

CUMBERLAND COUNTY WORKFORCE DEVELOPMENT BOARD

April 13, 2016 – 11:03 AM to 1:30 PM

FAYETTEVILLE TECHNICAL COMMUNITY COLLEGE

Thomas R. McLean Administration Building – Conference Room # 170

Members Present:

Mr. David McCune
MG Rodney Anderson
Mr. Jesse Brayboy
Mr. Lee Caulder
Mr. Jonathan Charleston
Ms. Charlene Cross
Dr. Dallas Freeman
Ms. Pam Gibson
Ms. Linda Hoppmann
Ms. Cathy Johnson
Mr. John Jones
Mr. Jenson McFadden
Mr. Carl Mitchell
Ms. Ellen Morales
Mr. Randall Newcomer
Ms. Jody Risacher
Mr. Charles Royal
Ms. Dina Simcox
Ms. Esther Thompson
Mr. Josephus Thompson

Guests Present:

Ms. Crystal Bennett
Ms. Crystal Black
Ms. Nore Brantley
Mr. Tracy Jackson
Ms. Frieda Lockamy
Mr. John Lowery
Ms. Susan Mason
Mr. Scott Panagrosso
Mayor Chris Rey
Ms. Theresa Reynolds
Ms. Lorria Troy
Ms. Taneka Williams

Staff Present:

Mr. Jim Lott
Ms. Nedra Rodriguez
Ms. Peggy Aazam

Members Absent:

Mr. Richard Everett
Mr. Chad Kormanek
Mr. Jonathan Warren
Ms. Cynthia Wilson

Items within this meeting subject to Approval Action:

PY2016 Local Area and Regional Plan: Approved summary of PY2016 Local Area and Regional Plan for submission to state.

Recognition Banquet and Selection of Award Recipients: Approved plans to proceed with second annual Recognition Banquet and acknowledgement of all nominations submitted for consideration.

Sub-Committee Meetings (Called to order at 11:03 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, Accountant II, provided an update regarding the financial position of the Center as of April 12, 2016. Fiscal Year (FY) 2016 Workforce Innovation and Opportunity Act (WIOA) funds, along with the remaining FY2015 Workforce Innovation Act (WIA) funds, provide for a total

of over \$3.4 million for FY2016. The expenditures (through March 2016 for Youth and February 2016 for Adult/DW) and accrued/obligated funds included in the report for Adult, Dislocated Worker, and Youth Services includes the current contracts for the programs. An unobligated balance of over \$940,000 remains in funds after taking into account expenses and known accrued/obligated/reserved funds. Mr. Jim Lott, Director, introduced the request to give FTCC's Collision University \$200,000 over a two year period for computers/laptops and equipment such as mobile estimating stations. The request is included in the annual plan, which will be discussed later in the meeting. Mr. Lott explained that under WIOA, workforce areas are allowed to sponsor classroom training for high demand occupations when the majority of the class is WIOA-eligible and if that is the only program available, as is the case for Collision University. Mr. Lott presented a career pathways workshop on Collision University at the NC Employment and Training Association (NCETA) conference with Pam Gibson and Paul Gage; they reported that the members of the first graduation class were offered an average of five job offers on draft day with salaries ranging from \$45,000-100,000/year. The Business and Finance Sub-Committee accepted the financial report as information only.

- **Youth**- Ms. Charlene Cross, Chair of the Youth Sub-Committee, presented two items of information:
 - **Youth Sub-Committee Report** – Ms. Cross provided a brief update on the Youth Sub-Committee, which met on Monday, April 11, 2016. Ms. Nore Brantley, Career Development Coordinator for Cumberland County Schools, gave a brief presentation regarding the Youth Program redesign. At the last Youth Sub-Committee meeting, members expressed concern regarding the gap in services to In-School youth due to the change in program focus to Out-of-School youth. Ms. Brantley provided details about “Career Cruise In,” a summer program specifically aimed at providing In-School youth participants with work-ready certification and the soft skills necessary for success in the workplace. Additional details regarding the program will be shared during the Focus portion of today’s meeting. NCWorks Career Center staff will have an opportunity to attend a training session with Rick Record, who is a respected, frequent speaker at workforce development-related conferences, on understanding the ABCs of WIOA Common Measures for Youth and Adult/Dislocated Worker Programs. The group training sessions will take place at the Career Center on Friday, April 15, 2016, and help Youth and Adult/DW Program staff, Program Managers, and Supervisors to better understand the changes to performance measures under WIOA and how to implement effective processes that will improve quality outcomes. Mr. Lott provided a brief orientation on the role and responsibilities of the Youth Sub-Committee. He thanked the members for their continued support and commitment to the sub-committee and their role in overseeing the WIOA Youth Program. Members were encouraged to ask the tough questions in their roles in representing the community, and were urged to think about networking and partnering opportunities beyond WIOA in an effort to better serve our participants. The next Youth Sub-Committee meeting is scheduled for noon on Friday, June 3, 2016 at the Career Center. The Youth Sub-Committee accepted the update as information only.
 - **Update on Contract for WIOA Youth Program** – Ms. Brantley provided an update on the WIOA Youth Program as of April 11, 2016. There are currently 254 total youth participants, including those in follow up status; 50 participants have

