

**WORKFORCE DEVELOPMENT BOARD**  
**April 14, 2015 – 11:11 AM to 1:29 PM**  
**FAYETTEVILLE TECHNICAL COMMUNITY COLLEGE**  
**Thomas R. McLean Administration Building – Conference Room # 170**

Members Present:

Mr. David McCune  
 Mr. Richard Everett  
 Ms. Esther Acker  
 Ms. Amy Cannon  
 Ms. Charlene Cross  
 Ms. Pam Gibson  
 Mr. TJ Haney  
 Mr. Jenson McFadden  
 Ms. Ellen Morales  
 Ms. Esther Thompson  
 Mr. Josephus Thompson  
 Ms. Cynthia Wilson

Members Absent:

MG Rodney Anderson  
 Dr. Curtis Charles  
 Ms. Linda Hoppmann  
 Ms. Brenda Jackson  
 Ms. Cathy Johnson  
 Mr. John Jones  
 Mr. Randall Newcomer  
 Ms. Jody Risacher

FTCC Administrators Present:

Dr. Larry Keen  
 Mr. Carl Mitchell  
 Mr. Jim Lott

Guests Present:

Ms. Debra Giordano  
 Mr. Tracy Jackson  
 Mr. Chip Lucas  
 Ms. Susan Mason  
 Mr. Tony Rand  
 Ms. Lorria Troy

Staff Present:

Ms. Nedra Rodriguez  
 Ms. Peggy Aazam

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

Dr. Larry Keen and Mr. David McCune presented Mr. Tony Rand (FTCC Associate Vice President/WDC Career Center Manager, January 2014-March 2015) with tokens of appreciation for his positive guidance, direction, and support of the Cumberland County NCWorks Career Center, Fayetteville Technical Community College, and the Workforce Development Board. During his tenure at the Career Center, Mr. Rand provided superior leadership, management oversight, and expertise to his staff, local business leaders, the Workforce Development Board, and residents seeking job training and placement services. Mr. Rand shared how impressed he was with the hard work of the Career Center employees, as well as the support and participation of the WDB members and community partners, and how important the work they all do is to the citizens of Cumberland County. Mr. Rand was congratulated on his retirement.

- **Program Activities and Community Relations-** Ms. Esther Acker, Chair of the Program Activities and Community Relations sub-committee, presented two items of information:
  - **Announcement of Career Center Manager** –Mr. Carl Mitchell, FTCC Vice President for Human Resources, Workforce Development, and Institutional Effectiveness, announced Mr. Jim Lott, Director, as the interim Career Center

Manager for the Cumberland County NCWorks Career Center. Dr. Keen made the appointment as a result of Mr. Rand's retirement after discussing it with Ms. Amy Cannon, County Manager, who was equally satisfied with the decision. Mr. Lott will assume the duties of the Career Center Manager in addition to his current duties as the Director of the Workforce Development Center and support staff to the Board. Mr. Lott assured the Board that their number one priority is still matching added-value employees to good employers. The Program Activities and Community Relations sub-committee accepted the report as information only.

- **Announcement of Workforce Services Manager**—Mr. Mitchell introduced Mr. Josephus Thompson, the Division of Workforce Solutions Manager of the Fayetteville office. Mr. Thompson is a 25 year Army Veteran, with service in the Signal Corp and many years as a Military Recruiter and Career Counselor. A devoted husband, proud father and granddad, Mr. Thompson has been a dedicated North Carolina Workforce Professional for 16 years, most recently as the Lee County NCWorks Career Center Manager in Sanford. Mr. Thompson replaces Ms. Edith Edmond as the Employer Service representative on the WDB. He is glad to be back in Fayetteville and Cumberland County, and he is ready to contribute to the shared vision for the community. Dr. Keen remarked that he is aware of the good things Mr. Thompson was a part of during his time in Lee County, and he is looking forward to continuing to work together. The Program Activities and Community Relations sub-committee accepted the 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, March 27, 2015, and Ms. Cross proudly reported that it is an active and involved Council. Included in the notebook was a Workforce Innovation and Opportunity Act (WIOA) Fact Sheet on the Youth Program issued by the US Department of Labor (DOL), Employment and Training Administration (ETA). The US DOL ETA also recently issued a Training and Employment Guidance Letter (TEGL) on the WIOA Youth Program Transition. The Youth Council will meet on May 13, 2015 to discuss the new information and brainstorm ideas on how to redesign the Youth Program in order to recruit and retain participants to meet the WIOA requirement to spend 75% of funds on Out-of-School youth, ages 16-24. Several of the new target groups, including youth in foster care, pregnant or parenting youth, and those involved in the criminal justice system, do not have to meet income eligibility criteria. The Council intends to develop new ways to market to these individuals and keep them engaged in the program. A strong recommendation is to omit “Youth” from the name and to develop information and materials targeting “young adults.” 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, specifically pre-apprenticeship and apprenticeship. The Summer Youth Work Experience Program, which helps young adults develop transferable career-ready skills, earn money, and acquire valuable work experience, will begin June 29, 2015 and run for five weeks. Applicants must

