

**CUMBERLAND COUNTY WORKFORCE DEVELOPMENT BOARD**  
**November 13, 2018 – 11:02 AM to 1:21 PM**  
**FAYETTEVILLE TECHNICAL COMMUNITY COLLEGE**  
**Thomas R. McLean Administration Building – Conference Room # 170**

Members Present:

Ms. Dina Simcox (Representative of Business)  
Mr. Rodney Anderson (Representative of Business)  
Ms. Chanda Armstrong (Representative of Education and Training - Vocational Rehabilitation)  
Mr. Jesse Brayboy (Representative of Business)  
Mr. Kevin Brooks (Representative of Business)  
Ms. Charlene Cross (Representative of Workforce - Addressing Needs of Eligible Youth)  
Mr. Albeiro Florez (Representative of Business)  
Ms. Pam Gibson (Representative of Education and Training – FTCC)  
Mr. John Lowery (Representative of Education and Training – State Employment Office)  
Mr. Carl Manning (Representative of Workforce – Community Based Organization)  
Mr. Naynesh Mehta (Representative of Business)  
Ms. Joy Miller (Representative of Business)  
Ms. Diana Potts (Representative of Business)  
Ms. Jody Risacher (Representative of Workforce - Addressing Needs of Eligible Youth)  
Ms. Sherri Turner (Representative of Business)

Members Absent:

Mr. Jonathan Charleston (Representative of Business)  
Mr. Jimmy Driscoll (Representative of Business)  
Ms. Isabella Effen (Representative of Business)  
Dr. Dallas Freeman (Representative of Education and Training)  
Mr. Jenson McFadden (Representative of Business)  
Captain David Servie (Representative of Workforce – Apprenticeship Program)  
Mr. Robert Van Geons (Representative of Education and Training – Economic Development)

Guests Present:

Ms. Nore Brantley (Cumberland County Schools; High School to Work Partnership Coordinator)  
Dr. J. Lee Brown (Fayetteville State University; College of Business & Economics)  
Mr. Eric Buck (Goodyear)  
Ms. Christy Didion (NCWorks Career Center Manager)  
Mr. Ray Eibel (EDSI; Director of New Business Development)  
Ms. Linda Hoppmann (UTEck)  
Ms. Kim Lewis (Fayetteville Technical Community College; Center for Business & Industry)  
Mr. Chip Lucas (Cumberland County Schools; Career and Technical Education Director)  
Ms. Raven McKoy (NC Justice Center; Pathways for Prosperity)  
Ms. Kisha Patton (NCWorks Career Center; Program Manager)  
Dr. Victoria Steeger (ProTrain)  
Ms. Taneka Williams (Cumberland County Schools; Career and Technical Education Career Pathways Coordinator)

Staff Present:

Ms. Nedra Clayborne Rodriguez  
Ms. Tamara Hodge  
Ms. Tracy Smalls  
Ms. Peggy Aazam

**Items within this meeting subject to Approval Action:**

**Grant Applications:** Approved – NCWorks Local Innovation Fund (\$400,000) & Enhancement Grant Funds (\$200,000).

**Revised Policies:** Approval of revised policies: Policy #6 Priority of Service (updated to reflect wording per US DOL); Policy #12 ITA Policy and Procedures (updated to reflect PS 08-2018 WIOA Funds and Pell Grants); Policy #18 Youth Services (updated to reflect PS 10-2018 regarding youth requiring additional assistance)

**I. Call to Order** - The November 13, 2018 meeting of the Workforce Development Board was called to order by the Board Chair, Ms. Dina Simcox, at 11:02 am.

**II. Welcome and Recognition of Guests** – Ms. Simcox welcomed and thanked the guests in attendance. Attendees introduced themselves.

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

**IV. Approval of Minutes** – Ms. Charlene Cross made a motion to approve the minutes from the September 11, 2018 WDB meeting; the motion was seconded by Mr. Naynesh Mehta and passed unanimously. The approved minutes will be posted on the Workforce Development Board website at the conclusion of the Board meeting.

**V. Community Updates** –

A. *Cumberland County* – N/A

B. *Economic Development* – N/A

C. *Chamber of Commerce* – N/A

D. *Cumberland County Schools* – Mr. Chip Lucas spoke about Dr. Marvin Connelly’s listening tour and CCS’ upcoming Strategic Plan session, which will include round tables and focus groups to actively engage County citizens and stakeholders so we can better support our students.

**VI. Director’s Report** – Ms. Nedra Clayborne Rodriguez’s Director’s Report provided updates on various projects and initiatives. The mandatory MOU and IFA with signature page was presented for approval.

