

CUMBERLAND COUNTY WORKFORCE DEVELOPMENT BOARD
March 8, 2017 – 11:13 AM to 2:01 PM
FAYETTEVILLE TECHNICAL COMMUNITY COLLEGE
Thomas R. McLean Administration Building – Conference Room # 170

Members Present:

Mr. David McCune
MG Rodney Anderson
Ms. Crystal Bennett
Mr. Jesse Brayboy
Mr. Marty Cayton
Mr. Jonathan Charleston
Ms. Charlene Cross
Ms. Isabella Effen
Mr. Richard Everett
Dr. Dallas Freeman
Ms. Pam Gibson
Ms. Cathy Johnson
Mr. Carl Manning
Mr. Jenson McFadden
Ms. Joy Miller
Ms. Ellen Morales
Ms. Jody Risacher
Captain David Servie
Ms. Dina Simcox
Mr. Josephus Thompson

Guests Present:

Ms. Nore Brantley
Councilman Kirk deViere
Ms. Denise Day
Mr. Tracy Jackson
Dr. Larry Keen
Dr. Elmore Lowery
Ms. Susan Mason
Mr. Carl Mitchell
Mr. Scott Panagrosso
Ms. Lorna Ricotta
Ms. Mercedes Rodriguez
Ms. Ima Samuels
Mr. Adrian Tait
Ms. Kristin Thompson
Ms. Lorria Troy

Staff Present:

Ms. Nedra Rodriguez
Ms. Kimberly Cribb
Ms. Peggy Aazam

Members Absent:

Dr. David Brand
Mr. Jimmy Driscoll
Ms. Linda Hoppmann
Mr. John Jones
Mr. Chad Kormanek
Mr. Kent Listoe
Mr. Randall Newcomer
Mr. Charles Royal
Ms. Esther Thompson
Mr. Jonathan Warren
Ms. Cynthia Wilson

Items within this meeting subject to Approval Action:

Update on Request for Proposals (RFP) for One-Stop Operator: Approval Action for Planning & Evaluation Sub-Committee to lead the review team for the proposals received in response to the Request for Proposal (RFP) for a One-Stop Operator for the Cumberland County NCWorks Career Center; members of the review team are Richard Everett, Isabella Effen, Carl Manning, Joy Miller, and Jody Risacher.

Annual Recognition Banquet: Approval Action for Marketing/Bylaws/Nominations Sub-Committee to lead the review team for the nominations submitted for the annual WDB Recognition Luncheon and Governor's NCWorks Awards of Distinction.

I. Call to Order - The March 8, 2017 meeting of the Workforce Development Board was called to order by the Board Chair, Mr. David McCune, at 11:13 am.

II. Welcome and Recognition of Guests – Mr. McCune welcomed and thanked the guests in attendance. Attendees introduced themselves.

III. 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.

IV. Approval of Minutes - Ms. Cathy Johnson made a motion to approve the minutes from the January 11, 2017 WDB meeting; the motion was seconded by Ms. Joy Miller and passed unanimously. The approved minutes will be posted on the Workforce Development Board website at the conclusion of the Board meeting.

V. Consent Agenda –

The following items were included for information only:

- A. ***Finance Report*** (Business & Finance Sub-Committee)
- B. ***Youth Council Report*** (Youth Sub-Committee)
- C. ***LMI Reports*** (Labor Market Information Sub-Committee)
- D. ***Work Ready Community status report*** (Program Activities & Community Relations Sub-Committee)

VI. City Updates – Councilman Kirk deViere provided updates on behalf of the City of Fayetteville Council. The City Council conducted a strategic planning session on February 17-18, 2017. Draft target for actions were included for the updated, potential goals: Safe and Secure Community; Strong, Diverse, and Viable Community; Vibrant, Desirable, High Quality, and Sustainable Infrastructure; Highly Desirable Place to Live, Work, and Recreate with Thriving Neighborhoods; Unity of Purpose and Sustainable Capacity; Develop and Expand Community Strong and Community Connections. The Council approved funding for a student internship program in partnership with Cumberland County Schools and other community partners; the program, which about 20 students participated in last summer, will take place for six weeks during the summer from June 19 through July 28, 2017, 32 hours per week. This year’s focus for the Parks & Recreation Enhancement bond package is to update certain recreation centers (i.e. Brentwood School, Mazarick, Clark, Dorothy Gilmore, Massey Hill, MLK), splash pads (i.e. Kiwanis, Cliffdale, EE Miller, Massey Hill), and site location and land acquisition for West Senior Center and skateboard park. An architect has been selected for the baseball stadium and the design process has started; they are in negotiations with the selected Construction Manager at Risk contractor. The groundbreaking of the stadium is scheduled for August 2017 with the first pitch planned for the spring of 2019. Councilman deViere acknowledged that it is not just about the ballpark; there is much opportunity for growth as the “Prince Charles Project” includes about ten acres for economic development. Negotiations are taking place for master development concentrating on minority business around the stadium including retail, residential, and a parking deck. Development tied to the Prince Charles hotel also includes plans for apartments and retail on the ground floor. With over \$33 million in public investments, \$45-50 million in private investments, and \$4-5 million related to the Prince Charles investment (which is tied to the master development plans), the goal is to bring the development plans to the public at the end of March. Councilman deViere acknowledged that this is a very exciting time; a lot has happened in a short period of time and there is a lot of potential for transformation to the area. They are awaiting resolution by city and county regarding

