Evaluation and LMI sub-committees. Mr. McCune will consult with Dr. Keen to see if the ad hoc sub-committee needs to continue in some degree or if it can be an update within the LMI sub-committee going forward. It was suggested to explore internships further, which are a successful component at FSU and Methodist. At FTCC, the internship equivalent is Work-Based Learning (WBL), which was previously called Cooperative Education (or co-op). Ms. Karen Atkinson is the WBL Coordinator for FTCC. Mr. Lott explained that internship is also another word for Work Experience. Ms. Cross clarified that "internships" are typically unpaid, but with the other options available, the work experiences can be paid or un-paid. Mr. John Bellamy, University Program Associate for FSU's Center for Defense and Homeland Security, said that they offer internships through the Center and they are a hot subject. Ms. Gibson suggested exploring opportunities for post-secondary education in conjunction with Work-Based Learning/co-op/etc. Mr. McCune asked Mr. Haney to research the potential for internships further. The Align4NCWorks Ad Hoc sub-committee accepted the update as information only.

OFFICIAL MEETING

I. Call to Order - The December 9, 2014 meeting of the Workforce Development Board was called to order by the Board Chair, Mr. David McCune, at 1:29 PM.

II. Recognition of Guests – Mr. McCune welcomed and thanked the guests in attendance. He welcomed Ms. Cynthia Wilson to the WDB. Ms. Wilson is the Chief Executive Officer of the Cumberland Community Action Program, Inc. (CCAP). She has worked with several members of the WDB in their positions within local agencies and committees. Ms. Wilson summarized the many programs and services offered at CCAP, to include: self-sufficiency programs such as ASPIRE (a comprehensive program that assists low-wealth individuals and families attain the skills and knowledge needed in order to get established in a career and become self-sufficient) and Consumer Credit Counseling Service (which provides educational workshops in the wise use of credit and helps first-time homebuyers prepare for future financial responsibilities), housing programs (such as the Weatherization Assistance Program whose mission is to reduce energy costs for low-income families, particularly the elderly, children, and people with disabilities, by improving the energy efficiency of their homes while ensuring their health and safety), Head Start (a federally funded child development program that provides free social and educational opportunities for over 900 income-eligible children ages 0-5 and their families, and is designed to prepare eligible children with the essential skills needed to enter the public school system), and the Food Bank (which provides nutritious food to those at risk of hunger through a network of over 200 pantries). Ms. Wilson acknowledged that CCAP has many partners that assist with a variety of issues and concerns (i.e. divorce, medical, loss of job, etc.) in order to help citizens get on firmer footing. She is intrigued by the WDB and is excited to explore the potential for new partners.

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. Approval of Minutes - Mr. McCune asked the members to review the minutes from the October 7, 2014 WDB meeting. A motion was made by Ms. Acker to approve the minutes as read; the motion was seconded by Mr. John Jones and passed unanimously. The approved minutes will be posted on the Workforce Development Board website at the conclusion of the Board meeting.

V. 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 Board review.

- *Business and Finance* –Mr. McCune 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.
- *Planning and Evaluation* – Mr. Richard Everett presented the following information to the Board:

- Youth Council Report – Ms. Charlene Cross, Chair of the Youth Council, provided an updated on the Youth Council to the Planning and Evaluation sub-committee. Mr. Everett made a motion to the full Board to approve the recommendation to extend the Youth Contract with the Cumberland County School System; the motion was seconded by Mr. TJ Haney and passed unanimously.
- Update on Contract for WIA Adult & Dislocated Worker Program – Ms. Lorria Troy, Program Director for ResCare Workforce Services, provided an update on the WIA Adult & Dislocated Worker Program to the Planning and Evaluation Sub-committee. The Board accepted the report as information only.
- Update on Contract for WIA Youth Program – Mr. Chip Lucas, Executive Director, Career and Technical Education, for Cumberland County Schools, provided an update on the WIA Youth Program to the Planning and Evaluation Sub-committee. The Board accepted the report as information only.
- *Labor Market Information* – Ms. Edith Edmond presented the following information to the Board:
 - Review of most recent LMI report – Mr. Jim Lott, Director, shared the most recent Labor Market Overview provided by the Labor & Economic Analysis Division (LEAD) of the NC Department of Commerce, as well as a custom report out of the Economic Modeling Specialists International (EMSI) database to the Labor Market Information sub-committee. The Board accepted the reports 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 Integrated Service Delivery – Mr. Tony Rand, Associate Vice President/Career Center Manager, provided an update on the progress of Integrated Services Delivery to the Program Activities and Community Relations sub-committee. The Board accepted the update as information only.
 - Training Providers- On behalf of the Programs Activities & Community Relations sub-committee, Ms. Acker made a motion to decline Home Builders Institute’s PACT program as a WIA eligible training provider; the motion was seconded by Ms. Cross and passed unanimously.
 - Explore Rebranding of Cumberland County as a Work Ready Community/Talent Agency- Mr. Lott provided additional information regarding the ACT Work Ready Community and National Career Readiness Certificate initiatives to the Program Activities and Community Relations sub-committee. The Board accepted the report as information only.
- *Marketing/Bylaws/Nominations* – Ms. Esther Thompson presented the following information to the Board:

