# WORKFORCE DEVELOPMENT BOARD

# August 12, 2014 – 12:47 PM to 3:15 PM

# FAYETTEVILLE TECHNICAL COMMUNITY COLLEGE

**Thomas R. McLean Administration Building – Conference Room # 170**

Members Present: FTCC Administrators Present:

Mr. David McCune Dr. Larry Keen

Mr. Richard Everett Mr. Carl Mitchell

MG Rodney Anderson Ms. Betty Smith

Ms. Charlene Cross Mr. Tony Rand

Ms. Pam Gibson Mr. Jim Lott

Mr. TJ Haney

Ms. Gwen Holloman Guests Present:

Ms. Linda Hoppmann Ms. Tiffany Alford

Ms. Cathy Johnson Dr. Curtis Charles

Mr. John Jones Mr. Scott Dorney

Ms. Tiffany Alford Mr. Chip Lucas

Ms. Ellen Morales Ms. Lorria Troy

Ms. Jody Risacher Mr. Robert Ware

Ms. Esther Thompson Staff Present:

Members Absent: Ms. Nedra Rodriguez

Ms. Esther Acker Ms. Krista Sincyr

Ms. Amy Cannon Ms. Peggy Aazam

Ms. Edith Edmond

Ms. Sarah Hallock

Ms. Rosie McMillan

Mr. Randall Newcomer

Ms. Barbara Spigner

**Sub-Committee Meetings (Called to order at 12:47 am)**

* **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 August 11, 2014. Ms. Rodriguez reported that due to total revenue allocated from the state and carryover, total available funding for the current fiscal year is over $3.4 million. After all encumbered contracts, obligations and salaries for the current fiscal year, 14% of unreserved budget remains for the remaining 88% of the year. Ms. Rodriguez showed comparisons to the previous year’s funding and explained that Cumberland County received increased funding across all programs for a total increase of 15.3% in allocated funding for the this fiscal year. Cumberland County is in a good position, especially since other areas lost funding. In response to Ms. Hoppmann’s question on how the funding is allocated, Ms. Rodriguez explained that allocations are determined at the state level and are based on factors including the number of people served, the unemployment rate and number of dislocated workers, and the local area’s needs and performance. Ms. Esther Thompson inquired as to how the carryover amount was determined. Ms. Rodriguez explained that she reviewed carryover from the last five years, as well as spending within the first three months of the fiscal year, in order to determine an appropriate carryover amount. Carryover is critical when there is a delay in appropriations from the state and at certain times of the year when the release of funds may not coincide with a program event (i.e. the Summer Youth Work Experience Program). Ms. Rodriguez also explained that funding must be expended within two years and assured that the reported funding amounts are the actual appropriations, not estimated. 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 -** Ms. Lorria Troy, Program Director for ResCare Workforce Services, provided an update on the WIA Adult & Dislocated Worker Program since the transition to ResCare effective July 1, 2014. Ms. Troy reported that all of the affected WIA Adult & Dislocated Worker Program staff transitioned to positions with ResCare as well as a Manpower temp who was working at the Career Center. The staff participated in a welcome conference call with Mr. Lott, Mr. Rand and Mr. Hough, ResCare’s Operations Officer. ResCare At Your Service (RAYS) Customer Experience Training was provided by a Master Certified Trainer from ResCare’s National Service Delivery Team. Ms. Troy and Ms. Jean Burton, Senior Talent Development Consultant, will be observing staff members to ensure proper customer service. Staff also participated in week-long training regarding ResCare Academy and Resume Pro, and the Facilitator/Trainer received one-on-one training in order to establish a base for on-site workshops and supporting resources. All staff members were provided with an individual training plan, and measurable goals and expectations were established to ensure that the contract goals are exceeded. The positions of regional Project Accountant and Accounting Clerk have been posted; the positions will serve the Cumberland County and Greensboro areas. The report included Contract Measures which will be updated throughout the year. Procedural Operations are in progress and will be evaluated and revised as necessary. The Leadership Team continues to meet on a weekly basis to discuss shared concerns, opportunities for growth, and further integration. Among the chief concerns of the Center is the shortage of staff. Mr. Robert Ware, Division of Workforce Solutions (DWS) Regional Manager, explained the Employability Assessment Interview (EAI) process, which is an additional responsibility on Career Center staff. While all Center staff has basic UI knowledge and can answer general questions, there are no designated UI employees. Due to the additional duties hindering existing staff, the ResCare contract may be re-negotiated to add three additional staff members. Mr. Ware reminded the Board that while there may not be any designated UI staff in the Career Center, UI recipients are in need of a job and it is beneficial for these customers to get assistance from the Career Center. UI benefits have been reduced to a maximum of 14 weeks. UI recipients are required to accept any job that pays equal to their weekly benefits amount; failure to do so may result in loss of additional benefits. 