– Ms. Jody Risacher made a motion to approve the MOU/IFA to move forward to the Board of Commissioners; the motion was seconded by Mr. Naynesh Mehta and passed unanimously.

Ms. Clayborne Rodriguez presented several Grant Funding opportunities:

1. Local Innovation Grant: A new funding stream released by Gov. Cooper for communities to pilot innovative programs or adapt and replicate successful program models that address local or regional workforce issues. \$2 million has been set aside to request for this initiative namely, Calibration in our Communities: Raven McKoy will give an update of our partnership with Pathways for Prosperity (P4P), which is one among many of the different collaborative efforts to improve the current well-being in 11 communities within the Cumberland County area, in several different categories within these communities. Ms. Clayborne Rodriguez states that after working in this phase for the past year and a half, they are now ready to move into the action phase and she would like to request \$400,000 funding

to promote the expansion of the Parent University model used at Walker Spivey last year, which teaches parenting skills and how parents can be better at giving their children broader options for success.

– Ms. Pam Gibson made a motion to approve the Local Innovation Grant Funding Request of \$400,000; the motion was seconded by Mr. Kevin Brooks and passed unanimously.

2. Enhancement Funds – A continuum of the Career Pathways Funding received for calibration in our community dealing with Training and Education in the workforce, is to work closely with P4P and its 11 communities along with other agencies with hopes for camps and certification. This funding also helps to create community-wide summer components that exposes our Youth and Young Adults to careers and opportunities. The Enhancement fund amount that will be requested is \$200,000.

– Mr. Naynesh Mehta made a motion to approve the request for Enhancement Grant Funds in the amount of \$200,000; the motion was seconded by Ms. Jody Risacher and passed unanimously.

## **VII. Items of Business** –

*Strategic Goal #1: Engage the business community to strengthen the local economy*

- ***Labor Market Information Reports*** – Cumberland County Labor Market Overviews for October and November 2018 were provided for information purposes.

*Strategic Goal #2: Promote advanced training and education for a skilled workforce*

- ***Youth Committee update*** – An update on the Young Adult Committee, which met on Friday, November 9, 2018, was included for reference. The next Young Adult Committee meeting is scheduled for noon Friday, January 4, 2019 at the Cumberland County NCWorks Career Center (414 Ray Ave, Fayetteville).
  - i. Discussed ways to engage young people, some suggestions were through incentives such as a gift card or monetary supplement – but this approach may not work for every youth. These efforts may entice them but may not sustain them. Dropping a card in the mail was another approach that brought about some positive results. All young people are at different places so using all methods of communication is a great strategy to include calling, emailing, sending a card or text.
  - ii. Recent Events:
    - Fayetteville Housing Authority Outreach
    - Sweet & Greet (Staff & each other)
    - Lunch & Learn
    - Career Readiness Week
- ***Apprenticeship Program*** – Ms. Cross provided an overview of the Registered Apprenticeship program, which now falls under the umbrella of the North Carolina Community College System. Registered Apprenticeship consists of five components (employer involvement, structured On-the-Job Learning, job-related education/instruction, reward for skill gains, and a national occupational credential). Structured On-the-Job Learning models include time-based (a required number of hours of On-the-Job learning and related education/instruction), competency (progression based on the apprentice’s pace and demonstrated competency in skills and knowledge through proficiency testing; there is no requirement to complete a specific number of hours), and a hybrid (utilizes a minimum and maximum range of hours in conjunction with the successful demonstration of identified and measured competencies). The Hybrid and Competency models are the models that are being used in North

Carolina. The Registered Apprenticeship program follows a five step process: Contacting an Apprenticeship NC Representative Consultant; Collaboration with a sponsor to develop and build a training program; Program Check through the review and approval of the customized standards of Apprenticeship developed and based on the sponsor's operational input; Program Registration as of when the sponsor receives the finalized standards of Apprenticeship and the Certificate of Registration documents; and Program Launch, which is implemented by the employer. ApprenticeshipNC has several funding opportunities through Expansion and Continuation grants, the Workforce Innovation and Opportunity Act (WIOA), and Work Opportunity Tax Credit (WOTC). Ms. Cross is assigned as the ApprenticeshipNC Consultant for Fort Bragg, which has enrolled over 900 active duty soldiers since July 2017 and registered over 80 Military Occupation Specialties (MOS). Prior credit is granted for previous work experience and classroom hours upon review of the Enlisted Record Brief (ERB) and soldiers receive State and Federal certifications upon completion of On-the-Job learning.

