

CUMBERLAND COUNTY WORKFORCE DEVELOPMENT BOARD
November 19, 2019 – 11:05 AM to 1:51 PM
FAYETTEVILLE TECHNICAL COMMUNITY COLLEGE
Thomas R. McLean Administration Building – Conference Room # 170

Members Present:

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)
Ms. Diana Potts (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)
Ms. Jennifer Watson (Representative of Business)
Mr. Mark Wilderman (Representative of Business)

Members Absent:

Mr. Rodney Anderson (Representative of Business)
Mr. Jesse Brayboy (Representative of Business)
Mr. Eric Buck (Representative of Business)
Mr. Carl Manning (Representative of Workforce – Community Based Organization)
Mr. Naynesh Mehta (Representative of Business)
Mr. Phillip Perrier (Representative of Business)
Mr. Chas Sampson (Representative of Business)

Guests Present:

Ms. Kelcey Allen (Center for the Blind)
Ms. Christina Dunsberry
Mr. Tracy Jackson (Cumberland County Assistant County Manager)
Mr. Chip Lucas (Cumberland County Schools; Career and Technical Education Director)
Ms. Angelita Marable
Mr. Sherwood Southerland (Director of Two Hawk Workforce Services)
Mr. Raymond Godsave
Mr. Alan Day
Mr. Victor Glover
Ms. Christina Wisley
Mr. Robert Duncan
Ms. Bridgett Autry

Staff Present:

Ms. Nedra Clayborne Rodriguez
Ms. Ashley Duncan
Ms. Tamara Hodge
Ms. Cyndi McKoy
Ms. Kiersten Powell
Ms. Peggy Aazam

Ms. G. Danyell Bjorklund
Mr. Teddy Warner
Ms. Janice Anderson
Ms. Amy Karpinski
Mr. Gregory Wade
Mr. Lance Carter

I. Call to Order - November 19, 2019 meeting of the Cumberland County Workforce Development Board was called to order by Board Chair, Ms. Dina Simcox, at 11:05 am.

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

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

IV. Approval of September 17, 2019 Minutes – Mr. John Lowery made a motion to approve the minutes from the September 17, 2019 WDB meeting; the motion was seconded by Mr. Robert Van Geons. 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 re-negotiating a new funding agreement with Cumberland County Schools. Board of Commissioners will be meeting to continue negotiations on an additional \$9 million of funding that was outside of the original funding agreement. The Board of Commissioners and School systems are in mediation to compromise.
- B. ***City of Fayetteville*** – N/A
- C. ***Economic Development*** – Mr. Van Geons just returned from Canada for the Aerospace Suppliers event. Doing a lot with our local airport. These will be 100% private sector funded.
- D. ***Chamber of Commerce*** – N/A
- E. ***Cumberland County Schools*** – Mr. Chip Lucas of Cumberland County Schools provided an update on comprehensive needs assessment, a State initiative, which will show what the program will look like in the course of the next five years, and is looking for feedback from stakeholders. A stakeholder survey, in conjunction with FTCC, will be forthcoming. Mr. Lucas requested feedback from attendees - a quick three-question survey (1. Projected growth; 2. Emerging occupations; and 3. Skills needed in a local secondary career program).

VI. Director's Report – Ms. Nedra Clayborne Rodriguez, Executive Director provided updates on the Greater Cumberland County Sector Partnership (GCCSP) task forces:

Workforce Development: Submitted Grant to Golden Leaf and they have received our letters of intent for two grant requests - Professional Development and Project Upskill (\$600,000 of total funding requested). Updates to be provided in March 2020 meeting

Integration and Coordination of Care (ICC) - Working on the concept of an app for Cumberland County citizens which will allow them to locate medical care clinics in our community. Citizens can get on the app and locate their nearest health care providers, their specialty, and hours of operation. More information will be provided by the end of the year.

Wellness/Obesity - Accomplished Motivating Adolescents with Technology to CHOOSE Health (*MATCH*) program launched in schools and continuing to move forward. The GCCSP is creating a support partnership under the purview of the Board to ensure all agencies are collaborating for the benefit of the employers.

Ms. Clayborne Rodriguez welcomed Mr. Victor Glover, Director of Veteran Employment Services. Mr. Glover gave an introduction and an overview of his program.

