

CUMBERLAND COUNTY WORKFORCE DEVELOPMENT BOARD
February 24, 2016 – 11:05 AM to 2:08 PM
FAYETTEVILLE TECHNICAL COMMUNITY COLLEGE
Thomas R. McLean Administration Building – Conference Room # 170

Members Present:

Mr. David McCune
Mr. Jesse Brayboy
Mr. Lee Caulder
Mr. Jonathan Charleston
Ms. Charlene Cross
Ms. Pam Gibson
Ms. Linda Hoppmann
Ms. Cathy Johnson
Mr. John Jones
Mr. Chad Kormanek
Mr. Jenson McFadden
Mr. Carl Mitchell
Mr. Charles Royal
Ms. Esther Thompson
Mr. Josephus Thompson
Ms. Cynthia Wilson

Guests Present:

Ms. Nore Brantley
Ms. Debra Giordano
Dr. Larry Keen
Mr. John Lowery
Mr. Chip Lucas
Ms. Susan Mason
Mr. Eldon Meacham
Ms. Lorria Troy

Staff Present:

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

Members Absent:

MG Rodney Anderson
Mr. Richard Everett
Dr. Dallas Freeman
Ms. Ellen Morales
Mr. Randall Newcomer
Ms. Jody Risacher
Ms. Dina Simcox
Mr. Jonathan Warren

Items within this meeting subject to Approval Action:

Connect NC Bond Project Resolution: Approved Workforce Development Board resolution to support the Connect NC Bond project

I. Call to Order – The February 24, 2016 meeting of the Cumberland County Workforce Development Board (WDB) was called to order by Mr. David McCune, Board Chair, at 11:05 AM.

II. Introductions – Mr. McCune welcomed and thanked everyone in attendance. Due to the presence of several new WDB members, Mr. McCune asked for all attendees to introduce themselves.

III. Board Member Orientation – Mr. Jim Lott, Director, provided a brief orientation, which highlighted several topics covered in the member orientation guide distributed to each attendee. Mr. Lott explained that the purpose and mission of the workforce development system is to connect job seekers and businesses. The Workforce Innovation and Opportunity Act (WIOA) provides federal funding to states, and in turn, to designated local areas, through allocations that are based on a formula that includes the poverty levels of the local areas. WIOA brings together federal

investments in skill development, including adult, dislocated worker, and youth programs (Title I), adult education and literacy (Title II), the services available under the Wagner-Peyser Act (Title III), and vocational rehabilitation (Title IV). The North Carolina Division of Workforce Solutions (DWS) focuses on the planning and oversight of the WIOA funding in administering a statewide system of workforce programs that aim to provide skilled workers for employers and integrating people into the workforce. The Governor-appointed NC Commission on Workforce Development is charged with advising the Governor on employment and training policy recommendations that will ensure that the employment and training system in North Carolina is responsive to the needs of the State's workers and employers to promote a higher standard of living. Cumberland County has been a designated local area since 1973 and is one of 23 local areas in the state of North Carolina (6 of which are also single-county local areas; the rest are multi-county). The Cumberland County WDB primarily deals with the programs under Title I of WIOA (i.e. adult, dislocated worker, and youth), but the WDB also assumes a critical leadership role in the local workforce system. As the Chief Elected Officials, the Cumberland County Commissioners appoint members to the local WDB. Cumberland County government is the designated WIOA program and fiscal agent; WDB Support Staff (Jim Lott, Director; Nedra Clayborne Rodriguez, Accountant II; and Peggy Aazam, Administrative Coordinator) are Cumberland County employees. As part of the workforce system, we must look at the whole economic picture and focus on the mission of connecting people to jobs, and jobs to people. Mr. Lott explained the importance of Labor Market Information (LMI), or as he prefers to call it, Labor Market Intelligence, which is a critical component for all workforce planning. Cumberland County has lost a significant amount of manufacturing jobs in recent years, and Mr. Lott believes that LMI will be what we rely on in order to make informed decisions on the in-demand jobs/occupations and service delivery strategies we need to focus on in this post-industrial economy. Since WIOA also mandates that employers drive the Board's policy direction, WDBs must be comprised on a majority of representatives from the business sector as to ensure input from the local business community. Among the key roles of the WDB are oversight and accountability, but in order to be successful, Board members are encouraged to network. Individual members bring their own experiences and existing networks to the Board, but it is imperative that they also share positive information about workforce development with others. Board members are encouraged to attend workforce development conferences whenever possible to enhance their knowledge of innovative workforce activities and plans at the state, regional, and national levels. Mr. Lott welcomed members to ask support staff the tough questions, which will make us and our programs better. Board meetings are scheduled for every other month and usually take place in the Administration Building (room 170) on the Fayetteville Technical Community College (FTCC) campus (2201 Hull Road); the annual recognition luncheon takes place in conjunction with the June WDB meeting at a local hotel (Holiday Inn Cedar Creek in the past). The Cumberland County NCWorks Career Center, located at 410-414 Ray Ave in Fayetteville, is a comprehensive one-stop center that provides access to the physical services of the core programs and other required WIOA partners. The Center houses various workforce system programs with different formal bosses including the Workforce Development Board (Jim Lott, Director and Career Center Manager) and the programs it administers through contractors, ResCare Workforce Services (adult and dislocated workers) and Cumberland County Schools (In-School and Out-of-School youth, through age 24) and the Division of Workforce Services (DWS; Josephus Thompson, Manager). Mr. Lott reported that the Integrated Services Delivery (ISD) Leadership Team (Mr. Lott, Mr. Thompson, Lorria Troy representing ResCare [adult and dislocated worker], and Nore Brantley representing Cumberland County Schools [youth]) meets regularly to discuss ways to increase the effectiveness for service delivery of the respective programs so the whole Career Center is working together in the mission to help Cumberland County citizens get their first job, their next job, and/or a better job. The current contracts with ResCare and the Cumberland County Schools to provide the respective adult, dislocated worker, and youth workforce services, expire June 30, 2016. The Cumberland County WDB will be issuing Requests for Proposals (RFP) for these services for contracts for the time period of July 1, 2016 through June 30, 2018. Public, private, and non-profit

