

CUMBERLAND COUNTY WORKFORCE DEVELOPMENT BOARD
May 21, 2019 – 11:03 AM to 1:51 PM
FAYETTEVILLE TECHNICAL COMMUNITY COLLEGE
Thomas R. McLean Administration Building – Conference Room # 170

Members Present:

Mr. Rodney Anderson (Representative of Business)
Ms. Chanda Armstrong (Representative of Education and Training - Vocational Rehabilitation)
Mr. Kevin Brooks (Representative of Business)
Dr. J. Lee Brown (Representative of Education and Training – Higher Education)
Ms. Charlene Cross (Representative of Workforce - Addressing Needs of Eligible Youth)
Ms. Isabella Effen (Representative of Business)
Mr. John Lowery (Representative of Education and Training) (Representative of Labor)
Mr. Carl Manning (Representative of Workforce – Community Based Organization)
Mr. Phillip Perrier (Representative of Business)
Ms. Diana Potts (Representative of Business)
Ms. Jody Risacher (Representative of Workforce)
Mr. Chas Sampson (Representative of Business)

Members Absent:

Mr. Jesse Brayboy (Representative of Business)
Mr. Eric Buck (Representative of Business)
Mr. Naynesh Mehta (Representative of Business)
Ms. Dina Simcox (Representative of Business)
Dr. Mark Sorrells (FTCC - Senior Vice President for Academic & Student Services)
Ms. Sherri Turner (Representative of Business)
Mr. Robert Van Geons (Representative of Education and Training – Economic Development)
Mr. Mark Wilderman (Representative of Business)

Guests Present:

Ms. Kelsey Allen (Center for the Blind)
Mr. Ray Eibel (EDSI; Director of New Business Development)
Mr. Patrick Buford (EDSI, NC Director of Youth Services)
Mr. Tracy Jackson (Cumberland County Assistant County Manager)
Mr. Chip Lucas (Cumberland County Schools; Career and Technical Education Director)
Ms. Susan Monroe (Economic & Community Development)
Dr. Victoria Steeger (ProTrain)
Ms. Tisha Waddell (Fayetteville City Council Member)
Mr. Jose “Tony” Castillo (Education Specialty Officer at the Bragg Training and Education Center (BTEC))
Mr. Charles Vaughan (Director, Region 3 USDOL)
Mr. Duane Cogdell (NC Department of Public Safety, Division of Adult Correction & Juvenile Justice)
Mr. Scott Panagrosso (Greater Cumberland County Sector Partnership Coordinator)
Dr. Y. Sammy Choi (Chief, Department Research at Womack Army Medical Center, Ft. Bragg)
Ms. Caroline Anderson (Two Hawk Workforce Services)
Mr. Sherwood Southerland (Director of Two Hawk Workforce Services)

Staff Present:

Ms. Nedra Clayborne Rodriguez
Ms. Christy Didion
Ms. Tamara Hodge
Ms. Cyndi McKoy
Ms. Kiersten Powell
Ms. Peggy Aazam
Ms. G. Danyell Bjorklund
Mr. Teddy Warner

Items within this meeting subject to Approval Action:

Draft Annual Plan: Approval of the Program Year (PY) 2019 Local and Regional Workforce Development Area Plan for Cumberland County. The plan will be available to the public for review online at <http://www.co.cumberland.nc.us/departments/career-center-group/career-center/local-area-plan> for the required 30 day period. The Plan will be presented for approval to the Board of Commissioners.

Contract Approvals:

- Two Hawk Amendment - year three extension approved adding \$367,345 bringing the total contract amount to \$878,735
- Amendment to EDSI contract Statement of Work- approval of Amendment III (this was later determine to be Amendment II not Amendment III, and it has been corrected accordingly) for an extension through December 31, 2019. This amendment will update the program goals with no additional dollars added.

Approval of the Young Adult Committee Goal and Mission Statements

I. Call to Order - The May 21, 2019 meeting of the Cumberland County Workforce Development Board was called to order by Board Vice Chair, Mr. Rodney Anderson, at 11:03 am.

II. Welcome and Recognition of Guests – Mr. Anderson welcomed and thanked those in attendance. Attendees introduced themselves. Introduction of new Workforce Development Staff and Board Members.