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 (CCS), provided an update on the WIA Youth Program. The bookkeeper began working at the Career Center on July 21, 2014 and she has been working closely with Ms. Rodriguez and Ms. Krista Sincyr, WDC Accountant. A High School-to-Work Coordinator has been hired to assist placing youth in worksites for the 2014-2015 year; she will also serve as a liaison/coordinator between local businesses and youth in order to provide services based on need. CCS contracted with English Language Arts and Math teachers to tutor the youth participants for the Comprehensive Learning Sessions on July 12th and July 25th, 2014. A summary of the budget was shared which showed the amount spent so far since the transition. The report also included an update of the Summer Youth Employment Program. Eighty-three individual worksites employed 149 youth participants, with 136 paid through CCS and 13 paid through Cape Fear Staffing due to a failure to pass the background check. Of the 149 participants, 106 youth were classified as In-School, 43 as Out-of-School; 107 participants were classified as younger youth, and 42 were older youth. Many of the participants achieved goals throughout the summer: 122 youth achieved their Work Readiness goal; 26 achieved a Human Resource Development credential (course provided by FTCC); 20 achieved the Alison Credential (NCWorks Advanced Learning Training Component); 10 youth are enrolled in a post-secondary school; of 90 youth tested in Reading and Math on July 25th, 13 have since raised their reading score and 23 have raised their math score; after re-testing, 45youth tested out of reading and 7 tested out of math. Participation for this year’s summer program was comparable to last year’s numbers, which is an accomplishment in of itself due to the transition of the WIA Youth Program to CCS as of May 1, 2014. Ms. Charlene Cross, Youth Council Chair, stated that the success of the program was due in part to the Youth Program staff that transferred to CCS; they already had the summer program underway at the time of the transition and were able to see it through. Now that the summer program is over, the focus will be to develop opportunities for year round work experience. Many of the work sites reported favorable evaluations on the youth participants and CCS would like to capitalize on the partnerships with local businesses. Ms. Betty Smith, FTCC Vice President for Business & Finance, shared that they have enjoyed participating as a work site for the past two years; the youth participant that had worked in Ms. Smith’s department returned this summer to work for Mr. Carl Mitchell and Mr. David Sullivan. Part of the new process for the exit interview for summer youth participants are questions regarding their next steps and if they would be willing to work around their school day. As for the employer side, CCS will look into cooperative internships and work-based learning opportunities that will be flexible with school schedules. Mr. Everett expressed how vital these work experience opportunities are; not only do they offer the youth participants a chance to earn some money, but they also gain valuable experience and soft skills. Among the many resources available to the participants included a workshop session from a representative of First Citizen’s Bank, which provided money management tips, a pertinent topic for the youth participants, especially those that may have been earning money for the first time. Mr. Mitchell reminded the Board of the upcoming changes resulting from the new Workforce Innovation and Opportunity Act (WIOA), which will include changing the focus on the Youth Program to Out-of-School Youth, with at least 75% of funds spent on that group. The challenge will be to recruit Out-of-School youth, which includes drop-outs, graduates, and those not currently in school, including college. Ms. Pam Gibson, College Tech Prep Coordinator, distributed invitations to the Partnership Appreciation Banquet scheduled for Tuesday, September 23, 2014 at the Holiday Inn at I-95. The Planning & Evaluation sub-committee accepted the update as information only.
  + **New Policies –** Mr. Lott presented the revised Priority of Service Policy, which re-emphasizes the priority of service for Veterans. Mr. TJ Haney made a motion to approve the revised policy; Mr. Everett seconded. Mr. Lott also introduced a new policy, Dual Enrollment of Customers, which for the full implementation of Integrated Services Delivery, will require that all customers be enrolled in both Wagner-Peyser and WIA core services. Mr. Everett made a motion to approve the new policy, with a minor correction; Mr. Haney seconded. The Planning & Evaluation Sub-Committee voted to recommend the approval of the policies to the full Board.
