

CUMBERLAND COUNTY WORKFORCE DEVELOPMENT BOARD

July 12, 2017 – 11:03 AM to 11:53 AM

CAPE FEAR BOTANICAL GARDEN

536 N Eastern Blvd, Fayetteville

Members Present:

Mr. David McCune
MG Rodney Anderson
Ms. Crystal Bennett
Mr. Jesse Brayboy
Ms. Charlene Cross
Mr. Jimmy Driscoll
Ms. Isabella Effen
Mr. Richard Everett
Ms. Linda Hoppmann
Ms. Cathy Johnson
Ms. Joy Miller
Ms. Ellen Morales
Ms. Jody Risacher
Ms. Dina Simcox
Ms. Esther Thompson
Mr. Josephus Thompson

Members Absent:

Dr. David Brand
Mr. Marty Cayton
Mr. Jonathan Charleston
Dr. Dallas Freeman
Ms. Pam Gibson
Mr. Chad Kormanek
Mr. Kent Listoe
Mr. Carl Manning
Mr. Jenson McFadden
Mr. Randall Newcomer
Mr. Charles Royal
Captain David Servie
Mr. Jonathan Warren
Ms. Cynthia Wilson

Guests Present:

Ms. Nore Brantley
Mr. Will Collins
Councilman Kirk deViere
Mr. Ray Eibel
Ms. Tammy Frutchey
Ms. Kim Lewis
Mr. John Lowery
Ms. Susan Mason
Mr. Carl Mitchell
Ms. Mercedes Rodriguez
Mr. Sherwood Southerland
Mr. Adrian Tait
Ms. Lorria Troy
Ms. Laura Webster

Staff Present:

Ms. Nedra Rodriguez
Ms. Kimberly Cribb
Ms. Peggy Aazam

Items within this meeting subject to Approval Action:

Paperless Board Meetings: Approval Action for Board Support staff to proceed with researching and developing a process to transition to paperless Board meetings.

WIOA Title I Program Services: Approval Action to extend contract with ResCare to provide Youth, Adult, and Dislocated Worker Program Services through June 30, 2018.

Revised Policies: Approval Action for revisions to Policy #6: Priority of Service, Policy #14: WIOA Title I Work Experience Opportunities, Policy #18: Youth Services, and Policy #25: Electronic File Storage and Protecting Personally Identifiable Information (PII).

WDB Strategic Plan: Approval Action to adopt Strategic Plan, to include revised mission and vision statements, goals, objectives, standing committees, and applicable sub-committees and task forces.

Recommendation for Upcoming Vacancy: Approval Action to submit recommendation of Robert Van Geons, President and CEO of the Fayetteville-Cumberland County Economic Development Corporation, for Economic Development representation, to the Cumberland County Board of Commissioners.

I. Call to Order - The July 12, 2017 meeting of the Workforce Development Board was called to order by the Board Chair, Mr. David McCune, at 11:03 am.

II. Welcome and Recognition of Guests – Mr. McCune welcomed and thanked the guests in attendance. Attendees introduced themselves.

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 – Ms. Dina Simcox made a motion to approve the minutes from the May 10, 2017 WDB meeting; the motion was seconded by Ms. Charlene Cross and passed unanimously. The approved minutes will be posted on the Workforce Development Board website at the conclusion of the Board meeting.

V. Consent Agenda –

The following items were included for information only:

- A. ***Finance Report*** (Business & Finance Sub-Committee)
- B. ***Youth Council Report*** (Youth Sub-Committee)
- C. ***LMI Reports*** (Labor Market Information Sub-Committee)

VI. Items of Business –

New Business

- A. ***Introduction of Laura Webster, Career Center Manager***– Ms. Nedra Clayborne Rodriguez, Director, introduced Laura Webster, Career Center Manager of the Cumberland County NCWorks Career Center. Ms. Webster was the individual selected by Two Hawk Workforce Services, the organization that was selected for the contract award to provide One Stop Operator (Career Center) Services effective July 1, 2017 based on the Request for Proposal (RFP) process approved and overseen by the Board. Ms. Webster will be fundamental in fully integrating the Career Center.
- B. ***Career Center Manager’s Outlook: The First 100 Days*** – Ms. Webster thanked the Board for their oversight and selection of Two Hawk Workforce Services for One Stop Operator (Career Center Manager) services. Ms. Webster spoke about

the vision for the Cumberland County NCWorks Career Center to be the “Go To” resource center for workforce and business services. She intends to utilize and leverage existing tools and resources. As part of her plan for the first 100 days, Ms. Webster intends on standardizing the Career Center’s policies and procedures, develop clear definitions of all programs, tools, and resources offered, coordinating Center-wide training and workshops, and exploring avenues for improved customer service. Ms. Webster assured that the WDB will be kept up to speed and updated on pertinent details.