be under the age of 24, Cumberland County residents, and meet the program eligibility requirements. Pre-applications are available at the Fayetteville NCWorks Career Center at 410-414 Ray Ave and on the Cumberland County Schools Career and Technical Education website ([www.cte.ccs.k12.nc.us](http://www.cte.ccs.k12.nc.us)) under Workforce Development. All information submitted will require supporting documentation. The closing date for submitting a pre-application is April 30, 2015. Employers who are interested in partnering as a worksite are urged to submit a Worksite Request form, also available at [www.cte.ccs.k12.nc.us](http://www.cte.ccs.k12.nc.us); the deadline for worksite applications in May 1, 2015. The new guidance from DOL recognizes that this next year is transitional, so the challenge is to serve the new age group (up to age 24) before we have the new eligibility guidelines in place from the state. Everyone registered under WIA in NCWorks Online as of June 30, 2015 will be automatically transferred to WIOA as of July 1, 2015. The Youth Council will work with Mr. Chip Lucas and the Youth Program staff to build the summer youth work experience into a year-round program. The 9<sup>th</sup> Annual North Carolina Youth Summit will take place in Greensboro, April 24-25, 2015. Youth Program staff, several Youth Council members, and 10 Youth Program participants will attend the Summit, which kicks off with college campus tours. The event is designed to provide opportunities for young adults participating in WIA Youth Services Programs throughout North Carolina to come together to collaborate, learn from one another, exchange ideas and act as “One Voice” in issue relating to workforce development in North Carolina. The theme for this year’s Summit is “I’m on FLEEK,” which basically means “I’m on point.” The acronym ‘FLEEK’ (Finance, Leadership, Employment, Engagement, Knowledge) will carry through the activities and workshops at the Summit. The next Youth Council meeting is scheduled for Friday, June 5, 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. Chip Lucas, Executive Director for Career and Technical Education with Cumberland County Schools (CCS), provided an update on the WIA Youth Program. There are currently 252 total youth participants, including those in follow-up status. Mr. Lucas and Mr. Robert Lock, Youth Program Case Manager, attended the SETA/NCETA (joint Southeastern Employment and Training Association/North Carolina Employment and Training Association) Spring Conference in Greensboro, March 8-11, 2015. Ms. Sonya Thompson, Senior Youth Program Case Manager, and the Youth Services staff have been participating in planning sessions for the 9<sup>th</sup> annual NC Youth Summit, which is scheduled for April 24-25, 2015 in Greensboro. Ten youth participants are currently active in work experience at locations including TJ Maxx, Marshalls, Cape Fear Valley Medical Center, Fayetteville Urban Ministry, Cumberland County Public Library, and Fayetteville State University. An Education Workshop took place on February 7, 2015 at the Department of Social Services (DSS) with over 50 youth participants and adults in attendance. Eleven youth participants attended a cultural enrichment program sponsored by the Art’s Council and 4<sup>th</sup> Friday in downtown Fayetteville on February 27, 2015, which included a portion on etiquette dining in conjunctions with dinner at Pierro’s. Ten parents attended the parent connection event that was held on March 7, 2015 at the Career Center. Youth Council member Ms. Elsie Gilmore, Executive Director