  + **Review of WDB Strategic Objectives** – As briefly discussed at the June 24, 2014 WDB meeting, Mr. Lott referred to the WDB Strategic Objectives approved by the WDB on May 14, 2013 and suggested that the Board consider revising the Strategic Objectives and Strategic Plan, in light of the recent changes, including Integrated Services, contracting out the programs, and the ideas discussed at the Align4NCWorks Summit that took place this morning. Mr. Lott suggested that they invite Ricki Kozumplick to come back as a facilitator for Strategic Planning. Ms. Gibson suggested aligning the Strategic Objectives with the WDB sub-committees. Dr. Keen acknowledged the value in revisiting the Strategic Objectives and encouraged scheduling a meeting to discuss and brainstorm on this topic further.
* **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 Overviews for July and August 2014 included in the notebook. The Cumberland County unemployment rate continues to be higher than the state and national rates. Mr. Lott vowed to provide more labor market information via EMSI at future WDB meetings. Dr. Keen expressed concern regarding the claim at the Summit that morning from employers, Purolator, Eaton and Goodyear, that they have 150 unanswered job postings. He asked for Board support to check the various job posting sites and find out what problems there are with the reporting systems for these vacancies not being filled. Mr. McCune expressed concern that despite it appearing that the economy is improving in the country, the same cannot be said for North Carolina and Cumberland County. With the recent expansions of Smithfield and Nitta Gelatin, we have to keep in mind that high employment does not necessarily equal a good workforce. Ms. Esther Thompson inquired how best to market Fayetteville to bring in skilled laborers. The Board had a brief discussion regarding some general concerns, including lack of skills, education and/or experience in the workforce, and barriers such as environmental regulations, lack of trust, and the disconnect between what employers want and what is available. Dr. Keen expressed uncertainty about the lack of a skilled workforce given that over 65% of FTCC graduates with jobs have a job in the field of study in which they graduated. Ms. Thompson added the concern about the aging workforce and the difficulty of replacing employees with extensive experience. Ms. Johnson explained the confusion regarding the alleged job postings that have not been filled; in actuality, these “job postings” do not exist, but are positions that are filled by temp agencies. Ms. Johnson went on to explain that many of the big plants have as many as 300 or 400 temps in positions that they refer to as “contractors”. This way, the businesses do not have to pay benefits, background and drug tests. Some temps have been in their position for several years without ever becoming a permanent employee. Mr. Ware confirmed that many of these businesses have used the ES office as a place to interview candidates from temp agencies. Ms. Johnson added that many new and short-term companies also use temps. She explained that while companies are bypassing the hiring process and resources provided by the Career Center, they still report the problem of an unskilled workforce which exists in the pool of applicants available through the temp agencies. Dr. Keen referenced the hundreds of military personnel that exit through Fort Bragg each year with experience transferable to civilian jobs. He also expressed frustration with relying on the current reporting systems in place that do not report the reality, which is that we do not know the needs and demands of employers since they are not using the same systems. Ms. Johnson said that she does her best to relay the needs of the businesses to the Plant Managers Association, Mr. Haney, and Human Resources groups as she is made aware of them, but usually the needs are immediate, and as Ms. Gibson added, they want employees with a lot of experience. When it comes time to hire someone, many companies again bypass the Career Center and only post the job openings on the company’s website and accept online applications. Ms. Hoppmann shared that she has had conversations with former Board member, Brad Loase, from Express Employment Professionals, regarding building a partnership with Workforce Development. Mr. Ware said that employers need to make NCWorks Online work for them; the tool will get better with time and usage, but they can put in the information they want and get a percentage of potential candidate matches. Dr. Keen suggested putting together a team that will meet with new companies to let them know about all of the resources and services offered at the Career Center, including screening of potential candidates and advertising. We need to decide where