

CUMBERLAND COUNTY WORKFORCE DEVELOPMENT BOARD

June 8, 2016 – 11:11 AM to 2:13 PM

FAYETTEVILLE TECHNICAL COMMUNITY COLLEGE

Thomas R. McLean Administration Building – Conference Room # 170

Members Present:

Mr. David McCune
Mr. Jesse Brayboy
Mr. Lee Caulder
Ms. Charlene Cross
Mr. Richard Everett
Dr. Dallas Freeman
Ms. Pam Gibson
Ms. Linda Hoppmann
Ms. Cathy Johnson
Mr. John Jones
Mr. Carl Mitchell
Ms. Ellen Morales
Ms. Jody Risacher
Mr. Charles Royal
Ms. Dina Simcox
Ms. Esther Thompson

Guests Present:

Ms. Nore Brantley
Mr. Tracy Jackson
Mr. Chip Lucas
Ms. Susan Mason
Ms. Theresa Reynolds
Mayor Nat Robertson
Ms. Lorria Troy
Ms. Taneka Williams

Staff Present:

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

Members Absent:

MG Rodney Anderson
Mr. Jonathan Charleston
Mr. Chad Kormanek
Mr. Jenson McFadden
Mr. Randall Newcomer
Mr. Josephus Thompson
Mr. Jonathan Warren
Ms. Cynthia Wilson

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

- **Introductions**- Mr. McCune welcomed those in attendance and asked for everyone to introduce themselves. Mayor Nat Robertson was acknowledged, and Ms. Brandi Barbour was introduced as the new Administrative Program Officer II for staff support.
- **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 June 6, 2016. Fiscal Year (FY) 2016 Workforce Innovation and Opportunity Act (WIOA) allocated funds, along with the remaining FY2015 Workforce Innovation Act (WIA) funds, provide for a total of over \$3.4 million for FY2016. The expenditures and accrued/obligated funds included in the report for Adult, Dislocated Worker, and Youth Services includes the current contracts for the programs. An unobligated balance of over \$835,000 remains in funds after taking into account expenses and known accrued/obligated/reserved funds. The U.S. Department of Labor released the

WIOA allotments for PY2016 (July 1, 2016-June 30, 2017) for Youth, Adult, and Dislocated Worker activities on April 5, 2016; the state released the local allotments on May 12, 2016. Allotments are based on funds appropriated by US DOL by the United States Congress through the Consolidated Appropriations Act of 2016; the funding is expected to be available October 1st. Cumberland County received over \$2.7 million, which is slightly over \$91,000 more than last year's allocation; both Youth and Adult programs received increases while Dislocated Worker funding took a slight hit. Mr. Jim Lott, Director, explained that based on statewide allocations, Cumberland County fared rather well; the state received less funding which impacted several local areas. Cumberland County ranked in the middle for allocations, which is usual, based on calculations and formula used to determine the allocations, which includes factors such as population, number of unemployed, length of time for those unemployed, and poverty levels as determined by the federal government. Ms. Hoppmann said that she wanted to make sure that Cumberland County was getting our equitable amount. Ms. Rodriguez assured her that the calculations are accurate and the state does allow for negotiation, but due to changes in the law, we have flexibility to move funding between the Adult and Dislocated Worker programs, as needed. She reminded members that the funding is available for two years and we always have carryover funding. If it is determined that additional funds are needed, there is contingency funding available through the state. Mr. Lott explained that the state is able to retain up to 10% (25% of Dislocated Worker funding); Cumberland County has not had to apply for extra funds, but in the event that there is a major layoff, the option to apply is always available. Mr. Lott added that he will continue to explore grant opportunities, including those focused on apprenticeship, incumbent workers, career pathways, and youth grants, so that they are not just concerned about getting more funding, but also on expanding the array of services available to the community. He said that with the state receiving \$6 million less this year, Cumberland County was very fortunate to receive increased funding for both Youth and Adult programs; Mr. Lott reported that Cumberland County has received more funding each year since he has been here. Ms. Hoppmann thanked Mr. Lott and Ms. Rodriguez and said how much she appreciated the budgeting process in place. The Business and Finance Sub-Committee accepted the financial report 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, June 3, 2016. Those who attended the National Association of Workforce Development Professionals (NAWDP) conference in Orlando, FL (May 24-26, 2016; Ms. Cross, Mr. McCune, Ms. Barbour, and Mr. Duane Cogdell) shared information from the workshops. A common theme was the power of partnerships, especially when providing services for WIOA youth participants. Ms. Cross spoke about a workshop she attended about innovation- what it means to innovate and who is responsible for initiating innovation. Ms. Cross reported that the Cumberland County's Workforce Development Youth Sub-Committee is ahead of most local areas, many of which don't even have a standing Youth Committee. Everyone is concerned with finding and engaging the over 6 million disconnected, Out-of-School youth. Ms. Cross encouraged Youth Program staff to attend conferences and complimented Ms. Lorria Troy on rotating ResCare staff at conferences. Mr. Charles Royal inquired