Mr. McCune introduced Adriana Quinones, Interim Director and Director of Horticulture for the Cape Fear Botanical Garden. Ms. Quinones said she was thrilled to host the WDB meeting at the Cape Fear Botanical Garden (CFBG) and that they are very excited to work with Workforce Development/Cumberland County NCWorks Career Center, a partner in the community. She explained that CFBG has hired three grounds people through the Cumberland County NCWorks Career Center after Hurricane Matthew and are looking to hire more. The CFBG is 80 total acres with only 23 acres in cultivation. Ms. Quinones reported that they are still recovering from Hurricane Matthew, but are looking to raise awareness and welcome citizens from Cumberland County and the surrounding counties to visit the CFBG.

- C. ***Paperless Board Meetings*** (Planning and Evaluation Sub-Committee) – Ms. Rodriguez referenced the Government Paperwork Elimination Act of 2003 as support for the Board to consider the more efficient and effective use of technology to assist in the process of materials for the Board meetings. She requested the Board permit Board support staff to research and develop a process to implement the use of technology for and during WDB meetings. Mr. Carl Mitchell acknowledged that the WDB meetings are typically held in FTCC’s Administration Building, conference room #170, which is technologically capable to accommodate the needs of conducting a paperless meeting; documents can be viewed on the overhead using a flash drive. Mr. Richard Everett made a motion to approve Board Support staff to proceed with the research, development, and implementation of a process to transition to paperless Board meetings; Ms. Joy Miller seconded the motion. Ms. Linda Hoppmann thanked Peggy Aazam, Board Support, for her initiative and organization of the WDB meetings.

Completed/Ongoing Business

- A. ***WIOA Title I Program Services*** (Business & Finance Sub-Committee) – ResCare, the contractor providing WIOA Title I Youth, Adult, and Dislocated Worker Program Services for Cumberland County, has a current contract through November 30, 2017. Ms. Rodriguez requested the Board to consider next steps, specifically whether to either issue a new RFP for program services (for a contract to begin as of December 1, 2017) or extend the contract with ResCare through June 30, 2018. She explained that at the time the Board approved the contract extension through November 30, 2017, they did not have appropriation numbers, but they have since received notification of final allocations and are currently working on year-end carryover. She expects they will know the total funding available by the end of August. With so many changes and activities at this time, Ms. Rodriguez recommended extending the contract with ResCare through June 30, 2018 to allow for sufficient time for the proper RFP process, which she anticipates will take four to six months. Conversations to begin the RFP process will be brought back to the

Board in January 2018. Mr. Everett made a motion to approve the extension of the ResCare contract to provide Youth, Adult, and Dislocated Worker Program Services through June 30, 2018; Ms. Jody Risacher seconded the motion.

- B. ***Revised Policies*** (Planning & Evaluation Sub-Committee) – Mr. Everett made a motion to approve policy revisions distributed for review at the May 10, 2017 WDB meeting: Policy #6: Priority of Service; Policy #14: WIOA Work Experiences; Policy #18: Youth Services Policy; and Policy #25: Electronic File Storage and Protecting Personally Identifiable Information (PII). Ms. Crystal Bennett seconded the motion. Approval action for the distributed policies will be required at the next meeting: Policy #1: Cumberland County Workforce Development Board Policy Management and Policy #26: Conflict of Interest Requirements for Workforce Development Boards and Staff.

- C. ***Cumberland County NCWorks Career Center report*** (Program Activities & Community Relations Sub-Committee) – Ms. Rodriguez asked Board members for their feedback regarding the new format of the Cumberland County NCWorks Career Center report. Ms. Simcox said it is clean and to-the-point; Mr. Mitchell commended making the partners and the ongoing partnerships a part of the report. Ms. Webster, along with Mr. Josephus Thompson and Ms. Lorria Troy, were available for questions regarding the report, which include the Director’s update for this meeting. For additional information, or to submit information for an upcoming report, members were asked to contact Ms. Rodriguez or Ms. Aazam.