enrolled since July 1, 2015, with record enrollments in February and March of 9 participants in each month. Updates for year-round paid internships/work experience opportunities for Out-of-School (OSY) youth participants include: two participants hired by Cape Fear Valley after completing internships in Food Service and Admin; participant hired after completing an internship at TJ Maxx; participant hired after completing internship at Sophia B. Pierce & Associates; two participants working at new worksites, Hope Mills Senior Center and 1st Impressions Florist. Staff continue to participate in professional development, community service, and outreach events throughout the community and region, including: Education Workshop for participants (February 6th); Trade Careers presentation to students at A.B. Wilkins High School (February 8th); Work Ready Community Steering Committee meetings (February 18th and March 24th); Adopt a Street event (February 20th); Youth Services Program Presentation at DSS (February 25th); Youth Summit Planning meeting (February 26th); Soft Skills Presentation for Youth Services Interns (March 3rd); Financial Literacy Workshop for Participants (March 5th); the Southeastern Employment & Training Association (SETA) Spring Conference (March 6-9th); Tilting at Windmills Disability Awareness and Sensitivity Training (March 17th); Chamber Gala (March 18th); March to Work Job Fair (March 12rd); visits to Westover and A.B. Wilkins High Schools (March 30th); the NC Youth Summit (April 1-2). The Youth contract was amended on March 14, 2016, with the contract amount increased by \$75,000, from \$777,088 to \$852,088. As of March 31, 2016, 73% of the amended FY2016 contract (which covers April 1, 2015-June 30, 2016) has been spent and/or accrued. With the focus of the Workforce Innovation and Opportunity Act (WIOA) on Out-of-School youth (OSY), aged 16-24, 58% of funds have been spent on OSY through March 31st. Mr. Carl Mitchell congratulated Ms. Brantley on the terrific job she did presenting at the SETA conference; he reported that her workshop on transitioning to an Out-of-School youth program was well-attended and received great reviews. The Youth Sub-Committee accepted the update as information only.

- **Planning and Evaluation**- Mr. McCune presented two items of information:
 - **Update on Contract for WIOA Adult & Dislocated Worker Program** - Ms. Lorria Troy, Project Director for ResCare Workforce Services, provided an update on the WIOA Adult & Dislocated Worker Program. The report included updated year-to-date contract measures for the categories of Customers Enrolled in Basic Career Services, Customers Placed in Unsubsidized Employment, Customers Receiving a Training Service, Customers Enrolled in Intensive Service, and New Customers Enrolled in Occupational Training; the performance goals for these measures were increased due to receiving an additional \$300,000 in funding. Ms. Troy acknowledged the hard work of ResCare staff, in conjunction with Career Center staff. Program highlights included updated enrollment of 140 transitioning military into the OSHA 30 & Lean Six Sigma, CATV & Fiber Optics Training in partnership with Charlene Callahan with the FTCC Transition Tech program (new classes have been developed and three courses will begin in June), a Dayco Rapid Response event on March 9, 2016 (the Dayco closure has been postponed for 6-9 months, but Career Center staff continue to work with those who will be affected), and seven successful completions of the Veterans Flooring Group training session on March 7, 2016 (they will wait to see retention results before proceeding with another class). The report included participant triumphs and placements which demonstrated the determination of the Center's participants. The Business Services Coordinator has participated in various employer outreach and professional

development activities, including a meeting to discuss plans to enroll four individuals in the Fayetteville Police Department Cadet Academy (training to begin by June; individuals will provide security for downtown), and he has initiated or secured several On-the-Job Training (nine flooring installer positions with Veterans Flooring Group) and Transitional Employment Training (a front desk associate with Elite Guard and six flooring installer positions with Veterans Flooring Group) contracts. On-the-Job contracts have been successfully completed with Operations Services Inc. (Director of Business Development, \$42/hour) and Taylor Express (two truck drivers, \$32,760 annually). Ms. Cross asked how they marketed recruitment efforts for the Veterans Flooring Group; a job order was entered in NCWorks Online and Career Center staff met with the company, along with other partners (including Mr. McCune, representatives of FTCC, and Victor Glover, Branch Manager of the Fort Bragg DWS office). Mr. Jonathan Charleston inquired about the status of the Request for Proposals, which were discussed at the last meeting. Mr. Lott explained that the RFP will be released within the next month for new contracts to begin July 1, 2016; the current contracts have been extended for three months (through September 30, 2016) in order to ease any potential transition. Mr. Charleston noted that new contractors usually assume the current staff, and he warned that they don't want to duplicate efforts and unnecessarily spend funds. Mr. Lott acknowledged that the contractors did hire the existing staff two years ago and the RFP will request that the proposers consider interviewing/hiring existing program staff, but it is not a guarantee. The Planning & Evaluation Sub-Committee accepted the update as information only.

