

WORKFORCE DEVELOPMENT BOARD
August 11, 2015 – 11:00 AM to 1:25 PM
FAYETTEVILLE TECHNICAL COMMUNITY COLLEGE
Thomas R. McLean Administration Building – Conference Room # 170

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
Ms. Cathy Johnson
Ms. Jody Risacher
Ms. Esther Thompson
Mr. Josephus Thompson
Ms. Cynthia Wilson

Guests Present:

Ms. Desiree Beason
Ms. Nore Brantley
Mr. Tracy Jackson
Mr. Chip Lucas
Ms. Susan Mason
Mr. Carl Mitchell
Ms. Susan Mason
Ms. Lorria Troy

Staff Present:

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

Members Absent:

Ms. Amy Cannon
Ms. Brenda Jackson
Mr. John Jones
Mr. Jenson McFadden
Ms. Ellen Morales
Mr. Randall Newcomer

Sub-Committee Meetings (Called to order at 11:00 am)

- **Business and Finance-** Ms. Linda Hoppmann, Chair of the Business and Finance Sub-Committee, presented one item for information:
 - **Finance Report-** Ms. Nedra Rodriguez, Workforce Development Center (WDC) Accountant, provided an update regarding the financial position of the Center as of August 10, 2015. Ms. Rodriguez explained that they are waiting for final billings to clear before they close out the fiscal year, but she estimates that \$3,588,710 will be available for FY2016. Remaining Workforce Investment Act (WIA) funds will be applied to participants enrolled prior to July 1, 2015 and subject to the regulations of WIA; participants enrolled on or after July 1, 2015 must follow Workforce Innovation and Opportunity Act (WIOA) regulations and funding. Cumberland County Schools has requested to add \$128,000 to the original contract amount of the \$649,088 for FY16 (for a total of \$777,088). Ms. Rodriguez clarified that the increase was an acceptable request due to the FY16 contract is for 15 months (April 1, 2015-June 30, 2016), compared to the previous year's 11 month contract (May 1, 2014-March 31, 2015). The intent of the extended time frame was for the contract to run the Youth Program to coincide with the fiscal year (July 1-June 30), and to be consistent with the contract for Adult and Dislocated Worker Program services. The Youth Program

is also tasked with attaining compliance with the WIOA requirement of using at least 75% of funds on Out-of-School youth (compared to only 30% under WIA), which may entail marketing and recruiting efforts targeted at Out-of-School youth as well as the revision of current program design and procedures. Mr. Jim Lott, Director, added that CCS was asked to take the lead on the Work-Ready Community initiative; Mr. Chip Lucas, Executive Director, Career and Technical Education (CTE), for Cumberland County Schools (CCS), introduced Nore Brantley, Career Development Coordinator, who has been designated as the “champion” for Cumberland County’s effort to be a Work-Ready Community. Ms. Brantley will be leading the charge up to and through the application process, as well as working to reach the required criteria (which includes attaining a certain amount of Career Readiness Certifications [CRC] and commitments from employers to consider the CRC in their hiring process, and improvement of the high school graduation rate) during the two year allotted time frame. Ms. Hoppmann expressed concern about the increase in staff costs, which she recommended keeping below 30% so that the majority of funds go to assisting participants and training costs. Mr. Lott assured that even staff costs can be considered as funds going “to the participants” since every part of every staff member’s job is to spend time with and for the participants, including follow up services. Ms. Hoppmann requested that they consider the ratio of participants to staff and to keep in mind the break-even point to maintain efficiency. Ms. Rodriguez explained that after taking into account encumbrances, obligations, and reserves, there are ample funds in the remaining budget to approve the additional \$128,000 and the program may even need more funds by the end of the year. Due to not having a quorum of the Business and Finance sub-committee, the action for approval was deferred until the full Board meeting. Ms. Esther Thompson asked for clarification of the RFP process and the source of the additional funds. Ms. Rodriguez explained that the original contract was issued for one year, with the option to extend (the decision to extend CCS as the Youth Program contractor through June 30, 2016 was approved by the WDB at the December 14, 2014 meeting). The contracts will never be for the full allocation and reserves will be managed to allow for the possibility to use funds for other contracts and projects. Mr. McCune asked if the Accountant I position has been filled since Carinda Kerr left at the end of June. Ms. Rodriguez said she is working with Cumberland County HR to find a replacement; she expects the process to take at least a month and is considering hiring a temp in the meanwhile.

