

WORKFORCE DEVELOPMENT BOARD
February 10, 2015 – 11:04 AM to 2:07 PM
FAYETTEVILLE TECHNICAL COMMUNITY COLLEGE
Thomas R. McLean Administration Building – Conference Room # 170

Members Present:

Mr. David McCune
 Mr. Richard Everett
 Ms. Esther Acker
 MG Rodney Anderson
 Ms. Charlene Cross
 Ms. Pam Gibson
 Mr. TJ Haney
 Ms. Linda Hoppmann
 Ms. Marsha Horne
 Ms. Cathy Johnson
 Ms. Ellen Morales
 Ms. Jody Risacher
 Ms. Esther Thompson

Members Absent:

Ms. Amy Cannon
 Dr. Curtis Charles
 Ms. Sarah Hallock
 Ms. Brenda Jackson
 Mr. John Jones
 Mr. Randall Newcomer
 Ms. Cynthia Wilson

FTCC Administrators Present:

Dr. Larry Keen
 Mr. Carl Mitchell
 Ms. Betty Smith
 Mr. Tony Rand
 Mr. Jim Lott

Guests Present:

Mr. John Bellamy
 Ms. Edith Edmond
 Ms. Debra Giordano
 Mr. Bob Knight
 Mr. Chip Lucas
 Ms. Susan Mason
 Mr. Jenson McFadden
 Ms. Krista Sincyr
 Ms. Lorria Troy

Staff Present:

Ms. Nedra Rodriguez
 Ms. Peggy Aazam

Sub-Committee Meetings (Called to order at 11:04am)

- **Business and Finance-** Mr. Linda Hoppmann, Chair of the Business and Finance Sub-committee, 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 February 4, 2015. Slightly over \$481,000 of the budget remains after expenditures, obligations, encumbrances, and reserves to carry over into the new fiscal year. ResCare requested a transfer of \$150,000 from Dislocated Worker funds to Adult, due to the trend that spending is tied up in the Adult Program. A chart was included in the report to demonstrate the various participant services and activities being provided. 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. The Youth Council met on Friday,

February 6, 2015. As recommended and approved at the December 9, 2014 WDB meeting, the contract with the Cumberland County School System to run the Youth Programs was extended through June 2016. Due to the shift in focus to Out-of-School youth with the upcoming Workforce Innovation and Opportunity Act (WIOA), the Youth Program will become more integrated with the Career Center and maintain a presence as part of the Intake and Engagement Team. The Youth Council will continue to brainstorm for ideas and suggestions related to program redesign methods and marketing strategies to meet the WIOA requirement to spend 75% of funds on Out-of-School youth, ages 16-24. The emphasis of the program will shift from academic progress to employment, which will require closer partnerships with entities that provide Work-Based Learning opportunities (i.e. Apprenticeship, Customized Training, and On-the-Job Training). The Program will continue to work with the school system, as well as increase their participation with Job Corps, the Juvenile Justice System, and foster care programs, to develop outreach strategies to recruit and support Out-of-School youth participants. The Summer Youth Work Experience Program will continue for the summer of 2015, with an increase in the number of Out-of-School participants. The Youth Council has decided to postpone a final decision on purchasing soft skills training software until the final WIOA regulations are released and there is a plan in place for the redesign of the Youth Program. WIN, the software program they were exploring, is used as preparation for the Work Keys assessment, and not used locally for soft skills training. Ms. Esther Thompson asked how a software program can teach soft skills. Mr. Chip Lucas, Executive Director, Career and Technical Education (CTE), for CCS, explained that the youth are learning digitally, and the software is modular-based and allows the individual to earn badges upon successful completion of each session. It is also beneficial for the auditory learner and allows the user to work at their own pace. It is evident that something has to be done about the lack of soft skills. Mr. Everett said that what is obvious to some may not be to others, and they need to try new things to figure out what will work. Ms. Susan Mason suggested that they coordinate with TANF, as there are a lot of programs for 18-24 year olds. Mr. Jim Lott, Director, and the Youth Program staff participated in a two-part webinar on strategies for Out-of-School youth recruitment presented by Jodie Sue Kelly, a national expert on Youth Programs. The webinar provided ideas and suggestions on how to better approach impending changes as a result of the new WIOA law, and it prompted the Youth Council to suggest drafting a letter to notify parents and participants of the anticipated impact to the Program. Mr. Carl Mitchell reported that the Youth Council has really taken off since Cumberland County Schools has presided over the Youth Program, and he thanked Mr. Lucas, Ms. Cross, as well as the rest of the Youth Council and Youth Program staff for their efforts. The next Youth Council meeting is scheduled for Friday, March 27, 2015 at noon at the Career Center. 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. He reiterated the value of Jodie Sue Kelly's webinar which made the point that they have been cognizant of the reading level of their target audience. Most of the materials put out by Youth Programs nationwide are at a college reading level while the majority of Youth participants read at less than a 6th grade level. They have to be proactive with their marketing, but must remain mindful of their focus group. Youth Services Staff have attended Career