- **PY2016 Local Area and Regional Plan** – Mr. Lott provided a summary of the PY2016 Local Area and Regional Plan, which is due to the state by May 9th. The plan is not just about what we plan to do, but it includes operational questions such as how we are organized, the membership and activities of the Board, how we will meet performance measures, as well as the procedures that we follow to ensure fiscal integrity. Local allocations for next year have not been released, but Mr. Lott anticipates that we will receive about the same amount of funds we have this year. Based on this, the plan will include a 10% increase on Adult and Dislocated Worker participant services and increased emphasis on year-round activities for the youth program, with a focus on additional work-based learning activities, the attainment of additional education and credentials, and assisting youth who face barriers to education and employment make progress on their path to a career. The Career Center will continue to follow the Integrated Services Delivery model and goals will be increased by 10% in every major category (e.g. customers enrolled in basic career services, placement in unsubsidized employment, intensive services, and new customers enrolled in occupational training). Emphasis will be placed on the Transition Tech Program with FTCC, and options will be explored to provide class-size training funds for the Collision Repair and Refinishing Technology Program. In order to increase our interactions and services with the business community, Mr. Lott reported that they will explore the potential of creating a new Business Services Representative (BSR) position which will focus on industry sectors and high-demand occupations; he explained that most Boards have their own BSR but currently ResCare serves in that role in Cumberland County. The WDB will engage in strategic planning this summer and may revise the committee structure in order to correspond with the new goals and objectives. The Regional Plan was developed in conjunction with the Lumber River (Bladen, Hoke, Richmond, Robeson, and Scotland Counties) and Triangle South (Chatham, Harnett, Lee, and Sampson Counties) Workforce Areas, and it focuses on

coordinating Business Service activities, providing several joint youth activities, and coordinating job fairs. Mr. Lott explained that the plan will evolve throughout the year to be consistent with the final WIOA regulations, but he will keep the Board informed of any changes. Due to the Planning and Evaluation Sub-Committee not having a quorum, the vote to approve the PY2016 Local Area and Regional Plan was tabled until the full Board meeting.

- **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. Josephus Thompson referred to the Labor Market Overview provided by the Labor & Economic Analysis Division (LEAD) of the NC Department of Commerce for March and April 2016. Mr. Thompson acknowledged that the reports foreshadow what is to come and emphasizes the trend in pathways. The reports are indicative of what jobs are available for the general population, as well as who we are serving under WIOA and at the Career Center. Due to contract work, there continues to be a lot of hiring on Fort Bragg. A copy of the initial summary of the 2016 Employer Needs Survey was included in the notebook. The report focused on the manufacturing, construction, healthcare, and STEM industries, and though the report's findings were of no surprise, it did compare the results to those of the 2014 survey. While hiring remains strong, hiring difficulties still exist and there is an increase in soft skills difficulty. Mr. Lott reported that the final report is still to come; he encouraged Board members to consider how the statewide survey affects Cumberland County. Ms. Johnson said the report was on target and urged everyone to take the time to look at it. The Labor Market Information Sub-Committee accepted the data as information only.
- **Program Activities and Community Relations**- Mr. John Jones, Chair of the Program Activities and Community Relations Sub-Committee, presented two items of information:
 - **Recap of Workforce Development Conferences** – The Southeastern Employment and Training Association (SETA) conference took place in Myrtle Beach, SC, March 6-9, 2016; Mr. Lott, Mr. McCune, Ms. Cross, Ms. Johnson, Ms. Hoppmann, Mr. Mitchell, Ms. Brantley, and Peggy Aazam attended. Mr. Lott attended a workshop presented by Rick Record regarding the new performance measures. Mr. Record will provide training to staff at the Career Center on Friday, April 15, 2016 on the changes to the performance measures, which may also affect program design. Several SETA workshops emphasized revitalizing local boards and committees, while others focused on items highlighted in WIOA, such as increasing partnerships and enriching participants' skills and credential levels in order to ultimately lead to job placement. Mr. Mitchell praised Ms. Brantley's standing-room only presentation on transitioning to an OSY program in Cumberland County. Mr. McCune and Ms. Rodriguez attended the National Association of Workforce Boards (NAWB) conference in Washington, DC, March 12-15, 2016. The WIOA regulations are expected sometime in June, so attendees were urged to review what is already known about the new law and anticipate moving forward. Technology was a hot topic at the conference; cell phones help make the distribution of and access to information equal for everyone. Mr. McCune reported that manufacturing may be coming back to the US because of robotics, so there will be no need to ship natural resources to China, but it will look a lot different this time around. He vowed to take more people to the conference

next year since learning about what is going on at the national level offers a lot of perspective. Ms. Rodriguez added that the NAWB conference helps to anticipate what will happen in the future and what we may want to focus on in our community (e.g. STEM); it has a broad range of information and is a great conference for Board members and Directors. The 10th annual NC Youth Summit was held in Cary, NC, April 1-2, 2016. Ms. Cross attended with several Youth Program staff members and youth participants. Over 400 youth from around North Carolina attended the event which included tours of higher education facilities. Keynote speaker Kwain Bryant's message of "Think Big about the Future, Act Bigger, Live Better," including how young adults' decisions affect behavior and motivating them to make leaders of themselves and others, kept the youth engaged. As speaker of the closing session, Fred Baker (also a Cumberland County Youth Sub-Committee member) asked the youth attendees about their takeaways from the event. The most memorable lesson for them was Mr. Bryan's question about "What's sexy?" and asking them to take a look into their refrigerator- do they see a fridge full of food or just a white light? This prompted the youth to consider what they want out of life for themselves in order to be successful. Ms. Cross added that while Cumberland County youth are always well-behaved, she was disappointed about the number of overflow hotels. She requested that the coordinators of the event look into holding the event in a location that can accommodate them all; being in different hotels took away from the networking and they missed out on some of the workshops due to time spent in transport. Ms. Cross passed around the certificate of recognition presented to Cumberland County for their support and partnership of the NC Youth Summit over the last decade. The NC Employment and Training Association (NCETA) conference took place in Greensboro, NC, April 6-8, 2016. Mr. Lott, Ms. Cross, and Mr. Thompson were among over 200 attendees. The theme of NCETA was "Framing the Future" and the major focus of the conference was career pathways. Only one career pathway has been certified by the state, but Mr. Lott shared that Collision University is in good shape to be certified for Cumberland County. Additional topics of the NCETA conference were the re-emphasis on WIOA partnerships, the transition from ISY to OSY, and how to get the most out of work-based learning opportunities, including Pre- and Registered Apprenticeships, internships, and job shadowing, which can help enlighten and educate the community on career options often disregarded or not even considered. In regard to the SETA conference, Ms. Hoppmann added that she found a workshop on conflict management especially useful and the closing speaker, Earl Suttles' session "Enjoying Excellence" was uplifting. She also applauded Ms. Brantley's workshop as being one of the best at the conference; she reported that it was very unique and engaging. Ms. Brantley will provide more information about the changes in the youth program design as part of the focus of today's meeting. The Program Activities and Community Relations Sub-Committee accepted the update as information only.

