# WORKFORCE DEVELOPMENT BOARD

# October 7, 2014 – 11:07 AM to 2:12 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

Ms. Esther Acker Ms. Betty Smith

Ms. Amy Cannon Mr. Tony Rand

Dr. Curtis Charles Mr. Jim Lott

Ms. Charlene Cross

Ms. Pam Gibson Guests Present:

Mr. TJ Haney Ms. Debra Giordano

Ms. Linda Hoppmann Mr. Sonny Kelly

Ms. Cathy Johnson Mr. Chip Lucas

Ms. Ellen Morales Mr. J. Carl Manning

Mr. Randall Newcomer Ms. Susan Mason

Ms. Jody Risacher Dr. Joe Mullis

Ms. Esther Thompson Ms. Lorria Troy

 Mr. Robert Ware

Members Absent: Mr. Johnny Wilson

MG Rodney Anderson

Ms. Edith Edmond Staff Present:

Ms. Sarah Hallock Ms. Nedra Rodriguez

Ms. Gwen Holloman Ms. Krista Sincyr

Mr. John Jones Ms. Peggy Aazam

Ms. Rosie McMillan

Ms. Barbara Spigner

**Sub-Committee Meetings (Called to order at 11:07 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 October 6, 2014. Ms. Rodriguez reported that the bulk of encumbrances are contracts and payroll. The report included a summary of totals by program. The ResCare contract is pending an amendment for additional staff. Ms. Esther Thompson expressed concern about ResCare’s responsibility to add staff. Mr. Tony Rand, Associate Vice President/Career Center Manager, explained that seven temporary positions funded by WIA went away during the transition of ResCare taking over the Adult & Dislocated Worker Program, and due to staff mandated changes (i.e. Veterans are now to be served by everyone) and adjustments to staff duties (i.e. having to rotate existing staff to cover the front desk) modifications needed to be made. Mr. Carl Mitchell, FTCC Vice President for Human Resources, Workforce Development, and Institutional Effectiveness with FTCC, further explained that the initial proposal only listed specific positions within the Adult and Dislocated Worker Program; the reduction of staff (at that time filled by temporary positions) and the possibility of needing to hire additional staff were not factored into the terms of the agreement. Mr. Rand said that the four additional employees will be permanent staff, not temps, and as Customer Services Representatives, they will cover front desk responsibilities which will permit the other employees to turn their full attention back to fulfilling their job duties. Dr. Larry Keen, President of FTCC, said that they are dealing with a moving target; aspects that governed the initial contract have changed and they need to adjust for the current circumstances. Ms. Rodriguez acknowledged that WIA funding is to serve the citizens of Cumberland County and making the adjustments to the number of staff is a logical thing to do at this time. Mr. Rand stated that it will be more effective to hire staff than to pay a temp agency. Mr. Mitchell agreed that it makes more sense to hire the additional staff and to let the case managers go back to case management. Dr. Keen thanked Ms. Thompson for her insight. Ms. Hoppmann summarized that the seven temp positions funded by WIA were withdrawn which resulted in the option to re-negotiate with ResCare for four additional staff members. Dr. Keen inquired if there had been resolution from the Department of Labor (DOL) regarding integrating Veteran participants with the general population. Mr. James Lott, Director, reported that staff had attended training in June to discuss the changes concerning serving Veterans. Mr. Robert Ware, Division of Workforce Solutions (DWS) Regional Manager, explained that the requirement was pushed from the Federal level and has been more pronounced in North Carolina, which had been previously resistant to the change. Veteran representatives were split into two groups: Loval Veterans’ Employment Representatives (LVERs) and Disabled Veterans’ Outreach Program (DVOPs). Due to the reduction in LVERs, who were never intended to serve all Vets, Wagner-Peyser and WIA staff are to provide assistance to Veterans. If it is determined that the Veteran has a significant barrier to employment (i.e. disability, homeless, aged 18-24 regardless of their situation, etc.), they are to be referred to a DVOP for assistance. Dr. Keen indicated that there appeared to be a disconnect and we want to make sure that we don’t short-change Veterans. Mr. Ware confessed that the state of North Carolina was very reluctant to make this transition and a lot of people have had heartburn about it. Mr. Rand assured them all that they want to make sure they are providing services to everyone we are intended to provide services to. They will continue to review the needs of the Center and confer with ResCare about how to ensure appropriate staff coverage as needed. The Business and Finance sub-committee accepted the financial report as information only.
* **Planning and Evaluation**- Mr. Richard Everett, Chair of the Planning and Evaluation Sub-committee, presented three items of information:
	+ **Youth Council Report** – Ms. Charlene Cross, Chair of the Youth Council, provided a brief update on the Youth Council. Article V, Section 4 of the Workforce Development by-laws stipulates that the Executive Committee of the Workforce Development Board is responsible for appointing members to the Youth Council, assuring Board representation. Ms. Cross proposed the request for the WDB to approve two new appointments to the Youth Council: Duane Cogdell (Transition Services Coordinator, Juvenile Education Services, Division of Adult Correction & Juvenile Justice, NC Department of Public Safety; fulfills requirement for Youth Services Agency [Juvenile Justice] representation) and Cindy Garrett (fulfills requirement for parents of eligible youth seeking assistance under WIA). Mr. TJ Haney made a motion to approve both recommended appointments to the Youth Council; Mr. Everett seconded. The Planning & Evaluation sub-committee voted to recommend the approval of the request to the full Board for approval consideration.