organizations are welcome to apply. The proposal review team will consist of WDB members, to include Youth Sub-Committee representation, and support staff (Mr. Lott and Ms. Rodriguez). As the current contractor from adult and dislocated worker program services in Cumberland County, Debra Giordano, Regional Director, Workforce Services, for ResCare, explained that ResCare (Respect + Care) is a national company that provides a variety of services (including homecare, residential, workforce, education and training, and pharmacy) with contracts in 28 states. ResCare currently has contracts in five North Carolina regions to provide workforce services. Ms. Giordano explained that ResCare aims to provide comprehensive, personalized assistance to individuals at different levels of need, including one-on-one case management and training assistance for those in need in order to aid in preparing workers for high growth, high demand industries. Many services are available at the NCWorks Career Center, including job search, job referral, and placement assistance to job seekers. Everyone is urged to register in NCWorks Online, a free, one-stop online resource for job seekers and employers in North Carolina. Through the statewide system, job seekers can search for jobs, create resumes, and find education and training; employers can find candidates, post jobs, and search labor market information. Through the Career Center, eligible individuals may receive short term training assistance (up to two years, from eligible training providers, such as FTCC and FSU, in addition to related books and supplies), with the goal of job obtainment through the shortest path possible. Mr. Lott reported that a successful training that many participants request assistance with is truck driver training. The WDB is responsible for approving all eligible training providers. Additional services include On-the-Job Training (OJT) and Transitional Employment (also referred to as Work Based Learning, internships, and/or Work Experience) where WIOA funds can be used as a reimbursement to the employer or as wages paid directly the participant. Mr. Lott explained the usual format of the WDB meetings, noting that today's meeting format differs. Typically, the sub-committees meet first, providing reports and updates that may require action or be for information only. The sub-committee meetings are followed by a provided lunch, and then the formal meeting, which includes a brief summary of the sub-committee meetings and subsequent approval actions, if required, and a focus. Mr. McCune, Ms. Charlene Cross, Mr. Lott, Ms. Rodriguez, and Ms. Aazam presented a well-received workshop at the Fall 2015 Southeastern Employment & Training Association (SETA) conference in September about the format and organization of our WDB meetings. Mr. Lott closed his brief orientation by explaining that as the state prepares its strategic plan, he plans for the WDB to revisit its strategic plan, and consider revising the sub-committees to match goals. He would also like to consider bringing in an outside facilitator to help incorporate and coordinate the WDB's strategic plan with other related strategic plans of the County, State, and economic development. As Chair, Mr. McCune expressed his expectation that the members recently appointed by the Commissioners will rise up as leaders as other members' terms expire.

IV. Director's Report – Mr. Lott provided an update on various workforce related news. The US Department of Labor, Employment & Training Administration (USDOL-ETA) has announced that the final Workforce Innovation and Opportunity Act (WIOA) regulations will be issued in June 2016. The new law encompasses not only the adult, dislocated worker, and youth programs, but also Wagner-Peyser, Adult Education and Literacy, and Vocational Rehabilitation. The writers of the regulations are working hard to address the many comments they received from the responses of the Notices of Proposed Rulemaking (NPRMs); in the meantime, the USDOL-ETA has released general guidance while encouraging states and local areas to further develop innovative partnerships to promote the mission of WIOA. The NC Commission on Workforce Development approved the final draft of the State Unified Plan at their meeting on February 17th. The Plan, which must be submitted to the USDOL by April 15, 2016, incorporates all four titles of WIOA (adult, dislocated worker, youth; Adult Education and Literacy; Wagner-Peyser; and Vocational Rehabilitation), and requires increased coordination and referrals with NCWorks Career Centers. These requirements will be incorporated into the local area planning instructions which will soon be issued and due sometime in May 2016. Mr. Lott recommended that the WDB should also