- Provide services to 80 of North Carolina's 100 counties
- 12 categories of who they can assist - PTSD/full disabled, etc.
 - Once barriers have been removed, they are sent to NC Works for a soft hand over
- From July 2018 to June 2019 - 24,584 veterans and other eligible persons registered for some type of employment assistance. 11,119 veterans and other eligible persons received some staff-assisted services. 5,825 veterans received Intensive Services 7,247 veterans and other eligible persons were placed in a job through the efforts of a Division of Workforce Solutions NCWorks Career Centers. 3,013 disabled veterans found employment utilizing the services provided by the Division of Workforce Solutions.
 - Median earnings for those helped is \$5,522 monthly
- Local Veterans Employment Representatives (LVER) meet with an average of 11,000 employers annually.
 - They promote the hiring of veterans, inform stakeholders of incentives for hiring and training veterans and develop employment opportunities for veterans.
- Provide aid to 525 veterans with service-connected disabilities.
- Ms. Cross - Even hiring one veteran apprentice gives them access to their GI Benefits, while earning their pay.
- Mr. Jackson - Counties have Veteran Services offices, focusing more on benefits and other resources in the community whereas VES focuses on employment

VII. Items of Business –

- ***Labor Market Information Reports*** – Cumberland County Labor Market Overview for September 2019 was provided for information only.
 - Unemployment for Sept 2019 - Region 4.6%; 3.5% North Carolina; and 3.3% for the United States.
- ***State Property RFP***
 - In month-to-month - State sent out bids for the facility. Eagle Properties has the lowest bid
 - i. Two properties considered
 - 1. 410/414 Ray Ave
 - 2. 490 North MacPherson Church Road
 - If we move, still a lot to consider (i.e. bus routes)
 - Next meeting in January, the Council of State is expected to award the contract.

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.
 - Pre-apprenticeship for Cybersecurity pilot program with a company called Innovative Systems Group (ISG) developed several years ago

- 19 people enrolled, one is 14 years old (9 am to 1 pm every Saturday)
 - Thanked Jeana and Patrick for all of her efforts in keeping her apprised of an/all events so she could plan to attend
 - March 2020 - Ms. Cross will be stepping down as the Chair of the Youth Council and the Board.
 - Youth/Adult Military event with Tracy Lashley held on Saturday
- **Eligible Training Provider Requests** – Ms. Tamara Hodges provided an update on the Eligible Training Provider task force which will review the current list and provide feedback at the next Board meeting.

Provider: Carolina Trucking Academy

Program: Forklift Training

Provider: Project Management Academy

Program: Project Management Training

Provider: Gregory Enterprises: The Home Inspection Training Center

Program: Home Inspection Training

Provider: Business Opportunities for Self Sufficiency (BOSS)

Program: NC Auto Dealers Pre-License Certificate

Strategic Goal #3: Align the workforce development system

- **Cumberland County NCWorks Career Center report** – Ms. Clayborne Rodriguez introduced the new Career Center Manager, Ms. Ashley Duncan. Ms. Ashley Duncan shared that the Career Center is continuing to grow recently adding new career center staff members:
 - Melissa Purnell - Welcome Team
 - Tracey Morrison - Skills Team
 - Kayla Bradley - Business Services Representative
 - Carolyn McLaurin- Business Services Representative
 - Kittrell Melvin - Business Services Representative
 - Reverend Jessie Gardner of the NC Reentry Program has joined the center to offer services to better serve our community.
- **Events**
 - *October 2019*
 - Reentry Workshop, hosted by Commissioner Charles Evans
 - Job readiness event at Voc Rehab (October 18)
 - Invited Cumberland County Elected officials to an open house held at NCWorks Career Center (October 21)
 - Cybersecurity Pre Apprenticeship launched
 - NC4ME program on Fort Bragg
 - Hosted event for LAPD
- **Career Center employees recognized**
 - Ms. Frankie Fuentes: Mark from Aerotech complimented her and her ability to handle an event