of Kingdom Community Development Corporation, was a featured presenter at the Financial Literacy Workshop that took place on March 28, 2015 at DSS. As of March 23, 2015, 89% of the contract funds have been spent and/or accrued to date. Mr. Lucas shared the statement letter that the Youth Council had tasked him to draft in order to notify parents and participants of the anticipated impact to the Youth Program as a result of WIOA. The statement was mailed to current participants, is available to clients coming into the office and through the Cumberland County Career and Technical Education website ([www.cte.ccs.k12.nc.us](http://www.cte.ccs.k12.nc.us)), and is used as a guide for personnel to explain to clients calling in. Information provided to participants will be updated accordingly as more WIOA-related information is made available. As Ms. Cross explained during the Youth Council update, they are working on developing methods to get the word out to the community on what the program is and what it does in order to recruit participants and worksites. Mr. Lucas reported that he will be making a presentation at an upcoming meeting of the Fayetteville/Cumberland County Ministerial Council to share program information in an effort to connect with church youth members, as well as a radio interview on WIDU. Mr. Lucas invited WDB members to attend the Career and Trades Day event hosted by Career and Technical Education and FTCC on April 16, 2015 from 9 am to 12 noon. The event will take place at the FTCC Collision Repair and Refinishing Technology Center and will include displays, demonstrations, and hand-on activities from various career and trades including construction, engineering, public service, healthcare, military, transportation, public safety, and community colleges and universities. Ms. Cross reported that the Financial Literacy Workshop on March 28<sup>th</sup> was one of the best workshops the Youth Program has hosted. Although Ms. Gilmore did a fantastic job on the Financial Football portion she presented, Ms. Cross was extremely impressed with the math teachers from John Griffin Middle School. They showed math tips and tricks that were useful and contributed to an overall enlightening experience. 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 report included year-to-date contract measures for the categories of Customers Enrolled in WIA, New Customers Enrolled in Occupational Training, and Customers Receiving a Training Service. Contract year to date, 77% of total training funds have been obligated (87% of Adult funds and 62% of Dislocated Worker funds). Since February, the Business Services Representative has signed On-the-Job Training and Work Experience Contracts with Bass Air Conditioning Company, NC Tactical Security Forces, and the Cumberland County Senior Aide Program. He has also participated in the DSS Job Fair, Cumberland County Library Job Fair and Chamber of Commerce meeting, and completed Employer Relations Specialist training. Staff has completed follow-up on all participants who have completed training; their goal for participants who are not currently employed is to reengage them in the Career Center's workshops and provide job search assistance. As Project Director, Ms. Troy attended ResCare's Annual Workforce Leadership Summit in Denver, CO, March 16-18, 2015. Three staff attended the SETA/NCETA Conference in Greensboro, March 9-11, 2015. Upcoming events include an EMSI (Economic Modeling

Specialists Intl.) workshop in Raleigh on April 15, 2015, a meeting of the Cumberland County Chamber of Commerce on April 16, 2015, a Technical Trades and Job Fair also on April 16, 2015, and a job fair at DSS for senior citizens on May 20, 2015. Ms. Troy introduced Ms. Debra Giordano, Director of Operations and General Manager of ResCare, who expressed her personal appreciation and congratulations to Mr. Rand. Dr. Keen said that he was pleased with both ResCare and the Cumberland County School System. Mr. Lott reported that the Integrated Services Delivery Leadership Team, with the addition of Mr. Thompson, is working well; updated summary reports of participations and services were included in the notebook. The Planning & Evaluation sub-committee accepted the update as information only.

