

**WORKFORCE DEVELOPMENT BOARD**  
**June 9, 2015 – 11:03 AM to 1:40 PM**  
**HOLIDAY INN I-95 SOUTH (CEDAR CREEK ROAD)**

Members Present:

Mr. David McCune  
Mr. Richard Everett  
Ms. Esther Acker  
MG Rodney Anderson  
Ms. Charlene Cross  
Ms. Pam Gibson  
Mr. TJ Haney  
Ms. Linda Hoppmann  
Mr. John Jones  
Ms. Ellen Morales  
Mr. Randall Newcomer  
Ms. Esther Thompson  
Mr. Josephus Thompson

Members Absent:

Ms. Amy Cannon  
Dr. Curtis Charles  
Ms. Brenda Jackson  
Ms. Cathy Johnson  
Mr. Jenson McFadden  
Ms. Jody Risacher  
Ms. Cynthia Wilson

FTCC Administrators Present:

Mr. Carl Mitchell  
Mr. Jim Lott  
Ms. Betty Smith

Guests Present:

Mr. Tracy Jackson  
Ms. Frieda Lockamy  
Mr. Chip Lucas  
Ms. Susan Mason  
Ms. Lorria Troy

Staff Present:

Ms. Nedra Rodriguez  
Ms. Carinda Kerr  
Ms. Peggy Aazam

**Sub-Committee Meetings (Called to order at 11:03am)**

- **Business and Finance-** Ms. Linda Hoppmann, Chair of the Business and Finance Sub-committee, presented one item for information:
  - **Finance Report-** Ms. Nedra Rodriguez, Workforce Development Center (WDC) Accountant, provided an update regarding the financial position of the Center as of June 8, 2015. Slightly over \$232,000 of the budget remains after expenditures, obligations, encumbrances, and reserves to carry over into the new fiscal year. Accompanying charts provided information related to the remaining budget, FY2016 projections, and estimated expenses applicable to each program and funding stream. Ms. Rodriguez explained that prudent planning and confirmation of the FY2016 allocation of \$2.6 million has put them in the perfect financial situation to carry them into the fiscal year. Mr. Jim Lott, Career Center Manager and Workforce Development Director, reminded the Board of the shift in focus to Out-of-School Youth under the Workforce Innovation and Opportunity Act (WIOA). Under the new law, 75% of Youth Program funds must be spent on Out-of-School Youth, aged 16-24. Mr. Lott hopes that the state will allow a year to work through the transition. Ms. Esther Thompson asked if youth funding is seasonal; due to the Summer Youth Work Experience Program, it is. Ms. Rodriguez explained that Adult and Dislocated Workers spending is also

seasonal, due to registration, add/drop dates, and billing cycles. Due to the change in focus to Out-of-School youth, the program may not sponsor a Summer Youth Work Experience Program next year, but will focus on year-round work experience opportunities. Mr. Lott assured the Board that due to new funding and new regulations with the onset of WIOA, he expects the state to work with the program through the first year of transition. They are already coordinating with the contractors (Cumberland County School System for the Youth Program; ResCare for the Adult and Dislocated Workers Program) to ensure that they are aware of the changes and are prepared for the resulting impact they may have. The Business and Finance sub-committee accepted the financial report as information only.