- **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 Friday, August 7, 2015. Under WIOA, the Youth Council is now a standing committee of the WDB. Members of the Youth Sub-Committee are not required to be WDB members, with the exception of the Sub-Committee Chair. Representatives from agencies, community-based organizations, and individuals who are especially interested in the needs of youth in Cumberland County are encouraged to participate. The Sub-Committee will continue to meet as they have (the Friday before each WDB meeting), and as Chair of the Sub-Committee, Ms. Cross will continue to provide a report at each WDB meeting. The functions and responsibilities of the Youth Sub-Committee

will remain the same, to include advising on how to provide the most effective and comprehensive programs, activities, and opportunities for eligible youth (aged 16-24) seeking assistance in achieving academic and employment success. Mr. Lucas briefed the Sub-Committee members on marketing efforts to promote recruitment of Out-of-School Youth, which include Youth Program staff participation at the National Night Out event held on August 4, 2015, and radio spots on Foxy 99.1 FM recorded by Youth Sub-Committee member, Fred Baker. Mr. Lott shared progress on the plan for Cumberland County to apply to be a Work-Ready Community. Nore Brantley, who was introduced during the Finance Report, has been assigned to “champion” the Work-Ready effort, and Mr. Lucas reported that they plan on reaching out to the employers who recently participated in the Summer Youth Work Experience Program. Mr. Lucas proposed holding the annual Youth Partnership Recognition Banquet as a luncheon and in conjunction with the WDB meeting scheduled for October 6, 2015. The banquet, which has previously been an evening event, recognizes the employers and partners who participated as a work site during the Summer Youth Work Experience Program and outstanding participants. At the June 9, 2015 WDB meeting, the revised Youth Services Policy was distributed for review. The Sub-Committee deferred the action to approve the policy until the full Board meeting. The next Youth Council meeting is scheduled for Friday, October 2, 2015 at noon at the Career Center.

- **Update on Contract for WIOA Youth Program** – Mr. Lucas provided an update on the WIA Youth Program as of August 7, 2015. There are currently 314 total youth participants, including those in follow-up status. Over 90 sites participated as summer work experience locations providing a total of 163 positions. Although the goal was 175 positions, the Youth Program did see an increase from the 149 placements made last year. Over 140 youth and young adult participants attended the Comprehensive Learning Day on Saturday, July 11, 2015 at the Department of Social Services (DSS), and 135 attended the event on Friday, July 24, 2015 at the Education Resource Center (ERC). Included in the notebook was the program from the Close-Out Celebration on July 31, 2015 which was attended by 113 youth and young adult participants. Mr. Lucas explained that per Ms. Pam Gibson’s recommendation, Youth Program staff participated in the National Night Out event that was held on August 4, 2015. The event served as a kick-off for the marketing campaign to recruit Out-of-School youth. Additional recruitment efforts include sponsoring WZFX Foxy99’s 99 Days of Summer which will air radio spots throughout the month of August. Mr. Lucas explained that they are working hard to meet the WIOA requirement of spending at least 75% of funds on Out-of-School youth, which is a huge transition from the 70% In-School/30% Out-of-School under WIA, while still working with enrolled In-School youth participants. He has been networking and reaching out to other agencies, including the Metropolitan Housing Authority and Ms. Susan Mason with the Department of Social Services. Mr. Lucas suggested focusing on the Workforce Development page under the Cumberland County website rather than the Cumberland County Schools website since CCS is primarily an in-school website and may not reach out-of-school youth. Ms. Cross explained that these ideas and more have come from sharing information gathered from conference workshops and brainstorming with the Youth Sub-Committee, whose members include representatives from Juvenile Justice and DSS. Several members of the Sub-Committee are planning to take a trip to visit

