

WORKFORCE DEVELOPMENT BOARD
June 24, 2014 – 11:06 AM to 1:46 PM
FAYETTEVILLE TECHNICAL COMMUNITY COLLEGE
Thomas R. McLean Administration Building – Conference Room # 170

Members Present:

Mr. Richard Everett
 Ms. Esther Acker
 MG Rodney Anderson
 Ms. Charlene Cross
 Ms. Edith Edmond
 Ms. Pam Gibson
 Mr. TJ Haney
 Ms. Linda Hoppmann
 Mr. John Jones
 Ms. Ellen Morales
 Mr. Randall Newcomer
 Ms. Jody Risacher

Members Absent:

Mr. David McCune
 Ms. Amy Cannon
 Ms. Sarah Hallock
 Ms. Gwen Holloman
 Ms. Cathy Johnson
 Ms. Rosie McMillan
 Ms. Barbara Spigner
 Ms. Esther Thompson

FTCC Administrators Present:

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

Guests Present:

Ms. Tiffany Alford
 Dr. Vincent Castano
 Ms. Debra Giordano
 Mr. Sonny Kelly
 Mr. Chip Lucas
 Mr. J. Carl Manning
 Mr. Robert Ware
 Ms. Susan Watkins

Staff Present:

Ms. Jean Burton
 Mr. Eldon Meacham
 Ms. Nedra Rodriguez
 Ms. Krista Sincyr
 Ms. Lorria Troy
 Ms. Peggy Aazam

Sub-Committee Meetings (Called to order at 11:06 am)

- Mr. Richard Everett, Vice Chair of the Workforce Development Board, welcomed and introduced Mr. Robert Ware, Regional Manager in Greensboro for the Division of Workforce Solutions (DWS), Department of Commerce, Division II (Northern-Midwest North Carolina). Mr. Ware has assumed responsibility for part of DWS Region VI that consists of Cumberland County, Triangle South, and Lumber River, as the result of Mr. Sherwood Southerland's retirement effective June 1, 2014. Mr. Ware said he looks forward to continuing to build workforce development together.
- **Business and Finance-** Ms. 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 June 19, 2014. Ms. Rodriguez reported that due to carryover and conservative spending in light of the delay in the release of new year allocations for the local

areas, 27% of the available budget remains after encumbrances and obligations are considered. The On-the-Job Training report showed that 26 contracts have been awarded. Mr. Eldon Meacham, OJT Coordinator/Business Services Representative, has been actively recruiting for nine available positions, five in which resumes have already been referred to the employers. Mr. Meacham will continue to promote OJT after the transition to ResCare as of July 1, 2014. The goal is to make effective employer/employee matches that result in long-term employment. Ms. Rodriguez explained that due to the current structure changing as of the program transitions to Cumberland County Schools (as of May 1st) and ResCare (as of July 1st), the financial report will be different and reflect Board related costs. Expenditure information will be based on the invoices received from the contractors. Ms. Edith Edmond inquired about the seven employees that resigned from their OJT positions. Mr. Meacham responded that the positions were not good matches for the participants. He added that he was involved in the initial discussion to resolve problems, but in most cases, the client was the result of a reverse referral (when the interested employer refers a potential employee to the program). Due to the problems he has witnessed with reverse referrals, Mr. Meacham has been more hesitant about using reverse referrals. The Business and Finance sub-committee accepted the financial report as information only.