- **Planning and Evaluation**- Mr. Richard Everett, Chair of the Planning and Evaluation Sub-committee, presented three items of information:
  - **Update on Contract for WIA Adult & Dislocated Worker Program** - Ms. Lorria Troy, Program Director for ResCare Workforce Services, provided an update on the WIA Adult & Dislocated Worker Program. The report included updated year-to-date contract measures for the categories of Customers Enrolled in WIA, New Customers Enrolled in Occupational Training, and Customers Receiving a Training Service. Ms. Troy acknowledged that they are very proud of their attainments and will work hard toward achieving the goals set for the next year. Contract year to date, 93% of Adult funds and 90% of Dislocated Worker funds have been obligated. Eight On-the-Job Training contacts are currently active with All State Security Services, All Seasons Air Conditioning, Bass Air Conditioning, Bleecker Chevrolet, Inc. (2), Hercules Steel Company, and NC Tactical Security (2). Two success stories were included in the report, which promoted the achievements of the participants, as well as collaboration of the Business Services Coordinator, Eldon Meacham, and the Lumber River Workforce Development local area. The Planning & Evaluation sub-committee accepted the update as information only.
  - **Youth Council Report** – Ms. Charlene Cross provided a brief update on the Youth Council. Members of the Youth Council and Youth Program staff met on Friday, June 5, 2015 to hear reports on the preparation for the Summer Youth Work Experience Program, updated financial status, and in follow up of the brainstorming session held on May 13<sup>th</sup> to discuss strategies and techniques to focus the program on Out-of-School youth, ages 18-24. Mr. Chip Lucas, Executive Director, Career and Technical Education (CTE), for Cumberland County Schools (CCS), reported that 190 worksites have been developed for the Summer Youth Work Experience Program, which is an increase of 40 from last year. Ms. Cross shared information she obtained from workshops she attended at the National Association of Workforce Development Professionals (NAWDP) Conference, May 4-6, 2015 that focused on disconnected youth, ages 16-24, and Youth Council members continued to make suggestions for a year-round approach targeted for young adults. Mr. Duane Cogdell, a representative of the North Carolina Department of Public Safety, Division of Adult Correction and Juvenile Justice, recommended sending a letter to court counselors and others in Juvenile Justice to promote collaboration efforts to assist individuals in pre-trial diversion programs. Mr. Cogdell, Mr. Lott, and Ms. Cross have discussed taking a field trip to Sampson County to learn more about the Tarheel Challenge

Academy, which is a program sponsored by the North Carolina National Guard that concentrates on providing high school dropouts and other young adults who, if left unguided, may be at risk for problematic situations, with the discipline and life skills necessary to be productive members of society. Other suggestions included holding live remotes at Cross Creek Mall, as well as pursuing additional spots on popular radio stations to reach Out-of-School youth where they are. The Youth Council reviewed changes to the Youth Services Policy and recommended bringing the revision to the WDB for review and approval. The revised policy, which was included in the notebook for distribution and will be subject to an approval action at the next WDB meeting, included changes to the starting rate of pay for work experience (\$8 per hour for all work experience opportunities; previously, In-School youth participating in the Summer Youth Work Experience Program received a starting wage of \$7.50 per hour) and increased incentives in order to attract and motivate youth participants. An incentive was added for participants who recruit at least two new Out-of-School youth who are successfully enrolled and actively participating in the WIOA Youth Program. Mr. Lott reminded the Board that effective July 1, 2015, the Youth Council is to become a standing committee of the WDB. After this summer's Work Experience Program, the focus will change to year-round internships and work-based learning opportunities. Ms. Cross said that the Youth Council and staff vow to start somewhere, and try, try again, as they explore new ideas; they recognized the need to eliminate as many obstacles as possible so that youth participants do not get discouraged and prematurely end their participation in the program. She explained that they need to develop methods that help promote and sustain career pathways and life-long learning. The next Youth Council meeting is scheduled for Friday, August 7, 2015 at noon at the Career Center. The Planning & Evaluation sub-committee accepted the update as information only.

- **Update on Contract for WIA Youth Program** – Mr. Lucas provided an update on the WIA Youth Program. There are currently 325 total youth participants, including those in follow-up status. To date, over 90 sites have applied as summer work experience program locations, providing a total of 190 jobs. Forty-three youth participants attended the Health Awareness workshop on May 16, 2015 at the Department of Social Services (DSS), and a Summer Work Experience Orientation was held on June 6, 2015 at DSS. As of June 1, 2015, 98.95% of the original contract (and 75.03% of the extended amount, for April-June 2015) has been spent and/or accrued. Mr. Lucas assured the Board that they will have no problem spending the additional funds. He reiterated that he has been in contact with an ad executive with Beasley Broadcasting to develop a plan for radio spots and remotes. Marketing techniques have been a topic encouraged at various conferences, especially as we undergo changes as a result of the transition to WIOA. Mr. Lucas shared the most updated listing of worksites participating in the Summer Youth Work Experience Program and important dates throughout the program. Mr. McCune had inquired about the enrollment process when he attended the Youth Council brainstorming session in May; Mr. Lucas referred to a flow chart that shows the steps in the process from pre-application through service delivery. The Planning & Evaluation sub-committee accepted the update as information only.