incorporate the State's Unified Plan when we develop a new strategic plan that builds on our current goals, but focuses more on economic development and realignment with the strategic plans of the County, State, Community College, and economic development. He asked that the Board consider bringing in a facilitator that will assist with developing new strategies and goals, and then use the goals to reconfigure the Board's sub-committee structure. Mr. Lott reported that as of January, the Cumberland County NCWorks Career Center was officially certified by the NC Department of Commerce, Division of Workforce Solutions, as an Integrated Services Center. He explained that we are the single largest Career Center in the state since our Center includes in-house services to Veterans and youth participants. He reiterated the Center's #1 priority of serving Veterans. As a result of the certification, we can proceed with plans in conjunction with the state's rebranding effort. We are working on replacing exterior and interior signage and have ordered brochures and rack cards for job seekers and businesses. Mr. Lott mentioned the great partners working with the Career Center, including DSS, Vocational Rehabilitation, and the Cumberland County Library System. He reported that they are in the final stages of purchasing new computer and laptops for the library system, which will be used to provide individuals with job search assistance and enrollment into NCWorks Online. Career Center staff will work with the library to provide training and technical assistance in order to make this outreach effort effective. Mr. Chad Kormanek asked how they would track and measure the impact of incorporating NCWorks users with the library computers. Mr. Lott explained that they will develop a Memorandum of Agreement that will include requirements, such as outreach to at least 100 individuals each month and enrollment into NCWorks.gov. Career Center staff will also make weekly trips to the library. He acknowledged that they will have to figure out how to effectively track and measure the number of individuals who obtain a job through the initiative. The current contracts with ResCare (for adult and dislocated worker program services) and Cumberland County Schools (for youth program services) end June 30, 2016. They are in the process of developing new Requests for Proposals (RFPs), which will be reviewed by a panel that includes WDB members and support staff (Mr. Lott and Ms. Rodriguez). Review criteria will include the business plan and costs, performance levels, program design, and past performance in operating similar programs. The new contracts will begin on July 1, 2016 for a two year period, with an option for a third year extension. Private, public, and non-profit entities are eligible to apply, including the current contractors. Adult and Dislocated Worker program services must be operated within the Career Center as part of integrated services, and the RFP will require that at least 35% of the total contract will be for training by an eligible provider or through On-the-Job Training or Transitional Employment. Youth services may be provided at a separate location, but proposals must include the budget for the costs of maintaining a separate location. In order to make the transition seamless for our customers, Mr. Lott explained that they will extend the current contracts for three months, through September 30, 2016, to allow for an orderly handoff in the event that there are new contractors. Upcoming community job fairs include an invitation-only female homeless Veterans Stand Down hosted by the Career Center on March 16th from 8 am-2 pm to provide intensive services to homeless veterans in order to prepare them for the community job fair scheduled for March 23rd. Ms. Esther Thompson asked how effective the job fairs are in terms of the number of individuals who actually secure employment after attending a job fair. Mr. Lott explained that while some attendees may actually get hired the same day, many others at least have the opportunity to get interviewed and may receive a job offer in the days following the event. In response to a question of if there are too many job fairs, Mr. John Lowery explained that at a recent regional Business Services meeting, the discussion led to how the Career Centers should be the common link between the job seekers, businesses, and partners participating at the various job fairs. A lot of people still want one-on-one interaction and may benefit from the in-person contacts at a job fair. Ms. Susan Mason spoke about the annual March to Work job fair hosted by the Department of Social Services (DSS). Several community partners, including FTCC, the Cumberland County NCWorks Career Center, the library system, and Beasley Broadcasting, often participate in the job fair which is aimed at DSS Work First customers but is open to the public. She explained that although they have not received much feedback from past employers that have

participated, many of the same employers sign up year after year. She shared that for this year's event, which is scheduled for March 23, 2016 from 9 am to 2 pm at the Crown Expo Center (1960 Coliseum Drive), only two employer slots are left from over 100. A list of participating businesses and partners will be available from Robert Relyea with the County. Job fairs are a good opportunity to spread information about the Career Center and NCWorks to the businesses and employers that are not aware of the services and resources offered. Ms. Cross added that during the 1000 in 100 initiative (which had a goal of outreach to over 1000 businesses in the state within 100 days), it was apparent that too many businesses and employers were not aware of the Career Center and NCWorks, but businesses do keep up with community job fairs. Ms. Cynthia Wilson acknowledged that job fairs offer hope for individuals who are out of work, and in this day and age of online and electronic applications, many can benefit from the personal interactions that are available at the job fairs. Mr. Eldon Meacham reported that the library job fair attracts 600-900 people each year and 70-100 of those who attend obtain employment as a result. Job fairs also offer job seekers information on the services and resources available in the community, including those from ResCare and the Society of Human Resource Management (SHRM) which can provide assistance with creating and improving resumes, and may increase an individual's chances of obtaining employment. Mr. Lott also provided an update on the closing of Dayco, which will result in 120 employees losing their job; Career Center staff will provide Rapid Response assistance to the affected individuals, to include onsite orientations and a job fair in the month of March.