how they are capturing the youth terminated from the school system; Mr. Chip Lucas explained that they do consult the drop out and graduation reports, but they are not verified until the spring, and they continue to work with school social workers. Ms. Cross explained that the Youth Sub-Committee is also working to figure out the numbers and methods to attract disconnected youth. Many don't know the benefits of the program and the Youth Sub-Committee continually discusses how to get the word out to the community. Mr. Jesse Brayboy suggested making a commercial to advertise the program, but he warned that that the youth have to want it. He suggested including them in the process, asking them questions and for their input, while letting them know about the resources we have available to help those who want it. Ms. Cross explained that they do try to get youth input, even including them at Sub-Committee meetings, but will also continue to explore adding members to the Sub-Committee, such as local police, deputy sheriffs, a DJ, and representatives from fraternities and sororities. Mr. Lott provided the Youth Sub-Committee with a Director's Update that included information regarding the draft WIOA Youth and Young Adult Framework proposed by the North Carolina Association of Workforce Development Boards (NCAWDB). Based on the significant number of youth and young adults who are not engaged in education, training, or employment, new strategies to reach and engage alienated and disconnected emerging adults is a priority of North Carolina's 23 Workforce Development Boards. The purpose of the framework is to ensure that NC's WDBs provide a baseline of services and a guideline for delivering those services in order to prepare youth and young adults for educational and employment opportunities. All individuals have essential needs that must be met in order to make a successful transition to life and the workforce. The framework details these core needs as: mental health, physical health, civic and social involvement, intellectual health, and employability. In order for the framework to be successful, WDBs must be accountable and responsible for ensuring programs, policies, and services are in place to help youth and young adults move toward self-sufficiency in all categories, and they should consider those needs when designing any program or framework for the target youth population. Boards are to utilize support from other community programs whose primary responsibility is to meet the needs of alienated and disengaged youth and young adults. The proposed framework equips WDBs with a standard working system to provide workforce development services and the necessary strategies and tools to assist youth and young adults in identifying their interests and skills, as well as be prepared to succeed in post-secondary education and in a competitive workforce. The five components for WIOA youth and young adult programming are education, career pathways, career experience, leadership development, and wrap-around services. The foundation of the WIOA youth program's delivery system are the guiding principles of accountability, staff development, case management, and local area assessment. These guiding principles define what is truly important for success and serve as a template for building and growing our system. Essential to the foundation of the framework is to establish resources and training for staff that administer career development for WIOA participants. The Local Workforce Development Boards of North Carolina are committed to sharing and utilizing this framework when developing their youth program design to create and grow a sound, inclusive system that can produce a successful emerging workforce. Ms. Nore Brantley, Career Development Coordinator for Cumberland County Schools, gave the Youth Sub-Committee a brief update regarding the plans for the In-School Summer Youth Programs. The STEM (Science, Technology, Engineering, and Math) Internship program will be made possible by a grant from the City of Fayetteville.