the Tarheel Challenge Academy in Sampson County. The program, sponsored by the North Carolina National Guard, 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. Ms. Cross said they are trying to be creative and keeping in mind who they are targeting. Ms. Thompson suggested collaborating with Ms. Cynthia Wilson of Cumberland Community Action Program, Inc. (CCAP), now known as Action Pathways, whose mission is to develop and operate projects that promote the economic and social well-being of individuals and their families, many of whom are under the age of 24 and are potential candidates for the Youth Program. Mr. Lucas added that Nore Brantley, the Career Development Coordinator, has worked with CCS for many years, most recently as a teacher at Alger B. Wilkins High School (ABWHS). ABWHS provides an additional learning option for community high school students who are not succeeding in a traditional school setting. Ms. Brantley has a lot of experience within Career and Technical Education and assisting at-risk youth with realizing their full potential, transitioning from school to a career, and taking responsibility for their future, which makes her the ideal candidate to join the Youth Program team and to champion the Work-Ready Community initiative. Ms. Brantley can be reached at (910) 323-3421 ext. 2136. Ms. Lucas announced that Mary Finney's last day as a Youth Case Manager will be Friday, August 14th, as she has been offered a position as an art teacher at Westarea Elementary School. The Case Manager position is posted on the CCS website and will close on August 17th. Ms. Cross acknowledged that Ms. Finney is truly a success of the Youth Program, as she started out as a participant, obtained full time employment as a Case Manager, and will now be a full time teacher in the art field. The Youth Program budget through August 6, 2015 was included on the report and is recalculated at the end of every month. Notebooks from the Youth Close-out Ceremony were presented as gifts to the Board members. The Youth sub-committee accepted the update as information only.

- **Planning and Evaluation**- Mr. Richard Everett, Chair of the Planning and Evaluation Sub-Committee, presented two items of information:
 - **Update on Contract for WIOA Adult & Dislocated Worker Program** - Ms. Lorria Troy, Program Director for ResCare Workforce Services, provided an update on the WIOA Adult & Dislocated Worker Program. The report included year-to-date contract measures for the new categories under the extended contract which includes: Customers Enrolled in Basic Career Services, Customers Placed in Unsubsidized Employment, Customers Receiving a Training Service, Customer Enrolled in Intensive Service, and New Customers Enrolled in Occupational Training. Ms. Troy reported on the collaborative partnership with FTCC's Charlene Callahan on Transition Tech, a training program for transitioning military service members that provides industry-focused certificates and credentials, resume assistance, and mock interview opportunities designed to prepare individuals to enter the civilian workforce. The first cohort, which included 12 individuals and began July 27, 2015, is slated to complete their Logistics/Supply training course, which includes credentials in Yellow Belt/Lean Six Sigma and OSHA 30, by August 13, 2015. Additional Logistics/Supply courses are scheduled to begin August 17th and September 14th, a course for CATV/Telecommunications Technology Cabling & Fiber Optics is planned for

September 28th, and they are preparing to offer a Computer & Information Technology (IT) course as well. The Transition Tech Program will be shared with military personnel that are 24 months or less from exiting from the military and is open to all veterans. MG Rodney Anderson asked how veterans are made aware of the program. Ms. Troy explained that they are actively recruiting at the Career Center and Ms. Callahan has also been recruiting through the Transition Assistance Program (TAP; formerly the Army Career and Alumni Program, ACAP). They are working hard to limit the number of trips required to apply for the program, especially due to many of the interested participants are still active duty soldiers. Ms. Troy shared the marketing flyer for the Transition Tech Program, which will be forwarded to Board members via email at the conclusion of the meeting. On-the-Job Training contracts have been signed with Operational Services Inc. and MegaPlay, LLC. The Business Services Representative attended the BSR quarterly meeting in Raleigh, the Fayetteville Regional Chamber “Business After Hours” event, the National Night Out event, and the WIOA State Plan Summit. Participant accomplishments included 12 placements in positions such as Security System Installer, Administrative Assistant, Office Manager, Office Assistant, Truck Driver, and Laborer, and both a customer’s compliment regarding the staff at the Career Center and a client’s success story were shared as part of the report. Upcoming events include the Cumberland County Library Job Fair on August 19th, the WIOA Regional Summit also on August 19th, and the Southeastern Employment and Training Association (SETA) Conference September 13-16th. The Planning & Evaluation sub-committee accepted the update as information only.