a local bill filed with the General Assembly to allow the city to annex the Shaw Heights area. A local bill was also filed with the General Assembly to allow local preference with a goal to grow the capacity of local businesses specifically minority, women, service-disabled, and Veteran-owned business. Mr. Charleston inquired about the intent of the local preference bill. Councilman deViere explained they want local preference for city contracts (40% participation is the goal; currently 30-35% which has improved over the last three year) and the legal framework for the outlined types of business that will also connect to the policies and resolutions at the city level. He added that any local bill needs to have the support of the city. A community survey is being finalized to go out in March for Pathways for Prosperity, the economic mobility initiative; the goal is to help frame the conversation and the community's perceptions and actions. Councilman deViere reported he has been getting a lot of questions about the construction on Rowan Street and if it is connected to the Catalyst Site 1 Redevelopment Project; it is merely a realignment/expansion of the bridge. As for the Catalyst Site 1 Redevelopment Project, Councilman deViere referenced a recent newspaper article about target for actions on how to expand Hillsborough Street/Murchison/Bragg Blvd and the potential for land acquisition/control. The initiative will come back to the City Council. The goal is to shape the end of Murchison Road to create a corridor back to Fayetteville State University and into downtown. There is still staff work to do on behalf of the stakeholders due in part to a consultant report from last year; they were not excited about the recommendations for the area. Councilman deViere commented that there are a lot of exciting things happening in Cumberland County and Fayetteville with a lot of entities working together. Attendees were encouraged to contact Councilman deViere if they had any questions. Several items are still being discussed regarding land acquisition areas (e.g. track/field area with FSU, senior center, international farmers market; etc.) but they are trying to drill down on plans to figure out what the stakeholders/community want. Hurricane Matthew raised concerns about flood issues; the City Council knows they need to take a larger part in control of green spaces and development. Another concern is with the redirection of the Grove Street bridge, some businesses are now shut out due to there no longer being a traffic pattern; the Grove Street bridge is completely gone so they will need to figure out how to make Murchison Road an economic driver for the businesses in that area. New development may supersede previous plans (e.g. stage two of Veterans Park no longer has funding) and abandoned plans opens up options for new ideas that need to be considered. In response to inquiries about the Pathways for Prosperity initiative, Councilman deViere explained that they are looking at six economically distressed areas throughout the city which were identified through census tracts. Through a \$300,000 grant from the NC Justice Center, a research team will conduct surveys that ensure proper samplings of the areas as well as a hybrid survey of youth in order to make a connection point with that population about how to change generational poverty. In response to a question from Ms. Cross about how they are reaching the youth, Councilman deViere explained that they are exploring the process now as well as providing overviews to community partners (e.g. Greater Fayetteville United) along with an "ask" for community buy-in. Mr. Charleston inquired about the Parks & Recreation bond initiative taking a look at the commitment of community resources, specifically regarding the potential for co-location of rec facilities with Cumberland County Schools; Councilman deViere said that they are looking to collaborate wherever possible (e.g. West Senior Center) and maximize resources, in addition to having \$2.3 million to help with project. Councilman deViere thanked those in attendance for all they do for the community.