- D. ***WDB Strategic Plan*** (Program Activities & Community Relations Sub-Committee) – The results of the feedback obtained at the May 10, 2017 WDB meeting were compiled into the final version of the WDB’s strategic plan. The strategic plan includes a new mission statement (“To advance the economic well-being of the region by developing and maintaining a quality public workforce system through the integration of employment, training, education, and economic development services for job seekers, workers, and businesses.) and vision statement (“To promote an employer-driven public workforce system that focuses on critical workforce, economic, education, and training challenges and encourages innovative partner collaboration for the development of opportunities that support a skilled workforce that meets the needs of businesses and strengthens the local economy.”). New standing committees will fall under the strategic goals, with corresponding objectives and action steps: Strategic Goal #1: Engage the Business Community (standing committee: Business Engagement); Strategic Goal #2: Advance Education and Training (standing committee: Special Populations; to include standing Youth Sub-Committee); Strategic Goal #3: Align the Workforce Development System (standing committee: One Stop System); and Strategic Goal #4: Increase Visibility and Accountability of the Workforce Development Board (standing committee: Leadership and Strategy). Ms. Simcox approved the final version of the strategic plan; Ms. Miller seconded the motion.

- E. ***Task Force Participation*** (Program Activities & Community Relations Sub-Committee) – WDB members were asked to volunteer to participate in task forces for an initial commitment of one to two meetings. The purpose of the Process for Recruitment and Recommendation of WDB Members task force is to develop policy and procedures for the recruitment of applicant and recommendations to the Cumberland County Board of Commissioners that satisfy the WIOA requirements of local board composition. The long-term scope of this task force will be to

periodically review the WDB roster and applicant list to ensure timely action for recommendations to fill upcoming vacancies. Four WDB members were requested; Ms. Esther Thompson, Ms. Isabella Effen, MG Rodney Anderson, and Mr. Jesse Brayboy agreed to participate. The purpose of the WDB By-laws task force is to revise the Cumberland County Workforce Development Board By-laws to include the requirements of WIOA Final Rule 679.310; the long-term scope of this task force will be an annual review of the WDB By-laws and updates as necessary. Four WDB members were requested; Ms. Pam Gibson (who had previously agreed to participate), Ms. Simcox, Ms. Bennett, and Mr. Thompson agreed to participate. The purpose of the Eligible Training Provider List task force is to update the WDB policy regarding WIOA Eligible Training Providers and to develop procedures for the periodic review of new and existing training providers and programs. The long-term scope of this task force will be to review new training provider requests as needed and review the existing provider list every two years. Two WDB members were requested and will be joined to two NCWorks Career Center Staff; Ms. Risacher and Ms. Ellen Morales agreed to participate. Volunteers of the task forces will be contacted via email with additional information and to coordinate/confirm meeting dates.

- F. ***Recommendation for Upcoming Vacancy: Economic Development*** (Marketing/Bylaws/Nominations Sub-Committee) – Due to upcoming term expirations, the WDB is in need of business representation. Ms. Thompson encouraged members to solicit eligible, interested business representatives to apply to be a member of the WDB. She thanked Cathy Johnson for her service to the WDB (since 2008) as the Economic Development representative; Ms. Johnson's term expires at the end of August. Ms. Thompson made a motion to recommend Robert Van Geons, President and CEO of the Fayetteville-Cumberland County Economic Development Corporation, for Economic Development representation, to the Cumberland County Board of Commissioners; MG Rodney Anderson seconded the motion. Ms. Thompson acknowledged that the upcoming term expirations includes Chair David McCune, Randall Newcomer, and Mr. Everett (in October), as well as herself and Ms. Hoppmann (in November). Ms. Cynthia Wilson's first term expires in November, but she is eligible, and willing to serve, for a second term. Ms. Cross referenced the *How to be an Effective Board Member* session hosted by the County Commissioners. She explained the importance of the commitment from Board members and commended the Youth Sub-Committee members for their dedication. Ms. Cross recommended strict adherence to Board policies and By-laws, especially when it comes to members missing meetings. Mr. Mitchell referenced the Federal and State eligibility guidelines in regard to business representation and reminded that Board members must be residents of Cumberland County in order to serve on the WDB.

VII. Community Updates – Mr. Will Collins, Assistant Secretary of Workforce Solutions for the NC Department of Commerce, brought greetings from Governor Cooper, Secretary Tony Copeland, and Assistant Secretary Will Miller. He spoke about their excitement and commitment to capitalize on the momentum from initiatives throughout the state. Mr. Collins spoke about plans to be more engaged with Rural Economic Development, working closely with Napoleon Wallace, Assistant Secretary of Commerce for Rural Economic Development. Ms. Cross was affected by the recent transfer of Apprenticeship Programs from the Department of Commerce to the Community College System effective July 1, 2017. Mr. Collins explained they are still working with US DOL to figure out how to transfer programs and handle federal grants, which is still a work in progress. He said that although Apprenticeship may reside now outside of Commerce, its