	+ **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. The Program has already exceeded 100% of their contract goals for the year for the categories of Customers Enrolled in WIA and Customers Receiving a Training Service. They are at 81% of their goal for New Customers Enrolled in Occupational Training, but significant training commitments have been made year to date with 42% of training funds obligated (53% of Adult funds and 32% of Dislocated Worker funds). Mr. McCune applauded ResCare for attaining such high numbers, but questioned how they did it so quickly. Increased dual enrollment into both Wagner-Peyser and WIA has certainly contributed to the drastic increase in numbers. The ResCare Business Services Representative (BSR) continues to monitor and assess the six On-the-Job Training (OJT) placements that were initiated prior to the transition on July 1, 2014, and has initiated seven additional OJT contracts since the transition; ten OJT positions are available. Seven Work Experience contracts have been initiated, with nine Work Experience positions currently available. The BSR is actively participating in external activities to promote community relations, including the recent job fair hosted by the main library, the Align4NCWorks “1000 in 100” initiative, and the Career, Skills and Employment Pathways event hosted by FTCC. As Program Director, Ms. Troy has been participating in weekly Center Leadership Team meetings in which the team reviews progress, addresses operational concerns, customer flow issues, and explores opportunities for improvement. Staff provided an overview of Career Center services at a Maidenform Rapid Response event for 100 affected employees. The Mobile JobLink was available for individuals to register on NCWorks and staff members assisted with building quality online profiles to initiate and improve job search efforts. Information sessions will be held throughout the month of October to further engage the affected employees into Center services. Ms. Hoppmann shared that she had heard that nearly 300 employees would be affected. Mr. Lott explained that Maidenform is staging the layoffs and that the Rapid Response team would be called back to meet with other affected employees at the applicable times. Ms. Troy shared that a new Talent Engagement Plan has been developed in concert with the Integrated Services Team. As discussed earlier, the ResCare contract will be amended to add four Customer Service Representatives. The additional staff’s purpose will be to improve the quality of service to all customers as they enter the Career Center. Their functional job duties will include serving as a welcoming presence for incoming customers, provide information on Center services, conduct an initial basic assessment, ensure customers are dual enrolled in Wagner-Peyser and WIA, and determine the right next step for the customer (i.e. Skills or Employment Team). Immediate access to core Product Box services will be provided and every customer will be guided to the appropriate next step based on their individual needs. Mr. Everett inquired on the status of hiring the regional Project Accountant and Accounting Specialist. Ms. Troy reported that the Project Accountant, who will be housed in Greensboro, is expected to begin working in mid-October. The Accounting Specialist, who will be housed at the Career Center in Fayetteville, has also been selected and is expected to start work in about two weeks. The Employment Assessment Interview (EAI) process has been streamlined and enhanced through ResCare’s facilitated group activities, and the Product Box has been expanded to include more workshop offerings and other proprietary ResCare tools. All ResCare staff have completed the required training within their first 90 days (13 courses in total), and all have successfully achieved their ResCare At Your Service (RAYS) Customer Experience Training Agent certification after undergoing eight hours of classroom training and successfully demonstrating the applicable principles, standards, and behaviors through a minimum of four supervisor observations. The BSR is participating in Employer Relations Specialist Training is expected to achieve certification by December 31, 2014. All Talent Development Consultants are undergoing training in the Career Consultant Certification series to be completed by December 31, 2014. As Project Director, Ms. Troy has been undergoing training through mentoring, coursework, and peer support; she attended her first quarterly ResCare Workforce Services (RWS) Project Director training in Florence, SC on September 25, 2014. All staff members received a 90 day evaluation to assess their individual progress toward their goals and to provide feedback regarding their compliance with ResCare Quality Way Standards; 100% of the staff who transitioned to ResCare have been retained. Mr. Rand shared that ResCare has issued a holiday schedule; holidays that the Career Center will be closed, but ResCare staff are not off, will be used as training days for ResCare staff. 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. Christie Sanders was hired as the High School to Work Coordinator. Ms. Sanders will assist with follow up youth services and serve as a liaison/coordinator between school social workers and youth to provide services based on need. She has already jumped into her duties by referencing the drop out report for recruiting potential out-of-school youth. Staff has been attending a lot of training and professional development opportunities, including new school year staff training on August 28, 2014 at Central Services, state sponsored Labor Market Information training on September 16, 2014 in Raleigh, a planning session for the NC Youth Summit on September 19, 2014 in Greensboro, and an NCWorks Town Hall meeting on September 25, 2014 in Winterville. As of September 30, 2014, 80.95% of the contract funds have been spent or accrued. Dr. Keen inquired about the upcoming changes resulting from the new Workforce Innovation and Opportunity Act (WIOA), which will include changing the focus of the Youth Program to Out-of-School Youth (aged 16-24), with at least 75% of funds spent on that group. Mr. Lott reported