- **Partnership with Fayetteville Urban Ministry's Adult Literacy Program** – Ms. Frieda Lockamy, Adult Literacy Program (ALP) Coordinator with Fayetteville Urban Ministry (FUM), provided a brief summary of the coordination between Workforce Development and Fayetteville Urban Ministry to submit an application to the North Carolina Community Colleges System for continued funding under Title II of WIOA (Adult Education and Family Literacy Act [AEFLA]). As part of the local plan, FUM pledges to continue strengthening their partnership with the Career Center, FTCC, other area colleges, and employers under the provision of integrated services to provide seamless service strategies to

the shared population in order to meet the WIOA goals for educated, trained, and overall well-rounded employees. The strategies include: delivering ongoing training to all Career Center staff regarding the Adult Literacy Program's services; providing an ALP representative for regular on-site program intakes/assessments for shared customers; assisting in the development and implementation of a joint referral/recruitment process to enroll individuals in our programs; supporting and reinforcing the provision of comprehensive career guidance and counseling provided through the Career Center for all reciprocated customers; and formalizing the strategies listed via a local Memorandum of Understanding. The Program Activities and Community Relations Sub-Committee accepted the report as information only.

- **Marketing/Bylaws/Nominations-** Ms. Pam Gibson, presented two items of information:
 - **Recognition Banquet and Selection of Award Recipients-** The Cumberland County Workforce Development Board's second annual recognition luncheon is scheduled for Wednesday, June 8, 2016 at 12 noon at the Holiday Inn I-95 South (1944 Cedar Creek Road, Fayetteville, NC 28312). The purpose of the event is to honor outstanding participants, partners, and employers of the Workforce Development Center. Members of the Marketing/Bylaws/Nominations Sub-Committee reviewed nominations submitted by the service contractors, ResCare Workforce Services and Cumberland County Schools, and made selections based on the criteria that the state uses each year for the Governor's NCWorks Awards of Distinction which are recognized at the annual NCWorks Partnership Conference in October. After careful review of the nominations, it was decided that all individuals who were nominated will be recognized at the luncheon on June 8, 2016. Upon consent of the individuals/organizations affected and the Board's approval, selected recommendations will be submitted to the NCWorks Training Center for statewide consideration of the Governor's NCWorks Awards of Distinction: Outstanding Workforce Development Younger Youth- Jonica Banks (submitted by Robert Lock, Cumberland County Schools); Outstanding Workforce Development Young Adult- Tiffany Murphy (submitted by Sonya Thompson, Cumberland County Schools); Outstanding Workforce Development Adult-Michael Weatherly (submitted by Dayna Graham, ResCare Workforce Services); Outstanding Workforce Development Employer- Veterans Flooring Group (submitted by Eldon Meacham, ResCare Workforce Services); Outstanding Workforce Development Innovative Partnership- Transition Tech (submitted by Jean Burton, ResCare Workforce Services). Due to the Marketing/Bylaws/Nominations Sub-Committee not having a quorum, the vote to approve plans to proceed with the second annual Recognition Banquet and acknowledgement of all nominations submitted for consideration was tabled until the full Board meeting.
 - **Website-** Mr. Lott provided an update on the status of the WDB-initiated request for a stand-alone website, which originated while FTCC was the WDB's administrator and was intended to provide job seekers and businesses with a more accessible and user friendly website. Due to the many changes that have affected the Workforce Development system (to include the contracting of programs, integrated service delivery, and WIOA), progress on the development of a new website was delayed as we waited for guidance, and as is still the case of the final WIOA regulations, information to be released. Since returning under the administration of Cumberland County government, the initial reasoning for a separate, stand-alone website has been revisited and it was determined that it may

no longer be necessary. Since the launch of NCWorks Online in July of 2014, all job seekers and employers have a common, statewide system to access information and the services available to them in their community. Nearly all of the information on the current WDB website directed toward job seekers and employers can now be accessed through www.ncworks.gov. Although we may no longer be pursuing the development of a website with the focus of recruiting and informing job seekers and employers (who will be directed to NCWorks Online), Mr. Lott explained that the current WDB website, which is accessible through the Cumberland County website (<http://co.cumberland.nc.us/workforce/default.aspx>), will be updated and redesigned to incorporate the state's branding guidelines. He asked for members to share any ideas or suggestions on what they would like to have available on the website. Ms. Rodriguez provided an update on the status of the new signs with the state's branding. They have already removed the old signs and power washed the building; King Signs will be replacing the marquee upon the state's approval. The Marketing/Bylaws/Nominations Sub-Committee accepted the update as information only.