- **Revised Policies-** Mr. Lott introduced the revised policies, which were sent out via email prior to the meeting. Three of the policies (#2, Formal File Structure for WIA Participants, #3, Maintenance of Participant Records and the Central Records Room, and #21, Center Telephone Policy and Procedures) were eliminated as policies effective August 2015 and will be revised accordingly as procedures. Mr. Lott provided a summary of the changes. All of the policies were revised to reflect the changes as a result of the Workforce Innovation and Opportunity Act (WIOA). The remaining changes were summarized as follows: Policy #1, Update of Workforce Development Board Policies, was revised to reflect changes as a result of the transition of administrative and fiscal responsibilities of local WIOA services to Cumberland County government. Policy #6, Priority of Service Policy, still states that all veterans and their spouses will receive priority for all career services and training; the remaining order of priority will require an assessment for basic skills deficiency and documented income information, and is as follows: Veterans, exiting military and military spouses; individuals who have exhausted their UI benefits; single-parent families; those who are basic skills deficient; those who receive TANF or are referred by the Department of Social Services (DSS); and individuals who face two or more barriers to employment. Policy #11, Nondiscrimination/Equal Opportunity Standards and Complaint Procedures, adopted the policies and procedures issued by the North Carolina Department of Commerce, Division of Workforce Solutions (DWS) in Policy Statement Number PS 05-2015, dated July 8, 2015. Policy #12, ITA Policies and Procedures, was updated to adopt the North Carolina Department of Commerce, Division of Workforce Solutions (DWS) Policy Statement Number PS 08-2015, Workforce Innovation and Opportunity Act Funds and Pell Grants, dated July 13, 2015 in regard to

coordination with Pell, grants, and scholarships. Policy #13, Process and Criteria for Reviewing eligible Training Providers to Serve Adults and Dislocated Workers in Cumberland County through the Workforce Innovation and Opportunity Act (WIOA), was revised to follow guidance in TEGL 41-14, Operating Guidance for WIOA: WIOA Title I Training Provider Eligibility Transition, dated June 26, 2015. WIOA requires that customers be afforded information to select training that leads to a degree, certificate, or credential in an occupation that is in demand in the local area. North Carolina supports a statewide system, NCWorks Online (www.ncworks.gov), to allow a training provider to apply electronically. The state must collect performance data on each training provider and establish a threshold criterion to determine eligibility. It is the responsibility of the local Workforce Board, in conjunction with the state, to maintain a list of approved providers of training. The Cumberland County Workforce Development Board will use the state list as long as the occupation is in demand in the local area and the cost for two years of tuition, books, and fees does not exceed the cap of \$8,000. Providers that are not subject to the restrictions are: providers of On-the-Job Training, Customized Training, Incumbent Worker Training, Internships, paid or unpaid work experience, transitional employment, Trade Adjustment Assistance program, and class-size training that meets a specific industry sector or occupations determined by the Board to meet a critical local need. Policy #14, Adult and Dislocated Worker Transitional Jobs, revised “Work Experience” to “Transitional Jobs”, added the stipulation that no more than 10% of funds will be used for transitional jobs payments, and increased the maximum rate of pay from \$10 per hour to \$15 per hour. Policy #15, On-the-Job Training Policy, adopted the policies, procedures, and contract forms issued by the North Carolina Department of Commerce, Division of Workforce Solutions (DWS) in Policy Statement Number PS 04-2015, dated July 8, 2015. Policy #17, Supportive Services Policy, was revised to follow guidance in TEGL 3-15, Operating Guidance for WIOA, until further guidance is received from the North Carolina Department of Commerce, Division of Workforce Solutions. Policy #18, Youth Services Policy, was distributed at the 6/9/15 WDB meeting and is subject to approval action at this meeting. Changes to this policy included adding an incentive for recruiting two youth participants who are successfully enrolled in the WIOA Youth Program and increasing the incentive (\$50 for one goal, \$100 for two goals, and \$200 for three goals) and starting wage amounts (\$8 per hour for all work experience youth participants). Policy #22, Dual Enrollment, was updated to correspond with Policy #6, Priority of Service, and added the condition that an assessment must be conducted and income information collected in order to provide career or training services under WIOA. Policy # 23, Career Services, is a new policy that establishes the services that may be provided to all customers of the Cumberland County Career Center. Per WIOA and TEGL 3-15, Operating Guidance for WIOA, “core” and “intensive” services, as they were known under WIA, are now combined as “career services.” The three types of “career services,” which may be offered in any sequence, are: Basic Career Services (available to all individuals seeking services in the Cumberland County Career Center; includes eligibility determination, outreach, intake, orientation, initial assessment, labor exchange, referrals to other programs, information on eligible training providers, and the availability of supportive services), Individual Career Services (provided to individuals seeking to obtain or retain employment; begins with the administration of the Test for Adult Basic Education [TABE] and other