that he made the suggestion at the Southeastern Employment & Training Association (SETA) Conference Town Hall meeting to mandate that Youth Program-related changes take effect April 1, 2016, due to that is when Youth Program funding is typically received. This will allow for a year of grace to transition to the requirement that 75% of Youth funds must be spent on out-of-school youth. Currently, the Youth Program in averaging 60% of funds on in-school youth, 40% on out-of-school youth. Nearly 100 individuals, including employers, partners, parents, and youth participants, attended the Youth Partnership Banquet on September 23, 2014 at the Holiday Inn I-95 in Fayetteville. The Board was shown a brief video that was highlighted at the Banquet and also shared at the recent School Board meeting. Ms. Cross encouraged those involved with the Youth Program to think beyond the Summer Youth Work Experience Program, and make the community aware that the Youth Program exists throughout the year. She reminded them that there are many more opportunities to capture and report back on, including various workshops, Adopt a Street events, etc., that get lost when the focus is on the Summer Youth Program. Dr. Keen and Mr. Everett acknowledged how much of an impact the program has on participants. For many, the program provides them with their first job, and it is imperative that they start out right and progress toward being productive members of society. WDB members were presented with a token of appreciation from the Youth Program (travel coffee mugs). The Planning & Evaluation sub-committee accepted the update as information only.
* **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 provided by the Labor & Economic Analysis Division (LEAD) of the NC Department of Commerce for September and October 2014 included in the notebook. Also included in the notebook was a custom report out of the Economic Modeling Specialists International (EMSI) database. Mr. Lott shared that he thinks it is important for the Board to keep in mind the labor force (averaging 140,000 with 10-12,000 unemployed) and who we are serving when discussing economic development opportunities. He reminded them that over 85% of workers are employed through the government (to include military contractors), and less than 7,000 are employed in manufacturing. Mr. Mitchell expounded on the EMSI database, which provides real time labor market information from over 90 federal, state and private sources. Ms. Hoppmann asked about exploring asset mapping and commuting patterns. Mr. Lott explained that he actually considered bringing related information to the Board, but upon review, he 6.9% of Cumberland County residents work in Wake County, with the commuting pattern being pretty balanced. He welcomed Board members to call or email him for more information. The Labor Market Information sub-committee accepted the report as information only.
* **Program Activities and Community Relations-** Ms. Esther Acker, Chair of the Program Activities and Community Relations sub-committee, presented one item of information:
	+ **Update on Integrated Service Delivery** –Mr. Rand provided an update regarding the progress of Integrated Service Delivery (ISD). The ISD Leadership Team continues to meet weekly and has provided additional staff training on the process for co-enrolling individuals into both Wager-Peyser and WIA. Their focus has been on streamlining the role of the Engagement Team in order to minimize customers’ wait time, which will further be aided by the additional four staff soon to be hired. Several representatives of the Career Center visited Maidenform to assist the employees who are losing their job, and staff will continue to serve them. The Cumberland County office is one of 26 Center applicants awaiting Career Center Certification by the state Division of Workforce Solutions. Included with the update was a summary report that demonstrated how the emphasis on co-enrollment continues to improve the number of individual and total services provided by both Wagner-Peyser and WIA programs in NCWorks Online and at the Career Center. Integration of services continues to be a work in progress, but everyone is working together to make it a success. 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 one item of information:
	+ **Skills Inventory**- In response to concerns expressed by employers that they are having difficulties filling key positions, FTCC and the Career Center are exploring the idea of sponsoring a one-day Skills Inventory at the Center to encourage individuals seeking their first job, their next job, or a better job to register in NCWorks Online. Mr. Rand explained that the hope is that the Skills Inventory will result in the connection of jobseekers to jobs, as well as a skills inventory that will be used by the Career Center and FTCC as it develops its curriculum. The plan is to develop marketing materials to inform and invite the general public, employers, and members of the Economic Development Alliance, Plant Managers’ Association, Society for Human Resource Management, and of course, the WDB. The Skills Inventory will be scheduled for a Thursday, starting at 10 am and extending the hours of the Career Center to 7 pm. Ms. Pam Gibson expressed concern regarding the capacity of the Center. Mr. Rand assured her that they will make the necessary arrangements for additional parking, and recommended extending the hours of operation to 7 pm in order to help manage the flow. It is imperative that all employees are on hand for this endeavor, as well as to have a number of computers available for NCWorks registration. This event will likely be scheduled after the holidays. Ms. Hoppmann shared that she learned at a workshop at SETA about a Local Area in Kentucky that conducted a similar event. She explained that the result was that the Local Area rebranded its Career Center and evolved itself into a Talent Agency that searched for and recruited individuals with the specific skill sets requested by employers. Mr. Rand acknowledged