Development Facilitator professional development at the NC Training Center On January 14, 2015 and have been involved in the planning stages of the 9th annual NC Youth Summit scheduled for April 24-25, 2015 in Greensboro. There are a total of 249 Youth participants, including those in follow-up status. At least 15 youth are in the process of entering work experience opportunities with local employers including TJ Maxx, Marshall's, Cape Fear Valley Medical Center, and Fayetteville State University. An Education Workshop took place on February 7, 2015 at DSS, and a community service/parent connection event is scheduled for March 7, 2015 at the Career Center. The Youth Council tasked Mr. Lucas to draft the letter notifying parents and participants of the anticipated impact to the Youth Program as a result of WIOA. He will ensure that the letter will contain the right amount of information in regard to WIOA since the regulations have not been released. As of January 3, 2015, 84% of the contract funds have been spent and/or accrued. Mr. Lucas shared that CCS wrote a letter of intent for a Golden Leaf grant opportunity that seeks to provide assistance for projects that support the building blocks of economic development. Dr. Frank Till, Superintendent for CCS, has tasked CTE with tackling the soft skills gap, and if CCS is invited to apply for the grant, their proposal will include many of the same initiatives and recommendations proposed by the WDB and Youth Council (i.e. Career Readiness, soft skills, etc.). Though the grant provisions are broad, the proposal will outline specific goals for the community to work together on. The Planning & Evaluation sub-committee accepted the update as information only.

- **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 continues to exceed 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. Contract year to date, 78% of total training funds have been obligated (88% of Adult funds and 64% of Dislocated Worker funds). Contract year to date, 10 Work Experience and 15 On-the-Job Training (OJT) contracts have been initiated, and 52 WIA participants have been placed in employment. The Facilitator will be providing job search/readiness workshops at the City of Fayetteville Neighborhood Resource Center located on Wilmington Road in effort to reach customers who may not make it to the Career Center. Students enrolled in a Certified Nursing Assistant (CNA) class offered through FTCC's College and Career Readiness Basic Skills Plus program received an overview of WIA services on January 22, 2015, and eligible students will receive assistance with allowable training program-related costs. Ms. Debra Giordano, Director of Operations and General Manager of ResCare, acknowledged the great partnership and support of the WDB. The Planning & Evaluation sub-committee accepted the update as information only.
- **Labor Market Information-** Ms. Cathy Johnson, Chair of the Labor Market Information sub-committee, presented two items 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 January and February 2015 included in the notebook. Unemployment rate at the local, state, and national levels continue to decrease. Ms. Cross reported that they have received a lot of interest in

apprenticeship from manufacturing companies. Cumberland County census information was also included in the notebook, as well as a custom report out of the Economic Modeling Specialists International (EMSI) database which showed the largest and fastest growing industries in Cumberland County. Mr. Mitchell suggested that the WDB consider the information when determining the need for services. The Labor Market Information sub-committee accepted the data as information only.