The four week, paid work experience program will be available to current WIOA participants who are rising high school seniors. Suitable participants will be paid \$8 per hour and work 30 hours per week during the time period of June 13-July 8, 2016 with local companies and organizations in STEM-concentrated positions. The Career Cruise In summer program will also be made available to rising high school seniors for sessions scheduled to run July 11-22 and July 25-August 5. The program is specifically designed for In-School youth to attain work-ready certification and the soft skills necessary for success in the workplace. The first week has a certification focus and will include a Human Resource Development (HRD) course and exposure to KeyTrain software for WorkKeys preparation (leading up to the Career Readiness Credential, CRC). The second week of the camp focuses on employability/soft skills and will include topics such as dependability/reliability, punctuality, and personal qualities, and participants will embark on industry tours with community partners to demonstrate the essential need for soft skills in the workplace. Fridays will be “fun days” with a field day-type routine, with stations such as answering interview questions, what to/not to wear, and other career-focused activities. Individuals interested in Career Cruise In must also apply and be eligible for WIOA sponsorship. The next Youth Sub-Committee meeting is scheduled for noon on Friday, August 26, 2016 at the Career Center. The Youth Sub-Committee accepted the update 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 June 3, 2016. There are currently 252 total youth participants, including those in follow up status; 54 participants have enrolled since July 1, 2015. Mr. Lucas said they are still recruiting for the Career Cruise In program, but in follow up to Ms. Hoppmann’s inquiry about grant opportunities, he reiterated the details about the STEM Internship program which will be possible due to a partnership with the City of Fayetteville for work experience opportunities with local organizations such as the City and PWC. Updates for year-round paid internships/work experience opportunities for Out-of-School (OSY) youth participants include: 13 participants who have completed internships; 6 participants currently working at Cape Fear Valley, NCWorks Career Center, and 1st Impressions Florist; and 4 participants in the interview stages for positions with DSS and FSU. Staff continue to participate in professional development, community service, and outreach events throughout the community and region, including: SDD Links Group Meeting (April 7th); WIOA Performance Measures Training (April 15th); Adopt-a-Street event (April 16th); Chamber Coffee (April 21st); Work Ready Community Steering Committee meeting (April 21st); CTE Honors Luncheon (April 27th); Vocational Job Fair (April 28th); Tarheel Challenge presentation (April 29th); Health Awareness workshop (May 14th); and Collision University presentation at the Career Center (May 26th). As of May 31, 2016, 82.99% of the amended FY2016 contract (which covers April 1, 2015-June 30, 2016) has been spent and/or accrued. With the focus of the Workforce Innovation and Opportunity Act (WIOA) on Out-of-School youth (OSY), aged 16-24, 62% of funds have been spent on OSY through May 31st, as compared to 29% as of July 31, 2015, so they are moving the budget needle more toward OSY. Mr. Lucas added that they have tried radio spots and social media (e.g. Facebook and Instagram) to recruit OSY; Ms. Cross encouraged them to keep trying. Ms. Brantley welcomed input and suggestions. Ms. Hoppmann asked if face-to-face interaction was more effective; Ms. Brantley explained that it did allow for them to address questions directly, and they continually make

presentations at local events and community organizations, but they were still considering mass outreach opportunities to spread the word about the programs and resources available. The Youth Sub-Committee accepted the update as information only.

- **Planning and Evaluation**- Mr. Richard Everett, Chair of the Planning and Evaluation Sub-Committee, presented one item 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 for the categories of Customers Enrolled in Basic Career Services (102% goal attainment), Customers Placed in Unsubsidized Employment (213% goal attainment), Customers Receiving a Training Service (89% goal attainment), Customers Enrolled in Intensive Service (105% goal attainment), and New Customers Enrolled in Occupational Training (102% goal attainment). Ms. Troy acknowledged the hard work of ResCare staff, in conjunction with Career Center staff, in exceeding the goals. Program highlights included updated enrollment of 161 transitioning military into the OSHA 30 & Lean Six Sigma, CATV & Fiber Optics Training, CompTIA, Network Plus and A+ and a new course in Solar Energy, for which they already have employers waiting to hire successful completers of the program, in partnership with Charlene Callahan with the FTCC Transition Tech program. Staff attended the National Association of Workforce Development Professionals conference (NAWDP) in Orlando, FL, May 24-26, 2016 and participated in the Former Offender Workshop at DSS on May 9th. The report included participant triumphs and placements which demonstrated the determination of the Center's participants. The Business Services Coordinator has participated in various employer outreach and professional development activities, including a meeting to discuss plans to enroll four individuals in the Fayetteville Police Department Cadet Academy (three cadets have been cleared to start training within the next week) and a planning meeting with the NC Department of Transportation OJT Academy. He has initiated or secured several On-the-Job Training (flooring installer position with Veterans Flooring Group) and Transitional Employment Training (accounting associate with Bleecker Auto Group, two police cadets with the Fayetteville Police Department, and customer advocate with Karaman Communications) contracts. An On-the-Job contracts has been successfully completed with Amerizon Wireless (office assistant/receptionist, \$10/hr). Ms. Cross asked how they got involved with the Ex-offender training; Ms. Troy explained that it was initiated by County Commissioner Charles Evans. The Planning & Evaluation Sub-Committee accepted the update as information only.
- **Labor Market Information**- Ms. Cathy Johnson, Chair of the Labor Market Information Sub-Committee presented 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 May and June 2016. Mr. Lott acknowledged that the reports reflect the lowest number of unemployed in ten years, which is good news, but also the bad news that wages are low due to a demand in low skill and retail trades. In many industries, including manufacturing, there are too few high paying, high skilled positions available; factors such as this are not considered in

the determination of the unemployment rate and make it difficult to capture the true participation rates for the county. The Labor Market Information Sub-Committee accepted the data as information only.