VII. County Updates – Mr. Tracy Jackson, Assistant County Manager, provided updates on behalf of Cumberland County government. Property tax re-evaluation has been done; many have already received updated tax bills. Now that everyone knows where they stand, for better or for worse, there is an appeals process in place for citizens to discuss their specific situation. The re-evaluation will have an impact on the County budget. Mr. Jackson chalked up recent reports of a \$14 million deficit as "reporter math" drawn from portions of discussions at a recent budget meeting; he

explained that the number is subject to change. The county is working hard to get the budget numbers together for Fiscal Year 2018 (July through June); county management is getting together with all county department heads to gather information that will be consolidated into a presentation for the County Commissioners. In an update on Hurricane Matthew recovery efforts, Mr. Jackson explained that has been a complicated process and they continue to deal with long term issues (e.g. housing, infrastructure, impacts on economic development and the environment, etc.) all the while trying to address the needs of the community. Federal, state, and community agencies are working together trying to address all issues in their response and recovery efforts. There are still as many as 120 families living in hotels, some from Cumberland County but others from neighboring counties that have relocated looking for assistance. Mr. Jackson expressed gratitude to the community for their efforts. He added that through the Hazard Mitigation Grant Program, they have been holding community meetings to get feedback. It has been reported that most of the damage from the hurricane was outside of the flood plan; this is a concern because most of the programs developed for disaster response are typically geared toward the flood plan. They need to update the plan and include coverage for outside areas. A huge challenge has been navigating Federal and state policies and guidelines. Mr. Jackson shared that many of the agencies and groups helping in the recovery effort have been from outside of the county; he acknowledged that it will take all of us working together in order to make things even close to back to normal. Attendees were encouraged to contact Mr. Jackson if they had any questions.

VIII. Community Updates – Ms. Johnson announced that eClerx will be opening a delivery/call center in Fayetteville. Headquartered in Mumbai, India, the Fayetteville location will be the company's first facility in the United States. Ms. Johnson shared the many reasons why the company chose Fayetteville including the strong military population, reasonable cost of living, skilled employee pool, and of course, Ms. Johnson's charming personality. Mr. McCune acknowledged that Ms. Johnson was a key catalyst for the company choosing Fayetteville. The center will focus on providing specialized technical support and workflow tools to cable and telecommunications companies in the United States, such as Cox. Ms. Johnson explained that the company troubleshoots cable issues remotely and attempt to resolve the problem before sending out a representative (which necessitates the customer from taking off from work as well as less cost to the company). They will be hiring a variety of positions (40, starting in June) including Site Director, Quality Assurance Analyst, and Technical Support Agents. The company will move into the location where Piedmont Natural Gas used to be, next to Hamrick's. Piedmont Natural Gas moved to a new, state-of-the-art building. Ms. Johnson said the eClerx company has been great to work with and they are excited about this new venture. Mr. Carl Manning announced that Kingdom Community Development Corporation has brought on three new counselors. Ms. Crystal Bennett, Executive Director of Connections of Cumberland County, a day resource center for homeless and at-risk women and children in the community, rolled out a Social Enterprise program that seeks to provide employment opportunities to homeless women in non-traditional ways. The center is now open Monday through Thursday, 9 am to 4:30 pm, to provide guidance, resume assistance, women empowerment groups on-site, and resources from community partners, several of which were in attendance of the meeting. Ms. Bennett shared their proudest achievement, which is an accountability-based program, Connect to Redirect. Cumberland County Schools refer first, second, third graders to the program, which attempts to rehouse families of homeless single mothers. Over a two year period, the women develop new patterns in an attempt to overcome barriers to stable living conditions. There are currently 27 women and 81 children in the program. Ms. Bennett welcomed visits to the day resource center for those to see the wonderful things happening. Mr. Jesse Brayboy mentioned a vacant building on Washington Drive, adjacent to the MLK monument. He said that as the owner of a mental health business, it is apparent that the mentally challenged is a population that needs help. These individuals are not conducive to the same working levels as the rest of us. Mr. Brayboy was discussing his concerns with Dr. Larry