- **Update on Align4NCWorks initiative-** Based on the recommendations of the former Align4NCWorks Ad Hoc committee, Mr. TJ Haney (Executive Director for Economic Development and Military Continuing Education for FTCC) and Ms. Johnson (Director of Economic Development for the Economic Development Alliance of Fayetteville and Cumberland County) are to meet in the first month of each calendar quarter (January, April, July, and October) for the purpose of sharing and leveraging the information gathered from their ongoing contact with business and industry. Relative information will be shared with the WDB, FTCC, and Career Center staff to ensure that they are aware of changes in workforce needs in a timely manner in order to adjust applicable training and placement services for employers and jobseekers. Mr. Haney provided a summary of their first meeting, which was held on January 16, 2015 at the new Chamber of Commerce office on Maxwell Street. While the names and responses of the business and industry leaders she spoke with must remain confidential, Ms. Johnson was able to share some of the general comments and concerns of the companies she surveyed in the second quarter of 2014-2015. Of the 18 visits, 14 were to industry, 3 were to service providers, and 1 was a military contractor. The extensive survey collects information on the Product/Service, Market, Industry, Management, Workforce, Technology, Utility Services, and Quality of Life/Community Services. Comments related to workforce issues included that four of the companies surveyed would like to expand and/or add new employees within the next three years, none of the companies surveyed are at risk of closing, and half provide in-house workforce training. The Community College, State Workforce Services, and Workforce received above average ratings. Most companies ranked the availability of workers high due to receiving a lot of applications, but reported that most applicants are not qualified for the job. The employers did report that once they do find the right employee, they most often stay with the company for a long time. Companies that reported a Workforce Skill Gap acknowledged recruiting problems due to community perception and/or the conditions of their industry type. Comments made about the State Workforce Services included that they should advertise better, improve their process, and general poor experiences with ESC in the past. Mr. Haney and Ms. Johnson attended the Economic Development Partnership of North Carolina (EDPNC) Open House on January 22, 2015 and met with CEO Christopher Chung and Harry Swendsen, the Regional Industry Manager for the Sandhills Region. They also made three joint industry visits on January 26, 2015 to Sykes, Ellery Homestyles, and Clear Path Recycling. Mr. Haney and Ms. Cross will meet with the Plant Managers' Association on February 17, 2015 to discuss Customized Training and Apprenticeship opportunities. Mr. Haney explained that they want the information provided to the WDB to be useful and the content flexible so that they can react to industry needs in a timely manner. Ms. Jody Risacher reported that without a doubt, there is still a trend of hiring temporary employees; it reduces the HR headache and provides employers with a great way

to test drive potential employees. Ms. Cross wondered when the results of the '1000 in 100' initiative would be released. Mr. Lott reported that Cumberland County met with 13 employers, exceeding the requirement of 10, and that they expect the results at the end of March. Ms. Esther Acker requested the average ratings reported in the Industry Contact Team update to be presented as a percentage. Mr. Haney's report was a good snapshot of the information gathered from employers, which will remain anonymous. With the resurgence of successful placements in advanced manufacturing industries including machining, welding, and HVAC, Mr. McCune suggested researching and developing internship opportunities. Discussion took place regarding the different terms for work-based learning (i.e. apprenticeship, customized training, work experience, on-the-job training, etc.). Ms. Gibson explained that internships can be paid or unpaid. Mr. Haney acknowledged that there is a need to build a bridge between classroom training and work experience. Individuals who have work experience will be more eligible for employment. Ms. Cross said that pre-apprenticeship does bridge the gap; individuals receive the classroom training, but need the hands-on work experience. Graduates with no work experience are a tough sell for employers. Several programs, including Apprenticeship, Customized Training, and OJT, can be customized to fit the needs of the employer. Mr. Mitchell explained that if they provide courses for individuals in areas where there are not enough jobs, they will lose faith and the College will lose students. For example, there are seven machinist jobs in the state and none of them are in Cumberland County. Mr. Haney added that in many cases, the employer only needs one or two employees, and the equipment required for the training is costly. It is difficult to justify training in these instances, but for industries with very specific needs (i.e. machinists, tool and die makers, CNC operators, etc.), Mr. Haney is in the process of developing a generic request to meet the needs of several companies for the purpose of classroom training (i.e. to cover general terms common to the industry). The individuals will then receive hands-on training with the applicable employer. Ms. Cross shared her concern that individuals that cannot obtain the specified training, and furthermore, employers who cannot find qualified candidates, will go elsewhere. Ms. Edith Edmond suggested partnering with other colleges or companies until there is a demand in Cumberland County for the specialized occupations and we can build an infrastructure locally. She also said that employers need to realize that in some cases, they may have to entice employees from other companies, even those outside the county; there are several Cumberland County residents that work in Lee County. Above all, industry needs to be brought back to Cumberland County. The Labor Market Information sub-committee accepted the update as information only.