- **Marketing/Bylaws/Nominations-** Ms. Esther Thompson, Chair of the Marketing/Bylaws/ Nominations sub-committee presented two items of information:
  - **Recognition Banquet-** Mr. Lott reported that the recognition banquet, an event to honor outstanding participants, employers, and partners of the Workforce Development Center, as well as WDB members, is scheduled for Tuesday, June 9, 2015. The event, which will be a luncheon in order to maximize attendance, will most likely take place at the Holiday Inn I-95 South on Cedar Creek Road, and will be overseen by the Marketing/Bylaws/Nominations sub-committee. The sub-committee will also select the award winners from the nominations submitted by the contractors, based on criteria modeled after the state's Governor's Awards. The selections will be forwarded for statewide consideration of the Governor's Awards of Distinction, which will be presented at a banquet during the NCWorks Partnership Conference in Greensboro in October 2015. Mr. Mitchell thanked the sub-committee for their involvement in the planning of the event and expressed how important it is for Cumberland County participants to be acknowledged, at both local and state levels. Ms. Cross informed the Board that the nominations for statewide consideration must be submitted by June 1, 2015. The Marketing/Bylaws/Nominations sub-committee accepted the update as information only.
  - **Reconstitution of the WDB-** Mr. Lott explained that due to changes in the required composition of Workforce Development Boards as a result of WIOA, North Carolina's Department of Commerce, Division of Workforce Solutions, is requiring all 23 local areas, including Cumberland County, to dissolve their current Board and reappoint a new Board as of July 1, 2015. The new WDB will include a majority of business members and at least two representatives from labor organizations. A document comparing current membership and those required under WIOA was included in the notebook. All current WDB members were urged to reapply for a new term. Eligible individuals that meet the required membership categories will be appointed by the Cumberland County Board of Commissioners. Ms. Peggy Aazam will send an email with the link to the application on the Cumberland County website ([http://www.co.cumberland.nc.us/commissioners/board\\_application.aspx](http://www.co.cumberland.nc.us/commissioners/board_application.aspx)). Mr. Mitchell expressed his disappointment regarding the disbandment of the WDB in its current form; they have worked so hard and are proud of how engaged and involved the Board has been.

Mr. McCune asked Mr. Lott to share updates regarding WIOA. Mr. Lott referred to his Director's Report, located in the "Additional Items" tab of the notebook. The proposed regulations (issued as Notices of Proposed Rulemaking) for WIOA were issued on April 2, 2015. The regulations pertaining to the Employment and Training Administration, exceeding 1500 pages, will be interpreted by the North Carolina Department of Commerce and used as the basis of the state's policies and procedures. Although WIOA maintains the same local structure and continues to serve the same groups of people, Mr. Lott outlined a few of the significant changes. In addition to issuing individual service vouchers for training, the local board can recommend funding contracts with an institution of higher education or other eligible provider of training services to facilitate class-size training for multiple individuals in in-demand industry sectors and/or occupations. WIOA emphasizes regional planning among local workforce areas based on commuting patterns (which the state required last year), promotes closer partnerships and collaboration with other community agencies such as Vocational Rehabilitation, emphasizes career pathways (facilitated by "career planners") to guide jobseekers on a step-by-step basis to an increasingly higher-paying job, and encourages work-based learning programs including pre-apprenticeship, apprenticeship and internships (which is used interchangeably with work experience). Performance measures are based primarily on job placement, wage gains, and job retention. Youth measures include the attainment of a high school diploma, GED, or other recognized credential. All programs will have a new measure called "effectiveness of serving employers." The Youth Program is being redirected to focus on disconnected youth (classified as "out-of-school") ages 16-24; nationwide, there is a reported 6.5 million "disconnected" youth, individuals who are in an education or training program, and are not employed. Several youth target groups who face barriers to employment are not required to meet income eligibility. The Youth Council will become a standing committee of the WDB. Successful implementation of many of these approaches requires local boards to oversee robust approaches across all workforce programs to develop career pathways and sector strategies with businesses, economic development, education and training institutions, including community colleges and career and technical education, and supportive services agencies. The Marketing/Bylaws/Nominations sub-committee accepted the update as information only.