diagnostic testing; includes the development of an Individual Employment Plan [IEP]; services available include short term vocational training, HRD classes provided by a Community College, and assistance with obtaining the skills necessary for successful transition into and completion of postsecondary education, training, or employment), and Follow-up Services (must be provided to participants who are placed in unsubsidized employment for up to 12 months after the first day of employment). The revised policies were distributed for review to the Planning & Evaluation sub-committee and will be subject to approval action at the next WDB meeting, with the exception of Policy #18, Youth Services Policy, which was distributed for review at the June 9, 2015 WDB meeting and subject to approval action at today's 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 Overviews provided by the Labor & Economic Analysis Division (LEAD) of the NC Department of Commerce for July and August 2015 included in the notebook. The most recent reports show increased unemployment rates at the local, state, and national levels and fewer people working in Cumberland County compared to last month and the same period last year. Heavy and Tractor-Trailer Truck Drivers is still the most in-demand position with Registered Nurses a distant second. LEAD has been releasing new and improved reports, including a Star Jobs brochure, which was included in the notebook. Mr. Lott explained that Star Jobs replaces the Hot Jobs, and is presented by prosperity zones. A map of the North Carolina prosperity zones was included in the notebook. Cumberland County is part of the Sandhills (South Central) prosperity zone along with the counties of Bladen, Columbus, Hoke, Montgomery, Moore, Richmond, Robeson, Sampson, and Scotland, which fall under five different Workforce Development Boards (Cape Fear, Cumberland, Lumber River, Regional Partnership, and Triangle South). Mr. John Lowery is the DWS Regional Manager of the Sandhills prosperity zone. Some discussion took place regarding the top 15 Star Jobs for positions requiring an Associate Degree. MG Anderson was surprised that there were so many openings for Registered Nurses (267) compared to other positions, but that the second highest position (Dental Hygienists with 22 openings) paid an average of almost \$4 more per hour (Registered Nurses tend to work more hours).

Ms. Johnson introduced Russ Rogerson, Executive Vice President for Economic Development with the Economic Development Alliance under the Fayetteville Regional Chamber of Commerce. Mr. Rogerson began by thanking the Board for what they do to prepare the workforce. Their efforts are important for the youth and adults in the community, as well as existing and future businesses and industries. Mr. Rogerson reported that the number one site selection criterion for new business and industry is the state of the workforce. He explained that despite the significance of the workforce, so little is known about a big supplier of the workforce in Cumberland County: Fort Bragg. With 6-8,000 soldiers retiring or leaving the military annually, many questions arise: Will they stay in Fayetteville/Cumberland County/North Carolina? What (jobs) can they do? How much money do they want? Answers to these questions have been difficult to obtain. With MG Anderson's assistance, Mr. Rogerson has begun the process to