Keen this morning; FTCC provides compensatory education for Agape employees. He explained that the now vacant building used to hold workshops and employment opportunities for mentally challenged individuals. He wonders what it will take for everyone to get together and make something happen. He asked Board members to consider why they are serving; part of the reason should be to help people. He challenged them to work together on making the program viable and the vacant building of use again. Captain David Servie also spoke about the need to work together to help those convicted of a crime back to work. Idleness is the Devil's Playground and often leads individuals to re-offend. Those that have been convicted of a crime are often at their wit's end and need an opportunity to avoid falling back into bad habits. Captain Servie asked about inviting law enforcement to future meetings as well as bringing a few case files to see if there is anyone in the room that can connect the individuals with employment opportunities. There are a lot of people in the room who can help. Mr. Brayboy concurred that he provides pro bono assistance when he can. There is a lot we can do to be an asset to the community; we need to help individuals to help themselves to get back on the right road. As Captain Servie said, it always starts with a job. Ms. Kristin Thompson shared that Fayetteville Urban Ministry successfully matched 100% of their students with tutors. The program builds confidence and provides assistance with job seeking and resume writing. They offer assistance to people recently released from prison (e.g. GED prep work, connecting with recently separated soldiers and volunteers who worked as MPs in the Army as part of the re-integration program). This community service effort strengthens the connection with Fort Bragg and establishes new opportunities. There are resources that can help them every step of the way (e.g. clothes closet). The DSS March to Work job fair is scheduled for March 21, 2017 from 9 am to 2 pm at the Crown Expo Center (1960 Coliseum Drive, Fayetteville). The event will feature nearly 100 potential employers including those representing manufacturing, retail sales, government, education, logistics, agriculture, food service, hospitality, health care and many more. The Cumberland County Public Library system will provide access to computers while representatives from the Cumberland County NCWorks Career Center will be on hand to provide job seekers assistance with resume review, NCWorks registration, and information about career training and other services. Ms. Risacher spoke about the library system's desire to partner with everybody; Mr. Josephus Thompson echoed similar sentiments on behalf of the Career Center. Mr. Thompson shared that the Cumberland County NCWorks Career Center will be holding a Female Veterans Homeless stand down at the Center on March 14, 2017. Nine Veteran staff will be available to assist attendees and potential employers will be in attendance. He commented that they are no longer "the unemployment office," and reminded them that we are here to assist in any way we can. Many community agencies work with the same populations and we all need to work together. Ms. Nedra Rodriguez, Interim Director, asked for women in attendance to please bring donations, including clothing and toiletries, for the individuals who attend the event. Ms. Pam Gibson announced draft days for Fayetteville Technical Community College's (FTCC) Collision Repair and Refinishing Technology (CRRT) program on March 14-15, 2017. On the first day, industry employers observe students performing their particular skills (automotive, Collision U, and business); on the second day, students "dress for success" and interview with hiring employers. Last year, CRRT had 100% job placement for their students with an average starting annual salary of \$50,000. FTCC's Center for Innovation and Entrepreneurship will have an open house on April 6, 2017 at 4 pm in the General Classroom Building (2817 Fort Bragg Rd, Fayetteville). The Center will provide curriculum, workshops, and mentoring for active duty military, veterans, and their spouses as well as entrepreneurs from the academic community or public at large. Opportunities exist for individuals who want to start their own business, expand an existing business, and assistance with whatever else they may need. Ms. Susan Mason reiterated details about the DSS March to Work job fair and passed out informational flyers. Over 90 vendors have committed to attend; eight stations are available. Ms. Johnson commended a DSS staff member for her assistance with the eClerx project.

“In the News”- Mr. McCune announced that Mr. Carl Mitchell was named the Chairman of the Better Business Bureau of Coastal Carolina’s Board of Directors. Mr. Mitchell said that this is the first time in 15 years that the Chairman is from the Fayetteville area. Ms. Rodriguez introduced Ms. Kimberly Cribb, who has joined the Workforce Development staff support team in the accounting role. She brings with her a lot of experience and has already proven to be a great addition to the Workforce Development team. A native of Cumberland County, Ms. Cribb graduated from Douglas Byrd High School and Methodist University. She has been with the County for over 22 years, working at DSS as a Food and Nutrition Caseworker, Program Integrity Investigator, and in various positions in the DSS Finance/Budget office. Ms. Cribb was promoted in July 2016 to the position of Budget Analyst and Juvenile Crime Prevention Council (JCPC) Coordinator. Assigned to Workforce Development as the Accountant (along with her JCPC duties) in February 2017, Ms. Cribb said she has learned a lot in the last whirlwind month. Ms. Cribb also shared that she is married with one daughter and is an aspiring drag racer! Mr. McCune reported a recent interaction he had with a participant at the Career Center; where the participant told him, “I know they can help you.” Mr. McCune said it was encouraging to see. Ms. Rodriguez acknowledged that his experience speaks volumes about the current service providers.

