

CUMBERLAND COUNTY WORKFORCE DEVELOPMENT BOARD
January 15, 2019 – 11:02 AM to 1:08 PM
FAYETTEVILLE TECHNICAL COMMUNITY COLLEGE
Thomas R. McLean Administration Building – Conference Room # 170

Members Present:

Ms. Dina Simcox (Representative of Business)
Mr. Rodney Anderson (Representative of Business)
Ms. Chanda Armstrong (Representative of Education and Training - Vocational Rehabilitation)
Mr. Jesse Brayboy (Representative of Business)
Mr. Kevin Brooks (Representative of Business)
Dr. J. Lee Brown (Representative of Education and Training – Higher Education)
Mr. Eric Buck (Representative of Business)
Ms. Charlene Cross (Representative of Workforce - Addressing Needs of Eligible Youth)
Ms. Isabella Effen (Representative of Business)
Mr. John Lowery (Representative of Education and Training) (Representative of Labor)
Mr. Carl Manning (Representative of Workforce – Community Based Organization)
Mr. Naynesh Mehta (Representative of Business)
Ms. Joy Miller (Representative of Business)
Ms. Diana Potts (Representative of Business)
Ms. Jody Risacher (Representative of Workforce)
Ms. Sherri Turner (Representative of Business)
Mr. Mark Wilderman (Representative of Business)

Members Absent:

Mr. Robert Van Geons (Representative of Education and Training – Economic Development)
Mr. Albeiro Florez (Representative of Business)
Ms. Pam Gibson (Representative of Education and Training – Adult Education & Literacy)
Mr. Phillip Perrier (Representative of Business)

Guests Present:

Mr. Tracy Jackson (Cumberland County Assistant County Manager)
Ms. Tisha Waddell (Fayetteville City Council Member)
Dr. Mark Sorrells (FTCC - Senior Vice President for Academic & Student Services)
Mr. Gregory Wade (NCWorks Career Center Manager)
Ms. Laura Haygood (NCWorks Career Center Program Manager)
Mr. Mark Bailey (NCWorks Career Center)
Mr. Ray Eibel (EDSI; Director of New Business Development)
Mr. Scott Panagrosso (Career Pathways)
Ms. Kelsey Allen (Center for the Blind)
Ms. Kim Lewis (Fayetteville Technical Community College; Center for Business & Industry)
Mr. Chip Lucas (Cumberland County Schools; Career and Technical Education Director)
Ms. Dana Davis (CC Department of Social Services)
Dr. Victoria Steeger (ProTrain)

Staff Present:

Ms. Nedra Clayborne Rodriguez
Ms. Christy Didion
Ms. Tamara Hodge
Ms. Cyndi McKoy
Ms. Kiersten Powell

Items within this meeting subject to Approval Action:

Recommendation for extension of term for Charlene Cross: Approved to extend her term to March 31st, 2020.

Eligible Training Provider Request: Declined Shades of Purple Dental Assistant (DA), Phlebotomy (Phleb.), Medical Billing & Coding (MBIC), Medical Office Administration (MOA), Certified Medical Assistant (CMA) and A 2 Z Trucking

Revised Policies: Approval of revised policies:

Policy #1 Cumberland County Workforce Development Board Policy Management

Policy #4 Rules and Regulations Governing Workforce Innovation and Opportunity Act (WIOA)

Sponsored Participants

Policy #5 Selective Service Registration

Policy #6 Selective Service

Policy #7 Hearing & Review Policy

Policy #8 Self-Sufficiency Policy

Policy #9 Repeat Customers

Policy #10 Monitoring Policy

Policy #11 Nondiscrimination/Equal Opportunity Standards and Complaint Procedures

Policy #13 WIOA Eligible Training Provider List (ETPL)

Policy #14 WIOA Title I Work Experience Opportunities

Policy #24 Customer Self Attestation

I. Call to Order - The January 15, 2019 meeting of the Cumberland County Workforce Development Board was called to order by Board Chair, Ms. Dina Simcox, at 11:08 am.

II. Welcome and Recognition of Guests – Ms. Simcox welcomed and thanked those in attendance. Attendees introduced themselves. Introduction of new Workforce Development Staff and Board Members.

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

IV. Approval of Minutes – Mr. Naynesh Mehta made a motion to approve the minutes from the November 13, 2018 WDB meeting; the motion was seconded by Ms. Sherri Turner and passed unanimously. The approved minutes will be posted on the Workforce Development Board website at the conclusion of the Board meeting.