The sub-committee meeting was adjourned for lunch at 12:04 pm.

The meeting was called back to order at 12:36 pm.

Mr. Bob Knight, Director of Workforce Policy & Government Relations with ResCare, provided an overview of the anticipated changes as a result of WIOA. Mr. Knight is responsible for federal workforce policy, particularly legislation and regulations related to the Workforce Investment Act (WIA). He provides legislative analysis and technical assistance, speaks at various meetings and conferences, and serves as a director for the Coalition for Workforce Solutions (CWS). Mr. Knight served as President of the National Association of Workforce Boards (NAWB) for 22

years (previously known as the National Association of Private Industry Councils, or NAPIC). He also served as a Professional Staff Member with the United States Senate Sub-committee on Employment and Training where he was responsible for employment and training policy and legislation, including the Comprehensive Employment and Training Act (CETA) and the Private Sector Initiative Program, which established the workforce board concept. The WIOA regulations that were expected to be released in January are now slated for this spring, but states and local areas are expected to implement the changes immediately. The current plans call for five sets of regulations, affecting programs including WIA, Adult Education & Literacy, Voc Rehab, and Job Corps. Mr. Knight acknowledged that historically, when a new workforce bill is issued, the economy takes off. The main WIOA goals for Workforce Boards call for stronger ties to business and a focus on outcomes. The Board should be smaller, but more effective and efficient, and more strategic. They don't need to know every detail, but should be transparent with their goals and objectives. The new law emphasizes that Boards will be required to focus on partnerships, especially those dealing in business, education, labor, community organizations, and economic development. Local Board functions will include a lot more detail on the planning process than what is in the current WIA law. Workforce areas will have to strategize together as a region, and give emphasis to labor market information, use of technology, employer engagement, and career pathways development. They will have to coordinate with partners in the community to leverage the resources and information they have. In essence, the expectation is to create a system for all programs to work in tandem to help citizens find (better) jobs. The first step is to change the culture of the traditional 'One-Stop' to an integrated system with a variety of partners (including WIOA Adult, Dislocated Worker & Youth Programs, Adult Education & Literacy, Wagner-Peyser Employment Service, and Vocational Rehabilitation). When it comes to training related to work, job placement is the ultimate goal. There will be increased emphasis on occupational training, On-the-Job training, combined workplace training and related instruction, internships and work experiences related to careers, and Customized Training. Skill upgrading and retraining will be the goal for individuals who have jobs, but are looking for their next, better job (i.e. fast food workers encouraged to go back to school). Also emphasized in WIOA are options including Class-Size training, which fits into program designs for pre-apprenticeship, career pathways and sectoral initiatives. For the purposes of WIOA, Career Pathways are defined as "a combination of rigorous and high-quality education, training, and other services that" align with skill needs of industries, includes education options concurrent with workforce preparation activities for an occupation cluster, accelerates education and career advancement, and helps entrance or advancement within specific occupations. Business services will aim to get employers involved as training agents so that jobseekers can get the specialized skills they need. Mr. Knight expects basic program funding to stay the same through the transition into WIOA, and he predicts that key parts of the next presidential debate will include several workforce-related concerns, including the income gap and inequality, income mobility, and low wages. Local Workforce Boards will be a key component of the legislation's vision of a Work-Based Learning and Training System. Employer participation is required as programs provide opportunities to learn while working in a job (i.e. OJT, Apprenticeship, Customized Training, Class-Size Training, etc.). Career pathways and credentialing strategies will also be relevant to the vision for life-long learning. WIOA will mean a lot of changes to Youth Programs, including that 75% of funds must be spent on Out-of-School youth ages 16-24 (In-School age range is 14-21), and at least 20% of funds must go toward work experience, to include summer jobs, apprenticeships, OJT, and internships. Individualized plans for Youth Program participants will stress career pathways and credentials. Mr. Knight acknowledged that one of the biggest challenges for the Youth Program will be to motivate the male population. He encouraged the notion of promoting a new and improved local Youth Program; the first step would be to stop calling it "Youth Program," at least at the community level and for marketing purposes. Takeaways of Mr. Knight's presentation for the Board included reimagining the local plan with a strategic focus, restructuring the Board to