IX. Director’s Report – Ms. Rodriguez reminded the Board that at their last meeting, they approved for staff support to proceed with contract negotiations with Cumberland County Schools (CCS) to continue with the Work Ready Community initiative. The contract, which is not to exceed \$50,000, is for a period of performance of March 15, 2017 through June 30, 2018 and is currently waiting to be signed by Amy Cannon, County Manager. Ms. Rodriguez commented that they are excited to work with CCS, who continues to be a great partner. Board support are in the process of finalizing a draft umbrella Memorandum of Understanding (MOU) to be signed by required and recommended partners of the One-Stop system including: the Division of Workforce Services, Fayetteville Technical Community College, Vocational Rehabilitation, Job Corps, Department of Social Services, Cumberland County Schools, and the Cumberland County Library System. The MOU will be the springboard for the development of a community resource guide based on a service matrix, and will serve as an excellent opportunity to bring all community partners together. Mr. Mitchell referred to the timeline in the notebook; the initial MOU must be in place by July 1, 2017. The WDB also approved staff support to proceed with the development and release of a Request for Proposal (RFP) for a One-Stop Operator of the Cumberland County NCWorks Career Center, as required per WIOA. The purpose of the One Stop Operator is to provide functional management, partner coordination, and integrated service delivery of the Career Center. A bidders’ conference on March 7, 2017 provided an opportunity for potential bidders to ask questions about the RFP and the process. Proposals are due by 11 am on March 31, 2017. The proposal review team will be appointed later in this meeting. The contract for the One-Stop Operator must also be in place by July 1, 2017. Ms. Rodriguez reported that Cumberland County now has two certified Career Pathways. The Nursing and Allied Health Care Career Pathway, a collaboration of the Cumberland County, Lumber River, and Regional Partnership WDBs, was certified at the NCWorks Commission meeting on February 8, 2017. The pathway was the culmination of coordinated efforts between diverse stakeholder representatives from industry employers, education, community partners, and government/workforce development agencies to meet the increasing demand for health careers by enhancing existing programs and developing new strategies that capitalize on leveraged resources. Ms. Rodriguez thanked Jim Lott, former WDB Director, Scott Panagrosso, Career Pathways Facilitator, and the regional partners. Ms. Rodriguez is excited about the potential for this new pathway to provide a roadmap for students and adults; plans include an outreach initiative with a goal of developing a regional brochure that is comprehensive of the regional health care programs available. The state has approved funds in the amount of \$295,000 for the county’s first certified career pathway, Collision Repair and Refinishing Technology (CRRT) estimator program; they are in the process of hiring an instructor

and hope to start a class in the spring session. Ms. Rodriguez has requested additional funds (\$50,000) in order to purchase laptops and wrecked vehicles needed for the course, which may be taught off site from Collision U. She spoke with Dr. Dion Clark yesterday who reported that the grant will be extended through June 2018; we hope to receive an answer about the additional funds by the end of the month. Cumberland County is exploring an opportunity to contract with NC State University's Industry Expansion Solutions (IES) and College of Design to develop conceptual ideas for customer flow and building design. IES will evaluate processes for the best customer flow and provide recommendations in order for graduate students of the College of Design to develop multiple facility design options. While Cumberland County will benefit locally, the plan is for the Career Center to be the model for a statewide platform. Mr. Mitchell reported that the building landlord is aware, involved, and participating along with John Lowery, DWS Regional Operations Director, and representatives from ResCare; he assured the Board that the right players are at the table. In follow up to the Section 3 inquiry posed at the last WDB meeting, the Integrated Services Delivery Leadership team met with Sylvia McLean and Dee Taylor from Cumberland County Community Development. There was an exchange of program information and ideas; Mr. Thompson and Ms. Lorria Troy shared their contact information to facilitate communication between the agencies and a referral exchange for citizens and businesses. The goal is for job seekers and employers to know about the services and resources available through the Career Center for the partner agencies like CCDC to refer individuals and businesses to the Center whenever possible. Ms. Rodriguez shared that the state will conduct program and fiscal monitoring reviews next week; the visit will provide an opportunity for growth and an exchange of best practices.

X. Items of Business –

Old Business

- A. ***Update on Memorandum of Understanding (MOU) with Partner Agencies*** (Business & Finance Sub-Committee)- Provided during Director's Report above.

- B. ***Update on Request for Proposals (RFP) for One-Stop Operator*** (Planning & Evaluation Sub-Committee)- Section 121(d)(2)(A) of WIOA requires local Workforce Development Boards to competitively procure and implement a One-Stop Operator for One-Stop Career Centers (known as NCWorks Career Centers in North Carolina) by July 1, 2017. The responsibilities of the One-Stop Operator include the overall management of the One-Stop Career Center, coordination of partners, and service delivery. The process for procuring and selecting a One-Stop Operator must take into consideration any potential conflicts of interest and ensure that proper internal controls and firewalls are in place so that the role of the selected Operator does not conflict with any alternate roles in which they may otherwise function as part of the workforce development system (e.g. service providers). At the WDB meeting on January 11, 2017, the Board approved Board support staff to proceed with the development and release of the Request for Proposal (RFP) for a One-Stop Operator for the Cumberland County NCWorks Career Center (located at 414 Ray Ave, Fayetteville, NC 28301). Mr. Richard Everett explained that the Planning and Evaluation Sub-Committee will lead the RFP review team, which will be responsible for evaluating the submitted proposals (due by 11 am on Friday, March 31, 2017) and making a recommendation for selection to the WDB. The review team is open to all Board members; Ms. Rodriguez will serve as staff support and not be a voting member of the review team. April 5-7, 2017 have been reserved for review/discussion and April 10-12, 2017 for proposer presentations. Members of the review team will independently score the proposals prior to