Ms. Dina Simcox acknowledged adding an approval items for Policy #6 Selective Service and the Social Media Calendar to the agenda; these items were not emailed but were provided as handouts.

V. Community Updates –

- A. ***Cumberland County*** – Mr. Tracy Jackson, Assistant County Manager, provided updates on behalf of Cumberland County government. Mr. Jackson shared four key department head vacancies: the Public Health Director, Human Development Director, Planning Director and the Emergency Services Director. Mr. Jackson announced the new Solid Waste Director, Environmental and Civil Engineer, Amanda Bader, formerly of Harnett County. Future items are the anticipation of budgets

from various municipal offices for presentation to the Board of Commissioners, and diverse efforts from hurricane relief to taxes.

- B. ***City of Fayetteville*** – Councilmember Tisha Waddell stated that the City is preparing for the budgeting sessions. Councilmember Waddell mentioned the city’s involvement with the Innovative Career Opportunities Now (ICON) program and stated: “We will continue to offer support.” Councilmember Waddell added that the City is gearing up for the reveal launch of the baseball stadium and the economic impact this may have within the region. Councilmember Waddell added that there were no additional events upcoming that were relevant to the Board.
- C. ***Economic Development*** – N/A
- D. ***Chamber of Commerce*** – Ms. Jenny Proctor gave insight of their participation in the ICON Program and future collaboration with the re-entry program. Ms. Proctor reminded the Board of the Public Valor Award event in June to recognize first responders, which includes both the Fire and Law Enforcement Agencies.
- E. ***Cumberland County Schools*** – Mr. Chip Lucas informed the Board that former Interim Superintendent, Tim Kinlaw officially retired in December 2018. The school system has several new staff members including new board member, Charles McKellar. Mr. Lucas stated that more information will be coming in the spring about Cumberland County Schools’ budget planning process and the Strategic Plan session.

Mr. Rodney Anderson commented that we are in a unique time period because a large number of government agencies are in strategic planning mode. Other agencies that plan every five years are now in the 5th year, and are in the midst of their strategic planning as well, i.e., the County, the City, FSU, Methodist and several others. Mr. Anderson stated that there is a common thread that Workforce Development is involved in, which is the workforce. Mr. Anderson concluded by challenging the Board to think of ways to align and give suggestions to implement into the Governmental Strategic plan and the Educational Strategic plan that would benefit the individuals we serve, remembering that the quality of life is linked to careers, and we are in the career business. Ms. Simcox suggested recruiting a representative from Fort Bragg to give community updates concerning the Fort Bragg area.

VI. Director’s Report – Ms. Nedra Clayborne Rodriguez highlighted the Courses to Careers (C2C) program offered through NCWorks Career Center. This program assists recent college graduates who are unable to find careers in their field of study. Ms. Clayborne Rodriguez introduced, Mr. Dempris Gasque, a Courses to Careers participant at the NCWorks Career Center. Mr. Gasque is working for the Wrijen Company owned by Mr. Thaddeus “TJ” Jenkins. Mr. Gasque gave a summary of his work experiences in customer service and other employment after graduation from FSU. He expressed the unfulfilled desire to use his talents and skills learned at FSU to work in marketing, stating that he decided to give the NCWorks Career Center a try. He began working with Mike Bailey, C2C coordinator. He explained to Mr. Bailey his desire to be hands on and to work in his field. To his surprise, the C2C program placed him directly where he wanted to be. Mr. Thaddeus Jenkins added that he was not interested in participating with the program at first, mainly because of his initial thought that potential participants would not be equipped with the skill set to do the job. Mr. Bailey encouraged Mr. Jenkins to take the opportunity to mentor this young man. Mr. Jenkins expressed that Mr. Gasque exceeded his expectations and wanted to encourage other business owners, especially minority owned businesses, the importance of mentoring graduates coming from FSU, known locally as the School of Business. He urged business owners to support the C2C program by giving these individuals an opportunity and concluded by asking business owners to show young adults that they do not have to move away to other cities or states, they can succeed in Fayetteville, NC. Ms. Clayborne Rodriguez added that the C2C program is designed for business owners to show an interest in our young adult population by giving them the skill sets, training and mentoring they need to retain them in our communities in quality careers with a wonderful

quality of life. She challenged the Board to work with our youth to get them credentialed and employed to acquire their career goals. Mr. Bailey conveyed that C2C is new to the area and seems to be growing excitement in the business community; this program serves a vital need for other young adults like Mr. Dempris to gain direction. Mr. Bailey thanked the Board for their support in finding programs and opportunities for the community.