OFFICIAL MEETING

I. Call to Order - The April 13, 2016 meeting of the Workforce Development Board was called to order by the Board Chair, Mr. David McCune, at 12:30 PM.

II. Recognition of Guests – Mr. McCune welcomed and thanked the guests in attendance.

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. Ms. Pam Gibson and Mr. Carl Mitchell recused themselves from voting on the PY2016 Local Area and Regional Plan due to a potential conflict of interest in regard to the proposal to provide class-size training with FTCC.

IV. Approval of Minutes - Mr. McCune asked the members to review the minutes from the February 24, 2016 WDB meeting. Mr. John Jones made a motion to approve the minutes as read; the motion was seconded by Ms. Esther Thompson and passed unanimously. The approved minutes will be posted on the Workforce Development Board website at the conclusion of the Board meeting. Mr. McCune reminded new members to specify which sub-committee they preferred to serve on.

V. 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 review.

- *Business and Finance* – Ms. Linda Hoppmann, Chair of the Business and Finance Sub-Committee, 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.
- *Youth* – Ms. Charlene Cross, Chair of the Youth Sub-Committee, presented the following information to the Board:

- Youth Sub-Committee Report- Ms. Cross provided an update on the Youth Sub-Committee. The Board accepted the report as information only.
- Update on Contract for WIOA Youth Program- Ms. Nore Brantley, Career Development Coordinator for Cumberland County Schools, provided an update on the WIOA Youth Program. The Board accepted the report as information only.
- *Planning and Evaluation* – Mr. McCune presented the following information to the Board:
 - Update on Contract for WIOA Adult & Dislocated Worker Program – Ms. Lorria Troy, Project Director for ResCare Workforce Services, provided an update on the WIOA Adult & Dislocated Worker Program to the Planning and Evaluation Sub-Committee. The Board accepted the report as information only.
 - PY2016 Local Area and Regional Plan- Mr. Jim Lott provided a summary of the PY2016 Local Area and Regional Plan to the Planning and Evaluation Sub-Committee. Mr. Jonathan Charleston made a motion to approve the initial plan's submission to the state; the motion was seconded by Mr. John Jones and passed unanimously. Mr. Lott added that the Youth program will focus more on intensive services, including credentials, and will not deal in a number's game; the Youth program will not be held to the same 10% increase in participants as the Adult and Dislocated Worker programs
- *Labor Market Information* – Ms. Cathy Johnson, Chair of the Labor Market Information Sub-Committee, presented the following information to the Board:
 - Review of most recent LMI report – Mr. Josephus Thompson, shared the most recent Labor Market Overview provided by the Labor & Economic Analysis Division (LEAD) of the NC Department of Commerce as well as the initial summary of the 2016 Employer Needs Survey findings. The Board accepted the report as information only.
- *Program Activities and Community Relations* – Mr. John Jones, Chair of the Program Activities and Community Relations Sub-Committee, presented the following information to the Board:
 - Recap of Workforce Development Conferences – Board members and staff who attended recent Workforce Development conferences provided overviews and significant information they gathered from the events. Mr. McCune added more about the NAWB conference, including a description of the high tech communication of the event in which a woman would take pictures from different vantage points of the event and post them live on Twitter. Ms. Rodriguez also added that she now has a different take on Walmart after hearing from Kathleen McLaughlin, President of the Walmart Foundation. Last year, Walmart and the Walmart Foundation surpassed more than \$1 billion in worldwide charitable giving efforts. The mission of the foundation is to create opportunities so people can live better with core areas of focus: opportunity (helping to create economic opportunity for individuals and fostering economic growth, supporting initiatives for the general population, especially women, veterans, and small business owners, to provide training, education, and career pathways for US retail workers), sustainability (enhancing the sustainability of global supply chains in food, apparel, and general merchandise by using methods that include reducing waste,

increasing the sustainability of products, optimizing packaging, raising availability of recyclable materials, and improving energy efficiency), and community (strengthening the resilience and cohesion of local communities and inspiring associates to give back). The Board accepted the report as information only.

- Partnership with Fayetteville Urban Ministry's Adult Literacy Program- Ms. Frieda Lockamy, Adult Literacy Program (ALP) Coordinator with Fayetteville Urban Ministry (FUM), provided a brief summary to the Program Activities and Community Relations Sub-Committee of the coordination between Workforce Development and Fayetteville Urban Ministry to submit an application to the North Carolina Community Colleges System for continued funding under Title II of WIOA (Adult Education and Family Literacy Act [AEFLA]). The Board accepted the report as information only.
- *Marketing/Bylaws/Nominations* – Ms. Esther Thompson presented the following information to the Board:
 - Recognition Banquet and Selection of Award Recipients – Mr. Mitchell made a motion to approve plans to proceed with the second annual Recognition Banquet and acknowledgement of all nominations submitted for consideration; the motion was seconded by Ms. Cross and passed unanimously. Mr. Lott reiterated that while all nominations would be recognized at the luncheon, select submissions would be submitted to the state for consideration of the Governor's NCWorks Awards of Distinction.
 - Website- Mr. Lott provided the Marketing/Bylaws/Nominations Sub-Committee with an update regarding the decision not to proceed with the development of a stand-alone WDB website; instead job seekers and businesses will continue to be directed to NCWorks Online. The Board accepted the update as information only.