that we need to get the community to view the Career Center as not just the unemployment office; Ms. Hoppmann suggested getting employers to look at us as a Talent Agency. Ms. Thompson reported that many individuals have outdated resumes that do not expound on their skills, especially those the individual may have acquired outside of their work experience; she suggested developing a resume format that will demonstrate an individual’s various skills, as well as the experience level and length of time for said skills. Mr. Lott said he would reach out to Ms. Jody Risacher for her recommendations to plan for an effective Skills Inventory based on the library’s successful job fairs. Ms. Gibson made a motion to approve the recommendation for the Career Center to host a Skills Inventory; Dr. Curtis Charles seconded. Ms. Gibson brought up the topic of moving forward with the stand-alone WDC website now that NCWorks has been branded. Mr. Rand explained that the state has not yet authorized the Local Areas to use the NCWorks brand, and Mr. Ware added that the NCWorks brand and logo is connected with Career Center Certification. Ms. Gibson expressed her concern that WDC Program information is very difficult to find within the FTCC website; she requested that they proceed with developing the website, which will take some time, with the hope that by the time it is ready to go live, the Cumberland County Career Center will be approved to use the NCWorks brand. Ms. Gibson made a motion to approve the recommendation to proceed with the development of a separate WDC website; Ms. Thompson seconded. The Marketing/Bylaws/Nominations sub-committee voted to recommend the approval of both items to the full Board for approval consideration.
* **Align4NCWorks Ad Hoc Sub-Committee** – At the last WDB meeting, an ad hoc committee was established (consisting of Mr. Haney, Ms. Johnson, Mr. Everett, Ms. Gibson, MG Rodney Anderson, and Ms. Gwen Holloman) to follow up on the concerns and issues raised at the Align4NCWorks Summit conducted at FTCC the morning of August 12, 2014. Several members of the ad hoc committee met on September 30, 2014; Mr. Haney shared the summarization of that meeting. Discussion points of the meeting included: establishing appropriate two-way contact information and relationships to ensure the College, WDB members, and Career Center staff are aware of the acute employee needs to local employers in a timely manner to allow for recruitment, training, and placement activities (consensus was that they need to consider the role temp agencies play in the workforce, determine a need/service that the Career Center can provide that temp agencies cannot, and establish connections with key members of industry, specifically HR personnel); establishing streamlined approaches for local employers to publish job orders with the Career Center to gain access to qualified applicants (consensus was that they need to consider that there are multiple online job posting sites and suggested developing an example of a job order that will accommodate the needs of employers, but that will also maximize the applicant pool); establishing a “listening tour” visit with each of the major employers on at least a twice-per-year basis to ensure the College WDB, and Career Center are aware of changes in workforce needs in time to affect training and placement of candidates for possible interviews into the hands of the employer (consensus was that there is no need to add additional tours as several initiatives are currently in place; we don’t want to duplicate efforts and alienate responders; we need to leverage what we already know and consider developing advisory committees to proceed with action items for problems and issues of which we are already aware); expanding Customized Training and in-plant training opportunities to better meet the needs of employers (consensus was that they need to consider the new reality that is the path to employment: high school, community college, temp agency, employment); and exploring NC-recognized apprenticeships for candidates with potential where the employer is providing training to meet their specific needs in collaboration with the College and Workforce Development for hard-to-fill vacancies (with assistance from Ms. Cross as an Apprenticeship Consultant with the NC Department of Commerce’s Apprenticeship Program; consensus was to consider internships, with WIA funding potential, in order to develop desired work experience, and recruiting employers for their input to establish a blueprint for specific job tasks to build-to-order appropriate training programs). Ms. Risacher asked about the difference between internships and apprenticeship. Internships are similar to the Work Experience opportunities currently available at the Career Center and are limited to 480 hours; apprenticeships consist of both training and paid work experience, but are long term and must adhere to strict Federal guidelines. Ms. Cross shared that the companies she has met with as part of the Align4NCWorks “1000 in 100” initiative have expressed a lot of interest in Work Based Learning opportunities; the sessions have been a great opportunity to connect with representatives of local business and industry, and get a better, real-time feel for their needs. Ms. Cross added that she has been using the occasion to make employers aware of the many programs and services we offer, including Registered Apprenticeship, WIA, and Work-Based Learning (her teammate in the “1000 in 100” initiative is Karen Atkinson, Work-Based Learning Coordinator with FTCC). The responses from the sessions are to be entered in the “1000 in 100” state database by mid-November. Mr. Haney suggested adding Ms. Cross to the ad hoc committee, to replace Ms. Holloman whose WDB term expires at the end of October. Mr. Everett made a motion to approve Ms. Cross as a member of the Align4NCWorks Ad Hoc committee; Ms. Johnson seconded. The Align4NCWorks Ad Hoc committee voted to recommend the approval to the full Board for approval consideration.