- Website Update – Ms. Peggy Aazam provided an update on the progress of the development of the WDC website to the Marketing/Bylaws/Nominations sub-committee. The Board accepted the update as information only.
- Recognition Banquet – Mr. Lott presented the suggestion to the Marketing/Bylaws/Nominations sub-committee of hosting a luncheon banquet to recognize outstanding participants, employers, partners, and a WDB member. Ms. Thompson made a motion to approve the recommendation; the motion was seconded by Ms. Gibson and passed unanimously.
- *Align4NCWorks Ad Hoc* – Mr. TJ Haney presented an update of the Align4NCWorks Ad Hoc committee, which met on November 18, 2014. The Board accepted the update as information only.

VI. Director's Report – Mr. Lott referred to the Director's Report located in the "Additional Items" tab of the notebook. The North Carolina Commission on Workforce Development has adopted a strategic plan and will adopt detailed action steps at its February meeting. Mr. Lott recommended that the Board re-examine its own Strategic Plan after reviewing the Commission's adopted action plans. Mr. Haney and Mr. Lott coordinated with 18 team members to visit 20 local companies as part of the "1000 in 100" initiative. Cumberland County has already exceeded its goal of interviewing 10 businesses, and is only one of four Workforce Areas to have done so at this time. Statewide, 866 interviews have been completed; the deadline to meet the goal of 1000 businesses is December 31, 2014. The Workforce Innovation and Opportunity Act (WIOA) interim regulations will be issued on January 16, 2015, and most of the regulations will be effective July 1, 2015. Mr. Lott highlighted the key components and changes within WIOA, including: plans for implementing WIOA locally will be due in late May and will include a regional plan (Cumberland County, Lumber River, and Triangle South); the WDB will have to be renamed prior to July 1, 2015 (Cumberland County is generally in compliance, but may require slight adjustment; the requirement of a private sector majority will remain); the Youth Council will become a standing committee of the local Board (Youth committee members need not be members of the Board); the focus of the Youth Program will shift to Out-of-School youth (ages 18-24), with the requirement that at least 75% of Youth funding must be spent on that group; Performance Measures will focus on outcomes, employment of adults, and employment and education attainment for youth (two new measures are "Measurable Skill Gains" and "Effectiveness in Serving Employers"); WIOA will emphasize sector strategies in serving businesses and will require closer coordination with Adult Basic Education programs at FTCC, the Vocational Rehabilitation Program, and the Department of Social Services. Mr. Lott suggested reviewing the WDB's committee structure as they re-examine their Strategic Plan.

VII. Future of the Workforce – Mr. Lott referred to material included in 'Additional Items' tab of the notebook. A map of the eight North Carolina Prosperity Zones shows Cumberland County as part of the Sandhills (South Central) Zone, along with Sampson, Bladen, Columbus, Robeson, Hoke, Scotland, Moore, Richmond, and Montgomery Counties. Mr. Lott reminded the WDB that we have to develop a regional plan with two adjacent workforce areas, Triangle South and Lumber River. Mr. Lott will meet with the directors of those areas to develop the regional plan and look to establish a Memorandum of Agreement that will allow for some services to be provided across county lines, especially for Dislocated Workers and OJT contracts. Information was also provided regarding commuting patterns for private primary employers of Cumberland County residents, which make up about half of the workforce (over 70,000 employees). Approximately 43% of Cumberland County residents work outside of the county, with the majority working in Wake County (6.3%). The WDB was reminded that DWS can serve

individuals from any county, which affects integrated services. Ms. Edmond explained that they exchange a labor force with at least seven other counties. In instances where employers have multiple locations (i.e. corporate headquarters vs actual locations), the data captures the actual worksite location.

Mr. Ware is retiring at the end of the month. Mr. Lott thanked him for his support. In the interim, Mr. Danny Giddens will be taking on the duties of the DWS Regional Managers.

The 2015 Schedule of WDB meetings is provided in the 'Additional Items' tab of the notebook, along with a reminder to save the date for the SETA/NCETA 2015 Spring Conference in Greensboro, NC, March 8-11, 2015.

The next Youth Council meeting is scheduled for Friday, February 6, 2015 at the Career Center (410-414 Ray Ave).

The next meeting of the Workforce Development Board is scheduled for Tuesday, February 10, 2015 with sub-committee meetings beginning at 11 am. The location will be FTCC, Thomas R. McLean Administration Building Room #170.

Mr. McCune adjourned the meeting at 1:55 pm.

Respectfully Submitted By:

Peggy Aazam, Executive Assistant

David McCune, Board Chair