

CUMBERLAND COUNTY WORKFORCE DEVELOPMENT BOARD
September 17, 2019 – 11:06 AM to 2:04 PM
FAYETTEVILLE TECHNICAL COMMUNITY COLLEGE
General Classroom Building (GCB) Room 114

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. Kevin Brooks (Representative of Business)
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)
Mr. Carl Manning (Representative of Workforce – Community Based Organization)
Mr. Tony McKinnon (Representative of Labor - American Postal Workers Union)
Ms. Jody Risacher (Representative of Workforce)
Dr. Mark Sorrells (Representative of Education and Training – Adult & Ed. Literacy)
Ms. Sherri Turner (Representative of Business)
Ms. Jennifer Watson (Representative of Business)

Members Absent:

Mr. Jesse Brayboy (Representative of Business)
Dr. J. Lee Brown (Representative of Education and Training – Higher Education)
Mr. Eric Buck (Representative of Business)
Mr. Naynesh Mehta (Representative of Business)
Mr. Phillip Perrier (Representative of Business)
Ms. Diana Potts (Representative of Business)
Mr. Chas Sampson (Representative of Business)
Mr. Robert Van Geons (Representative of Education and Training – Economic Development)
Mr. Mark Wilderman (Representative of Business)

Guests Present:

Ms. Jeanna Aubin (EDSI, Youth Program Manager)
Ms. Bridgett Autry (Social Work Supervisor II, Department of Social Services)
Mr. Patrick Buford (EDSI, Regional Director of Operations)
Mr. Lance Carter (EDSI, IT Specialist)
Mr. Alan Day (EDSI, Program Analyst)
Ms. Christina Dusenberry (EDSI, Regional Director of Operations)
Ms. Audrey Howard (EDSI, Operations Manager)
Mr. Tracy Jackson (Cumberland County Assistant County Manager)
Ms. Pearl Johnson (Intake Specialist Kingdom CDC)
Dr. Larry Keen (President of Fayetteville Technical Community College)
Ms. Kim Lewis (HRD Fayetteville Technical Community College)
Mr. Chip Lucas (Cumberland County Schools)
Ms. Tisha Waddell (Fayetteville City Council Member)

Staff Present:

Ms. Nedra Clayborne Rodriguez
Ms. Peggy Aazam
Ms. Caroline Anderson
Ms. Janice Anderson
Ms. Blair Barnhill
Ms. G. Danyell Bjorklund
Ms. Tamara Hodge
Mr. Raymond Godsave
Ms. Cyndi McKoy
Ms. Kiersten Powell
Mr. Gregg Wade
Mr. Teddy Warner

Items within this meeting subject to Approval Action:

Revised Policies: Approval of revised policies:

- #12 Individualized Training Account Policy & Procedures
- #17 Supportive Services
- #18 Youth Services Policy
- #28 Procurement and Contracting Policy

I. Call to Order - The September 17, 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 July 16, 2019 Minutes – Mr. John Lowery made a motion to approve the minutes from the July 16, 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 –

- ***Cumberland County*** – Mr. Tracy Jackson, Assistant County Manager, thanked the county relief team saying that we were very fortunate, but we were prepared for Hurricane Dorian, which, was a good team exercise. Mr. Jackson reported that the county is still working on Hurricanes Matthew and

Florence aid, and programs are beginning to open up for Hurricane Florence relief. Mr. Jackson also mentioned that collaboration continues with the Tier 1 program which will continue to move forward.

- **City of Fayetteville** – City Council member Tisha Waddell said the city is continuing the discussion on how to strengthen the City's efforts with the Innovative Career Opportunities Now (ICON) initiative to increase the participation of the public sector and get more students to work. She also noted that the City is looking at allocating dollars to aging neighborhoods in order to increase prosperity in the community, stating, "if the neighborhood succeeds the area around the neighborhood, it appears to thrive." City Council member Waddell reported that the city has allocated \$100,000 for business development along the corridor of Murchison Road. She said the City is actively pursuing developers to explore opportunities in Fayetteville, along with working with the city and Fayetteville State University to gather tools to improve economic development.
- **Economic Development** – N/A
- **Chamber of Commerce** – N/A
- **Cumberland County Schools** – Mr. Chip Lucas, Cumberland County Schools Career and Technical Education Director, announced Dr. Connelly's new coin across the Cumberland County School District. Mr. Lucas confirmed that after the storm, students and staff returned to school and there was no reported damage. Cumberland County Schools recognized the Teacher of the Year candidates with a gala at the Embassy Suites; Maureen Stover, of Cumberland International Early College at Fayetteville State has been announced as Teacher of the Year 2020. Mr. Lucas confirmed that they are going to work with the new Perkins V support through the federal government on career and technical programs throughout the district.