- **Business and Finance-** Mr. McCune 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 April 8, 2015. Slightly over \$450,000 of the budget remains after expenditures, obligations, encumbrances, and reserves to carry over into the new fiscal year. Ms. Rodriguez reported that the program is in a very good financial position, but they are not sure how or when they will receive new year funding. Ms. Rodriguez attended the 2015 SMART Financial Grants Management training for Region 3 in Atlanta, GA, March 31-April 2, 2015, which provided guidance on significant policy changes as a result of WIOA that will affect grantees and sub-recipients responsible for administering DOL-ETA formula and discretionary funds. The new policies will trickle down from

the state to the local level, but Ms. Rodriguez assured the Board that they will not have to make many major adjustments as they have tight internal controls and are already in the practice of doing what will now be required. The changes, which will take effect July 1, 2015, will emphasize timely payments, especially for sub-contractors and sub-recipients. The Feds want a 2-3 day turnaround, where it currently may take up to 5 days to receive funds. This will require a state system change; locals won't be able to comply until the state system allows for the change. Dr. Keen was concerned if the state was aware of the new requirements; Mr. Lott assured him that the state is aware, but may be slow to make the changes. Ms. Rodriguez said the conference was a lot of information in a very short time, but Mr. Steve Daniels, Director of the Division of Policy, Review and Resolution for the Department of Labor, said he was available for questions. Ms. Rodriguez explained that you can't just flip a switch to make the changes as of July 1<sup>st</sup>; there must be actions to make it happen. Dr. Keen expressed his concern on the impact the changes will have on the clients. Ms. Rodriguez explained that the changes to the federal grant management requirements, which depend on the understanding of and adherence to Federal regulations on uniform administrative requirements, cost principles, and audit requirements, also applied to FTCC, Cumberland County, and every agency that manages state or Federal funds, as they are all governed by the Office of Management and Budget (OMB) policies and procedures. Fiscal Operations staff members of ResCare and Cumberland County Schools are aware of the changes to the requirements. Ms. Rodriguez reiterated that they are already doing many of the new requirements, or will be able to make the adjustments quickly; it is good to be on top of the new information as it is made known. Ms. Rodriguez reported that Ms. Linda Spence from the NC Department of Commerce conducted a monitoring visit at the end of February and by all accounts, the report is very good. The official monitoring report should be received by September. Mr. Mitchell recognized Ms. Rodriguez for her hard work and leadership of the finance area and contractors. He indicated that it is not common to receive such a superior monitoring report, especially due to all of the changes, but Ms. Spence found the finance area to be clean and to have plenty of money in reserve to make it into to the new fiscal year. The Business and Finance sub-committee accepted the financial report as information only.

- **Labor Market Information**- Mr. TJ Haney presented one item of information:
  - **Review of most recent LMI report**- Mr. Lott referred to the Labor Market Overview provided by the Labor & Economic Analysis Division (LEAD) of the NC Department of Commerce for March and April 2015 included in the notebook. Although lower unemployment rates were most recently reported at the local, state, and national levels, Mr. Lott pointed out that with over 8,000 Cumberland County residents still unemployed, our job is not done. Mr. Mitchell wondered if the lower rates were attributed to massive hiring events in the month of March; Ms. Gibson suggested comparing several reports to get a clearer picture, as much of the information overlaps for the 90 days of reporting time. Dr. Keen expressed the need to be more aggressive about finding out the impact of Fort Bragg labor. Mr. Haney provided an update on the Industry Contact Team's efforts since the last meeting. Based on the recommendations of the former Align4NCWorks Ad Hoc committee, Mr.