find some solutions to these challenges, including how to best define the skills of exiting military as they relate to the civilian workforce. Fort Hood conducted a survey similar to what Mr. Rogerson and MG Anderson proposed; a copy of the Fort Hood Region Veterans Inventory Initiative quarterly report (for July-September 2014) was shared with the Board members. The study, which is an assessment of the intentions, educational level, skills, employment desires, and suggestions to improve the Fort Hood region's "Quality of Place" for soldiers leaving military service at Fort Hood, Texas, is routinely conducted in partnership by the Fort Hood Adjutant General/Army Career and Alumni Program (ACAP), Central Texas Workforce Solutions (Board and Service Centers), Greater Killeen Chamber of Commerce, Heart of Texas Defense Alliance, and Texas Veterans Commission. Mr. Rogerson referred to the Military Transitional Survey which was developed for transitioning service members and military families in the Fayetteville-Fort Bragg region. The purpose of the survey is to collect general information and feedback that will provide insight to the region's skilled military Veteran workforce that will be aligned with efforts to retain existing businesses, attract new businesses, and enhance the options for current and potential residents. Mr. Rogerson conveyed the need to actively sell the value of the military workforce to current and future businesses. The survey will be given to all Fort Bragg soldiers participating in the TAP Program. Mr. Rogerson expressed his excitement at finally being able to better define what the exiting military can do, and get answers to the questions of if they will stay, why or why not, and if there anything we can do to recruit them to stay? A long-standing challenge for Veteran personnel is being able to match their military experience with civilian job descriptions. Mr. Rogerson explained that even though we are more than willing to provide training, in order to attract new business, we want to ensure that the current workforce has individuals with the skill sets needed to do the jobs. Above all, the survey is a start to cultivating an essential partnership with the military, as there has always been a need for more and better information from the military. Mr. Rogerson presented the information regarding the Military Transition Survey to the Board in the hope that they will consider joining as a partner. Mr. Lott explained that although the survey is a good use of WIOA funds, they will have to follow the procurement rules. Ms. Rodriguez added that the project could be considered a programmatic expenditure and they do have the funds to cover it. Mr. McCune said that the survey is an excellent example of partnership venture between Economic Development and Workforce Development, and they should encourage additional community partners such as FTCC, Cumberland County, and the Plant Managers' Association to get involved. Mr. Rogerson explained that the next step of taking the collected information and compiling it into a report will be costly. Mr. TJ Haney applauded the initiative and said he hopes the effort will parlay into timely, valuable deliverables, and not unlike the data gathered by the Economic Development Alliance, will be shared with partners. Ms. Pam Gibson acknowledged that is long overdue for partners to come together in a tangible way. The concern was raised that the initiative does need other partners to share in the financial responsibility; it is not fair for only the WDB to take a hit. MG Anderson explained that he saw an opportunity to take action when exiting commanders gave their approval for the project, thus expediting what was sure to be a lengthy process and allow for implementation within 30-40 days. MG Anderson shared that because of their efforts, 720 surveys have already been completed. The initial collection is a pilot phase of the project, which they plan to

test over the first year, and may require some adjustments. The time to bring in partners may be after the pilot phase. The project is about really identifying everything we can about this population in terms of their talents and attributions that will be of value and use to the workforce and educational systems. The survey will also include information on military spouses, who have already proven to be a target group for call centers, as evidenced by the five projects already in Fayetteville. It was the consensus of the WDB that they need to have a major presence at the table when it comes to economic development. Mr. Carl Mitchell, FTCC Vice President for Human Resources and Institutional Effectiveness remarked that they have experienced difficulty when applying for grant opportunities due to the missing military element and not being able to quantify the military's impact. Ms. Rodriguez cautioned about ensuring the process is an arm's length transaction due to MG Anderson being a member of the WDB. Mr. Haney made a motion to pay the full \$10,000 amount requested and to commit to seeking partners for future involvement; Mr. Thompson seconded. After further discussion, it was decided to hold off on the final vote until the next WDB meeting so that the WDB support staff could research the procurement rules. Ms. Johnson shared that the Economic Development Alliance has been busy with 49 active projects, 18 of which are new since July 1st. Mr. Rogerson thanked MG Anderson for his guidance and assistance on the project.