VI. Director's Report – Ms. Nedra Clayborne Rodriguez, Executive Director, presented the opportunity for input from staff and board members that attended to the Southeastern Employment & Training Association (SETA) Conference in Savannah, Georgia.

- A. Ms. Glenita Bjorklund, WDB Accountant shared that engaging with people in the same line of work helped her to gain a broader understanding of who we represent. Mr. Kevin Brooks said he enjoyed hearing about what other states are doing and what we can implement to help us grow. Ms. Rodriguez encouraged the board to attend conferences, as they are very informative. Mr. Rodney Anderson spoke about Georgia's allocation of funding to a veteran transition facility. The Georgia Veterans Education Career Transition Resource Center (GA VECTR), is a building that provides veterans with a whole suite of services and resources. Mr. Anderson said this center is a great example of what we can do, and he's interested in seeing if we can visit the center to get insight into how North Carolina can obtain financial resources to provide services to our citizens just as they currently provide their veterans. Mr. Anderson added that Tennessee and Kentucky have partnered with Fort Campbell and secured a grant of \$1 million to do the same thing as GA VECTR. These were two state initiatives that demonstrated how they leveraged state money to serve veterans, as well as federal funds. Both are great examples of what may be explored for implementation in Cumberland County. He concluded that there was some conversation about our youth and the development of a path to provide a better opportunity to gain work experience for our youth in the summer of 2020. He said that paying attention to it now could help us achieve a much better outcome by securing local businesses. He informed the board of their responsibility to promote the programs that are available as well as invite businesses and business owners to join our programs. Ms. Rodriguez added that there was some

conversation about the summer work-based learning exposure and Innovative Career Opportunities Now (ICON) and she asked if it would be beneficial for our community to form a task force of collaborating entities to start the process of how to increase the summer exposure, adding that there are both public and private contributions, and there is also WIOA funding available. The plan is to coordinate better than in the past in order to serve the community better. The Collective Impact Expo task force was created and consists of, Ms. Tisha Waddell, Mr. Kevin Brooks, Mr. Rodney Anderson, Dr. Mark Sorrells, Ms. Jennifer Watson, and Ms. Charlene Cross. A scheduled invite will be sent to facilitate the first meeting.

- B. ***Greater Cumberland County Sector Partnership update:*** Ms. Rodriguez introduced Ms. Blair Barnhill adding that the group is in the process of the kickoff of the second sector partnership in the state of North Carolina. Ms. Barnhill recapped the three main focus groups of the success of the Greater Cumberland County Sector (CGCCSP) initiative in the area of integration and coordination of care, workforce and obesity prevention and community wellness promotion, adding that the focus of the workforce group is presently on the nursing profession. Ms. Barnhill explained that the Integration and Coordination of Care (ICC) group's focus is on providing information resources through an app and are working with Dr. Stephan Kang, CEO of Intero Life Sciences LLC and FSU to provide data compilation. The wellness group's Motivating Adolescents with Technology to Choose Health (MATCH) initiative is ongoing with the focus on physical education, nutrition, and health. There are multiple activities available free of charge within the community for students on weekends to help encourage and advance the program. Ms. Rodriguez added that Construction will be the second Sector Partnership, and a support council consisting of all core agencies will be established to advance this initiative. In addition, requests were made to consider the Sector of Education as a potential third Partnership. The next partnership meeting is tentatively scheduled for November.
- C. ***Fayetteville Cumberland Reentry Council:*** Ms. Simcox introduced Mr. Jessie Garner of the Fayetteville Cumberland Reentry Council. Mr. Garner introduced the program which has a mission to empower, support and encourage people with past criminal records and those returning from incarceration to the community through the use of a comprehensive network of service providers. Mr. Garner reported that he has referred 424 participants to NCWorks in April 2018 – August 2019, of whom 319 registered, 203 visited with a career advisor, 175 attended Human Resource Development (HRD) classes and 29 met with a Veterans Service Representative. He informed the board that people who have passed through the prison system often lack the patience to navigate through the process of securing and maintaining a job. He praised HRD's efforts and the classes on job readiness and the help it has given many participants. Mr. Garner explained that many of the re-entry clients do not have a lot of work experience, as they were imprisoned at a young age and did not finish school. He requested assistance in making better use of the work experience program for those clients. He said that once the referrals are received by these clients, they only have referrals and may lack the ability to know what to do next. Some were imprisoned before the age of the computer and are lost when it comes to technology. They are often instructed inside the center to search for jobs on the computer. These participants often get frustrated and leave. He asked for more emphasis on ensuring that these customers get the attention they need to be successful, otherwise, they may re-offend and go back into