Haney (Executive Director for Economic Development and Military Continuing Education for FTCC) and Ms. Cathy 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 and Ms. Johnson met on April 7, 2015 to discuss the results of Ms. Johnson's visits during the third quarter of 2014-2015. 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. Of the 22 visits, thirteen (13) were service providers, six (6) were industry, two (2) were military contractors, and one (1) was a call center. The extensive survey collects information from the business leader on the Product/Service, Market, Industry, Management, Workforce, Technology, Utility Services, and Quality of Life/Community Services. Comments related to workforce issues included that three of the companies surveyed would like to expand and/or add new employees, equipment or facility within the next three years, none of the companies surveyed are at risk of closing, and six provide in-house workforce training. The Community College, State Workforce Services, and Workforce received average or above average ratings; the businesses surveyed always feel there is room for improvement and never give a perfect score. A concern regarding State Workforce Services was that they do not have a good labor pool. Most companies ranked the availability, stability and productivity of workers high, but reported low quality and recruiting problems, mostly for skilled workers due to their industry type. Mr. Haney partnered with staff of NC State University's Industrial Extension Service (NCSU-IES) to visit several businesses in Cumberland County on March 24, 2015. The intent was to learn about the needs of business and industry and introduce the companies to the broad spectrum of training, programs and services available. Mr. Haney is already working on addressing the needs expressed, including welding training for AllSigns, updating TufTex's MatchForce profile in order to enhance the key words related to their positions, and training for an internal maintenance apprentice at the Fayetteville Observer. Mr. Haney and Ms. Cross attended a meeting of the Plant Managers' Association on March 17, 2015 and gave presentations about the NCWorks Customized Training and Apprenticeship programs. Mr. Haney, with partners NCSU-IEC and the Economic Development Partnership of North Carolina (EDPNC), will conduct joint visits on April 24, 2015 to TACARM, DAK, and Clear Path Recycling to address their shared needs and interests (i.e. increasing exports, utilities savings, and waste expo). Mr. Haney has three current Customized Training projects (Sykes, Clear Path Recycling, and BCBSNC) and two projects in the discovery and development stage (Cargill and MANN+HUMMEL Purolator Filters). Mr. Haney explained that he is not waiting to brief the Board on every item before taking appropriate actions in a timely matter. The Labor Market Information sub-committee accepted the update as information only.

## **OFFICIAL MEETING**

**I. Call to Order** - The April 14, 2015 meeting of the Workforce Development Board was called to order by the Board Chair, Mr. David McCune, at 1:06 PM.

**II. Recognition of Guests** – Dr. Keen, Mr. McCune, and Ms. Esther Thompson presented Mr. Tony Rand with a gift of appreciation on behalf of the FTCC Board of Trustees. Mr. McCune welcomed and thanked the guests in attendance. Ms. Amy Cannon introduced Mr. Tracy Jackson, Assistant County Manager for Support Services. Mr. Jackson has over 27 years of local government experience in North Carolina, most recently as the county manager in Lincoln County, and in the emergency medical field. Having only been in the position for five weeks, Ms. Cannon reported that Mr. Jackson has jumped right in, and with his diverse expertise and experience, he is a comfortable fit for the Cumberland County Leadership Team. Mr. Jackson said that he is here to learn and serve, and that he looks forward to working together.

**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 February 10, 2015 WDB meeting. A motion was made by Ms. Thompson to approve the minutes as read; the motion was seconded by Mr. TJ Haney and passed unanimously. The approved minutes will be posted on the Workforce Development Board website at the conclusion of the Board meeting.

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

- *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:
  - Announcement of Career Center Manager – Mr. Carl Mitchell, FTCC Vice President for Human Resources, Workforce Development, and Institutional Effectiveness, announced Mr. Jim Lott, Director, as the interim Career Center Manager for the Cumberland County NCWorks Career Center. The Board accepted the update as information only.
  - Announcement of Workforce Services Manager - Mr. Mitchell announced Mr. Josephus Thompson as the new Workforce Services Manager for the Cumberland County NCWorks Career Center. The Board accepted the update 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 update on the Youth Council 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.
- 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.
- *Marketing/Bylaws/Nominations* – Ms. Thompson presented the following information to the Board:
  - Recognition Banquet – Mr. Lott presented updated details to the Marketing/Bylaws/Nominations sub-committee regarding the luncheon banquet to recognize outstanding participants, employers, and partners of the Cumberland County Workforce Development Center. The event will take place at the Holiday Inn I-95 South on Cedar Creek Road on Tuesday, June 9, 2015. The Board accepted the update as information only.
  - Reconstitution of the WDB - Mr. Lott reported that due to changes in the required composition of Workforce Development Boards as a result of WIOA, the Cumberland County Board of Commissioners will reappoint a new WDB as of July 1, 2015. All current WDB members were urged to reapply for a new term through the Cumberland County website ([http://www.co.cumberland.nc.us/commissioners/board\\_application.aspx](http://www.co.cumberland.nc.us/commissioners/board_application.aspx)). The Board accepted the report as information only.
- *Business and Finance* – Mr. McCune presented the following information to the Board:
  - Finance Report– Ms. Nedra Rodriguez presented an updated financial report to the Business and Finance Sub-committee. The Board accepted the report as information only.
- *Labor Market Information* – Mr. Haney presented the following information to the Board:
  - Review of most recent LMI report – Mr. Lott shared the most recent Labor Market Overviews provided by the Labor & Economic Analysis Division (LEAD) of the NC Department of Commerce. Mr. Haney provided an update on the activities and efforts of the LMI Industry Contact Team. The Board accepted the reports as information only.