- **Non-Agenda Item** – Ms. Clayborne Rodriguez introduced Nore Brantley of Cumberland County Schools for an update concerning Work Ready Communities. Ms. Brantley presented Ms. Simcox: the ACT Work Ready Community Award for Cumberland County; Former Board Member, Linda Hoppmann was present to receive the award as well.
- **Eligible Training Provider Requests** – The Eligible Training Provider task force will review the requests from 1) Shades of Purple (Dental Assistant I, Medical Assistant, Medical Billing & Coding, Medical Office Administration, Phlebotomy) and 2) A 2 Z Trucking (CDL Class A Training) and will provide their recommendations to the full Board at the next meeting.

*Strategic Goal #3: Align the workforce development system*

- **Cumberland County NCWorks Career Center report** – Ms. Didion provided an update on the events and activities occurring in and around the NCWorks Career Center. She mentioned how in the next 5 to 10 years the way we do business will change dramatically and gave as an example major stores like Sears, who are closing their doors, who 10 years ago was the number one employer in the United States. Ms. Didion shared that the Career Center is looking at how effective they are at providing support to clients who are coming for service. Is our technology where it needs to be? Do customers need to come into the Career Center? The service providers perform upgrades, as to banking or grocery shopping – Career Centers are no different, and should be ever changing and growing. Up & Coming items to point out: The 4<sup>th</sup> annual Recognition event, is scheduled for November 27<sup>th</sup>, Tuesday after Thanksgiving to recognize participants, staff, partners and employees. A *Basic Computer Skills Class* has been started on the last Friday of the month, this class came about through the calibration of partners in the building for millennial and baby boomers to work together to develop a class to assist participants to be more proficient with basic computer skills. Mr. Paul Smith, HSE Inst. every Wednesday conducts the Financial Literacy Workshop following Dave Ramsey Curriculum to teach budgeting, saving, how to spend money, how to invest money, how to avoid debt, etc. Mr. Smith has also been attending Elementary School Parenting Classes and visiting other agencies sharing information about the Financial Literacy Workshop. Ms. Didion shared information regarding the WIOA Performance numbers Ms. Clayborne Rodriguez interjected that the timeframe for these numbers are recorded at the federal level and reflect results of a prior time period (e.g. up to one year ago) and would not show any recent progress made. The prior contractor's performance will still be reported for at least two more quarters. We are working diligently with the new contractor to ensure current and future performance will improve. The state is not concerned with the RFP annual process. The State's involvement will come into play when we negotiate our performance measures, focusing on past data and what is expected now. Ms. Clayborne Rodriguez and Board members discussed how they can better serve clients and what can the board do to improve our standing? Ms. Clayborne Rodriguez explained that it is a combination of things (e.g. through the

services that we are delivering and paying closer attention to the tracking and follow-up). Because the information is computer driven, we must ensure proper information is keyed in correctly under the correct service codes in NCWorks. Secondly, we need to be more strategic as to how and who we serve, how we educate the public, accessing our services and how we reassess clients. We can promote better information to employers, the population that we service. We must meet people where they are and ensure what they want to do right now is a logical choice. We must become more strategic with how we service the people we serve. The Board is our connection to the businesses', without that connection our clients cannot gain the necessary skills. We need to educate and make businesses aware of what we have to offer. Business owners are welcome to tour the center and meet with Ms. Didion and Mr. Gregg Wade our business managers. We just need them to open up their doors to provide a participant with a slot for an opportunity. Ms. Didion shared that she thinks that it is more effective to go to their place of business. Ms. Cross said it is important to let business owners know what the WDB does. Ms. Simcox suggested looking into creating a marketing committee to develop a social media presence (e.g. Facebook, LinkedIn, etc.). Ms. Didion explained the need to be informed of the performance numbers and how easy it is to get people enrolled, but that is where the work starts; they need to obtain employment and be retained in that employment. We need to explore on the job training (OJT) Apprenticeship – There are many that have the training, however, they do not have the experience. We are sincerely proud of Lamonty Bullock for receiving the Governor's Award this October for Outstanding Young Adult.

- ***Update on RFP for Lease of Cumberland County NCWorks Career Center*** – Mr. Lowery reported that information has been provided to State Properties to assist with the preparation of a Request for Proposal (RFP). Mr. Lowery highlighted three people from the Career Center that have retired from Veterans Services; Jacky Yi, Jack Singletary and Gregory Jones. The RFP process is time consuming, we must have patience. A draft RFP for Fayetteville should be available on Friday after which he will share with Ms. Rodriguez. Mr. Lowery projected the RFP to close Dec/Jan; will provide an update at the next WDB meeting.