the prison system. Ms. Rodriguez referred Teddy Warner, Business Service Representative, and his role in searching for businesses that will provide on-the-job training and work experience for ex-offenders, and encouraged them to meet and discuss his concerns to develop a better system to assist these individuals. Mr. Garner shared a story about a gentleman who was imprisoned for eighteen years and was recently released. Mr. Garner referred him to the NCWorks Career Center and asked him to attend HRD classes and take advantage of the available programs. The gentleman came back to visit him on a Thursday after a week and told him that he was going back to prison because he couldn't navigate the system, saying that people don't understand him and they expect him to understand the paperwork that is handed to him and to know what he needs to do. He was informed on Sunday that this gentleman was back in jail. In order to ensure their success, he urged the board to help simplify the program for these individuals. Mr. Anderson added that this section of our citizenship is very important. He offered a recommendation to ask Career Advisors, to look specifically at these areas and address the issues and come to the board for the next two Workforce Development Board meetings to report on best practices of what we can do better to assist these clients. These areas are:

- 1) Increasing emphasis on Justice involved individuals (WIOA);
- 2) Educating Staff;
- 3) Educating Employers
- 4) Expungement

After some discussion, it was suggested that we go through other agencies to seek out best practices. Ms. Rodriguez mentioned the Instructional Coordinator at the NCWorks Career Center, Mr. Paul Smith, who will visit jails in the future to teach financial literacy classes. Dr. Mark Sorrells suggested visiting Scotland County and The House of Hope in Kinston NC to see what they are doing to help their former inmates, adding that these programs have attracted national attention.

VII. Items of Business

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

- A. ***Labor Market Information Reports*** – Cumberland County Labor Market Overview for August 2019 was provided for information only.
- B. ***Golden Leaf Grant:*** - Ms. Rodriguez gave an overview of the community-based grant initiative (CBGI) of the Golden LEAF (Long-term Economic Advancement Foundation) for the Sandhills Prosperity Zone Region, stating that priority areas include economic investment and job creation, workforce preparedness and education, agriculture and community vitality. Ms. Rodriguez added that Golden Leaf, in partnership with Cumberland County Government, seeks to fund projects and programs that address identified issues and needs in the county, align with investments in building blocks of economic growth, improve human and physical capital to make the county more attractive in creating, growing and locating a business and demonstrating a timely need. Ms. Rodriguez announced that the Greater Cumberland County Sector Partnership is intending to submit a Letter of Support for a regional community-based grant initiative (CBGI). The total amount to be requested has not been determined, but the three focus areas for the application are K-12 and camp facilitation, Professional Adult Development within the Healthcare Pipeline and Educational Development for the

unemployed, the underemployed and under-skilled adults already in the Healthcare Pipeline. Cumberland County Workforce Development will be the administrator for the regional request.

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

- C. **Youth/Young Adult Committee update** – Ms. Charlene Cross mentioned that due to the planning and travel of the SETA Conference, the Young Adult Committee did not meet in September. Ms. Cross thanked Ms. Kiersten Powell, Youth Young Adult Program Analyst, and the Youth Young Adult Supervisor, Jeanna Aubin, stating that they have been keeping her informed of all activities. Ms. Cross was proud to update that on Saturday, July 20, the committee got back the Adopt-a-Street on Ray Avenue and had their first Adopt-a-Street outing. Ms. Cross also spoke of the Game of Life sessions in August, the youth participated in soft skills training and entrepreneurship training with the Brian Hamilton group which guided them through an opportunity to create their own company. The participants received an incentive for participating. Ms. Cross shared that the young adults volunteered at the Cumberland County Animal Shelter on August 24th and on August 31st participated in a Military Exploration and indoor skydiving event.
- D. **Resolution myFutureNC:** Ms. Simcox shared that the state of North Carolina and the North Carolina Association of Workforce Development Boards (NCAWDB) is supporting the initiative call myFutureNC resolution. myFutureNC supports the goal that by 2030, 2 million North Carolinians will have a high-quality postsecondary degree or credential. The Cumberland County Workforce Development Board has been asked to join forces and continue to foster partnerships in order to achieve the myFutureNC Commission goal. Ms. Simcox signed the document on behalf of the Cumberland County Workforce Development Board in support of this goal. Ms. Rodriguez added that the myFutureNC Commission is part of Governor Cooper’s initiative to make North Carolina job-ready.
- E. **Request for Proposal (RFP) Taskforce**– Ms. Simcox reminded the board that we are ready to move forward with the Request for Proposal and are looking for individuals that are interested in serving on the RFP taskforce to review submitted proposals and attend presentations in order to make a final selection. Mr. Carl Manning, Mr. Kevin Brooks, Dr. J. Lee Brown, Ms. Charlene Cross, and Mr. Naynesh Metha have volunteered to serve on this taskforce.