- **Planning and Evaluation**- Mr. Everett, Chair of the Planning and Evaluation Sub-Committee, presented four items of information:
 - **Update on Contract for WIA Adult & Dislocated Worker Program** - Mr. Meacham introduced Ms. Debra Giordano, Director of Operations/General Manager of ResCare Workforce Services, who provided an update on the contract for the WIA Adult & Dislocated Worker Program. Ms. Giordano expressed her appreciation for the assistance of WIA staff with the transition and shared that all of the affected WIA Adult & Dislocated Worker Program staff have accepted positions with ResCare effective July 1, 2014. ResCare will also hire a current Manpower temp who is working at the Career Center for the remaining available position. A regional accountant will round out the staff. Ms. Giordano expressed that it is a relief to inherit an experienced staff, which has assisted in a smooth transition. The contract, which has already been signed, will start on July 1, 2014 and end June 30, 2015. The Board will have the option to renew the contract for a second year. ResCare will take possession of the files on June 30, 2014 and continue to meet regarding customer flow. Several trainings have been scheduled. Dr. Larry Keen, FTCC President, expressed his appreciation for Ms. Giordano and ResCare, and he commended ResCare and WIA staff for working together. WDB members were invited to attend the recognition for Adult & Dislocated Worker Program staff on Thursday, June 26, 2014 at 3 pm at the Career Center (410-414 Ray Ave). The Planning & Evaluation sub-committee accepted the update 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 since the transition effective May 1, 2014. The contract for Youth Program Services was signed by the Cumberland County Public School System (CCS) and FTCC on April 30, 2014 for the period of May 1, 2014 through March 31, 2015. All Youth Program staff (Sonya Thompson, Robert Lock, Mary Finney, and Malonna McNeil) were hired by

CCS and attended orientation on May 5, 2014. CCS staff members have been meeting with WDC Accounting personnel regarding budgets, monitoring, systems, reports needed for payment, and processes for purchasing equipment. They are working on updating the classroom and incorporating wireless accessibility for the Center. The Summer Youth Employment Program will kick off June 28, 2014. Over 90 worksites are participating and nearly 150 youth applications have already been cleared, with many more in processing. A list of the worksites and available positions was included in the notebook. Dr. Keen commended CCS and the Youth Program for the successful transition, despite the speed of the transition. Ms. Pam Gibson, College Tech Prep Coordinator, announced that the Partnership Appreciation Banquet will take place September 23, 2014 at the Holiday Inn at I-95; invitations will be forthcoming. Mr. Lucas also welcomed WDB members to attend the Comprehensive Learning workshops held throughout the summer program, including the Youth Closeout and Recognition scheduled for Friday, August 8, 2014 at 9 am. The Planning & Evaluation sub-committee accepted the update as information only.

- **Updated Policies** – Mr. Meacham reviewed several policy changes. Attempts were made to remove procedure references from policies. The lifetime financial cap of \$7,000 was changed to \$8,000 to include tuition, books, and fees. Coordination with Pell Grants was revised to reflect the Division of Workforce Solutions (DWS) Policy Statement Number: PS 18-2013 Workforce Investment Act Funds and Pell Grants. The policy regarding Distance Training was eliminated due to the influx of online courses. The Youth Services Policy was updated to reflect the differences for Summer Youth and Year-Round Work Experience. The rate of pay for youth work experience will be established by the Youth Council each year prior to the beginning of the summer program. Mr. Mitchell explained that the policy changes were recommended in conjunction with suggestions from the program contractors and the Division of Workforce Solutions. It was confirmed that the changes made to the Priority of Service policy did not affect priority always provided to Veterans. Mr. Lott suggested making the focus of the next WDB meeting about services for Veterans. Mr. Everett made a motion to approve the changes to the policies; Mr. TJ Haney seconded. The Planning & Evaluation Sub-Committee voted to recommend the approval of the policy changes to the full Board.
- **Review of WDB Strategic Objectives** – Mr. Meacham referred to the WDB Strategic Objectives approved by the WDB on May 14, 2013. Due to the recent changes, including Integrated Services and contracting out the programs, WDB members were asked to review the approved Strategic Objectives and determine if they needed to be revised. Another suggestion was to bring back Ricki Kozumplick as a facilitator for Strategic Planning. Further discussion for the consideration of revising the objectives as a result of the recent changes will be an agenda item at the next WDB meeting.