VII. Items of Business –

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

Ms. Dana Davis, Cumberland County Department of Social Services mentioned the 20th Anniversary of the March to Work Job Fair on Wednesday, March 20, 2019 from 9:00 am - 2:00 pm at the Crown Expo Center. They are expecting 100 vendors, 1800 people in attendance and DSS will be providing transportation. The contact person for the Job Fair is Robert Relyea at 910-677-2222. Ms. Clayborne Rodriguez added that NCWorks Career Center will have a booth at this year's Job Fair.

Ms. Simcox recommended extending Charlene Cross' term to March 31, 2020. Ms. Diana Potts made a motion to extend Ms. Cross' term to March 31st, 2020; the motion was seconded by Mr. Jesse Brayboy and passed unanimously.

- ***Labor Market Information Reports*** – Cumberland County Labor Market Overviews for January 2019 were provided for information purposes.
- ***SWOT Analysis*** - Ms. Clayborne Rodriguez explained the SWOT Analysis, the Labor and Economic Analysis Division of the NC Department of Commerce's data compilation from April 2007 – to April 2018 for our area. SWOT stands for Strengths, Weaknesses, Opportunities and Threats and this regional analysis included Bladen, Columbus, Cumberland, Hoke, Robeson, Sampson and Scotland counties. The report references what is happening and provides opportunities of how we can use this information to our benefit. The report shows that our strengths are our military presence and our proximity to the Triangle. The analysis also indicates that our population is younger than what is represented across the state. Our weaknesses are low wages and low job growth. Ms. Clayborne Rodriguez conveyed that the decisions we make as to how we serve our community will allow us to create strategic pathways that can correct those weaknesses. Mr. Rodney Anderson gave insight on the Tier system, which is a formula that the state uses annually to determine certain levels of resources and opportunities. He stated that we were previously in the 2nd Tier, however because of how the formula is computed, we are now in the 1st Tier. This tier represents the forty counties that have the least opportunities and those that are more challenged. Mr. Anderson further stated that Tier 1 status can provide avenues to apply for resources that are good for us. Mr. Anderson pointed out that the information on the SWOT analysis links to employment and economic development, which links to quality of life. Mr. Anderson believes that preparing the workforce is going to be essential to moving the numbers to the next level. Mr. Anderson added that last year, 7,293 men and women transitioned out of Fort Bragg. He recommended offering suggestions to organizations that are doing their strategic planning to include career and workforce related topics as a part of their overall design. He indicated that we want to use our workforce to attract new business to the area. Ms. Clayborne Rodriguez informed the Board that being in Tier 1 status will align the community with great grant funding opportunities.

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

- ***Youth Young Adult Committee update*** – An update on the Young Adult Committee, which met on Friday, January 4, 2019, was included for reference. The next Young Adult Committee meeting is

Rodriguez added that this may be challenging for the current contractor to accomplish along with adding an additional 100 people. Ms. Clayborne Rodriguez advised the Board that at the January Youth/Young Adult Committee meeting, there was some discussion regarding the Statement of Work and what the committee wants the focus to be for the remaining six months of the contract. Further discussion will take place to see what will be reality up to end of the contract on June 30th. Ms. Clayborne Rodriguez informed the Board that an amended statement of work will be presented at the next WDB meeting which will be more in line with reality and the quality of service we would like for the contractor to provide.

Ms. Didion shared information about FTCC's new Industrial Systems Technology Program which will allow participants to take breakout classes toward certificates if they are not interested in a two year degree. This path would be for those interested in a career in industrial manufacturing. Ms. Didion referenced the Bureau of Labor Statistics report that 288,000 manufacturing jobs have been created over the last year with continued advancement in automation, robotics, 3-D printing, and other technologies. These employees have the highest job tenure in the private sector and 90% have the best medical benefits in this area.