III. Ethics Awareness and Conflict of Interest Statement – Mr. Anderson read the North Carolina State Ethics Commissions' *Ethics Awareness & Conflict of Interest* statement to the Board. Board Member Diana Potts made the board aware of a potential conflict in which Eligible Training Provider requester, ProTrain is on schedule to train at her facility.

IV. Approval of March 29, 2019 Minutes – Ms. Jody Risacher made a motion to approve the minutes from the March 29, 2019 WDB meeting; the motion was seconded by Ms. Charlene Cross. The minutes were approved with no discussion or opposition. The approved minutes will be posted on the Cumberland County Workforce Development Board website at the conclusion of the Board meeting.

V. Community Updates –

- A. **Cumberland County** – Mr. Tracy Jackson, Assistant County Manager, provided updates that the county is working on budgets of various municipal offices for presentation to the Board of Commissioners, as well as being in the process of relocating the 911 call center.

- B. ***Cumberland County Tier I*** – Mr. Rodney Anderson, spoke on Cumberland County’s Tier I status and informed the board that we have been categorized as one of the 40 out of 100 counties that is most distressed in North Carolina. Mr. Anderson stated that workforce development is part of this equation and we will need to seek out opportunities for resourcing and find projects that we can take advantage of while in the Tier I status.
- C. ***City of Fayetteville*** – City Councilmember Tisha Waddell reported that the City is still in their budgeting season. She mentioned the line allocation for the ICON program and said she is working on ways to be more supportive to this program so that it will be successful. The City has seated the millennial advisory commission which is a younger demographic of up and coming leaders in our city and she would like to include in discussions how they can work with Workforce Development to bring additional employers on board.
- D. ***Economic Development*** – N/A
- E. ***Chamber of Commerce*** – N/A
- F. ***Cumberland County Schools*** – Mr. Chip Lucas informed the Board that school is almost out and the first of sixteen graduations will begin today. He urged the board to follow the Cumberland County Schools Twitter and Facebook pages to see the standout seniors for this school year. Mr. Lucas updated the board that today was the last day to give feedback on Cumberland County Schools’ proposed Strategic Priorities and Aligned Actions Survey; he urged the board to complete the survey along with attending the community session tonight at the Cumberland County Public Library on Maiden Lane to see the progress that has already been made.

VI. Director’s Report – Ms. Nedra Clayborne Rodriguez, Executive Director introduced Dr. Sammy Choi, Chief of Department Research at Womack Army Medical Center on Ft. Bragg, who gave the board an update on the Greater Cumberland County Sector Partnership. Dr. Choi addressed the board and gave background to his 30 years serving at Ft. Bragg. He made mention that working with the Greater Cumberland County Sector Partnership allows him to serve the community and put substance to what he believes in. He reported to date that the partnership has received a \$1.5 million grant for the implementation of the MATCH (Motivating Adolescents with Technology to CHOOSE Health) program in seventeen middle schools in Cumberland County for the next three years, with a goal of implementing this program in all 100 counties in North Carolina. Dr. Choi thanked Mr. Anderson, Ms. Clayborne Rodriguez, Mr. Panagrosso and the Workforce Development Board for all of their participation in this endeavor.

VII. Items of Business –

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

- **Draft Annual Plan:** Approval of the Program Year (PY) 2019 Local and Regional Workforce Development Area Plan for Cumberland County. This required annual plan gives the state the strategy of the services provided through the WIOA Young Adult, Adult & Dislocated Worker programs offered through the local area. The plan will be available to the public online for review and comment for the required 30 day period. The Annual Plan will be presented for approval to the Board of Commissioners.

Ms. Diana Potts made a motion to approve making the Draft Annual Plan available online for the allotted time of 30 days for public review and comment; the motion was seconded by Ms. Jody Risacher. The Draft Annual Plan was approved with no discussion or opposition.

- **Contract Approvals:**

- Two Hawk Amendment – requesting a one year extension approval to add \$367,345 bringing the total contract amount to \$878,735; this budget will compensate for additional furniture along with the continuation of operating costs.

Ms. Jody Risacher made a motion to accept the amendment to the Two Hawk Contract; the motion was seconded by Ms. Diana Potts. The Two Hawk third year extension was approved with no discussion or opposition.