strong integration takes place and have the “courage to look at your ugly baby.” In order to get where you need to be, you need to take a good look at where you are at and change what you do to get there. These issues are not just concentrated in Cumberland County and North Carolina; they are nationwide. Ms. Gwen Holloman expressed concern regarding feedback she received at a recent job fair for Blue Cross Blue Shield (BCBS). She reported that several educated individuals with customer service expertise, were not even interviewed, let alone hired. She wondered what these highly qualified individuals were lacking to not even be considered for the jobs in which they were applying. Over 1000 individuals showed up for the BCBS job fair, in which an excess of 300 applicants were interviewed for 108 positions. At the request of the employer, the bar was set extremely high for the potential candidates because of the medical-related field. General Anderson suggested approaching employers to make a plan for them to partner with us; in exchange for them telling us what they want, we will help fulfill their needs. Ms. Gibson added that the generalization of the population also hurts the available workforce. Not everyone who is unemployed lacks the skills and education to do a good job. Something needs to be done about the disconnect between high school graduates that are not headed to a four year university. Too many people discount the other avenues available to those who are not bound for university, such as community college and short term training programs or entering the workforce, and instead, do nothing. The Labor Market Information sub-committee accepted the report as information only.
* **Program Activities and Community Relations-** On behalf of Ms. Esther Acker, Chair of the Program Activities and Community Relations sub-committee, Mr. McCune presented two items of information:
  + **Training Providers-** Mr. Lott referred to an information update for Care One Health Training Institute, which was presented at the June 24, 2014 WDB meeting. Based on the additional information provided, including the cost and length of the available courses, the recommendation was to not approve the provider and programs due to having comparable courses already on the approved provider/program list. Ms. Johnson made a motion not to approve Care One Health Training Institute as a training provider; Ms. Cross seconded. The Program Activities & Community Relations Sub-Committee voted to recommend not approving Care One Health Training Institute as a training provider to the full Board for their 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). The Leadership Team, which includes a member from the contractor, ResCare, meets weekly to monitor customer flow and ensure customer service. They are making continual progress as they deal with insufficient staff resources. Due to the changed role of the Veterans’ staff, the customer intake process has been reconfigured. The state chartering team made their initial visit and will return for another onsite visit upon review of the some additional requested information. Included with the update were summary reports that showed the number of individual and total services provided by both Wagner-Peyser and WIA programs in NCWorks Online, as well as customers seen at the Career Center. Mr. Mitchell inquired as to why the total number of Wagner-Peyser applications (2,062) did not match the number of WIA applications (586) for the time period of July 1, 2014-August 5, 2014. Mr. Ware explained that NCWorks Online does not distinguish which applications are done online and those done in person. He advised that participants that are actually coming into the Career Center and seen one-on-one do need to be fully integrated. He added that based on statewide comparisons, only about 25% of participants registered on NCWorks Online actually come to a Career Center; at this time, we are not able to retrieve information on those that self-register. Mr. Ware went on to explain that participants that are seen for the EAI process are to be co-enrolled in both Wagner-Peyser and WIA. UI recipients may not all be co-enrolled at this time, but this will soon change; in addition, they may be looking at ways to reach out to individuals who were not approved for UI benefits so that they may also take advantage of the services and resources available at the Career Center. The Program Activities and Community Relations sub-committee accepted the update as information only.
* **Marketing/Bylaws/Nominations-** Ms. Thompson, Chair of the Marketing/Bylaws/Nominations sub-committee presented two items of information:
  + **Filling Board Vacancies**- Mr. Lott reminded the Board of upcoming expired terms. The Board currently has four vacancies (Public Assistance, Organized Labor, and two Private Sector) they are recruiting to fill. The Marketing/Bylaws/Nominations sub-committee accepted the report as information only.