**OFFICIAL MEETING**

**I.** **Call to Order -** The October 7, 2014 meeting of the Workforce Development Board was called to order by the Board Chair, Mr. David McCune, at 1:23 PM.

**II. Recognition of Guests** – Mr. McCune welcomed and thanked the guests in attendance. Ms. Debra Giordano, Director of Operations/General Manager for ResCare Workforce Services, shared that they are rebranding their workshops, and are proud to announce a new employee incentive program based on job retention of their customers. In addition, enhancements have been made on employee benefits, and they have retained 100% of the Cumberland County Career Center ResCare staff to date. Ms. Susan Mason, Program Manager for the Work First Employment Services, Care Center Family Violence Program, with the Cumberland County Department of Social Services (DSS), was there to represent Ms. Brenda Jackson, Director of DSS, who is in the process of being appointed to the WDB. Ms. Amy Cannon was congratulated on her appointment to County Manager; she acknowledged that the WDB has come a long way and thanked everyone involved for their strong leadership, time, and effort.

**III. Recognition of Former WDB Members** – Dr. Keen and Mr. McCune presented Dr. Joe Mullis (WDB member 2007-2013) and Mr. J. Carl Manning (WDB member 2008-2014) with tokens of appreciation for their superior service and support to the residents of Cumberland County as members of the Cumberland County WDB.

**IV. 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.

**V. Approval of Minutes -** Mr. McCune asked the members to review the minutes from the August 12, 2014 WDB meeting. A motion was made by Ms. Thompson to approve the minutes as read; the motion was seconded by Ms. Linda Hoppmann and passed unanimously. The approved minutes will be posted on the Workforce Development Board website at the conclusion of the Board meeting.