- Amendment to EDSI contract Statement of Work- Amendment II (this was later determine to be Amendment II not Amendment III, and it has been corrected accordingly) provides for an extension through December 31, 2019. This amendment will update the program goals with no additional dollars added but will adjust the profit based on performance percentage.

Dr. J. Lee Brown made a motion to adopt the amendment to the EDSI statement of Work to reflect performance levels from July 1, 2019 – December 31, 2019 and to change how the profit is to be allotted based on performance; the motion was seconded by Ms. Jody Risacher. Amendment II of the EDSI contract and Statement of Work was approved with no discussion or opposition.

- **Revised Policies –**

- Policy #12 – Individualized Training Account Policy and Procedure, was updated to reflect the current Director and restructured based on Training and Employment Guidance Letter (TEGL) No. 19-16 - Guidance on Services provided through the Adult and Dislocated Worker Programs under the Workforce Innovation and Opportunity Act (WIOA) and the Wagner-Peyser Act Employment Service (ES), as amended by title III of WIOA, and for Implementation of the WIOA Final Rules
- Policy #15 – On-The-Job Training Policy: as updated to reflect the current Director and restructured documentation requirements, employer restrictions and employers reimbursement.
- Policy #17 – Specialized or Requires Supportive Services and Needs-Related Payment Policy was updated to clarify specific components as it relates to Supportive Services.

Ms. Clayborne Rodriguez gave an overview of the policies presented and mentioned that because of the time in which these policies were presented to the Board, they will be place to be approved at the board meeting on July 16th to allow the board the opportunity to review the policies and offer any feedback.

- **Labor Market Information Reports** – Cumberland County Labor Market Overview for May 2019 was provided for information only.
- **Business Edge, WOTC and Rapid Response** - Ms. Clayborne Rodriguez presented Mr. Scott Panagrosso to speak in the absence of Dr. Jenni Harris, Executive Director of Business Services Division of Workforce Services. Mr. Panagrosso relayed Dr. Harris’ vision to learn how to enhance business engagement and collaboration between state and workforce development boards and

between workforce development boards working together in different areas in North Carolina. Mr. Panagrosso mentioned that the state has several programs such as Work Opportunity Tax Credit (WOTC) where employers can take advantage of tax credits for hiring individuals from certain targeted groups who have consistently faced significant barriers to employment. Mr. Panagrosso explained that Rapid Response is a program to assist affected workers to return to work as quickly as possible following a layoff, or to prevent their layoff altogether. This program focuses on the outcome and addresses the flexibility required to achieve it. Rapid Response is made up of strategies, policies, processes, and networks that will allow every worker affected by a layoff is given the best opportunity to return to work as soon as possible and that employers are able to access the skilled workers they need. Mr. Panagrosso concluded by adding that the Business Edge Consulting Services was designed to prevent rapid response by engaging businesses to understand their stressors and to assist with resources that will prevent layoffs. He explained Business Edge as a process of consulting and service delivery that is designed to help North Carolina employers succeed and maintain their current workforce levels. Through Business Edge, workforce professionals collaborate with business leaders to examine their company's needs and determine how they might be met.

- ***NCWorks Business Services 30, 60, 90 days*** – Mr. Teddy Warner, Workforce Development Business Service Representative/Incumbent Worker Training Representative, shared his 30/60/90 day outlook stating that first he wants to work on transparency and communication by integrating collaboration. The first 30 days will be focused on learning the team members and programs available through the NCWorks Career Center. After which he will assess what is currently working and look for ways to enhance other procedures that may not yield outcomes. Mr. Warner expressed his desire to review, identify and develop the goals and objectives of the Workforce Development Board and the team. Within 60 days, Mr. Warner's goal is to collaborate with partners and other organizations in the state, he plans to visit successful neighboring areas to see what resources may be available to implement in Cumberland County. 90 days; Mr. Warner has the intention to construct a way to collect our performance information to see how we grow and use social media as a platform to support what we do. The objective is to bring together a strategic plan of how our system will move forward 90 days and beyond.

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

- ***Youth/Young Adult Committee update*** – Ms. Cross provided an update on the Youth /Young Adult Committee and reported the success of the Committee's efforts to finalize their Mission Statement and Goal as follows:

MISSION STATEMENT

The Cumberland County Workforce Development Youth Services Committee will build a globally competitive workforce by providing guidance and input to the Workforce Development Board of Directors, the Workforce Development staff, and the NCWorks Career Center to ensure relevant programs of training, support, incentives for achievement and recognition are available for participants ages 14-24, while engaging them in the decision making, leadership, citizenship and community service opportunities.