Ms. Didion shared a success story involving Career Pathways at FTCC. Marc B., 20 years old, was in his junior year of high school. He met with the FTCC High School Connections Coordinator to learn how he could get a head start on his future and started taking college level courses at FTCC through Career and College Promise. During the last semester, the program hosted a hiring rodeo and Marc was offered a position by three employers who competed against one another for his future services. In the end, Marc selected Priority Collision out of Richmond, VA. Marc shared with Ms. Didion some of the details how the employer agreed to pay off his existing student loans and purchase a brand new set of specialized collision repair tools for a combined incentive worth over \$12,000. Recognizing Marc was leaving home for an unknown city, the company offered him a subsidized apartment for six months until he got comfortable with his new surroundings. Between a base salary and incentives, Marc expects to earn around \$70,000 annually.

Ms. Didion congratulated Ms. Marsha Horne who was recently awarded DWS Teammate of the Quarter. Ms. Horne began at the Career Center as an Office Assistant and is currently DWS Assistant Manager. Ms. Horne has served the citizens of Cumberland County for over 27 years.

Mr. Jesse Brayboy, WDB member, hired a participant of the WIOA Young Adult Program, Jovanni Lewis, and he reports that she is doing an excellent job as a permanent employee at Agape Unit Care Services. Jovanni is currently in pursuit of her Medical Assistant Certification. Mr. Brayboy added that Jovanni has registered for the Medical Assistant course to begin on February 11, 2019 through FTCC, and that Jovanni has remain steadfast, dependable and always upbeat.

- ***Update on RFP for Lease of Cumberland County NCWorks Career Center*** – Mr. Lowery reported that we should have the Request for Proposal (RFP) within one to two weeks. He pointed out that the RFP process was time consuming and slow moving.
- ***Update on Pathways for Prosperity Coalition*** – Ms. Clayborne Rodriguez reported that Pathways of Prosperity (P4P) has revised the comprehensive action plan and is in the process of preparing to go out into the community. Ms. Clayborne Rodriguez states that P4P has applied for a 400k grant to assist with the Parent University component of this project and received a call from the state wanting additional information. We should know more by February if we are awarded the grant.
- ***NC Workforce Boards Commission Measures Feedback*** - Ms. Clayborne Rodriguez mentioned that in the Director's Council meetings, other Directors across the state had concerns regarding the Commissions' performance measures that sometimes contradict measures set forth in Federal regulations. In response, the Directors have decided to compose a letter to the Commission to reconsider how to align their measures to support the federal measures.

- ***Lumina Foundation Report*** - Ms. Clayborne Rodriguez spoke about the Lumina Foundation which is a national foundation that focuses on building stronger communities through how we serve our high schools. These reports give a snapshot of where we are and how we are serving our entire community and compiles this data by ethnic groups showing how the Career Center can better focus on ensuring that everyone has equal access to education and furthering their careers. Ms. Clayborne Rodriguez encouraged the Board to take a closer look at these reports and asked for further discussion at the next board meeting in March.

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

- ***Annual Recognition Event*** – Ms. Clayborne Rodriguez suggested considering the Annual Recognition Event as a cultural enriching event for our participants and urged the board to think of an exciting cultural enriching venue to offer another great opportunity to our participants.

Strategic Goal #5: Pursue and support strategic workforce initiatives

- ***Update on Next Gen Sector Partnership – Health Care*** – Ms. Clayborne Rodriguez provided updates of the three committees: Workforce Development, Integration and Coordination of Care, and Obesity Prevention; The Integration and Coordination of Care (ICC) committee is capturing data of service providers across Cumberland County to compile a comprehensive list to identify the work systems in order to increase the coordination of care within the community. ICC is in the phase of gathering data and focusing on the number of visits to the ER and how we can help to lessen that by providing care in non-conventional ways/hours. The Workforce Development committee is focused on capturing work based learning opportunities that help participants to build skill sets and resumes for a highly skilled labor force for the health care sector. The Obesity Prevention committee came together rather quickly. Dr. Sammy Choi, of Womack Army Medical Center met with Dr. Connelly, Superintendent of Cumberland County Schools to share studies which showed that in order to change a lifestyle of adult obesity, we need to begin the change in the 7th grade. Dr. Choi introduced MATCH, Motivating Adolescents with Technology to Choose Health – a program that tracks health eating habits along with exercise. Through this collaboration, Dr. Choi and Dr. Connelly signed a letter of intent, which they projected to begin August of this next school year, to equip every 7th grader in the Cumberland County Schools System with a Fitbit smart watch tracking system and start training on obesity prevention and healthy eating habits. The hope is to set healthy habits to follow through the years.