V. Connect NC Bond Project – Dr. Larry Keen shared a brief video (<https://www.youtube.com/user/faytechcc>) and spoke to the WDB about the Connect NC, a \$2 billion bond project proposal for strategic investments in the state's public infrastructure (for higher education, state parks, agriculture, safety, and water and sewer infrastructure) "that will cultivate a stronger economy, improve quality of life, provide improved facilities for education and training, and enhance the safety of our food and our citizens." Over 2 million people have moved into the state of North Carolina in the last 14 years, Dr. Keen explained, which amounts to the entire state of Nebraska. "Just as businesses invest in their companies and families invest in their homes, North Carolina has the responsibility to invest in public infrastructure for current and future generations." Of the bond's \$2 billion, \$980 million will be distributed to NC Universities, \$350 million to NC Community Colleges, and \$100 million to state parks and attractions. The bond's impact on Cumberland County includes \$10.668 million to FTCC (which will go toward a Western Campus to aid in overcrowded laboratories for health program students and other buildings in need of construction repair, including Horace Sisk and Lafayette Hall), \$10 million to Fayetteville State University (which is expected to aid their life and sciences program, including renovations to the planetarium and Lyons Science Building), and \$5.7 million to Carver's Creek State Park. Dr. Keen emphasized the importance of preserving the historical value of Cumberland County, while nurturing the county's eligibility for growth. With the new Cape Fear Valley Hospital campus and Veterans' Administration Hospital in Hoke County, a new FTCC Western Campus will help the college manage the increased demand and emphasis on the healthcare industry. Voters will have the opportunity to vote on the bond in the primary election on March 15, 2016. Dr. Keen asked the attendees to consider the opportunity to invest in ourselves as well as future generations. He explained that voters should not confuse the Connect NC bond with the other bond issue up for vote on the March 15th ballot, a \$35 million City of Fayetteville ParVIks & Recreation Bond Referendum. He added that the Connect NC bond project will not result in new taxes and explained that while Universities are state funded, community colleges are county funded. In closing, Dr. Keen asked everyone to contemplate whether we want to move forward or be stagnate, and he stressed that this may be the only bond the state will consider for a long time. A resolution to support the Connect NC bond project was posed to the WDB for approval action later in the meeting.

VI. 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. It was determined that there was no conflict for FTCC Board of Trustees members (Mr. McCune and Ms. Thompson) and employees (Mr. Carl Mitchell and Ms. Pam Gibson) to vote on the proposed Connect NC bond resolution due to the individuals not receiving any direct benefit.

VII. Approval of Minutes - Mr. McCune asked the members to review the minutes from the December 18, 2015 WDB meeting. Mr. John Jones 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.

VIII. Sub-Committee Meetings

- **Business and Finance**- Ms. Linda Hoppmann, Chair of the Business and Finance Sub-Committee, presented one item for information:
 - **Finance Report**- Ms. Nedra Rodriguez, Accountant II, provided an update regarding the financial position of the Center as of February 22, 2016. Fiscal Year (FY) 2016 Workforce Innovation and Opportunity Act (WIOA) allocated funds, allowing for ample carryover funding, Ms. Rodriguez reported, has the Center in a good position for a seamless transition into the new fiscal year. In response to Mr. Jonathan Charleston’s question of whether it would be better to obligate all funding so that it could not be recaptured by the state, Ms. Rodriguez explained that they have two years to spend funds. She added that despite the fiscal year starting July 1st, last year’s allocation was not received from the Department of Labor until October. Mr. Lott explained that it is a good rule to carryover 10% of funding to ensure a seamless transition into the next fiscal year. He added that though they always anticipate funding cuts, Cumberland County actually received a 12% increase in overall funding last year, despite a reduction in funding to the state. Mr. Lott explained that funding is allocated based on a formula that factors in an area’s unemployment and poverty rates. He reiterated that they will look to extend the current contracts with ResCare and Cumberland County Schools to provide the respective adult, dislocated worker, and youth program services, for an additional three months (through September 2016) to overlap with the potential new contractors in order to ensure a seamless transition. Ms. Rodriguez explained that there are ample funds in the current contracts to allow for the extensions. She added that they don’t want customers to be negatively impacted by any changes as a result of the potential transition(s). Mr. Charleston expressed his concern regarding our duty to expend tax dollars responsibly and asked whether it may be more beneficial to consider potential new contractors that are prepared to be ready from Day 1. Ms. Rodriguez explained the complexity of any potential transition, since the WDB is responsible for providing office space and the County provides IT support; certain things cannot be done prior to the new contract’s July 1st effective date and require assistance from other sources. Mr. Lee Caulder suggested that they consider a service level agreement, while Mr. Charles Royal questioned whether we can require the current contractors to enter into an agreement with the potential incoming contractors. Ms. Gibson inquired about the timeline for the RFP. Mr. Lott explained that due to multiple levels of required approval from the County, they expect to convene the review team by the end of May. Mr. McCune asked for volunteers for the review team, which will include Mr. Lott and Ms. Rodriguez. WDB members Ms. Cynthia Wilson, Mr. Josephus Thompson, Mr. Charleston, and Ms. Charlene Cross agreed to participate. Mr. Carl

Mitchell spoke about the transition of the programs from FTCC when the WDB was required to competitively procure the programs in 2014, which resulted in the current contracts with ResCare (for Adult and Dislocated Worker Program services) and Cumberland County Schools (for Youth Program services). He said that an overlap of services may be required in order to avoid an interruption in the flow of services to customers. Mr. Charleston acknowledged that the new contractors will likely hire the existing staff so there may not be a need to extend the current contractors for three months. Ms. Rodriguez praised the flexibility of the current contractors, and Ms. Cross reminded the WDB that they asked for proposers to consider the current staff in the last RFP. The financial report was accepted as information only.