**VI. 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:
	+ Youth Council Report – Ms. Charlene Cross, Chair of the Youth Council, provided an updated on the Youth Council to the Planning and Evaluation sub-committee. Mr. Everett made a motion to the full Board to approve the recommendations for the proposed appointments to the Youth Council (Mr. Duane Cogdell and Ms. Cindy Garrett); the motion was seconded by Ms. Jody Risacher and passed unanimously.
	+ 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 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.
* *Labor Market Information* – Ms. Cathy Johnson presented the following information to the Board:
	+ Review of most recent LMI report – Mr. Jim Lott, Director, shared copies of the most recent Labor Market Overviews provided by the Labor & Economic Analysis Division (LEAD) of the NC Department of Commerce, as well as a custom report out of the Economic Modeling Specialists International (EMSI) database to the Labor Market Information sub-committee. The Board accepted the reports as information only.
* *Program Activities and Community Relations –*Ms. Esther Acker, Chair of the Program Activities and Community Relations sub-committee, presented the following information to the Board:
	+ 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:
	+ Skills Inventory – Mr. Rand presented the idea of hosting a Skills Inventory at the Career Center to the Marketing/Bylaws/Nominations sub-committee. Ms. Gibson recommended that the Marketing/Bylaws/Nominations sub-committee approve moving ahead with the development of a stand-alone WDC website. Ms. Thompson made a motion to the full Board to approve both recommendations; the motion was seconded by Mr. Everett and passed unanimously.
* *Align4NCWorks Ad Hoc –* Mr. TJ Haney presented a summary of the September 30, 2014 meeting of the Align4NCWorks Ad Hoc committee. Mr. Haney made a motion to the full Board to appoint Ms. Cross to the Align4NCWorks Ad Hoc committee; the motion was seconded by Mr. Everett and passed unanimously.

**VII. Director’s Report** – Mr. Lott referred to the Director’s Report located in the “Additional Items” tab of the notebook. He thanked Ms. Cross chairing the Youth Council and acknowledged how she has energized and strengthened the Council. He announced that the North Carolina Commission on Workforce Development has adopted a strategic plan, and the state staff has conducted three regional meetings to discuss ways to implement the plan locally. The State’s Community Colleges have also conducted 30 “listening sessions” as they prepare a strategic plan for the State Board of NC Community Colleges to adopt. Mr. Lott indicated once the plan is adopted, it will be a good time for the WDB to re-examine its strategic plan to align with the two state plans. Portia Wu, Assistant Secretary for the US Department of Labor- Employment Training Administration, announced at SETA that a grant opportunity will soon be available that will focus on assisting exiting military in finding jobs; Ms. Cross added that there will also be grant opportunities for the Apprenticeship Program. USDOL has sponsored a series of webinars and hosted a Town Hall-style meeting at the end of SETA to discuss the Workforce Innovation and Opportunity Act (WIOA). Draft regulations are expected to be issued in January 2015, with the law expected to take effect July 1, 2015. Mr. Lott highlighted the key components and changes within WIOA, including: 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); the funding formulas will remain the same and funding will remain level through 2020; states will be required to develop unified plans that include Wagner-Peyser, Vocational Rehabilitation, and Adult Basic Education, with the option of requiring TANF (welfare) to be included in planning and operations; regional planning will be required among the local workforce areas (which Cumberland County took part in this year), as well as a stronger emphasis on Apprenticeship Programs; the focus of the Youth Program will shift to Out-of-School youth (ages 16-24), with the requirement that at least 75% of Youth funding must be spent on that group (disconnected youth within the ages of 18-30 have a 20% unemployment rate). Performance Measures of entered employment, employment retention, and median earnings will be retained for Adults and Dislocated Workers, with the addition of credential rate and in-program skills gain. As for the Youth Program, placement in employment, education, or training, and credential rate will be retained, but literacy and numeracy gains have been eliminated, while measures for median wages, retention in education, training, or employment, and in-program skills gain have been added. Data will also be required regarding employer engagement and services. Every state will have to reconfigure its reporting system. At the SETA Town Hall meeting, USDOL-ETA agreed with Mr. Lott’s suggestion to mandate that Youth Program-related changes take effect April 1, 2016, because that is when Youth Program funding is typically received. This will allow for an additional year to transition to the requirement that 75% of Youth funds must be spent on out-of-school youth (aged 16-24), and only 25% to be spent on in-school youth (aged 14-21).