*Strategic Goal #4: Increase visibility of the workforce system, Workforce Development Board, and NCWorks Career Center*

- ***NCWorks Career Center Lunch & Learn Session*** – Ms. Simcox mentioned that the November 1<sup>st</sup> Lunch and Learn Event was well planned and organized. There was a wealth of information and lots of resources from the different partners. Ms. Potts reported that she received so much information and being a part of this event helped her to see where she fits in as a Board member and as a part of the community. She commended the professionalism of the event. Ms. Potts visited, liked and shared the Facebook page during the event after learning of its existence. Ms. Clayborne Rodriguez added that the services at the Career Center are a lot to understand, but having these types of conversations helps everyone to see the big picture. Ms. Potts mentioned how these events give Board members the ammunition they need to be able to become involved and active in between meetings.
- ***Annual Recognition Event*** – Ms. Clayborne Rodriguez mentioned that the purpose of the event is to honor outstanding participants, partners, and employers of the Cumberland County NCWorks Career Center. Each Board Member was asked to select a board member to be the Outstanding Board Member this year. The event is scheduled for Tuesday, November 27, 2018 at 5:30 pm at the Botanical Gardens.

*Strategic Goal #5: Pursue and support strategic workforce initiatives*

- **Update on Next Gen Sector Partnership – Health Care** – Ms. Clayborne Rodriguez updated that we are working with three committees: Workforce Development, Integration and Coordination of Care and Obesity Prevention. Weekly phone calls are taking place focusing on what businesses would like to see occur in the separate areas. The Obesity Prevention team came together rather quickly. Dr. Sammy Choi, Womack Army Medical met with Dr. Marvin Connelly, Cumberland County Superintendent met to discuss studies that show; to change a lifestyle of adult obesity, the change would need to begin in the 7<sup>th</sup> grade. Dr. Choi then introduced MATCH (Motivating Adolescents with Technology to Choose Health) – a program that teaches through tracking health eating habits along with exercise. Dr. Choi and Dr. Connelly signed a letter of intent which they projected to begin August 2019 school year; the program will equip every 7<sup>th</sup> grader in the Cumberland County School System with a fitbit smart watch tracking system and they will start training on obesity prevention and healthy eating habits. Hopefully this can follow them through the years. The Integration and Coordination of Care team is focusing on the number of visits to the ER and how we can help to lessen that by providing care in non-conventional ways/hours, etc. Workforce Development team is focused on building the health care sector workforce to be plentiful for business to have the talent that they need.
- **Update on Pathways for Prosperity Coalition** – Ms. Raven McKoy, Community Engagement Coordinator at the NC Justice Center for Fayetteville provided an update on the progress of the P4P Pathways of Prosperity Coalition. The Pathways of Prosperity emerged out of the May 2015 Harvard study which ranked Fayetteville last among the country’s 100 largest economic cities, meaning the earning potential is very low and that the children here are living in poverty. Statistically, children born in poverty will earn 18% less than their parents. 1 in 4 children lives in poverty, those household are headed by single mothers at 43%. Within the 15 census tracts of 11 communities, the poverty county rate is roughly 18%. In certain community areas the poverty rate is double or triple the county’s rate. In observation of the Chart Legend, a question was raised concerning certain data that was suppressed. Ms. McKoy replied that she would find out why that section of the chart was suppressed and respond at a later date. She explained that this data was a collection from ACS (American Community Survey) and the US Census Bureau out of a 5 year estimate 2011- 2015. Ms. McKoy highlighted that P4P has completed several planned milestones to include the Community Member Survey and Pathways for Prosperity Summit which was held November 18, 2017. The five focus area came from this summit and the draft Comprehensive Action Plan was completed in May. The Community Revitalization Teams structure is in process. The Accountability Session is scheduled for January of 2019 where the discussions will be what we have done and what is the plan for moving forward. The Comprehensive Action Plan was developed by five workgroups around the focus areas of:
  1. Affordable housing
  2. Quality of K-12
  3. Workforce
  4. Industry alignment
  5. Life skills & mentorshipWorkgroups have been developed around these areas. The focus is to look at what is working and align existing resources, avoid duplicating efforts, and look statewide for existing models. There are 11 focus communities where poverty is most concentrated, (8 neighborhoods, 2 municipalities and 1 unincorporated area) at a rate of roughly 30%, additional work is needed, and we are currently looking for funding to support the five focus areas.
- **ECE/Early childhood** - Lead Agency: Partnership for Children – Goal is to increase preschool attendance rate and to increase access to high quality childcare centers.