VI. Director's Report – Mr. Lott provided an update on various workforce related news. The US Department of Labor, Employment & Training Administration (USDOL-ETA) has announced that the final Workforce Innovation and Opportunity Act (WIOA) regulations will be issued in June 2016. The new law encompasses not only the adult, dislocated worker, and youth programs, but also Wagner-Peyser, Adult Education and Literacy, and Vocational Rehabilitation. The USDOL-ETA received thousands of comments on the proposed regulations relating to definitions, implementation dates, and requirements for integrating services. Additional guidance has been requested regarding the critical definition of a One-Stop Operator and how that is to be chosen, as well as the definition of skills gains in regard to the Youth program. Mr. Lott reported that we will be developing a new Memoranda of Understanding with the WIOA required partners, including the Department of Social Services and the Division of Vocational Rehabilitation. While we already have a good working relationship with both of these agencies, we need to expand our shared services. Mr. Lott referred to the MOA with Adult Education and Family Literacy (Career Center, FTCC, and Fayetteville Urban Ministry) that Ms. Lockamy reported on during the Program Activities and Community Relations Sub-Committee. He reiterated the shared mission to serve youth and adults who have basic skills deficiencies and the plan to cross-train staff from the different agencies while providing office space at the Career Center for representatives from FTCC and Fayetteville Urban Ministry to jointly serve this common population. While the MOAs are operational, Mr. Lott stated that he will keep the Board informed on the progress. Each local Workforce Board is required by December, 2016 to develop a plan of training that leads to a career that provides a livable wage. Mr. Lott said that they will pursue career pathways in automotive and collision repair (locally referred to as Collision University) and the health care sector. He will

initially apply for a \$30,000 planning grant and after the pathway has been approved, an additional \$125,000 will be granted to implement it. Mr. Lott hopes to move beyond Cumberland County toward regional career pathways. He reported that thanks to the hard work of Nore Brantley and the Work-Ready Community Steering Committee, they have submitted an application to the state Chamber of Commerce as part of the process to be certified as a Work-Ready Community. While we have about two years to achieve certification, Mr. Lott expects that we will be able to obtain the required amount of employer commitments (158) and increase the number of Career Readiness Credentials (CRCs) well before then. Ms. Pam Gibson suggested using Google survey for businesses to enter their information. Ms. Brantley explained that steering committee is working on developing an outreach packet to use when recruiting businesses, which will include a form requesting the necessary information to complete a profile on the ACT site, which Ms. Brantley will enter on behalf of the businesses using the information they provide. She added that they want to promote a consistent message and materials (including flyers and videos) when speaking to businesses. The steering committee has a meeting scheduled for the following week to discuss outreach further and she expects they will be ready by June. While only two are officially registered on the ACT website (T.A. Loving Company and First South Bank), Ms. Brantley knows of at least 20 businesses that recognize the CRC but are not registered. In response to Ms. Thompson's question about how they will reach businesses, Ms. Brantley said they plan to work through the Chamber of Commerce and Economic Development and knock on doors; Ms. Cross added that the members of the steering committee (including a Chamber of Commerce representative (MG Rodney Anderson), Economic Development professional (Brandon Plotnick), Elected Official (City Councilman Kirk DeViere), Education representative (Chip Lucas), Community College representative (Dr. Jennifer Brown), Local Workforce Development Board representative (Charlene Cross), an Employer (Linda Hoppmann)) also agreed to reach out to the businesses they already have a relationship with. Ms. Brantley mentioned that they will also request that the members of the WDB register their own businesses and companies.

VII. Focus –

- A. **Board Member Orientation** – In follow up to the orientation briefing at the last meeting, Mr. Lott provided an overview of the roles and responsibilities of the WDB. Mr. Lott explained that the purpose and mission of the workforce development system is to connect job seekers and businesses. Cumberland County has been a designated local area since 1973 and is one of 23 local areas in the state of North Carolina (6 of which are also single-county local areas; the rest are multi-county). The local workforce board is responsible for the core programs under Title I of the Workforce Innovation and Opportunity Act (WIOA: Adult (individuals aged 18 and older in need of workforce services); Dislocated Worker (with a focus on offering employment and training services to individuals who have lost their job through no fault of their own or have received an official layoff notice); and Youth (designed to focus on the developmental needs of youth, ages 14 to 24, to provide comprehensive strategies and increase academic and occupational learning opportunities to promote long-term employability for these emerging adults). Currently in Cumberland County, the Cumberland County School System is the WIOA Youth Program contractor and ResCare Workforce Services is the WIOA Adult and Dislocated Worker Program contractor. As part of the workforce system, we must look at the whole economic picture and focus on the mission of connecting people to jobs, and jobs to people. Mr. Lott briefly detailed the activities the Board engages in, including: Planning (an essential function of the Board, planning is the culmination of long-term goal setting, future-oriented thinking, and sound decision making; the goal is to establish a path between the present and the future vision, including the development of a mission, the determination of performance indicators for fulfilling the vision and mission, and outlining the steps necessary for meeting the performance outcomes); Aligning Resources (effective planning for the