fulfill the strategic goals, identifying opportunities to develop new and influence existing resources to meet the strategic goals, focusing the Board onto key areas in need of leadership and establishing/retaining the Board's status as the go-to resource for talent development, building and enhancing effective sector partnerships, and ensuring that the workforce system is demand-driven and using measurable outcome data.

The sub-committee meeting resumed.

- **Program Activities and Community Relations-** Ms. Esther Acker, Chair of the Program Activities and Community Relations sub-committee, presented two items of information:
 - **Update on Integrated Service Delivery** –Mr. Tony Rand, Career Center Manager, provided an update regarding the progress of Integrated Service Delivery (ISD). The ISD Leadership Team (Mr. Rand, Mr. Lott, Ms. Troy, and Ms. Marsha Horne) continue to meet as needed to ensure improvements to services and procedures. In an effort to investigate ways to improve customer flow and wait time, they visited the Social Security Administration Office on Rowan Street to observe how they efficiently process over 400 customers a day. The team is considering adopting a numbering system similar to the SSA Office and will realign the teams to ensure that staff resources are assigned most effectively. The Division of Workforce Solutions is anticipated to visit in April to complete the Career Center Certification process. The team is continuing to explore the possibility of redesigning the Career Center and/or prospecting for other locations. Included with the update was a summary report of the many activities and services that the Career Center has provided since July 1, 2014. Mr. Rand reported that he was impressed with the quality of staff and their dedication to helping people find work. The Program Activities and Community Relations sub-committee accepted the update as information only.
 - **Update on Cumberland County as a Work-Ready Community** – In follow up to the Board's vote at the December 9, 2014 to explore applying to become a Certified Work-Ready Community, Mr. Lott shared the information and criteria reported by consultant, Dr. Stephanie Deese, who directed the Career Readiness Credentials (CRC) process for many years as part of the Community College System. The criteria for counties to be certified, which is based on population size, includes the attainment of a certain number of CRCs, improvement in high school graduation rates, and commitments from employers to use the CRC in their hiring process. In order for Cumberland County to become a Certified Work-Ready Community, we would have to obtain commitment from 158 employers; we currently only have one. We would also have to show a continued increase of high school graduation rates of 2% per year. Based on this information, it was recommended that the WDB support staff, along with the Program Activities and Community Relations sub-committee, address these issues over the next six months. The WDB will continue to evaluate the proper steps to take, and the prospects for success, and make a decision on whether to apply for the fall round in late September. Ms. Cross said that she will share the insight she gains from her participation on the committee assisting Lee County with submitting their 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. Lott reported that several items of information have been sent to Biz Tools One to load onto the WDC website, www.newworksgcc.com. Ms. Peggy Aazam will receive training from staff at Biz Tools One on how to maintain and update the website upon it going live. Among the features they hope to have on the website is an interactive system for obtaining the materials for the WDB meetings. Agendas for the meetings will contain hyperlinks to the applicable materials for each agenda item. The goal is to have the materials linked to the website in advance of each meeting so that members can access and review the agenda and materials before the meeting. The materials will also be archived on the website as a reference. Mr. Lott explained that due to the upcoming changes as a result of the implementation of WIOA, they are revising and updating the information for the website accordingly. He advised that they may have to wait until the WIOA regulations are issued in order to update some of the information, which may delay the launch of the website. The Marketing/Bylaws/Nominations sub-committee accepted the update as information only.
 - **Recognition Banquet-** In follow up to the Board's vote at the December 9, 2014 to plan a luncheon to spotlight success stories of participants in the Adult, Dislocated Worker and Youth Programs, as well as recognize an outstanding partner, employer, and Board member, Mr. Lott shared the criteria the state uses to determine the recipients of the Governor's Awards for Excellence in Workforce Development at the annual NC Workforce Development Partnership Conference. The event, which will be a luncheon in order to maximize attendance, will be overseen by the Marketing/Bylaws/Nominations sub-committee. The contractors, ResCare and Cumberland County Schools, will submit the participant success stories for consideration, and the ISD Leadership Team will recommend the employers and partners. The Marketing/Bylaws/Nominations sub-committee will make the final selections based on the established criteria, and the narratives will be forwarded for consideration of state recognition. Ms. Thompson asked who they are trying to reach by holding the event. Mr. Lott said they hope to create a higher visibility and sense of community. Mr. Rand added that the banquet will generate enthusiasm and may inspire others in the community, as well as promote attention and interest in the programs and services. Submitting nominations to the statewide competition will also generate further recognition. Ms. Cross said that she is on a mission to have a Cumberland County participant win a Governor's Award for Excellence at the Workforce Development Conference; it has been 14 years since a Cumberland County youth was recognized. Ms. Cross has written several award-winning nominations in conjunction with the Apprenticeship Program. Mr. Mitchell acknowledged that there is great success in Cumberland County, as evidenced at the annual Youth Program recognition banquet. The Board will assist with establishing the criteria for outstanding Board member. Ms. Gibson made a motion to approve the recommendation to proceed with plans for a recognition luncheon banquet; Ms. Cross seconded the motion. The