- **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, February 5, 2016. The report included letters that were drafted for participants (and their parents) and employers to remind them of the changes to the Youth Program as a result of the new Workforce Innovation and Opportunity Act (WIOA), specifically that the focus of the program is now on Out-of-School youth, ages 16-24. There will no longer be a stand-alone Summer Youth Work Experience Program; the program's concentration has shifted to developing year-round internship and work experience opportunities for Out-of-School youth. Employers who have participated as worksites in past summers are welcome and encouraged to partner as a worksite for an internship opportunity, now or in the near future. Youth Sub-Committee members raised concerns regarding the gap in services to In-School youth due to the change in focus. Representatives from Juvenile Justice worried about the trouble that disengaged youth may get themselves in, while others were concerned about providing resources to hinder youth from becoming idle. Ms. Gibson expressed the general consensus that youth lack soft skills and suggested developing a Human Resource Development (HRD) training program for In-School youth that includes mock interviews and tips for keeping a job, since it is often easier to get fired than it is to get hired. Mr. Jesse Brayboy recommended promoting employment awareness and community support. The Youth Sub-Committee will continue to explore and develop community partnerships in order to bridge the gap in providing services to In-School youth and make recommendations for the transitioning program design. Ms. Cross reported that Ms. Rodriguez arranged a training session for WIOA Youth Program staff on January 8, 2016. The session, which was intended for the purpose of supporting and enhancing the services available for the youth in Cumberland County, included presentations from Victor Glover, representative of the Division of Workforce Services' Veterans Unit, and Ms. Cross, as a representative of the NC Department of Commerce Apprenticeship Program, who spoke about their respective programs and how they can all be working together to promote the advantages of workforce development programs for both job seekers and businesses. Division of Workforce Solutions (DWS) monitors provided insight and technical assistance with the NCWorks Online system, as well as helpful guidance on questions regarding general eligibility and performance measures in anticipation of the WIOA regulations, which are expected sometime in June of 2016. In preparation of developing the Youth RFP, Mr. Lott posed several questions to the Youth Sub-Committee, including suggestions for the overall vision for youth services in

Cumberland County, the goals and focus of the program, and whether services should be provided in-house. Ms. Cross urged Youth Program staff and sub-committee members to recommend nominations for the upcoming recognition luncheon, an annual event hosted by the WDB to honor outstanding participants (in the categories of younger youth, young adult, adult, and dislocated worker), partners, and businesses associated with the Career Center. The luncheon will take place in June in conjunction with the regularly scheduled WDB meeting; award winners will be submitted the state for consideration of the Governor's NCWorks Awards of Distinction which are recognized at the annual NCWorks Partnership Conference in October. The next Youth Sub-Committee meeting is scheduled for noon on Monday, April 11, 2016 at the Career Center. The update was accepted as information only.

- **Update on Contract for WIOA Youth Program** – Mr. Chip Lucas, Executive Director, Career and Technical Education (CTE), for Cumberland County Schools (CCS), provided an update on the WIOA Youth Program as of February 5, 2016. He said that he and Ms. Nore Brantley, Career Development Coordinator, share many of the same ideas suggested by Ms. Gibson during the Youth Sub-Committee report. Additional suggestions included site visits and post-secondary school visits, as well as the creation of a task force to tackle the issues of concern. As of January 31, 2016, there were 258 total youth participants, including 31 who have been enrolled since July 1, 2015. Fourteen Out-of-School youth participants are in a year-round work experience opportunity at various work sites in the community including Cape Fear Valley, TJ Maxx, Sophia B. Pierce & Associates, and CCS Westarea Elementary School. Staff continue to be involved in professional development and outreach opportunities throughout the community and region, including presentations to 140 Tarheel Challenge cadets and the Veterans Administration, Career Development Facilitator training, a meeting of the Cumberland County Work Ready Community Steering Committee, a Juvenile Crime Prevention Council meeting, and continued planning meetings for the upcoming Youth Summit. Mr. Lucas reported that they are considering additional marketing and radio spots to promote awareness of the focus on Out-of-School youth. He added that they continue to brainstorm on how to fulfill the expectations and intentions of WIOA, including innovation, career pathways, and long-term employment with sustainable wages. February is Career and Technical Education (CTE) month; the theme for 2016 is “Opportunities for Career Success.” The mission of CTE is to help empower students for effective participation in a global economy as world-class workers and citizens. Among the goals of CTE is to increase the number of students graduation with WorkKeys, Career Readiness, and other industry-recognized credentials and to provide all CTE students with co-curricular opportunities for work-based learning activities and quality professional development aligned to relevant curriculum, instruction, and technology. Copies of the CCS 2016-2017 high school course selection guide were available, with information on the various college and career-ready pathway options. Mr. Lucas noted the parallels between the mission and goals of the CTE and WIOA Youth programs. High School Connections, a program that is part of North Carolina's Career and College Promise program, offers seamless dual enrollment educational opportunities in partnership with FTCC for eligible high school students to accelerate completion of college certificates, diplomas, and associate degrees that lead to college transfer or provide entry-level job skills. An individual can potentially graduate with an associate's degree before they even graduate from high school. Ms. Rodriguez wondered if this could affect the student's Pell grant;