alignment and allocation of local resources for the benefit of citizens and businesses is another critical Board activity; Boards must plan a broad strategy that best allocates resources from many sources while effectively communicating their mission and creating a strong, positive public image that encourages participation among employers and community organizations); Serving as a Provider of Labor Market Intelligence (labor market intelligence/information [LMI] is used by employers, policy makers, economic developers, educators, and job seekers; LMI should be used during the planning process and regularly to reassess and evaluate current labor market conditions and the WDB should serve as the repository of LMI); Building Strategic Partnerships (a partnership strategy encourages separate workforce-related entities to coordinate their efforts, directs public attention to immediate and upcoming problems, and encourages innovation in program design; community-wide plans must involve the input and cooperation of many local partners while also considering the pursuit of additional grant funds); Providing Oversight and Accountability (oversight must be an ongoing, continual process; the Board is the steward of the workforce development system, including the NCWorks Career Center, and the tax dollars it manages on behalf of its constituents); and Networking (individual members bring their own experience and existing networks to the Board; the Board should take a leadership role in convening as many representatives as possible from community councils, committees, and boards in order to gain from their knowledge and expertise, and leverage resources, whenever possible). Key characteristics of a successful board member include: bringing their expertise, knowledge and goals to the table; communicating the Board's purpose to the community at large and advocating the use of workforce services and solutions; focusing on strategic planning and setting goals and direction while insisting on positive outcomes; staying well-informed of local labor market and economic conditions to include awareness of emerging employer trends and important skill development needs; sharing expectations with other Board members and support staff; working toward a consensus to ensure support and advocacy; making informed decisions; actively participating and serving on committees; avoiding involvement in administrative and day-to-day operational details; attending meetings regularly; and attending workforce development conferences whenever possible to enhance your knowledge of innovative workforce activities and plans at the state, regionals, and national levels. Mr. McCune encouraged members to attend conferences whenever their schedules allow; he strongly believes that the information and networking of conferences promote new ideas and help us get to the next level. Ms. Cross added that the workshops provide opportunities to hear what other areas and states are doing, including best practices and innovative program ideas. Ms. Hoppmann explained that the National Association of Workforce Boards (NAWB; held annually in Washington, DC) typically has more Board members in attendance than the other conferences; she shared a practice that she tries to act on at every conference she attends of reaching a goal to talk to ten new people every day. Mr. Lott welcomed members to ask support staff the tough questions, which will make us and our programs better, and he offered to meet with them individually for further discussion.

- B. **Youth Program Redesign Presentation**- Ms. Brantley shared a draft release of the announcement for the 2016 Workforce Development Youth Opportunities. Due to changes as a result of WIOA legislation, there will no longer be an In-School Youth (ISY) Summer Work Program. The look and focus of the youth program will change due to the requirement to spend at least 75% of funds on Out-of-School youth (OSY; ages 16-24) who need year-round work experiences. Concerns raised by the Youth Sub-Committee that something needed to be done for ISY to ease the transition to OSY led to the development of a two week program, "Career Cruise In." The program will afford participants the opportunity to earn a work-ready certification and attain much needed soft skills necessary for workplace success. Ms. Brantley referenced several workshops she attended at the

SETA conference that emphasized on customer service and how to better serve out participants by providing them with what they need in order to be successful. The first week of the program will include Human Resource Development (HRD) training at FTCC, where participants will use KeyTrain, which is preparation for WorkKeys which, in turn, is preparation for the CRC. The program will aim to improve basic skills by focusing on what they need, not what they already know, and from retention to advancement. The second week will focus on soft/employability skills often not taught at home (e.g. dependability/reliability, punctuality, quality, quantity, personal qualities, etc.) and feature industry tours, exposing the participants to resources and potential career opportunities they may not otherwise know about or consider. Fridays will be a field day-type format with station rotations of career activities, including the interview process, appropriate dress code, proper handshakes, eye contact, networking, and table etiquette (based around lunch, which will be provided). Ms. Gibson suggested adding customer service and phone etiquette to the list of talking points; Ms. Brantley welcomed additional ideas and suggestions. FTCC will be the landing place since the events of the first week will be held there, and they can meet there before leaving for the site tours during the second week. The purpose of the program is to allow the exploration of career possibilities and career pathways, following the “earning while learning” approach. Ms. Brantley explained that although many young adults obtain jobs based on their education and skills (e.g. IT), they often lose those jobs because of a lack of soft skills. Initially, the program will consist of two sessions, July 11-22 and July 25-August 5, of a manageable amount of about 20 participants each, as it may be difficult to fit more than 20 at some of the sites, and the smaller number will allow for more personal interactions. Ms. Brantley added that the plan, loosely based on the Leadership Fayetteville model, is to visit at least two site visits per day to include additional guest speakers. The key is to remember that youth don’t want a lecture, and we need to keep them engaged and provide information that will impact their lives. Several Youth Sub-Committee members volunteered to host a visit (Dina Simcox-Cross Creek Mall, Elsie Gilmore-Kingdom CDC, Frieda Lockamy- Fayetteville Urban Ministry, Josephus Thompson/Jim Lott- Cumberland County NCWorks Career Center) or in the event that their workspace could not accommodate or a large crowd or is too far of a distance, go to another site as a guest speaker (Mary Young- Job Corps, Duane Cogdell-Juvenile Justice). Ms. Cross wanted to leave some open spots for WDB members working in industry occupations, and FTCC’s Collision and Repair Program was also suggested as a stop on the tour. Members were urged to “not just talk about it, be about it.” Ultimately, several volunteered as work sites and/or guest speakers (including Crystal Bennett, Randall Newcomer, Jesse Brayboy, and others who contacted Ms. Brantley). Ms. Gibson asked Ms. Johnson if the Plant Managers’ Association and HR representatives would be willing to get involved; Ms. Brantley agreed that it would be helpful for them to share what employers are looking for. Case managers will need to consider the participants’ interest, commitment, and suitability for the program. The registration deadline has not yet been determined, but the program will include an orientation for parents that will detail the goal of tying the program in with work exposure and experience opportunities. Ms. Brantley explained that the “Career Cruise In” program will run simultaneously with year round work experience, which will look to place participants in employment opportunities around career pathways and industry sectors; the internships will be career focused and match the provided training, with a tie in to certification and coursework. She added that they need worksites that will consider hiring offenders. Ms. Brantley gave a brief overview of the TACKK presentation from her workshop at the SETA conference (<https://tackk.com/21u0qx>). The outline of the workshop included a brief history about the Youth Program in Cumberland County, the recently revised application process, the eligibility process, program activities (including leadership workshops, community involvement activities, cultural enrichment opportunities, and other events where