* + **NCWorks Branding**- Mr. Lott shared the NCWorks branding information provided at the recent Director’s meeting. The branding campaign is part of a plan announced by Governor McCrory to align workforce development and promote the NCWorks theme for various key partners, including Career Centers, the Community College System, Customized Training, Apprenticeship, Career and Technical Education and Career Pathways. The Marketing/Bylaws/Nominations sub-committee accepted the report as information only.

**OFFICIAL MEETING**

**I.** **Call to Order -** The August 12, 2014 meeting of the Workforce Development Board was called to order by the Board Chair, Mr. David McCune, immediately following the conclusion of the sub-committee meetings.

**II. Recognition of Guests** – Mr. McCune welcomed and thanked the guests in attendance. Ms. Tiffany Alford, Project Recruiter with FTCC, expressed her desire to network with Board members and guests after the meeting to discuss collaboration opportunities.

**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 June 24, 2014 WDB meeting. A motion was made by Ms. Charlene Cross to approve the minutes as read; the motion was seconded by Mr. Richard Everett 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. 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. Lorria Troy, Program Director for 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 to the Planning and Evaluation Sub-Committee. The Board accepted the report as information only.
  + New Policies – Mr. Jim Lott, WDC Director, provided a summary of policy updates 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 Mr. TJ Haney and passed unanimously.
  + Review of WDB Strategic Objectives –A meeting will be scheduled to consider revising the WDB Strategic Objectives approved by the WDB on May 14, 2013 were distributed.
* *Labor Market Information* – Ms. Cathy Johnson 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.
* *Program Activities and Community Relations –* Mr. McCune presented the following information to the Board:
  + Training Providers – On behalf of the Program Activities and Community Relations Sub-Committee, Ms. Johnson made a motion not to approve Care One Health Training Institute as a training provider at this time; Ms. Cross seconded. The Board approved the motion as presented.
  + 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. Esther Thompson presented the following information to the Board:
  + Filling Board Vacancies – Mr. Lott reminded the Marketing/Bylaws/Nominations sub-committee of Board vacancies and upcoming term expirations. The Board accepted the update as information only.
  + NCWorks Branding – Mr. Lott provided the Marketing/Bylaws/Nominations sub-committee an update of the NCWorks branding campaign. The Board accepted the update as information only.

**VI. Director’s Report** – Mr. Lott referred to the Director’s Report located in the “Additional Items” tab of the notebook. He announced that the Cumberland County Public Library will host a job fair on August 19, 2014 from 10 am to 2 pm. Fort Bragg is hosting a Veterans Job Summit today and tomorrow. The report included additional information regarding the Workforce Innovation and Opportunity Act (WIOA), which was passed by Congress and signed into law by President Obama on July 22, 2014. No changes were made to the draft bill. The law is expected to take effect on July 1, 2015, with the draft regulations expected to be issued in January 2015. The key components include: the current structure of local workforce boards will be maintained, but the Youth Council will become a standing committee of the local Board (Youth committee members need not be members of the Board); there will be a continued emphasis on Private Sector membership with at least 51% Private Sector membership for State and local Boards; there will be a stronger emphasis on community colleges (especially on the role of training) and career pathways (especially from high schools to post-secondary education); each state will be required to develop and submit a joint plan for Adult Education and Vocational Rehabilitative Services, and there will be an increased emphasis on sector strategies, as well as a requirement for regional planning; the focus of the Youth Program will shift to Out-of-School youth, with the requirement that at least 75% of Youth funding must be spent on that group; 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.

**VII. Recap and Discussion of Align4NCWorks Summit** – Throughout the sub-committee meetings, attendees discussed the concerns and issues raised at the Align4NCWorks Summit that took place on the FTCC campus that morning. Mr. Haney proposed forming an ad hoc committee that will further explore the concerns and look to recommend a plan of action. Ms. Johnson, General Anderson, Mr. Everett, Ms. Gibson, and Ms. Gwen Holloman volunteered to join Mr. Haney and participate on the ad hoc committee related to the Align4NCWorks collaboration.

The next meeting of the Workforce Development Board is scheduled for Tuesday, October 7, 2014 with sub-committee meetings beginning at 11 am. The location will be FTCC, Thomas R. McLean Administration Building Room #170.

Mr. McCune adjourned the meeting at 3:15 pm.

Respectfully Submitted By:

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Peggy Aazam, Executive Assistant

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David McCune, Board Chair