Ms. Gibson said that it should not since high school students are not eligible for the Pell, although it may affect their funding in the long run since the amount of the Pell grant is based on how many credits the individual takes. Private school students are also eligible for High School Connections. Ms. Cross' son is a high school junior participating in the program and he loves it; she said it is a shame that more people don't know about it or take advantage of the program. Tuition is waived, though students are responsible for textbook and supply costs, and there is bus transportation for high school juniors and seniors. It was suggested to make High School Connections and the other college and career-ready pathway program options a focus of a future WDB meeting. Ms. Thompson noted that lack of soft skills has been a concern across the board for many years. She wondered if they should be introducing these skills at an earlier age. Mr. Lucas agreed that they hear a similar sentiment from businesses all the time. He proposed developing a summer course for youth participants that will include computers, HRD, financial literacy, civics, and career management, maybe in partnership with FTCC. Ms. Cross expressed the need for all students to have access to these types of trainings; Mr. Kormanek asked how they can make it a requirement through the Board of Education. Mr. Lucas said he would pass along the suggestion to Dr. Frank Till, Superintendent of Cumberland County Schools. Mr. Kormanek also noted the need to acknowledge attendance issues in the workplace; Mr. Lucas reported that CCS has already begun tackling this issue with their "Every Minute Counts" campaign. The update was accepted as information only.

- **Planning and Evaluation**- Mr. McCune presented two items of information:
 - **Update on Contract for WIOA Adult & Dislocated Worker Program** - Ms. Lorria Troy, Project Director for ResCare Workforce Services, provided an update on the WIOA Adult & Dislocated Worker Program. The report included updated year-to-date contract measures which are based on annual goals 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. Program highlights included enrolling 106 transitioning military into the OSHA 30 & Lean Six Sigma, CATV & Fiber Optics Training in partnership with the FTCC Transition Tech program, participating in a roundtable for small business hosted by the City of Fayetteville Economic and Business Development Department, and conducting four informational sessions at the Fayetteville Metropolitan Housing Authority. Ms. Troy explained that with the help of Ms. Charlene Callahan, Transition Tech Coordinator with FTCC, the Transition Tech program is made available to all exiting military within six months of their exit, and she reported that all graduates of the cable course have obtained employment. The report also included participant triumphs, successful job placements, the various activities and initiated contracts of the Business Services Coordinator, and an overview of the projects offered at the Cumberland County NCWorks Career Center. Ms. Troy explained the RoadMaps to Success program, which was recently restructured from five days to a full day training program. The program is geared toward employment success; participants are challenged to rethink unsuccessful behavioral patterns and take charge of their employment goals through planning, preparing, supporting, direction, and having a backup plan. Since its inception in December 2015, 53 participants have been enrolled in the program, with 13 individuals achieving successful job placement. Ms. Troy also shared several new professional development workshops available to participants including a Resume

Building Workshop (to assist participants in creating professional resumes and cover letters), Job Club (which provides hands-on career coaching in a group format where the focus is on helping participants complete the necessary steps in order to conduct a successful job search), and the Ex-Offender Employment Strategy Workshop (which provides job search assistance and strategic interview techniques for participants who face challenges with obtaining employment with assistance from Michael Westray, DWS Registered Offender Specialist Representative). Mr. Charleston asked how early they can engage offenders before their release; while more formal arrangements can be initiated for individuals incarcerated locally, Mr. Thompson explained that they try to partner with the programs already offered through the Department of Corrections. The update was accepted as information only.

- **Veterans Flooring Group Project** – Mr. Eldon Meacham, Business Services Coordinator, described a recently developing partnership with a local flooring company, Veterans Flooring Group. The company, through the staff of the Small Business and Technology Center (SBTDC) at Fayetteville State University, was put in contact with the Career Center due to its quest for assistance to find and train qualified, skilled individuals for their planned expansion. The company is looking to increase their number of employees from 25 to 150 in the next year in order to meet the demand for quality flooring installation projects on Fort Bragg. Along with the support of Mr. McCune, Career Center staff met on several occasions with the owners and colleagues of Veterans Flooring Group to discuss the needs of the company. Through the Center's partnership with FTCC, and the assistance of Mr. TJ Haney, a customized two week training course was developed based on the framework requested by the company. WIOA funds will be used to cover the cost of the training course and any required tools and supplies for WIOA-eligible individuals. The company has promised to hire all individuals who successfully complete the course and a brief Transition Employment Training opportunity. Through the programs and services available through the Career Center, other individuals have been screened for either immediate hire or On-the-Job Training opportunities. Mr. Meacham reported that the company is impressed with the timeliness of the Career Center in responding to their needs, and Mr. McCune said that they have already received requests from local electrical and plumbing companies to create similar programs, based on the positive feedback they have received from Mr. Travis Eckhart, owner of Veterans Flooring Group. Mr. McCune explained that we have the opportunity to get in on the ground floor of creating a new market which may replace the void left by the manufacturing industry and may even lead to cutting-edge partnerships like the Collision and Repair Program. He added that the project was a great partnership between FTCC and the workforce development system programs offered at the Career Center, and they even referred the company to workforce development programs in other local areas and states since they have contracts in nearby regions as well. Ms. Wilson inquired about the potential to offer the job opportunity to ex-offenders, but due to many of the jobs sites being on Fort Bragg and other military installations, the employees do need to be able to pass a background check, drug test, and a driver's license (or at least reliable transportation). In the long-term, they may be able to offer jobs outside of Homeland Security, but for the moment, that may be a roadblock for those with background issues. The positions start out at \$12 per hour, with the potential for increases within six months; long term employees make as much as \$25 per hour and develop within the company and in their ability to teach others. The report was accepted as information only.