Strategic Goal #3: Align the workforce development system

- F. **Cumberland County NCWorks Career Center report** – Ms. Caroline Anderson with Two Hawk Workforce Services serving as Interim Career Center Operations Manager, announced new NCWorks Career Center Staff:
- Kayla Bradley, Community Outreach Specialist/BSR
 - Tracey Morrison, Career Advisor
 - Tiffany Rash, Career Advisor

- Isaiah Williams, Career Advisor

Ms. Anderson provided current enrollment data, reporting that 20 young adults have enrolled in WIOA Title I program services since July 1, 2019. There are currently 9 participating in Occupational Skills Training and 7 participating in work-based learning with 86 total youth participants served this program year. Current enrollment for adults / dislocated workers is 167 participants served. Ms. Anderson reported that VOSGreeter was installed at the Cumberland County NCWorks Career Center. VOSGreeter is a virtual operating system with automatic check-in designed to welcome visitors. Ms. Anderson was proud to announce that we are the first career center in North Carolina to use and implement this technology. Ms. Anderson pointed out that the VOSGreeter software will help to electronically record visitor traffic and track the number and purpose of the visits. Ms. Anderson thanked the team for an extremely successful Sandhills Career Expo that was held on Wednesday, August 28th at the Ramada Inn adding that there were over 400 job seekers and 75 employers on-site to interview and hire attendees for employment. Ms. Anderson introduces Mr. Patrick Buford, EDSI Regional Director of Operations who addressed the board with a performance update, as requested at the previous WDB meeting. Mr. Buford's overview included changes that have been implemented, improvements in services, integrated service delivery, cross-training, etc., and expressed his enthusiasm for process changes, stating that these changes will be evident over the next few months and will affect performance data and customer service. Mr. Buford introduced Ms. Christina Dusenberry, EDSI Regional Operations Manager, Mr. Alan Day, EDSI Program Analyst, Ms. Audrey Howard, EDSI Operations Manager, and Ms. Jeanna Aubin, EDSI Youth Program Manager. Mr. Day reported the completion of a two-step audit verification system process to verify corrections, stating that a process has been developed by the team to ensure that multiple audits are assigned, tracked and verified daily in order to correct past and present issues. Ms. Rodriguez added that a training manual for each staff of the center is being developed by the management staff. Ms. Howard reported that the center is almost fully staffed and support structures are being established with dedicated leadership, staff support additions, staff accountability, and implemented training measures. Ms. Jeanna Aubin reported that contract goals are moving up due to process improvements. EDSI reported that enrollments have increased by 160 percent over the last quarter, adding that the Young Adults' program has hosted four events since the last board meeting and will launch a youth leadership component of the NexGen Program that will incorporate a variety of activities and exercises. Mr. Buford concluded by thanking the Board for allowing them to provide an update.

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

G. Workforce Development Taskforce Updates

- **Workforce Development Logo Taskforce** – Ms. Simcox presented to the board the logo proof for approval and asked the Board to vote electronically once the logo font has been made consistent with the Greater Cumberland County Sector Partnership font.
- **Workforce Development Annual Recognition Banquet Taskforce** – Tabled to the next meeting
- **Workforce Development Future Meeting on Ft. Bragg Taskforce** – Tabled to the next meeting

Strategic Goal #5: Pursue and support strategic workforce initiatives

N/A

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

- H. **Finance Report** – Ms. Glenita Bjorklund, Accountant, provided a brief update of the financial standing as of June 30, 2019. The report showed the breakdown of the program budget by category for the current Fiscal Year (FY19).
- I. **Financial Oversight Summary Report** - Ms. Bjorklund reported that we have received the Financial Oversight Summary Report from the state and are working on clarification with the items in question.
- J. **Revised Policies** – Ms. Clayborne Rodriguez asked the board to please review and be prepared to vote on revised policies at the next WDB meeting:
- Policy #12 – Individualized Training Account Policy and Procedure: 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 #17 –Supportive Services and Needs-Related Payment Policy: updated to clarify specific components as it relates to Supportive Services.
 - Policy #18– Youth Services Policy - has no changes
 - Policy #28 – Procurement & Contracting Policy: language changes as per the financial report

IX. Next Board meeting- The next meeting of the Workforce Development Board is scheduled for 11 am on Tuesday, November 17, 2019, in the FTCC General Classroom Building (GCB) Room 114.

X. Adjournment- Ms. Simcox adjourned the meeting at 2:04 pm.

Respectfully Submitted By:



Cynthia McKoy, Executive Assistant



Dina Simcox, Board Chair