Mr. Everett asked Dr. Keen about the details of the opening of the All American Veterans Center on June 16, 2014. Dr. Keen explained that since FTCC serves the most Veterans in the NC Community College System, it made sense to partner with other organizations that are dedicated to helping Veterans. It is our responsibility to assist with training, education, and finding employment. Matthew Thewes is the Director of the new center, which will offer services including tutoring, resume writing, interview preparation, and job placement

assistance. A \$10,000 grant from Home Depot and Student Veterans of America helped with furnishing the center, which is located at 2817 Fort Bragg Road in the FTCC General Classroom building. Ms. Esther Acker asked if ACAP (Army Career and Alumni Program) was involved. Dr. Keen and MG Rodney Anderson assured that all applicable entities were made aware of the center and its resources. Ms. Charlene Cross shared that the NC Department of Commerce is the state approving agency for Veterans which means that if a Veteran is placed in a job that is deemed eligible through the Registered Apprenticeship Program, the Veteran is allowed to utilize the GI Bill while in that position. MG Anderson warned that the income is at a reduced rate compared to Veterans that are attending school, but as Ms. Cross explained, it is still a viable option. Mr. Carl Mitchell added that Dr. Keen has mentioned expanding apprenticeship to serve Veterans, and this may be a strategy option for the Board to consider. Ms. Cross said that the Apprenticeship Program has been a great recruiting tool for many companies, including those in the fields of advanced manufacturing, machinists, and welding.

- **Labor Market Information-** Ms. Edith Edmond presented two items of information:
 - **Review of most recent LMI report-** Ms. Jean Burton referred to the Labor Market Overview for June 2014 included in the notebook. Unemployment rates have decreased, and more people are working compared to last month and last year at this time. The Labor Market Information sub-committee accepted the report as information only.
 - **In Demand Occupations** – In an effort to provide high quality, short term, but effective vocational training that will increase participants’ chances of strong, long term employment opportunities and placement, the Cumberland County Workforce Development Center will recommend proposing training in fields with in-demand occupations including: health care, advanced manufacturing, transportation and logistics, culinary technology, food services managements, marketing, office administration, customer service, and information technology. Although training options will not be limited to these fields, which correlate with the in-demand occupations reported on the Labor Market Overview and what was included in the Regional Plan, they will be the focus. Mr. Mitchell explained the difference between job vacancies and job postings (i.e. in instances of vacancies, a job does exist while the same may not be true for a posting), which may skew LMI data. The focus later in the meeting will be a presentation on EMSI (Economic Modeling Specialists Intl.) which provides vital labor market information and analysis. The Labor Market Information sub-committee accepted the material as information only.
- **Program Activities and Community Relations-** Ms. Acker, Chair of the Program Activities and Community Relations Sub-Committee, presented two items of information:
 - **Training Providers-** Ms. Lorria Troy referred to the list of Providers requesting to be approved training providers for the WIA Program, Care One Health Training Institute and Fayetteville State University’s Center for Defense and Homeland Security (CDHS). While the costs associated with the Care One programs are higher than similar programs available at FTCC, the sub-committee questioned the options that may be available at the Care One facility. Course length information was not available for all of the Care One courses. Ms. Ellen

Morales made a motion to revisit the decision regarding Care One upon obtaining the missing information; Ms. Jody Risacher seconded. Ms. Hoppmann reminded the Board that clients do need alternatives, especially for those who need to attend training on nights and weekends. A suggestion was made to request information on certifications, licensures, and passing rates for the courses, but the Board does need to be fair and objective when approving providers. Due to client interest and the high demand for cybersecurity training and certification, Ms. Risacher made a motion to approve Fayetteville State University CDHS as a WIA provider; Ms. Cross seconded. The approved programs (Certificate in Cyber Foundations and Certificate in Cybersecurity) are taught on-site at Fayetteville State University. The Program Activities & Community Relations Sub-Committee voted to recommend the approval of Fayetteville State University CDHS to the full Board for approval consideration.