- **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. Thompson referred to the Labor Market Overview provided by the Labor & Economic Analysis Division (LEAD) of the NC Department of Commerce for December 2015, January and February 2016. The current unemployment rate in Cumberland County of 6.7% is lower than the two previous reports, but it is still higher than the state and national rates. Cumberland County’s unemployment rate is generally at the mid-point compared to rates in the other counties. Ms. Gibson remarked that the Cumberland County/Fayetteville area is “a big city with a small town feel.” Mr. Lott pointed out that truck drivers continue to be the position that are most in demand in Cumberland County; Ms. Gibson said that is likely due high turnover in that industry. Mr. John Lowery, Regional Operations Director, reported that Cumberland County is the leader of the Sandhills Region; Mr. Lott commented that the commuting patterns for Cumberland County are astonishing. Mr. Thompson commended the diligent, hard work of the Career Center staff; he added that they are all passionate about the work they do to support and change the lives of Cumberland County citizens. He welcomed everyone to visit the Center at 410-414 Ray Ave. A summary of the recently released NC State University, Institute for Emerging Issues report (“FutureWork Disruption Index for North Carolina: How to North Carolina counties compare on vulnerability to the disruptions of technological unemployment and demographic change?”) was included. Mr. Lucas said that he attended the Emerging Issues Forum online. He reported that he found it interesting that several Star Jobs (based on a report provided by LEAD) appear to also be the most vulnerable to automation/technology-driven unemployment. Lower-wage jobs, such as food prep and serving workers, retail sales, cashiers, and waiters and waitresses, are particularly at risk. The sectors of emphasis in NC continue to include healthcare, business, and finance. The data was accepted as information only.

- **Program Activities and Community Relations**- Ms. John Jones, Chair of the Program Activities and Community Relations Sub-Committee, presented two items of information:
 - **Governor’s Resolution** - At the last WDB meeting, Mr. Lott shared Governor Pat McCrory’s resolution which charged North Carolina’s education and workforce leaders with raising the number of students pursuing postsecondary training. According to the Governor, postsecondary education and training are the “new minimum” that will prepare North Carolina’s current students for tomorrow’s jobs. According to the National Governor’s Association, 79% of nationally available jobs in 1965 required only a high school diploma; today, that number is only 35%. Currently, 54% of the state’s workers have some postsecondary education; Governor McCrory has set a goal for North Carolina to have 67% of working adults with education and training beyond high school by 2025. In actual numbers, the Governor is asking the workforce and education system to add over 800,000 workers to the ranks of those with credentials and diplomas in ten years. Governor McCrory asked the workforce system to invest in traditional and non-traditional students, including those who are currently disconnected from the workforce. The charge was issued to the UNC Board of Governors, the State Board of Education, State Board of Community Colleges, Independent Colleges and Universities, the NC Business Committee for Education, the Economic Development Partnership

of NC, and the NCWorks Commission. When the WDB was asked to consider adopting the resolution and include it as a measure in the revised Strategic Plan, members expressed apprehension about adopting the resolution without knowing the impact it may have on or by Cumberland County and the Sandhills region. Per their request, a special report from the NC Labor & Economic Analysis Division (LEAD) was included for their review. The report, which showed Cumberland County education and labor force statistics, reflected that Cumberland County is close to achieving the numbers established by the resolution, with the percentage of Cumberland County residents 25 years and older with an educational attainment beyond high school at 64%. For those in the labor force, that percentage increases to 73.3%. Mr. Lott pointed out that even some college is beneficial; individuals may not have to earn a degree, but may find success after completing short-term certificate programs. The data was accepted as information only.