GOAL

The goal is to provide guidance and support to young adults through effective connections to resources and employers in the community; to assist young adults in developing leadership, entrepreneurial and decision making skills; to provide academic advising and career counseling; and to gain work experience through employment opportunities and administer supportive services in order to assist young adults in becoming sufficiently self-reliant.

Ms. Charlene Cross made a motion to accept the Young Adult Committee Mission Statement and Goal to be approved as written; the motion was seconded by Mr. Chas Sampson. The Young Adult Committee Mission Statement and Goal were approved after some discussion.

Ms. Kiersten Powell provided updates concerning the recent Youth Summit in Greensboro, NC, April 11th–13th, the weekend leadership conference was for young Adults, both in and out of school. She revealed that Mr. Lamonty Bullock was the keynote speaker on Saturday night and he did an outstanding job. Mr. Dempris Gasque, first attendant, won second place for general involvement. Mr. Ian McLaurin, first attendant, produced a lot of friends, which was surprising because he is very shy. May the 4th Be With You event was a team development effort that included virtual job shadowing. The team also visited an escape room as part of this outing. Ms. Powell expressed that the Young Adult program is seeking avenues to expose our participants to things that they may not be aware even exist. She solicited the board to visit the center and to address the young adult participants from time to time, so that as Fayetteville grows, our young adults are ready for the growth. Ms. Cross invited all board members to attend the Young Adult Committee meetings the first Friday of every other month and welcomed the board's suggestions and ideas. Ms. Cross recommended inviting young adults to attend the board meeting to express their experience with the NCWorks Career Center..

- ***Eligible Training Provider Requests*** – The Eligible Training Provider task force will review the current list and provide feedback at the next Board meeting.

Provider: Carolina Trucking Academy
Program: Heavy Equipment Operator

Provider: Carolina Trucking Academy
Program: Forklift Training

Provider: ProTrain
Program: Six Sigma Green Belt Certification (Online w/Instructor)

Provider: ProTrain
Program: Online Six Sigma Black Belt Certification Prep

Provider: ProTrain
Program: Certified Production Technician - Manufacturing

Provider: ProTrain
Program: Pharmacy Technician Certification

Provider: ProTrain
Program: Day Care Administration Career Prep

Provider: ProTrain
Program: CompTIA A+, Network+, Security+

Provider: ProTrain
Program: Commercial Driver License (CDL-A)

Provider: ProTrain
Program: CIW Web Foundations Certifications

Provider: ProTrain
Program: CIW Advanced HTML5 & CSS3 Specialist

Provider: ProTrain
Program: Certified Maintenance and Reliability Technician
Provider: ProTrain
Program: Certified Electronic Health Records Specialist

Provider: ProTrain
Program: Certified Associate in Project Management

Provider: ProTrain
Program: Cisco Certified Network Associate

Provider: ProTrain
Program: Bookkeeping Admin with QuickBooks and Microsoft Certifications

Provider: ProTrain
Program: AutoCAD Fundamentals Certification

Provider: ProTrain
Program: Administrative Office Assistant & Bookkeeping Certification

Provider: ProTrain
Program: Administrative Medical Assistant Career Prep

Provider: North Carolina Biotechnology Center
Program: Oral Solid Dose Manufacturing

Strategic Goal #3: Align the workforce development system

- **Cumberland County NCWorks Career Center report** –Ms. Christy Didion shared that the Career Center is continuing to grow adding three new DVOP members:
 - Ms. Shajuan Butts
 - Mr. Tremictrus Fairley
 - Mr. Sean HammettOther staff members added are:
 - Ms. Ellen McMillian, Adult and Dislocated Worker Career Advisor
 - Mr. Lee Howell, Young Adult Advocate
 - Ms. Heather Mulchany, Business Service Representatives
 - Ms. Stacie Burton, Business Service Representatives
 - Ms. Francesca Fuentes, Career Center Front Desk Manager
 - Mr. Jeff Bell assists Career Center call-insBoard Staff and Leadership support members include:
 - Teddy Warner, Business Service Representative
 - Ms. Janice Anderson
 - Mr. Scott Panagrosso
 - Blair BarnhillMs. Christy Didion congratulated Ms. Caitlin Martin who was promoted from a temporary position to a Welcome Team Career Advisor. Ms. Didion provided current enrollment data,