Marketing/Bylaws/Nominations sub-committee voted to bring their recommendation to the full Board for their consideration.

Mr. McCune presented Ms. Krista Sincyr (Accountant and WDB Support Staff member 2012-2015) and Ms. Edmond (DWS Manager and WDB member 2011-2014) with tokens of appreciation for their superior service, direction, guidance, and support to the residents and businesses of Cumberland County.

OFFICIAL MEETING

I. Call to Order - The February 10, 2015 meeting of the Workforce Development Board was called to order by the Board Chair, Mr. David McCune, at 1:47 PM.

II. Recognition of Guests – Mr. McCune welcomed and thanked the guests in attendance. He welcomed Mr. Jenson McFadden, President of DM Transportation, Inc. Mr. McFadden was recommended by Ms. Ellen Morales, and he has applied to become a member of the WDB.

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 December 9, 2014 WDB meeting. A motion was made by Ms. Acker to approve the minutes as read; the motion was seconded by Ms. Gibson and passed unanimously. The approved minutes will be posted on the Workforce Development Board website at the conclusion of the Board meeting.

Mr. McCune asked the Board members for their comments about Mr. Knight's presentation. Ms. Hoppmann said that the new WIOA law is a moving target. Ms. Gibson wondered about the different definitions for "career pathways." Mr. Mitchell acknowledged that class-size training, an option lost in WIA, will be a plus for employers. Mr. McCune spoke about the building dedication and ribbon-cutting ceremony for the FTCC Collision Repair and Refinishing Technology Center that took place on February 4, 2015. Governor Pat McCrory and several community leaders were at the dedication of the Center, which will be the home of the Collision Repair and Refinishing Technology Associate Degree program at FTCC. The two-year program is part of FTCC's answer to the skills gap in collision repair based on a detailed analysis of the current program. The new program and curriculum is based on true industry needs and carefully crafted through collaboration with collision repair industry leaders. Graduates of the program will obtain stackable, industry-recognized certifications and technical skills, including an associate of applied science degree, nine professional certifications from the Inter-Industry Conference on Auto Collision Repair (I-CAR), four professional certifications from the National Institute for Automotive Service Excellence (ASE), five manufacturer certifications, and an insurance adjuster license. The result is qualified candidates prepared to seek employment in the in-demand collision repair industry. Ms. Gibson acknowledged that the program is a great example of the comprehensive career pathway model. Mr. Haney said they should use the amazing model for the manufacturing industry. Mr. Mitchell added that there are employers committed to hire graduates of the program at a starting salary of over \$40,000. The dedication was a celebration of the strength of the collaboration of community leaders in business, education, and government, and the resulting positive impact it will have on students' lives, the collision repair industry, and the global workforce and economy.