- **Labor Market Information**- Mr. McCune presented one item of information:

- **Review of most recent LMI report-** Mr. Lott referred to the Labor Market Overviews provided by the Labor & Economic Analysis Division (LEAD) of the NC Department of Commerce; April, May, and June 2015 were included in the notebook. The reports show that unemployment rates continue to decrease nationwide, statewide, and countywide. Based on preliminary information for April 2015, more people are working in Cumberland County than in the previous month and the same time last year. Mr. Lott explained that the majority of the jobs are in the retail and service industries, as well as heavy and tractor-trailer truck drivers. Ms. Esther Acker asked if there have been any new businesses to account for the increase in jobs; Mr. Lott said that any new jobs that have been created are most likely from small businesses that have opened, or in the healthcare industry. He referred to the new Fresh Market on Glensford Drive and explained that the Career Center participated in associated hiring events. Mr. Josephus Thompson commented that the hard-working staff at the Career Center has made significant changes in services, resulting in steady increases in dual enrollment and extra value for clients. He added that the Cumberland County Career Center has been collaborating with neighboring counties and participating in regional hiring events, including one for Ross Dress for Less Store opening in Sanford (Lee County). The Labor Market Information sub-committee accepted the data as information only.
- **Program Activities and Community Relations-** Ms. Esther Acker, Chair of the Program Activities and Community Relations Sub-committee, presented one item of information:
  - **Update on Integrated Service Delivery** –Mr. Lott provided an update regarding the progress of Integrated Service Delivery (ISD). The ISD Leadership Team (Mr. Lott, Mr. Thompson, and Ms. Troy) is working well and continues to meet frequently to ensure improvements to services and procedures. A training program for Career Center staff has been developed, and many staff members have recently participated in Labor Market Information webinar training. Staff meetings take place every Thursday afternoon, with an emphasis on customer service and updated information regarding Unemployment Insurance benefits and rules. Mr. Lott reported that they are preparing to submit a revised application for Career Center Certification. Mr. Thompson shared that they are working hard to promote a team concept for development of a unified Career Center that will instill and encourage a notion of success for clients. Ms. Hoppmann reported that she was shocked after a recent phone encounter she had with a representative of the Career Center who she described as extremely professional and courteous. Mr. Thompson commented that they are proud to have outstanding people working at the Center who provide strong, reliable customer service. Updated summary reports of the many services provided at the Career Center since July 1, 2014 and over the last 30 days were included in the notebook. The Program Activities and Community Relations sub-committee accepted the update as information only.
- **Marketing/Bylaws/Nominations-** Ms. Esther Thompson, Chair of the Marketing/Bylaws/Nominations Sub-committee, presented one item of information:
  - **Revised WDB Bylaws-** Mr. Lott referred to changes made to the Cumberland County Workforce Development Board By-laws, including changing WIA

references to WIOA. As required per section 107(b)(4)(A)(II) of WIOA, the Youth Council is to become a standing committee of the WDB. The Chair of the WDB will appoint the Chair of the Youth Council from among the Board members, but the other members of the Youth Council are not required to be WDB members and can be volunteers who represent agencies, community-based organizations, or individuals in the community who are especially interested in the needs of youth in Cumberland County. The Youth Council will continue to meet as they have been (the Friday prior to each WDB meeting), and Ms. Cross will continue to provide a report to the WDB at each meeting. The functions and responsibilities of the committee will remain the same, which is to advise on providing the most effective and comprehensive programs, activities, and opportunities for eligible youth (aged 16-24) seeking assistance in achieving academic and employment success. The revised bylaws were distributed for review to the Marketing/Bylaws/Nominations sub-committee and will be subject to approval action at the next WDB meeting.

## **OFFICIAL MEETING**

**I. Call to Order** - The June 9, 2015 meeting of the Workforce Development Board was called to order by the Board Chair, Mr. David McCune, at 1:32 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.

**IV. Approval of Minutes** - Mr. McCune asked the members to review the minutes from the May 19, 2015 WDB meeting. A motion was made to approve the minutes as read; the motion was seconded and passed unanimously. The approved minutes will be posted on the Workforce Development Board website at the conclusion of the Board meeting.

**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.
- *Planning and Evaluation* – Mr. Richard Everett, Chair of the Planning and Evaluation sub-committee, presented the following information to the Board:
  - Update on Contract for WIA Adult & Dislocated Worker Program – Ms. Lorria Troy, Program Director for ResCare Workforce Services, provided an update on the WIA Adult & Dislocated Worker Program to the Planning and Evaluation sub-committee. The Board accepted the report as information only.