- **Program Activities and Community Relations-** Mr. John Jones, Chair of the Program Activities and Community Relations Sub-Committee, presented one item of information:
 - **Training Providers** – Mr. Lott referred to Policy Letter #13: Process and Criteria for Reviewing Eligible Training Providers to Serve Adults and Dislocated Workers in Cumberland County through the Workforce Innovation and Opportunity Act (WIOA) and the list of training programs that providers have requested to be considered for WIOA. NC State University/Industry Expansion Solutions submitted the Practical Program Management course for consideration; program cost \$795 and program performance was not provided. MedCerts submitted 13 online courses for consideration; program costs vary and program performance is available. Mr. Lott noted that FTCC does provide comparable courses to those submitted by MedCerts. Mr. Jones announced that the Program Activities and Community Relations Sub-Committee will accept the information as distributed and will meet on Tuesday, July 19, 2016 to further discuss the training providers/programs.
- **Marketing/Bylaws/Nominations-** Ms. Esther Thompson, Chair of the Marketing/Bylaws/Nominations Sub-Committee, presented two items of information:
 - **Update on Signage-** Ms. Rodriguez reported that the state finally approved the proof for the marquee signage, which matches the state’s branding design, NC~ Nothing Compares. King Signs will be producing and installing the sign, which they hope will be in place within the next month. Ms. Thompson asked why the state did not handle the signage due to the strict adherence and procedures. Ms. Rodriguez explained that each local area’s needs are different when it comes to the signage, but the state does offer the option to purchase items such as brochures and banners so that there is consistency with other Career Centers in North Carolina. Ms. Cross acknowledged that the signs/logos for all Department of Commerce organizations are to be uniform. Ms. Pam Gibson suggested looking into getting a sign that will direct people to the Career Center, similar to the signs for FTCC and FSU. The Marketing/Bylaws/ Nominations Sub-Committee accepted the update as information only.
 - **Discussion regarding business cards for Board members-** Board members were encouraged to contact Peggy Aazam (910-678-7711 or paazam@co.cumberland.nc.us) if they were interested in WDB business cards they could use when promoting the Board and Career Center’s programs and resources. The Marketing/Bylaws/ Nominations Sub-Committee accepted the topic as information only.

Mayor Robertson complimented the WDB on the efficiency of their meeting. He mentioned the General Assembly’s intention to appropriate \$7.7 million to Cape Fear Valley, part of a collaboration with Campbell University which would reclassify Cape Fear Valley as a “rural” hospital, allowing it to expand its residency program to employ an additional 350 positions. The Mayor also indicated that he would appoint a City Council representative to attend the WDB meetings as a liaison and was interested in increasing outreach to the community to promote the Youth Programs, including those that are scheduled for the summer. The Sub-Committee meetings

portion was adjourned; attendees were welcome to attend the second annual Recognition Luncheon, which honors outstanding participants, partners, and employers of the Workforce Development Center.

OFFICIAL MEETING

I. Call to Order - The June 8, 2016 meeting of the Workforce Development Board was called to order by the Board Chair, Mr. David McCune, at 2:06 PM.

II. Recognition of Guests – Mr. McCune welcomed and thanked the guests in attendance.

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 April 13, 2016 WDB meeting. Mr. Carl Mitchell made a motion to approve the minutes as read; the motion was seconded by Ms. Esther Thompson 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.

- *Business and Finance* – Ms. Linda Hoppmann, Chair of the Business and Finance Sub-Committee, 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.
- *Youth* – Ms. Charlene Cross, Chair of the Youth Sub-Committee, presented the following information to the Board:
 - Youth Sub-Committee Report- Ms. Cross provided an update on the Youth Sub-Committee. The Board accepted the report 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 June 3, 2016. The Board accepted the report as information only.
- *Planning and Evaluation* – Mr. Richard Everett, Chair of the Planning and Evaluation Sub-Committee, presented the following information to the Board:
 - 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 to the Planning and Evaluation Sub-Committee. The Board accepted the report as information only.

- *Labor Market Information* – Ms. Cathy Johnson, Chair of the Labor Market Information Sub-Committee, presented the following information to the Board:
 - Review of most recent LMI report – Mr. Jim Lott, Director, shared the most recent Labor Market Overview provided by the Labor & Economic Analysis Division (LEAD) of the NC Department of Commerce. The Board accepted the report as information only.