**VIII. Report on SETA Conference and Youth Symposium** – Members who attended the Southeastern Employment & Training Association (SETA) Conference in Montgomery, Alabama, September 14-17, 2014 shared what they found most interesting. Handouts from workshops about WIOA were included in the notebook. Ms. Hoppmann explained that engagement of WDB members is vital to the success of the Board; they must be cognizant of their attention and be more involved. She encouraged other Board members to attend the conferences if they can because they will learn so much and better understand their role. Ms. Hoppmann expressed interest in exploring the possibility of Cumberland County becoming a Certified Work Ready Community. The key component is for individuals to earn their Career Readiness Credential (CRC) (a nationally recognized, portable skills assessment developed by ACT and based on WorkKeys, that identifies the individual’s skills levels in reading for information, applied math, and locating information, which are considered the essential foundational skills required for virtually any job), and to get employers to commit to recognizing the credential. The CRC is administered to all North Carolina 12th grade Career and Technical Education completers and is offered at FTCC. Ms. Hoppmann believes that becoming a Work Ready Community is a worthwhile endeavor; Mr. Lott said he would obtain more information for the next WDB meeting. Mr. McCune announced that the next SETA meeting will take place in Greensboro, March 8-11, 2015, in conjunction with the NC Employment and Training Association (NCETA); the fall SETA Conference is scheduled for November 2015 in Savannah, GA.

Ms. Cross attended the 2014 Youth Development Symposium in Chicago, September 22-24, 2014. She reported that the Symposium was fast paced, but very informative, and she especially enjoyed the keynote speaker, Eric Rowles, President and CEO of Leading to Change. Ms. Cross was shocked to learn that many states do not have a functioning Youth Council, if they have one at all. Cumberland County is ahead in the game as far as their Youth Council is concerned, but Ms. Cross is excited about moving from a Council to a standing committee of the WDB which will allow flexibility to open up the Youth Committee to other individuals and employers in the community, since they do not have to be required members of the Board. She would like to invite a Juvenile Justice Judge and a representative of the police department to join the committee who are sure to add a unique perspective on the youth in the community. She reported that Cumberland County is behind on shifting the focus to out-of-school youth; some states have already made the transition to serving out-of-school youth with 100% of their funds. Representatives of Pitt Community College that attended the Symposium remarked to Ms. Cross about the great turnout from Cumberland County at the Youth Summit earlier this year.

Several WDB members will be attending the NC Workforce Development Partnership Conference in Greensboro, October 15-17, 2014.

Dr. Keen expressed his appreciation to Ms. Cannon for being such an advocate for the WDB. Ms. Cannon thanked Dr. Keen, the WDB members, and WDC staff for their hard work and dedication.

Mr. Mitchell referred to the 2015 Schedule of WDB meetings in the ‘Additional Items’ tab of the notebook.

Ms. Johnson reported that Nitta Gelatin had a grand opening on the expansion of their facility in Fayetteville’s Industrial Park. The focus of the expansion is for the production of collagen peptide, a natural protein used as a dietary supplement that is said to help with healthy hair and nails, skin aging, and bone and joint pain. It is used in a number of products, including beverages, and incredibly popular in Japan. Ms. Johnson said the collagen produced at the local facility is purer than what they can get in Japan.

Ms. Johnson also reported that Dayco will be expanding its Fayetteville facility by 110,000 sqare feet and adding 48 employees. Fayetteville is home to Dayco’s single largest distribution facility in North America for advanced auto parts. In other news, Cumberland County will soon be one of three new solar farm sites in North Carolina. In addition to workers needed to operate the farm, aspects of production and assembly of the solar panels have also generated local jobs.

Mr. Ware said they are still moving forward with NCWorks statewide and promoting self-service online. Unemployment claimants will soon be required to register in NCWorks before their first claim, which will make it easier to connect with this pool of individuals earlier. The purpose of the workforce system is all about connecting people to jobs.

Ms. Cross invited members of the WDB to attend the next Youth Council meeting which is scheduled for Friday, December 5, 2014 at the Career Center (410-414 Ray Ave).

The next meeting of the Workforce Development Board is scheduled for Tuesday, December 9, 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 2:12 pm.

 Respectfully Submitted By:

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 Peggy Aazam, Executive Assistant

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 David McCune, Board Chair