meeting as a group. The recommendation for selection will be presented to the WDB at the May 10, 2017 meeting, and upon WDB approval, submitted as a recommendation to Board of Commissioners. Ms. Cross made a motion to approve the Planning & Evaluation Sub-Committee to lead the review team for the proposals received in response to the Request for Proposal (RFP) for a One-Stop Operator for the Cumberland County NCWorks Career Center with the following volunteers: Richard Everett, Isabella Effen, Carl Manning, Joy Miller, and Jody Risacher (Crystal Bennett volunteered as an alternate, pending location); the motion was seconded by Ms. Johnson.

- C. ***Board Strategic Planning Session*** (Planning & Evaluation Sub-Committee)- In an effort to facilitate next steps for the Board's strategic planning, Bob Knight, nationally renowned professional of Workforce Development, will facilitate a strategic planning session on Wednesday, April 5, 2017 at the Cumberland County NCWorks Career Center (414 Ray Ave, Fayetteville). Mr. Knight will provide the Board with an overview of WIOA and an outlook on the future of the Workforce Development system, and then lead the Board through an exchange of ideas that will ultimately be the basis of the Board's strategic plan objectives for the next two to three years. Mr. McCune asked members to read the information included in the notebook about the Board's responsibilities and potential topics for discussion. WIOA is not just about programs, but the workforce system as a whole; the Board should be the convener of partnerships and collaborations that work together toward achieving the vision of a strengthened workforce. Mr. Knight, Director of Workforce Policy and Government Relations for ResCare Workforce Services, was the President of NAPIC (National Association of Private Industry Councils; now NAWB, the National Association of Workforce Boards) for 22 years. Mr. Mitchell said that Mr. Knight is a regular speaker at state, regionals, and national workforce development conferences and is poised to offer a projection of what is on the horizon. His expertise will serve to provide an informed overview and facilitation of the strategic planning process. Mr. Mitchell said the session will be a great opportunity for us to capture vital information as we benefit from the guidance of a national leader of the workforce development system.

New Business

- A. ***Revised Policies*** (Planning and Evaluation Sub-Committee)- Ms. Rodriguez explained that as the governing body of the WIOA program, the Board is responsible for approving policies. Five revised and/or new policies were included in the notebooks for their review: Policy #1: Update of Workforce Development Board Policies (revised to include the line "Policies will be updated accordingly to reflect applicable changes based on federal, state, and local guidance. All policies will be reviewed on an annual basis."); Policy #18: Youth Services Policy (revised to include guidance on the definition of "youth requiring additional assistance," youth eligibility, and program elements); Policy #22: Dual Enrollment (revised to reflect changes for the point of enrollment in NCWorks Online); Policy #24: Customer Self-Attestation (new policy that establishes guidance on the use of self-attestation to document eligibility for WIOA enrollment); and Policy #25: Electronic File Storage and Protecting Personally Identifiable Information (PII; new policy that establishes guidance on the use of electronic file storage, protecting PII, and retrieval of workforce and other federal funds, participant, program, and

financial documents). The information was for distribution only at this meeting; approval action is required at the next meeting.