participants are invited to serve as “Program Ambassadors” to represent the program and make connections with others while enriching leadership and communication skills). Ms. Brantley reiterated the change in program focus to OSY, as a result of WIOA; young adults (up to the age of 24 and who are out of high school) need work experiences now and cannot rely on a summer program alone. The Youth program is transitioning to provide more year-round internships that focus on in-demand career pathways, starting with pilot programs that offer emerging adults skills training plus work experience through paid internships. A challenge with this transition has been finding employers who are willing to participate in internships for young adults; the hope is that employers who are looking to hire may be more receptive to the idea of an internship that is paid with WIOA funds. Ms. Brantley reported that they continue to work hard to get the word out; she will talk to anybody, hand out flyers, make presentations at the library, schools, residential programs, and churches, participate in job fairs, etc. She asks for feedback and suggestions from youth regarding what will attract their attention (e.g. colorful signs). The message is effective- even if you are not be an eligible participant, someone you know could be (and they may be on your couch right now!). Ms. Brantley shared their next goal of reaching out to the gamers’ crowd of 18-24 year old males who hang out at the comic book stores. Ms. Simcox suggested trying out the gaming lounges. Ms. Brantley implored for members to please continue sharing their ideas and suggestions, as well as consider volunteering as a worksite or a speaker for Career Cruise In.

- C. **Pre-Apprenticeship/Registered Apprenticeship Presentation**- Ms. Cross provided a brief overview of the Pre-Apprenticeship and Registered Apprenticeship Programs. Pre-apprenticeship is another avenue for work-based learning and provides businesses with an opportunity to “test drive” an employee to see if they are a good fit. The goal of Pre-Apprenticeship services and programs is to prepare individuals to enter and succeed in Registered Apprenticeship programs. Ms. Cross referred to examples of Pre-Apprenticeship programs she has working with, including one for Correction Officers, through the Department of Public Safety, Basic Law Enforcement Training (BLET), and a welding program through the Caterpillar plant. Apprenticeship programs are a hot topic, with millions of dollars in grants being offered through DOL, and the promotion of increased partnerships, as recently encouraged by the new President of the Community College System, Jimmie Williamson. The five components of the Registered Apprenticeship program are: business involvement, structured on-the-job learning (a form of on-the-job training), job-related education (formal instruction), rewards for skill gains, and national occupational credentials. Employers are the foundation of every Registered Apprenticeship program; the company customizes the program to fit their needs, deciding which courses are applicable. Wages are paid by the company while the abiding by the standards set by the program. The Departments of Veterans Affairs (VA) and Labor (DOL) are working together to maximize benefits in a seamless process that permits veterans to get paid by the company while also being able to draw VA benefits. Ms. Cross also mentioned some regional partnerships that are being developed in an effort to build and support a stronger workforce while tying WIOA funding into Pre-Apprenticeship, including a pilot project with Sherwood Sutherland (Two Hawk Employment Services, a contractor for the WIOA programs in Lumberton) and Campbell’s Soup Company for WIOA eligible participants.

A 2016 calendar in the notebook listed upcoming Workforce Development-related events including: the National Association of Job Training Assistance (NAJA) Conference, April 18-22, 2016 in Las Vegas, NV, where Mr. McCune, Ms. Thompson, and Peggy Aazam will be presenting a workshop on effective board meetings, and the National Association of Workforce Development Professionals (NAWDP) Conference, May 24-26, 2016 in Orlando, FL.

The next Youth Sub-Committee meeting is scheduled for noon on Friday, June 3, 2016 at the Career Center (410-414 Ray Ave).

The next meeting of the Workforce Development Board is scheduled for Wednesday, June 8, 2016, with sub-committee meetings beginning at 11 am. The meeting will be at the Holiday Inn I-95 South (1944 Cedar Creek Road, Fayetteville) in conjunction with the second annual WDB Recognition Luncheon.

Mr. McCune adjourned the meeting at 1:30 pm.

Respectfully Submitted By

Peggy Aazam, Executive Assistant

David McCune, Board Chair