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

- ***Finance Report*** – Ms. Clayborne Rodriguez provided a brief update of the financial standing as of January 13, 2019. The report shows the breakdown of program budget by category for the current Fiscal Year (FY)19; The Administration budget, which consist of salaries and other related items expenditures (\$174K) and encumbrances of (\$90K) is estimated year end at \$228K leaving a remaining balance of \$454,887.47. Presently in the Adult program we have been allocated \$1.5 million; expensing \$516K with the current encumbrances of \$956K which leaves a balance of \$124,351. The EDSI contract breakdown of program spending by category (44% participants, 10% indirect/fixed operating service, 40% personnel and 6% profit) totals \$477,281.06. Currently NDWG – (National Dislocated Worker Grant) has \$3 million; \$540K has been expensed with \$1.8 million allotted for program services, leaving a balance of \$676K, of which the majority is from Hurricane Florence Grant funding. An update of the total WIOA Title I Youth Program funding available for

PY18/FY19 is \$1.8 million (\$948,302 in allocation; and \$928,105 in carryover). As of December 31st, the total amount expended was \$686,595, with the majority incurred by the EDSI contract.

- **Revised Policy –**
 - i. **Policy #1 Cumberland County Workforce Development Board Policy Management** updated to include Eligible Participants in the heading and revision date as January 2019.
 - ii. **Policy #4 Rules and Regulations Governing Workforce Innovation and Opportunity Act (WIOA) Sponsored Participants** changed the name of the Director and policy reviewed as of January 2019.
 - iii. **Policy #5 Selective Service Registration** changed the name of the Director and policy reviewed as of January 2019.
 - iv. **Policy #6 Selective Service** updated to name the specific documents (DD-214, Expiration of Service (ETS) and Declination Letter) accepted as proof of military service (spouse) and showed that the policy was reviewed as of January 2019.
 - v. **Policy #7 Hearing & Review Policy** updated to inform change of Director and revision date as of January 2019.
 - vi. **Policy #8 Self-Sufficiency Policy** updated to inform change of Director and revision date as of January 2019.
 - vii. **Policy #9 Repeat Customers** updated to inform change of Director, include exit time (90 days) and revision date as of January 2019.
 - viii. **Policy #10 Monitoring Policy** changed the name of the Director and showed that the policy was reviewed as of January 2019
 - ix. **Policy #11 Nondiscrimination/Equal Opportunity Standards and Complaint Procedures** updated the name of the Director and showed the policy was reviewed as of January 2019.
 - x. **Policy #13 WIOA Eligible Training Provider List (ETPL)** changed youth to young adults and showed the policy was reviewed as of January 2019.
 - xi. **Policy #14 WIOA Title I Work Experience Opportunities** changed youth to young adults and showed the policy was reviewed as of January 2019.
 - xii. **Policy #24 Customer Self Attestation** changed youth to young adults, removed the word Written and revision date to reflect January 2019

Ms. Diana Potts made a motion to approve changes to the policies listed above; the motion was seconded by Mr. Naynesh Mehta and passed unanimously.

IX. Next Board meeting- The next meeting of the Workforce Development Board is scheduled for 11am on Tuesday, March 19, 2019, in the FTCC Administration Building, Room 170.

- Upcoming events were announced as follows:
 - NAWB Forum (National Association of Workforce Boards) Washington, DC March 23-26, 2019
 - NAWDP Conference (National Association of Workforce Development Professionals) San Antonio, TX May 6-8, 2019

Those interested in attending should contact Cyndi McKoy.

- **Social Media Calendar –** Ms. Kiersten Powell expressed an interest to facilitate the social media sites with the goal of gaining visibility and to rebrand the current image of the NCWorks Career

Center to be more than just the unemployment office. Ms. Powell added that in the future, the focus will be to post events for training and open hiring events to highlight achievements of employees, employers and Board members alike to attract traffic and to increase social media presence. Ms. Powell requested permission to create Instagram, Facebook and Twitter pages.

Ms. Potts made a motion to approve Ms. Powell to create Instagram, Facebook and Twitter pages on behalf of the Board; the motion was seconded by Ms. Sherri Turner and passed unanimously.

X. Adjournment- Ms. Simcox adjourned the meeting at 1:08 pm.

Respectfully Submitted By:



Cynthia McKoy, Executive Assistant



Dina Simcox, Board Chair