reporting that the WIOA youth new enrollment is presently at 82 individuals. There are currently 68 who are participating in Occupational Skills Training and 47 participating in work-based learning with the total youth served this program year as 149 participants. Adult/Dislocated Worker current enrollment is at 534 participants with 327 Adults served and 371 dislocated workers served. Ms. Clayborne Rodriguez added that the focus is on quality not quantity. Our career advisors will be serving our participants and giving them the quality service they need to be successful with the placement sites that we have. Ms. Didion reported that Fayetteville is in the process of rebranding. Ms. Didion encouraged the board to take the time to participate in the survey that is available through the web link www.brandingfcnc.com. On this site you will be able to gain more information about the rebranding and see how you can get involved. She directed the Board to read the Career Center newsletter and the success stories within, pointing out that in July our Career Center will be the first in the state of North Carolina to install the new self-check-in software, which will be the beginning of our becoming prepared for the new age of technology to process data for our customers.

- **Update on RFP for Lease of Cumberland County NCWorks Career Center** – Mr. John Lowery reported that the Request for Proposal (RFP) closed as of 4 pm on May 21st. Mr. Lowery did not have insight of a timeline set for the review but will update the board on any forthcoming information as it becomes available.
- **Workforce Development Logo Taskforce** – Ms. Clayborne Rodriguez asked the Board to discuss the assembly of a taskforce to develop a logo for the Workforce Development Board. Mr. Anderson suggested that the Marketing and Public Relations committee form a subcommittee to look into the development of the logo to present to the Board.

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

- **Annual Recognition Event** – Ms. Clayborne Rodriguez suggested considering the Annual Recognition Event as a cultural enrichment event for our participants. Ms. Diana Potts, Mr. Naynesh Mehta, Ms. Charlene Cross, Ms. Kelcey Allen, Mr. Chas Sampson and Mr. Carl Manning volunteered to assist staff with planning this event.
- **Next Board Meeting on Ft. Bragg in Hodge Room** - Ms. Clayborne Rodriguez shared an interest in considering the board to have a meeting on Fort Bragg. The Board suggested sending special invites to local commands to attend the meeting. Mr. Jose Castillo, Education Specialty Officer at the Bragg Training and Education Center, offered to host a Workforce Development meeting at the Educational Center, mentioning that they currently partner with FTCC and he would like the opportunity to brief the board about the programs that are offered through the Education Center on Ft. Bragg.

Strategic Goal #5: Pursue and support strategic workforce initiatives

- **Next Gen Health Sector Partnership** –tabled to the next board meeting.
- **Update on SETA/NCETA Conference – Asheville, NC** - Mr. Anderson mentioned to the Board that these conferences are open to all board members and he encourage attendance. He said the SETA / NCETA meeting in Asheville was a good experience, noting one lecture that was strong in pointing out how the workforce and our society would change over the next ten, twenty and thirty years due to robotics, technology and artificial intelligence that is literally on the horizon and will ultimately cause significant disturbance to the workforce. The information that is available at these conferences should be brought back and shared with the board to give insight on how to help employees, employers and the citizens of Cumberland County. Ms. Potts mentioned that this was her first workforce conference and she really enjoyed all of the information that she received.

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

- **Finance Report** – Ms. Clayborne Rodriguez provided a brief update of the financial standing as of May 15, 2019. The report shows the breakdown of program budget by category for the current Fiscal Year (FY19).

IX. Next Board meeting- The next meeting of the Workforce Development Board is scheduled for 11am on Tuesday, July 16, 2019, in the FTCC Administration Building, Room 170.

- Upcoming events were announced as follows:
 - SETA (Southeastern Employment & Training Association) in Savannah, GA, September 8 – 10, 2019
 - NCWorks Partnership Conference & The 2019 Governor’s Awards of Distinction Banquet in Greensboro, NC, October 23 – 25, 2019

Those interested in attending should contact Cyndi McKoy.

X. Adjournment- Mr. Anderson adjourned the meeting at 1:51 pm.

Respectfully Submitted By:

Cynthia McKoy, Executive Assistant

Dina Simcox, Board Chair