- *Program Activities and Community Relations* – Mr. John Jones, Chair of the Program Activities and Community Relations Sub-Committee, presented the following information to the Board:
 - Training Providers– Policy Letter #13: Process and Criteria for Reviewing Eligible Training Providers to Serve Adults and Dislocated Workers in Cumberland County through the Workforce Innovation and Opportunity Act (WIOA) and information regarding training programs through providers, NC State University/Industry Expansion Solutions and MedCerts were distributed for review. The Program Activities and Community Relations Sub-Committee is scheduled to meet on Tuesday, July 19, 2016 to further discuss the training providers/programs. The Board accepted the information for distribution purposes; approval action is required at the next WDB meeting.

- *Marketing/Bylaws/Nominations* – Ms. Esther Thompson presented the following information to the Board:
 - Update on Signage – Ms. Rodriguez provided a brief update on the status of the updated Career Center signage to the Marketing/Bylaws/Nominations Sub-Committee. The Board accepted the update as information only.
 - Discussion regarding business cards for Board members- Board members were encouraged to contact Peggy Aazam (910-678-7711 or paazam@co.cumberland.nc.us) if they were interested in WDB business cards they could use when promoting the Board and Career Center’s programs and resources. The Board accepted the topic as information only.

VI. Director’s Report – Mr. Lott provided an update on various workforce related news. The Request for Proposals (RFP) for the daily operation of the Cumberland County WIOA programs is expected to be released on August 5, 2016. The combined RFP will solicit proposals for Adult, Dislocated Worker, Out-of-School Youth, and In-School Youth programs. Proposers can apply for one or more of the programs. Contracts will begin on October 2, 2016 and may run for up to three years, subject to the annual review of the WDB. Mr. Lott acknowledged the tight review schedule and asked that the Review Team (Charlene Cross, Cynthia Wilson, Jonathan Charleston, and Josephus Thompson; Jim Lott and Nedra Rodriguez on behalf of staff support) commit to panel reviews and bidders’ presentations for the time period of August 30-September 2, as well as a consensus meeting on September 6, 2016. Due to Ms. Wilson and Mr. Charleston’s absence, Mr. Richard Everett and Ms. Dina Simcox volunteered to be alternates on the Review Team. Additional topics of the Director’s Report included an update on WIOA; most portions of the new law take effect as of July 1, 2016, including 75% of funds required to be spent on OSY, a stronger emphasis on placement, earnings gain, and retention for Adults and Dislocated Workers. Final WIOA regulations are expected to be released by the end of June. Mr. Lott continues to explore opportunities to develop Memoranda of Understanding with the WIOA required partners, including the Division of Vocational Rehabilitation and the Department of Social Services, in order to share

expanded services. Cumberland County is pursuing career pathways in automotive and collision repair and health care. Scott Panagrosso, NCWorks Career Pathways Facilitator, has been helpful in the process as we prepare to apply for a \$30,000 planning grant by the end of June, followed by an additional \$150,000 implementation grant once the pathway has been certified. Mr. Lott is exploring the possibility of hiring a Business Services Representation, on contract, to help the WDB focus on developing strategic sectors in our region, to help ensure that businesses understand the services of the Career Center and to better identify their business needs. The PY2016 Local Area and Regional Plans were submitted to the Division of Workforce Solutions (DWS) in mid-May; we expect review feedback sometime within the next week. DWS conducted a programmatic and fiscal monitoring review of program operations in early May; we were praised for the orderly and thorough condition of the participant files and fiscal transparency, and there were no major findings. Future plans for the WDB include arranging for a facilitator to help us design a new strategic plan which will be used to realign the Board's sub-committees with our goals.

Upcoming Workforce Development-related events include: the Southeastern Employment & Training Association (SETA) Conference, September 25-28, 2016 in Biloxi, MS; the NCWorks Partnership Conference, October 5-7, 2016, in Greensboro, NC; and the 2016 Youth Development Symposium (through NAWDP, the National Association of Workforce Development Professionals), October 31-November 2, 2016, in Chicago, IL.

The next Youth Sub-Committee meeting is scheduled for noon on Friday, August 26, 2016 at the Career Center (410-414 Ray Ave).

The next meeting of the Workforce Development Board is scheduled for Wednesday, September 7, 2016 in the FTCC Administration Building, room 170, with sub-committee meetings beginning at 11 am. This meeting will take the place of the August 10, 2016 WDB meeting. The October 12, 2016 has been rescheduled to Wednesday, November 2, 2016; the December WDB meeting has been cancelled.

Mr. McCune adjourned the meeting at 2:13 pm.

Respectfully Submitted By

Peggy Aazam, Executive Assistant

David McCune, Board Chair