- **Update on Integrated Service Delivery** –Mr. Tony Rand, Associate Vice President/Career Center Manager, provided an update regarding the progress of Integrated Service Delivery (ISD). Since February, 1825 customers have been co-enrolled in Wagner-Peyser and WIA Core. The state has scheduled an on-site visit of the Cumberland County Career Center on July 9, 2014, in conjunction with the Center’s application for Chartering Certification. WIA and DWS staff attended training June 19th and 20th that focused on managing change. The Center for Workforce Learning, which led the training, also conducted mystery shopping and shared the results in the training sessions. Career Center staff will attend training regarding the revised roles of the Veterans’ Representatives on June 27th; the Center will have to re-align customer flow and services to accommodate the changes. Ms. Edmond explained that Vet reps will no longer provide services to all Veterans, but only to those with significant barriers to employment. This will increase the number of customers the non-Vet rep staff will have to help. Mr. Ware acknowledged that the change will impact Veteran customers, who often prefer to be assisted by a Vet Rep. Ms. Edmond reported that they have been managing the new state-required process, Employability Assessment Interviews (EAI), which began in March 2014. The process requires every UI benefits recipient to make an in-person visit to the NCWorks Career Center within the first four weeks of the receipt of benefits in order to verify their identity and to assist the individual with finding suitable employment. The ISD Leadership Team will meet with ResCare this afternoon to discuss staff and procedure challenges. The Program Activities and Community Relations sub-committee accepted the update as information only.
- **Marketing/Bylaws/Nominations**- Ms. Gibson presented one item of information:
 - **By-laws for Youth Council**- By-laws for the Youth Council were distributed at the May 6, 2014 WDB meeting for review. Due to not having a quorum of the Marketing/Bylaws/Nominations sub-committee, Ms. Gibson requested that this item be tabled for the moment.

OFFICIAL MEETING – Called to Order at 12:55 PM

I. **Call to Order** - The June 24, 2014 meeting of the Workforce Development Board was called to order by the Board Vice Chair, Mr. Richard Everett, at 12:55 PM.

II. Recognition of Guests – Mr. Everett welcomed and thanked the guests in attendance. He introduced Mr. Robert Ware, Regional Manager in Greensboro for the Division of Workforce Solutions (DWS), Department of Commerce, Division II (Northern-Midwest North Carolina), and thanked him for attending.

III. Ethics Awareness and Conflict of Interest Statement – Mr. Everett read the North Carolina State Ethics Commission Ethics Awareness & Conflict of Interest reminder statement to the Board.

IV. Approval of Minutes - Mr. Everett asked the members to review the minutes from the May 6, 2014 WDB meeting. A motion was made by Mr. Everett to approve the minutes with a slight change to who made a motion on behalf of the sub-committees; the motion was seconded by Ms. Hoppmann and passed unanimously. The approved minutes will be posted on the Workforce Development Board website at the conclusion of the Board meeting.

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

- *Business and Finance* –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. Additional information was provided on the OJT Program. The Board accepted the report as information only.
- *Planning and Evaluation* – Mr. Richard Everett presented the following information to the Board:
 - Update on Contract for WIA Adult & Dislocated Worker Program – Ms. Debra Giordano, Director of Operations/General Manager of ResCare Workforce Services, provided an update on the contract for 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 since the transition effective May 1, 2014 to the Planning and Evaluation Sub-Committee. The Board accepted the report as information only.
 - Updated Policies – Mr. Eldon Meacham provided a summary of policy changes to the Planning and Evaluation Sub-Committee. Mr. Everett made a motion to the full Board to approve the policy changes; the motion was seconded by Ms. Jodi Risacher and passed unanimously.
 - Review of WDB Strategic Objectives –The WDB Strategic Objectives approved by the WDB on May 14, 2013 were distributed to prompt discussion at the next WDB meeting for the consideration of revising the objectives in lieu of the recent changes.

- *Labor Market Information* – Ms. Edith Edmond presented the following information to the Board:
 - Labor Market Information Update – Copies of the most recent LMI data were provided for review. The Board accepted the material as information only.
 - In Demand Occupations as First Priority for WIA Funded Participants – A list of in-demand fields and occupations was shared with the Labor Market Information Sub-Committee. Center staff will recommend participants for training in these fields. The Board accepted the material as information only.
- *Program Activities and Community Relations* – Ms. Esther Acker presented the following information to the Board:
 - Training Providers – On behalf of the Program Activities and Community Relations Sub-Committee, Ms. Charlene Cross made a motion to approve Fayetteville State University’s Center for Defense and Homeland Security (CDHS) as a WIA provider; Ms. Acker seconded. The approved programs (Certificate in Cyber Foundations and Certificate in Cybersecurity) are taught on-site at Fayetteville State University. The Board approved the provider and programs. Additional information was requested regarding Care One.
 - 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.
- *Marketing/Bylaws/Nominations* – Ms. Pam Gibson presented the following information to the Board:
 - By-laws for Youth Council – A copy of the new by-laws for the Youth Council were distributed to the WDB at the May 6, 2014 meeting. Since no changes or comments were received, Ms. Gibson made a motion to approve the Youth Council by-laws as read; Ms. Cross seconded. The Board approved the Youth Council by-laws.