- Youth Council Report – Ms. Charlene Cross, Chair of the Youth Council, provided an updated on the Youth Council to the Planning and Evaluation sub-committee. The revised Youth Services Policy was distributed for review and will be subject to approval action at the next WDB meeting. The Board accepted the report as information only.
- Update on Contract for WIA Youth Program – Mr. Chip Lucas, Executive Director, Career and Technical Education, for Cumberland County Schools, provided an update on the WIA Youth Program to the Planning and Evaluation sub-committee. The Board accepted the report as information only.
- *Labor Market Information* – Mr. McCune presented the following information to the Board:
  - Review of most recent LMI report – Mr. Jim Lott, Career Center Manager and Workforce Development Director, shared the most recent Labor Market Overviews provided by the Labor & Economic Analysis Division (LEAD) of the NC Department of Commerce. The Board accepted the reports as information only.
- *Program Activities and Community Relations* – Ms. Esther Acker, Chair of the Program Activities and Community Relations sub-committee, presented the following information to the Board:
  - Update on Integrated Service Delivery – Mr. Lott provided an update on the progress of Integrated Services Delivery to the Program Activities and Community Relations sub-committee. The Board accepted the update as information only.
- *Marketing/Bylaws/Nominations* – Ms. Esther Thompson, Chair of the Marketing/Bylaws/Nominations sub-committee, presented the following information to the Board:
  - Revised WDB Bylaws – The revised WDB Bylaws were distributed for review and will be subject to approval action at the next WDB meeting.

**VI. Director's Report** – The Director's Report, located in the "Additional Items" tab of the notebook, included brief updates and a revised map of the North Carolina Workforce Development Board and Prosperity Zones. The current WDB will stay in place until the new Board is appointed by the Cumberland County Commissioners, and will attend any meetings called until that time. Will Collins, Assistant Secretary for the North Carolina Department of Commerce and Director of the Division of Workforce Solutions, has announced the appointments of six of the eight regional managers. The new regional manager for the prosperity zone that includes Cumberland County is John Lowery, a native of Robeson County and a current employee of the Bureau of Indian Affairs. Mr. Lowery will begin his new position on Monday, June 8, 2015. Mr. Lott, Ms. Pam Gibson (as College Tech Prep Coordinator with Cumberland County Schools), and Mr. Paul Gage (FTCC Program Coordinator for the Collision Repair & Refinishing Technology Program, which offers an associate degree program in partnership with the Inter-Industry Conference for Automotive Collision Repair, commonly referred to as I-CAR) made a presentation at a state-sponsored meeting on Career Pathways about the I-CAR Program. Mr. Lott reported that they will be working with the Career and Technical Education (CTE)

Program to develop a career pathway for logistics, transportation, and distribution. Ms. Gibson explained that the Career Pathways meeting was an opportunity to share best practices among the community colleges. Various entities throughout the state are promoting career pathways, but they all are coming from a different angle and speak a slightly different language when describing what career pathways are. All of the applicable programs (i.e. K-12, Community College System, Workforce Development, etc.) need to come together to make it work. The message is to pursue a career, not just a job.

Mr. McCune reminded all the WDB members to re-apply to the Board, if they have not done so already. The application is available through the Cumberland County website. ([http://www.co.cumberland.nc.us/commissioners/board\\_application.aspx](http://www.co.cumberland.nc.us/commissioners/board_application.aspx)). He hopes that many of them will be appointed to the new Board.

The Southeastern Employment & Training Association (SETA) 2015 Fall Conference will be held in Savannah, GA, September 13-16, 2015. Mr. Tracy Jackson, Assistant County Manager, will be overseeing Workforce Development as of the transition from FTCC to Cumberland County as the administrative agent effective July 1, 2015. The program was under Cumberland County prior to transferring to FTCC in July of 2011 and representatives of both agencies look forward to continuing to work together.

Mr. TJ Haney commented that they had a great 1<sup>st</sup> annual Recognition Luncheon. Mr. Everett added that it was inspirational to hear the success stories of the participants and to acknowledge them for their achievements.

The next Youth Council meeting is scheduled for Friday, August 7, 2015 at the Career Center (410-414 Ray Ave).

The next meeting of the Workforce Development Board is scheduled for Tuesday, August 11, 2015 with sub-committee meetings beginning at 11 am. The location will be FTCC, Thomas R. McLean Administration Building Room #170.

Mr. McCune adjourned the meeting at 1:40 pm.

Respectfully Submitted By:

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Peggy Aazam, Executive Assistant

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David McCune, Board Chair