- Mr. Greg Wade went above and beyond to bring qualified candidates to an employer after he had started to lose faith in us
- Ms. Phyllis Moody recognized for helping an individual who came into the career center that was homeless.
- **Performance Measures reviewed** - up from 1 year ago.
 - Career Center has approximately 500 people coming in weekly to receive service
 - VOS greeter is counting foot traffic (we are the first in North Carolina to have and use)
- **Reemployment Services and Eligibility Assessment Programs (RESEA)**
 - This information is state-provided
 - 60-85 scheduled each week; can take about one to one and a half hours to complete
 - When someone applies for UI benefits, it helps them get back to work sooner
 - refers individuals to reemployment services but eliminating barriers
 - 138 completed in September alone
 - State goal 75%; Career Center goal 85%
- **EDSI Update** (updates provided by Mr. Patrick Buford)
 - Credential Rate increasing, due to staff input and better communication/collaboration with FTCC.
 - Adult Dislocated Worker & Youth Performance Improvements
 - Outpacing Q1 performance
 - The team is fully staffed and a 2-week training plan has been implemented for new hires via Paul Smith.
 - Community Outreach Coordinator has been added to the staff to keep the community engaged.
 - Scheduled training for center process flows has improved teamwork and career center efficiencies. Peer reviews have been implemented to increase accuracy.
 - All Career Advisors receiving the same training to ensure consistency; meet every Thursday for designated training; bi-weekly meetings with management to discuss concerns, support, and performance.
 - Functional and Operational Leadership implemented to allow better support to the Career Center overall.
 - Increase in Business Services via community partners (Career Fairs, Re-Entry Program, Radio Stations, etc.)
 - New SOPs implemented - Checklists, Peer Reviews, and Quality Assurance
 - **Youth Performance** (updates provided by Ms. Jeanna Aubin)
 - Contract goals are exceeding pace from last quarter
 - Skills team received training on how to conduct follow-up

- Key Partnerships – Information Services Group, Inc. (ISG), Fayetteville State University (FSU), Fayetteville Technical Community College (FTCC), Child Care Protective Services (CCPS)
- Highlights
 - Adopt-A-Street: Participants enjoyed pizza and cleaning up the streets to help prepare for the International Folk Festival
 - World Food Day: Dedicated to finding ways to prevent global hunger.
 - Cyber-Security Pre-Apprenticeship: Pilot program braided with Title I funding and Apprenticeship dollars to help students
 - 19 young adults, 17 to 24 years old participating in this 8-week program.
 - Upon successful completion of their apprenticeship, the young adults will likely have a full-time job making around \$50,000/year
 - Potential Artificial Intelligence (AI) and Avionics Pre-Apprenticeships
- Young Adult Plan for School Year
 - Staff will be present at all local high school senior nights to share information about the Young Adult Program
 - Young Adult Program Participant actively involved ensuring every participant is knowledgeable about all the events.
 - Aviation Day at Cape Fear Aviation has been rescheduled to January 11, 2020 (since the meeting the date has been set for February 17, 2020)

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

- **Annual Recognition Event** – Ms. Diana Potts stressed RSVP, about 138 have already responded. This event is scheduled for December 3, 2019, at 6:00 pm at the Airborne Special Operations Museum. The gallery and simulator will be open. Ms. Waddell will be the guest speaker.

Strategic Goal #5: Pursue and support strategic workforce initiatives

- **Next Gen Health Sector Partnership** – Golden Leaf letter of intent has been submitted. Waiting on the next steps.

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

- **Finance Report** – Ms. Glenita Bjorklund, Workforce Development Accountant, provided a brief update of the financial standing. The report shows the breakdown of the program budget by category for the current Fiscal Year (FY20).
- Revised Policies -
 - i. Policy #12 – Individualized Training Account Policy and Procedures
 - ii. Policy #17 – Specialized or Requires Supportive Services and Needs-Related Payment Policy
 - iii. Policy # 18 - Youth Services Policy

iv. Policy # 28 - Procurement & Contracting Policy

- o Revised policies approved by Mr. Van Geons and Ms. Cross

IX. Next Board meeting- The next meeting of the Workforce Development Board is scheduled for 11 am on Tuesday, January 21, 2020, in the FTCC General Classroom Building, Room 114.

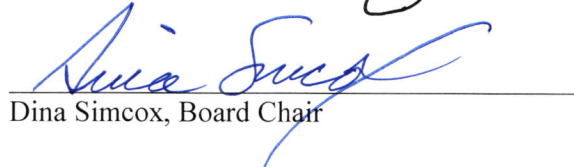
- Upcoming events were announced as follows:
 - SETA (Southeastern Employment & Training Association) in Myrtle Beach, SC, March 8 - 11, 2020
 - The National Association of Workforce Boards (NAWB) in Washington, DC, March 21 - 24, 2020.
 - North Carolina Employment & Training Association (NCETA) Conference in Wilmington, NC, April 1 - 3, 2020.

Those interested in attending should contact Cyndi McKoy.

X. Adjournment- Ms. Simcox adjourned the meeting at 1:51 pm.

Respectfully Submitted By:


Cynthia McKoy, Executive Assistant


Dina Simcox, Board Chair