- B. ***Results of Internal Monitoring Review*** (Planning and Evaluation Sub-Committee)- Ms. Rodriguez introduced Denise Day, independent workforce development consultant, who performed the required annual internal monitoring review on behalf of Board support. Ms. Day has over 25 years of experience implementing federally funded initiatives (CETA, JTPA, Welfare-to-Work, and WIA) and served as Director for two multi-county local areas. She served on the board of directors for the North Carolina Employment and Training Association (NCETA) and National Association of Workforce Development Professionals (NAWDP), provided training to workforce professionals at various state, regional, and national workforce development conferences, and has worked with workforce professionals across the country with a primary focus of program development and oversight. Ms. Day explained that she conducted the internal monitoring and desktop review on January 24-27, 2017 to evaluate the activities in the region. The purpose of the review was to ensure that the systems in place are compliant with WIOA law and applicable regulations and guidelines. Ms. Day reported that as a result of the monitoring visit, she found no significant deficiencies with WDB or service provider compliance. Ms. Day applauded the transparency of the program while ensuring compliance with all rules and regulations. She found the experience enjoyable and commended staff for their assistance and for providing all of the requested information in a timely fashion. Ms. Day provided additional details regarding the purpose of the review: (1) to ensure WDB and service provider contractors have systems in place to be compliant with WIOA and regulations; (2) as a self-assessment/status check; and (3) in preparation for the annual DWS monitoring review. While no significant deficiencies about compliance were identified, Ms. Day did provide several recommendations. Recommendations for the WDB: (1) create a monitoring schedule to include regular desk reviews, monitoring of OJT and Work Experience contracts/agreements, and annual internal review; (2) closely monitor performance to ensure the WDB meets the new standards (failed two youth performance measures; 80% of goal under WIA; now 90% under WIOA. Local areas across the state had difficulty meeting youth performance measures, especially for literacy/numeracy which has changed under WIOA); (3) create a sampling policy for reviewing customer self-attestation (refer to new Policy 24: Customer Self-Attestation); (4) begin scanning all participant records into NCWorks Online to transition completely from paper to electronic files in accordance with DWS Policy Statement 10-2014 (refer to new Policy 25: Electronic File Storage and Protecting Personally Identifiable Information. Recommendations for contractors: (1) Adult/Dislocated Workers: Ensure that an IEP (Individual Employment Plan) is completed for all participants, including those in the TET/Work Experience program; (2) Youth: Utilize DWS Policy Statement 11-2015 when determining if youth “need additional assistance,” ensuring that proper verification is in the participant file (refer to revised Policy #18: Youth Services). The review served to shore up weaknesses and improve systems. Ms. Day also suggested considering whether the current staff size is sufficient to provide the required policy development, oversight, and technical assistance (for contractor service providers and the One Stop Operator) going forward. She provided staffing information for local areas with similar budget allocations for further discussion/consideration.

- C. **Discussion on Board Chair succession** (Marketing/Bylaws/Nominations Sub-Committee)- In an effort to maintain compliance with local Board requirements under WIOA, Board members (especially those with upcoming term expirations) were encouraged to reach out to local business (private sector) representatives and refer them to apply to be a member of the Cumberland County Workforce Development Board (applications can be submitted electronically through http://co.cumberland.nc.us/commissioners/board_application.aspx). With Mr. McCune's term expiring in October 2017, the Board must consider appointing a new Chair, which must be a private sector representative. According to communication from the state, non-profit agencies are not considered private entities. Ms. Gibson pointed out that they need to update the bylaws to reflect changes in Board composition.
- D. **Annual Recognition Banquet** (Marketing/Bylaws/Nominations Sub-Committee)- In conjunction with the July WDB meeting, the Board will host its third annual Recognition Luncheon, an event to honor outstanding participants (for the categories of Younger Youth, Young Adult, Adult, and Dislocated Worker), partners, and businesses associated with the Cumberland County NCWorks Career Center. The Marketing/Bylaws/Nominations Sub-Committee will take the lead on reviewing nominations submitted by service contractors and partners. Selections will be based on the criteria used by the state for the Governor's NCWorks Awards of Distinction, which are recognized at the annual NCWorks Partnership Conference in October. The locally-selected nominations will be submitted to the NCWorks Training Center for statewide consideration, Ms. Gibson made a motion for the Marketing/Bylaws/Nominations Sub-Committee to lead the review team for the nominations submitted for the annual WDB Recognition Luncheon and Governor's NCWorks Awards of Distinction; the motion was seconded by Mr. Everett. Board members were encouraged to notify Peggy Aazam if they are interested in being on the review team.

XI. Focus – In a new feature introduced at this Board meeting, Mr. Thompson and Ms. Lorria Troy jointly presented information regarding the Cumberland County NCWorks Career Center. Mr. Mitchell invited other partners to present as the focus at future Board meetings. A summary report was shared to inform and demonstrate the array of services and resources available within the NCWorks Career Center. Mr. Thompson referenced Career One Stop (www.careeronestop.org), an internet source sponsored by the U.S. Department of Labor, which provides useful information about American Job Centers, of which the Cumberland County NCWorks Career Center is a part. The vision of the One-Stop is to provide a full range of assistance to job seekers and businesses under one roof. Under the Workforce Innovation and Opportunity Act, One-Stops are measured by their effectiveness, accessibility, and continuous improvement as it relates to their ability to achieve negotiated performance levels, integrate available services, and meet the workforce development and employment needs of local job seekers and employers. One-Stop Centers offer training referrals, career counseling, job listings, and other employment-related services. Customers can visit a center in person or connect to the information online (via www.NCWorks.gov for North Carolina residents). The Center offers specialized services for various populations, including Veterans, former offenders, youth, individuals with disabilities, and any individual who may experience challenges with obtaining or retaining employment. The mission of the Cumberland County NCWorks Career Center is to provide an integrated system of training, retraining, and employment for job seekers and employers of Cumberland County to build a globally competitive workforce, and positively influence the economic development of the region. The goal is to increase employment and training opportunities for the County's citizens, as well as enhance their