- **Update on Work-Ready Community Initiative** - Ms. Brantley provided an update on the progress of Cumberland County's path to becoming a Work Ready Community. In an effort initially prompted by Ms. Hoppmann after hearing about it at a workforce conference, and with Ms. Brantley leading the charge, Cumberland County has started the process toward becoming a 'Work Ready Community,' an initiative with 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 certain criteria within two years of the application being accepted, 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, it was necessary to secure letters of commitment from key required stakeholders to form a team or committee that includes: a Chamber of Commerce representative (MG Rodney Anderson), Economic Development professional (Brandon Plotnick), Elected Official (City Councilman Kirk DeViere), Education representative (Chip Lucas), Community College representative (TJ Haney), Local Workforce Development Board representative (Charlene Cross), and an Employer (Linda Hoppmann). Dr. Jennifer Brown, an FTCC recruiter located at the Career Center, has also joined the committee, and Ms. Brantley welcomed anyone interested in supporting the initiative. 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. The Steering Committee met on January 21, 2016 and discussed the value

of making a video, perhaps to be developed by FTCC Media Services, which could be used for presentations at the Chamber and other business events. They also considered creating a Promotional Team which fully understands the mission and can communicate “our story.” The committee agreed that the initiative would benefit from concise, yet effective, informational materials (e.g. brochures) and that all of the promotional ideas would be helpful as part of the community outreach plan for initiative awareness. The Steering Committee met again on February 18, 2016 to review a draft of the application, which the committee plans to submit by the end of March 2016. They are scheduled to meet again at the Career Center on March 24th with plans to proceed with the following action steps: create a clear message, “our story,” to promote this initiative; develop an engagement plan for the Chamber; develop a communication plan that will become the “launch plan”; and to fully educate Economic Development to be able to spread the word about the Career Readiness Certificate (CRC). The value of participating in the NCWorks Certified Work Ready Community initiative is that 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. The update was accepted as information only.

- **Marketing/Bylaws/Nominations-** Ms. Esther Thompson, Chair of the Marketing/Bylaws/Nomination Sub-Committee, presented one item of information:
 - **Update on Branding-** Ms. Thompson referred to the job seeker and business services brochures and rack cards included in the notebook, which are consistent with the new state branding guidelines. After two years, and \$1.5 million, the NC-Nothing Compares- logo, is permitted to be used on signs and materials, once approved by the state, by certified NCWorks Career Centers. According to the State of North Carolina’s Official Brand Standards manual, “the logo reflects the exceptional natural beauty of North Carolina. It symbolizes the brand by focusing on the pine tree, which grows across every corner of the state, and reflects North Carolina’s strong roots and continued economic growth. The logo colors transition from green to blue, mirroring the diverse landscape from the mountains to the sea. The full North Carolina logo incorporates the icon, the tagline, and the logotype in a lockup that represents strength and balance.” The new logo supersedes the NCWorks logo under which the Career Center and various other workforce development agencies have been promoting. Mr., Lowery described the state’s implantation plan to ensure the efficient and strategic implementation of the new state brand in certified NCWorks Career Centers. Phase 1 of the plan requires the removal of all JobLink and ESC materials from inside the building (including rugs, clocks, posters, etc.), changing the email signatures of all employees in the Career Center to the standard template (via instructions provided by DWS Communications), development of a plan to remove all old signage, and identification of a local company to create new signs. All new marketing materials (including signs, stationary, and brochures) must be pre-approved by NC Commerce’s Branding Team and/or in collaboration with the Regional Operations Director (John Lowery, in the case of Cumberland County). Mr. Lott explained

that they are now authorized to proceed with implementing the changes since becoming a certified Career Center. Ms. Rodriguez reported that they will be removing the existing exterior signs within the next few weeks and proceed with ordering new signs. Ms. Gibson inquired about plans to update the Workforce Development website in light of the branding changes; this will be a topic of discussion at the next WDB meeting. The report was accepted as information only.

IX. Focus: Connect NC Bond Project – In follow up to the earlier discussion regarding the Connect NC Bond, the WDB was presented with a resolution to support the bond. Mr. Charleston made a motion to approve the WDB resolution; the motion was seconded by Mr. Caulder and passed unanimously.

A calendar of 2016 events was also in the notebook and listed upcoming Workforce Development-related events including: the Southeastern Employment & Training Association (SETA) Conference, March 6-9, 2016 in Myrtle Beach, SC, where Ms. Nore Brantley will be presenting a workshop on transitioning the Youth Program under WIOA; the National Association of Workforce Boards (NAWB) Conference, March 12-15, 2016 in Washington, DC; the North Carolina Employment & Training Association (NCETA) Conference, April 6-8, 2016, in Greensboro; the National Association of Job Training Assistance (NAJA) Conference, April 18-22, 2016 in Las Vegas, NV, where Mr. McCune, Ms. Thompson, and Ms. Aazam will be presenting a workshop on effective board meetings, and the National Association of Workforce Development Professionals (NAWDP) Conference, May 24-26, 2016 in Orlando, FL. Mr. McCune reiterated the value of attending conferences, which not only offer educational opportunities and useful information from other sources, but also enhances the camaraderie of Board members.

The next Youth Sub-Committee meeting is scheduled for noon on Monday, April 11, 2016 at the Career Center (410-414 Ray Ave).

The next meeting of the Workforce Development Board is scheduled for Wednesday, April 13, 2016, with sub-committee meetings beginning at 11 am, in the FTCC Administration Building, room 170.

Mr. McCune adjourned the meeting at 2:08 pm.

Respectfully Submitted By

Peggy Aazam, Executive Assistant

David McCune, Board Chair