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 review.

- *Business and Finance* –Ms. Linda Hoppmann 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. The Board accepted the report as information only.
 - 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. Cathy Johnson presented the following information to the Board:
 - Review of most recent LMI report – Mr. Jim Lott, Director, shared the most recent Labor Market Overviews provided by the Labor & Economic Analysis Division (LEAD) of the NC Department of Commerce, as well as Cumberland County census information and 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.
 - Update of Align4NCWorks Initiative- Mr. TJ Haney provided an update of the activities and efforts resulting from the recommendations of the Align4NCWorks ad hoc committee 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.

- Update on Cumberland County as a Work-Ready Community- Mr. Lott provided an update on the exploration of Cumberland County applying to be a Work-Ready Community to the Program Activities and Community Relations sub-committee. The WDB will continue to evaluate the proper steps to take, and the prospects for success, and make a decision on whether to apply for the fall round in late September. The Board accepted the update as information only.
- *Marketing/Bylaws/Nominations* – Ms. Esther Thompson presented the following information to the Board:
 - Website Update – Mr. Lott 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 additional details for hosting a luncheon banquet to recognize outstanding participants, employers, partners, and a WDB member to the Marketing/Bylaws/Nominations sub-committee. Ms. Gibson made a motion to approve proceeding with plans for a luncheon; the motion was seconded by Ms. Thompson and passed unanimously.

VI. Director's Report – Mr. Lott referred to the Director's Report located in the "Additional Items" tab of the notebook. The North Carolina Community College System is working with local Directors to develop a workforce strategic plan. The Cumberland County WDB should use that, along with the new WIOA law, which will include some changes in Board membership, to develop a new strategic plan by August. As part of the new plan, the WDB may want to restructure the sub-committees to coordinate with the plan's goals. The US Department of Labor-Employment Training Administration has delayed the issuance of the WIOA regulations until "sometime in late spring." Will Collins, Assistant Secretary of the Department of Commerce, has announced a new organizational structure. Eight new Regional Oversight Manager positions have been created to oversee and coordinate workforce activities for each of the eight prosperity zones. These positions will oversee local DWS offices, serve on the Workforce Boards, and be heavily involved in economic development and apprenticeship programs. In addition, several new positions (Chief Operations Officer, Administrative Director, and Director of Work-Based Learning) will report directly to Mr. Collins. DWS conducted a review of the Cumberland County WDB competitive procurement process and found that it has "adequate systems in place to conduct the procurement of their WIA services. They have conducted their PY2014 procurement procedures fairly in terms of adherence to the applicable rules and regulations, maintaining efficiency and effectiveness while having adequate trails of the entire procurement process." Mr. Lott thanked the Board and staff members who participated in the RFP reviews and procurement process. As discussed briefly during the meeting, Mr. Lott reported the "1000 in 100" initiative has completed the employer interviews; Cumberland County exceeded their goal and met with 13 employers including Bass Air, Cape Fear Valley Hospital, Cargill, DAK Americas, Eaton, Goodyear, Hercules Steel, U-Teck, and Vanguard. A final report is expected by the end of March. Upcoming job fairs include the DSS March to Work Job Fair (March 10, 2015 at the Crown Expo Center), Civilianjobs.com Military Job Fair (March 11, 2015 at the Fort Bragg Club), and the Library Job Fair (March 18, 2015 at Headquarters Library).

Ms. Gibson suggested bringing Ricki Kozumlick back to assist with restructuring the sub-committees and developing the strategic plan.

Items to consider when planning the Recognition Luncheon include the budget and number of invites.

Mr. John Bellamy, University Program Specialist for Fayetteville State University's Center for Defense and Homeland Security, announced the Cyber Security Symposium scheduled for March 13, 2015.

The 2015 Schedule of WDB meetings was provided in the 'Additional Items' tab of the notebook.

The next Youth Council meeting is scheduled for Friday, March 27, 2015 at the Career Center (410-414 Ray Ave).

The next meeting of the Workforce Development Board is scheduled for Tuesday, April 14, 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 2:07 pm.

Respectfully Submitted By:

Peggy Aazam, Executive Assistant

David McCune, Board Chair