**VI. Director's Report** – Mr. Lott referred to the Director's Report located in the "Additional Items" tab of the notebook. The information in the report was covered during the Marketing/Bylaws/Nominations sub-committee meeting.

**VII. Report on Workforce Conference** – Mr. McCune, Ms. Thompson, Ms. Cross, Ms. Acker, Mr. Haney, Mr. Lott, and Ms. Rodriguez attended the joint SETA (Southeastern Employment and Training Association) and NCETA (North Carolina Employment and Training Association), Spring Conference in Greensboro, March 8-11, 2015. Ms. Acker reported that the conference was informative and the most up to date information available about WIOA. She urged Board members, especially those new to the WDB, to attend at least one workforce conference during their term, since “you don’t know what you don’t know.” She explained that the conferences fill in a lot of the blanks, such as who is needed as a Board member and what their roles are as Board members. Dr. Keen agreed that the conferences are a great way to keep abreast of the information; if you get behind, you won’t ever catch up. Ms. Cross reported that she and Mr. Lucas attended a panel workshop that featured the Apprenticeship Program; she was surprised at the misconceptions about the program and how information is not relayed to other states and businesses. Ms. Cross moderated a workshop presented by Mr. John Chamberlin, who also co-presented the pre-conference session, “WIOA Issues & Answers.” There are still so many questions, and so few answers, but as Mr. Lucas explained, the conference allows for workforce professionals from several areas to share their challenges and bounce ideas of each other. As more information is known about WIOA, and areas develop methods and procedures to implement the changes, Mr. Lucas suggested that they review and consider what other areas are doing as the WDB and staff make adjustments affecting Cumberland County. Ms. Cross reported the recommendation to use the term “essential employability skills” instead of “soft skills” to define the broad, personal attributes that enable an individual to be a compatible employee. Ms. Thompson expressed her astonishment upon learning the considerable amount of money that is spent annually on soft skills education. Dr. Keen remarked that despite the billions of dollars spent, there is still a high level of dissatisfaction regarding the soft skills among potential employees. He stated that soft skills education starts at home; Ms. Thompson shared that Mr. McCune reported at the SETA/NCETA Conference that it all must start with the parents. Mr. Everett commented that some jobs are entirely based on soft skills. Other takeaways of the conference included completing online profiles, such as LinkedIn, because employers look at potential employees with incomplete profiles as not being completers, and the realization that due to the age of technology, if you have a smartphone, you don’t even need a computer.

Dr. Keen asked Mr. Thompson his opinion on how the Cumberland County WDB compares to other WDBs. Mr. Thompson said that he was very impressed with the collaboration and engagement of the WDB as witnessed throughout the meeting. Mr. McCune explained that they have based the format of the meeting similar to that of the FTCC Board of Trustees meeting, and they pride themselves on being completely in the open.

The next Youth Council meeting is scheduled for Friday, June 5, 2015 at the Career Center (410-414 Ray Ave), with a brainstorming session scheduled for Wednesday, May 13, 2015.

Mr. Mitchell explained that due to several upcoming changes, including the transition to Cumberland County and the implementation of WIOA, an additional Workforce Development Board meeting has been scheduled for Tuesday, May 19, 2015 with sub-committee meetings beginning at 11 am. The location will be FTCC, Thomas R. McLean Administration Building Room #170. Topics of the meeting will include the extension of the contract for the Adult & Dislocated Worker Program and review of the draft annual plan. The Recognition Luncheon, with a brief WDB meeting, will take place on Tuesday, June 9, 2015; location and time will be confirmed prior to the event.

Mr. McCune adjourned the meeting at 1:29 pm.

Respectfully Submitted By:

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Peggy Aazam, Executive Assistant

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David McCune, Board Chair