productivity and competitiveness in the workplace. The Center continues to work on coordinating, consolidating, and improving the services and resources available through community partners to make the workforce development system more effective, efficient, and user-friendly to job seekers and businesses alike. The core programs and titles reauthorized under WIOA are the Adult, Dislocated Worker, and Youth formula programs (Title I); Adult Education and Literacy (Title II); Wagner-Peyser Act of 1933 (Title III); and Rehabilitation Act of 1973 (Title IV). In addition to these core programs, other required partners required to provide access through the One-Stop include Career and Technical Education, Job Corps, Veteran Programs, and Temporary Assistance for Needy Families. Many of these required partners, as well as recommended community partners, are already providing services as part of the one-stop delivery system and are incorporated in the Memorandum of Understanding currently being developed. Mr. Mitchell referenced the Human Resource Development (HRD) program conducted at the Career Center by an FTCC instructor. The Board was reminded that the NCWorks Career Center offers “more than what meets the eye,” but as Board members, they are responsible for improving access to and the effectiveness of one stop and program services.

Ms. Nore Brantley provided an update on the Work Ready Community (WRC) initiative, which is a community-based framework for workforce and economic development that certifies counties as “work ready” when established goals have been met. In order to be certified as an NCWorks Work Ready County, a community must meet criteria including: progress in the high school graduation rate toward the goal of 94%; high employer and business support (Cumberland County’s required goal for employer support is 158 employer commitments, of which at least ten must be from the Top 25 ranked employers in Cumberland County, as reported by the NC Department of Commerce, Labor & Economic Analysis Division); and an increase in the number of individuals that have earned a Career Readiness Credential (CRC; the portable credential, which consists of WorkKeys assessments designed by ACT, Inc., promotes career development and skill attainment for the individual and confirms to employers that an individual possesses basic workforce skills in reading for information, applied math, and locating information; Ms. Brantley equates the CRC to an SAT or ACT for employers, an indicator that an individual is “work ready”). The Work Ready Community committee developed outreach materials that provide background information on the CRC and a common message about the purpose of the initiative. By registering their support, businesses agree to recognize the National CRC (i.e. know what it is and what it means) and/or recommend the NCRC for applicants and/or existing employees. The WRC committee is continuing outreach efforts to business in the community who have not yet registered. Cumberland County is currently at about 26% of the goal of 158 employer commitments; the committee would like to be at least at 50% by the end of March. Ms. Brantley requested that “each one, reach one” and tap into businesses they frequent or know well. She has been speaking at the Cumberland County High School Academies (e.g. Fire Academy and Academy of Math and Science at E.E. Smith; Academy of Engineering Technologies and Academy of Health Sciences at Westover; Academy of Information Technology at Pine Forest, etc.) and is scheduled to attend various upcoming events and meetings to include the Hope Mills Chamber of Commerce and Kiwanis Club. After speaking with Spring Lake Mayor, Chris Rey, Ms. Brantley hopes for additional opportunities to meet with businesses located in Spring Lake about the WRC initiative. Ms. Ima Samuels inquired about whether there is a method for tracking the feedback of businesses who are registered, such as whether they are really choosing credentialed candidates over non-credentialed candidates and the benefits of hiring a credentialed candidate compared to a non-credentialed candidate. The initiative does not have such capabilities at this time, which would require a lot of participation from employers, but perhaps tracking measures will be developed down the road. Additional information about the Work Ready Community initiative is available at <http://workreadycommunities.org/NC/051>.

XII. Next Board meeting- The WDB Strategic Planning Session is scheduled for Wednesday, April 5, 2017 at the Cumberland County NCWorks Career Center at 414 Ray Ave in Fayetteville. The next meeting of the Workforce Development Board is scheduled for at 11 am on Wednesday, May 10, 2017, in the FTCC Administration Building, room 170,

XIII. Adjournment- Mr. McCune adjourned the meeting at 2:01 pm.

Respectfully Submitted By:

Peggy Aazam, Executive Assistant

David McCune, Board Chair