programs are an extremely valuable piece of workforce development and Commerce will continue to encourage and support it. Mr. Collins stated that Apprenticeship is what the workforce requires and what we need. He reported that North Carolina has been commended by US DOL on the progress of Integrated Service delivery (ISD). He also shared that the reputation of the Fayetteville office is outstanding and they are to be commended as a model of customer service. Mr. Collins spoke about regionalism, encouraging local areas to reach outside of themselves; he acknowledged that we do things better when working regionally. They are excited to see things coming together. Mr. Collins is encouraging local Board to look into the Maximize Carolina grant, which are to help fund collaborative projects that support workforce training to address workforce challenges. Local Boards can apply with projects up to \$50,000 for partnerships with at least two employers. North Carolina has also been recognized nationally as a leader of certified career pathways. Mr. Collins spoke about the phenomenal NCWorks Career Pathways programs, many of which reach down into the middle school level to get a head start on ensuring individuals are on track to receive proper training in order to meet the present and future needs of business. He applauded the support for the many programs and initiatives. He acknowledged that while collaborations are at an all-time high, we still need to get higher. Mr. Collins cautioned that we must not work in silos; we must continue to collaborate. He reminded that behind every individual we assist, we are also helping the family who depends on that individual. Ms. Risacher inquired about broadband expansion in rural economic areas. Mr. Collins responded that while broadband expansion is a priority, they need to pay attention to where the funding will come from as they deal with federal and state challenges across North Carolina. Councilman Kirk deViere referenced the BRIGHT (**B**roadband, **R**etail, the **I**nternet of things, the power **G**rid, **H**ealth care, and **T**raining and education) Futures Act, an initiative proposed by state Representative John Szoka and Senator Wesley Meredith that aims to bring high speed internet to communities that need it. The law would allow local government to partner with private companies to expand broadband connectivity and permit the NC Department of Commerce to issue grants for projects that expand the digital infrastructure in rural areas. Councilman deViere provided a brief update on the initiatives of the City Council, which is on break for the month of July. At their last meeting, the City Council reached a compromise resulting in the unanimous vote to adopt the 2018 budget, which Councilman deViere reported as a sound budget which will permit them to move at a progressive rate to allow for quality of life that impacts the day to day activities of citizens. As part of the Parks & Recreation Bond projects, they have broken ground for the Massey Hill splash pads. The projects will consist of three phases planned over the next seven years, including existing park improvements, splash pads at seven locations, the Cape Fear River Park (Downtown Riverfront), a skateboard park (downtown), a sports field complex, tennis center, and two senior centers (East & West Fayetteville). The City of Fayetteville, along with PWC, is a partner of the STEM Internship Program with Cumberland County Schools (CCS) which is a great way to invest in the youth population. He also provided a brief update on Pathways for Prosperity, an initiative he is leading that focuses on the city's poorest neighborhoods in order to bring them the tools they need to climb out of deep poverty. Councilman deViere reported that they have a great leadership group whose next steps include a survey in September and a summit in November which will help to identify up to three goals for the City to focus on. He expects a report to be available by June. Mr. Brayboy expressed his concern regarding homelessness in Cumberland County; he inquired about plans for residences, rehab, and linking them to job opportunities. Councilman deViere assured that this is a priority. He is also a liaison for Continuum of Care (CoC) on Homelessness, a local planning body that coordinates housing and services for homeless families and individuals. Along with Commissioner Charles Evans, Paul Taylor, CoC Board Chair, and various community agencies, the CoC works in collaboration to consolidate and allocate resources in order to accomplish the CoC's mission of addressing the needs of the homeless in our community. A Request for Proposal (RFP) will be released soliciting proposals from local providers of services and housing for new and renewing projects due in August which will be consolidated into an application submitted by CoC (as the designee, or "Collaborative Applicant"). As part of a joint vision for the County, City, CoC, Community Development, etc.,

Councilman deViere noted that we need to identify needs and funding shortages while also determining the priority of projects. Once the needs are identified, we will need to reach out to the private sector for funding assistance. Councilman deViere reported that the staff is excited; even though this should have been done years ago, we are going in the right direction. Mr. Brayboy reiterated the need for day treatment facilities, group homes, and resources for families. Councilman deViere hopes that with exciting initiatives including the Bright Futures Act, we are seizing the opportunity to collaborate with local partners, including in the WDB, to be innovative and leverage resources.

VIII. Next Board meeting- The next meeting of the Workforce Development Board is scheduled for 11 am on Wednesday, September 13, 2017, in the FTCC Administration Building, room 170.

XIII. Adjournment- Mr. McCune adjourned the meeting at 11:53 am.

Respectfully Submitted By:

Peggy Aazam, Executive Assistant

David McCune, Board Chair