- **K-12** - Lead Agency: Community Agency Council (has not been created yet) looking at Juvenile Crime prevention Council collaboration: Goal is to double enrollment in work-based learning opportunities and to reduce public school suspensions. Ms. McKoy referenced the study by Duke University School of Law concerning 11 alternatives to school suspensions that can be used as a guide to implement in our public school system.
- **Life Skills** – Lead Agency: Communities in School – Goal is to increase parental resilience by connecting 500 families to community resources and to recruit/mentor 10% of parent participants to serve as mentors. Building and expanding upon the Parent University model. Engaging families with financial literacy.
- **Housing** - Lead Agency: TBD – Goal is to increase inventory of safe and affordable housing and to build capacity for residents to engage in the housing policy development. Ms. Potts gave details in regard to a 1.2 million grant for Bonnie Doone and the housing areas hit by the disaster, which appear on the list presented. The Veteran non-profit group has been verbally assured that they will be receiving this money. This grant will help supplement the gap to bring these homes up to code. She informed Ms. McKoy that there is a lot of money right now if they could combine efforts to maximize the opportunities.
- **Workforce** – Lead Agency: Cumberland County Workforce Development Board – Goal is to improve alignment between industry demands, training system and to increase the capacity of the training system. Objective is to build channels to bridge all of the resources together. Ms. Clayborne Rodriguez suggested adding aligning the Workforce Development Boards’ strategic goals with Pathways for Prosperity Workforce objectives to increase certified career pathways from two to five within three years and to work with the school system to get kid exposed and excited about the different career pathways available.

The next phase of planning is to finalize data to complete the goals and to establish a plan for funding. The goal is to have the development screening data, childcare facility mapping and school suspension data completed by mid-December, in preparation of the accountability session in January. Potential grant opportunities include: Cumberland Community Foundation submitted on September 12<sup>th</sup>, Z. Smith Reynolds Foundation for \$150K/yr. for 4 years for Community Revitalization Team build out (deadline approaching); Bill & Melinda Gates Foundation (deadline approaching); WIOA Workforce Innovation Opportunity Act – working on finalizing this data. Mr. Rodney Anderson interjected that generational poverty has deep roots and this will be a 10 or even 20 year initiative, with results down the road 8 to 10 years from now. Discussion took place regarding the sustainability of the coalition? Are there opportunities of keeping this effort moving? Ms. McKoy reiterated that P4P is a multi-year effort to look at all of the resources available and to align them – it will indeed take time. Additional information is available via website: [pathways.org](http://pathways.org) or via emailing Ms. McKoy directly at [raven@ncjustice.org](mailto:raven@ncjustice.org).

*Strategic Goal #6: Maintain compliance and accountability of the Cumberland County workforce system*

- **Customer Satisfaction Survey** – Ms. Clayborne Rodriguez shared the current Customer Satisfaction Surveys and welcomed related questions. The NCWorks Qualitative Report (Business Customer Satisfaction Survey Results), Qualitative Report July 2018 (Initial Customer Experience Satisfaction) and Qualitative Report Aug 2018 (Initial Customer Experience Satisfaction) were provided as a reference.
- **Finance Report** – Ms. Clayborne Rodriguez provided a brief financial update on the financial standing as of November 12, 2018, for the current Fiscal Year (FY) 19. The report included \$6,710,290 in carryover funding, with additional appropriation from State and Federal. Currently we have expensed \$998,890.10, with delegations of \$4,891,640.65 which includes EDSI contract services. At the Board

level we currently have available \$819,759.25. The EDSI contract was amended to \$2.4M, with the total contract at 4.8M, expended invoices (through Oct 31, 2018) totaled \$537,649.31, which leaves a remaining balance of 4.35M on that contract.

- **Revised Policy –**

- a. **#6 Priority of Service** – (updated to reflect wording per US DOL)
- b. **#12 ITA Policy and Procedures** – (updated to reflect PS 08-2018 WIOA Funds and Pell Grants)
- c. **#18 Youth Services** – (updated to reflect PS 10-2018 regarding youth requiring additional assistance)

- Ms. Jody Risacher made a motion to approve changes to Policy #6, Policy #12, & Policy #18; the motion was seconded by Ms. Cross and passed unanimously.

**IX. Next Board meeting-** The next meeting of the Workforce Development Board is scheduled for 11 am on Tuesday, January 15, 2019, in the FTCC Administration Building, room 170.

The Board has vacancies for Labor, Apprenticeship and Community Based Organizations representatives open recruitment for new Business members. Members were encouraged to please spread the word about what we do and who we are.

**X. Adjournment-** Ms. Simcox adjourned the meeting at 1:21 pm.

Respectfully Submitted By:

  
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Cyndi McKoy, Executive Assistant

  
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Dina Simcox, Board Chair