VI. Director’s Report – Mr. Lott explained that FTCC will be hosting a summit, Align4NCWorks, for the North Carolina Community College System President, Scott Ralls, and selected state-level partners, on August 12, 2014, the same date as the next scheduled WDB meeting. WDB members were asked their preference for moving the WDB meeting to that afternoon (2-4:30 PM), or to the following week (Tuesday, August 19, 2014). A follow up email will confirm the new date and time of the next WDB meeting.

Mr. Lott referred to the Director’s Report located in the “Additional Items” tab of the notebook, which consisted on information related to the Workforce Innovation and Opportunity Act (WIOA). The bipartisan WIOA, which is a compromise between the House-passed SKILLS Act and the Senate HELP Committee’s legislation, is expected to pass both the Senate and the House within the next few weeks, and it would take effect July 1, 2015. In addition to the Workforce Investment Act of 1998, the bill will also reauthorize Job Corps, Adult Education, and Vocational Rehabilitative Services. There will be little effect on local Workforce Boards, and the Chief

Elected Officials will maintain the responsibility of naming the program/fiscal agent and appointing members to the Board. There will be a stronger requirement for regional planning, as well as emphasis on targeting industry sectors, developing career pathways, and economic development. The distinction between Adults and Dislocated Workers will be eliminated, and 100% funding transfer between the programs will be allowed. The sequence of services (core, intensive, training) will be eliminated, which will require changes in the Integrated Services structure and the state's reporting system, NCWorks Online. There will be significant changes to the Youth Program. The Youth Council will no longer be separate, and will exist as a standing committee of the Board. Committee members will not be required to be Board members. Program emphasis will shift from In-School Youth (ages 14-21), with 75% of Youth funds allotted for Out-of-School Youth (ages 16-24).

VII. Presentation on EMSI Analyst and Career Coach – Dr. Vincent Castano, FTCC Director of Institutional Effectiveness, provided a brief overview of the Economic Modeling Specialists International's (EMSI) Analyst program. The Analyst program provides real time labor market information from over 90 federal, state and private sources and produces data and custom reports for effective analysis of the information between Cumberland County and the surrounding counties. Analyst is used by education professionals to improve the connections between their programs and the labor market, workforce professionals to better understand local labor markets so they are more effective at connecting employers and job seekers, and economic developers to better serve local and potential businesses. Contact information was provided for several FTCC and WDB support staff members that have been certified and are licensed to run Analyst reports. Ms. Risacher requested a report from EMSI Analyst comparable to the Hot Jobs brochure distributed by the NC Department of Commerce, Labor & Economic Analysis Division. Dr. Castano will follow up with the report at the conclusion of the meeting.

Ms. Rodriguez, WDC Accountant II, provided a brief overview of EMSI's Career Coach, which is an excellent resource for students and clients to gain insight into potential careers by providing information including wage estimates, employment numbers, and job postings that are specifically tailored to Cumberland County. Career Coach also can assist with determining the level of education that would be needed for a desired career path and compare that information with what is currently offered at FTCC. For those who are not sure which career path they may want to follow, Career Coach has an assessment that will provide recommendations for careers based on how your interests match up to various personality types. The Resume Builder is a user-friendly way to create a professional resume that is easily saved and ready to send to potential employers. You can even attach your resume and apply to current job postings which are listed on Career Coach. Career Coach is free to the public via the FTCC website (<http://www.faytechcc.edu/career-coach/index.aspx>).

Mr. Everett reminded the Board of the upcoming SETA (Southeastern Employment & Training Association) Conference, September 14-17, 2014 in Montgomery, Alabama.

WDB members will be contacted via email regarding the next meeting of the Workforce Development Board. The location will be FTCC, Thomas R. McLean Administration Building Room #170.

Mr. Everett adjourned the meeting at 1:46 pm.

Respectfully Submitted By:

Peggy Aazam, Executive Assistant

Richard Everett, Board Vice Chair