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. Josephus Thompson, and Ms. Troy) is working well and continues to meet frequently to ensure improvements to services and procedures. The Career Center has weekly staff meetings and trainings on Thursday afternoons. Recent training has included customer service, information about partner programs, and a webinar series through the DWS State Training Institute. They continue to work on co-enrolling all customers into WIOA and Wagner-Peyser, and they anticipate that installing scanners for each staff person will help expedite the co-enrollment process. Summary reports were included in the notebook to show contract measures since July 1, 2015 as well as the services and activities provided at the Career Center for the time period of July 1, 2014-June 30, 2015. Ms. Gibson suggested adding a Youth Program staff representative to the ISD Leadership Team; Mr. Lott agreed to add Ms. Brantley to the Leadership Team. 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/Nomination Sub-Committee, presented one item of information:
 - **Revised WDB Bylaws-** At the June 9, 2015 WDB meeting, revised WDB Bylaws were distributed for review. The revision, which included changing WIA references to WIOA, also incorporated section 107(b)(4)(A)(II) of WIOA, which

states that 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 Sub-Committee 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. Ms. Gibson made a motion to approve the revised bylaws; Ms. Thompson seconded the motion. The Marketing/Bylaws/Nominations sub-committee voted to bring the recommendation to the full Board for their consideration.

OFFICIAL MEETING

I. Call to Order - The August 11, 2015 meeting of the Workforce Development Board was called to order by the Board Chair, Mr. David McCune, at 1:01 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 June 9, 2015 WDB meeting. A motion was made by Ms. Esther Thompson to approve the minutes as read; the motion was seconded by Ms. Pam Gibson 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 presented the following information to the Board:
 - Finance Report– Ms. Nedra Rodriguez presented an updated financial report to the Business and Finance Sub-Committee. Ms. Hoppmann made a motion to approve the request to add \$128,000 to the WIOA Youth Program contract with Cumberland County Schools; the motion was seconded by Ms. Cynthia Wilson and passed unanimously.
- *Youth* – Ms. Charlene Cross presented the following information to the Board:
 - Youth Sub-Committee Report- Ms. Cross provided an update on the Youth Sub-Committee. Ms. Cross made a motion to approve the revised Policy #18, Youth

Services Policy; the motion was seconded by Mr. TJ Haney and passed unanimously.

- Update on Contract for WIOA Youth Program- Mr. Chip Lucas, Executive Director, Career and Technical Education, for Cumberland County Schools, provided an update on the WIOA Youth Program. The Board accepted the report as information only.
- *Planning and Evaluation* – Mr. Richard Everett presented the following information to the Board:
 - Update on Contract for WIOA Adult & Dislocated Worker Program – Ms. Lorria Troy, Program 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.
 - Revised Policies- Mr. Lott provided a summary of the revised policies to the Planning and Evaluation Sub-Committee. The policies were distributed for review and are subject to approval action at the next WDB meeting.
- *Labor Market Information* – Mr. Haney presented the following information to the Board:
 - Review of most recent LMI report – Mr. Josephus Thompson shared the most recent Labor Market Overviews provided by the Labor & Economic Analysis Division (LEAD) of the NC Department of Commerce, as well as a new Star Jobs report, which is based on prosperity zones. Mr. Russ Rogerson, Executive Vice President for Economic Development with the Economic Development Alliance under the Fayetteville Regional Chamber of Commerce, spoke about the Military Transitional Survey project. A final decision about whether to fund the survey was put on hold until the next WDB meeting so that the WDB support staff could research the procurement rules. The Board accepted the LMI reports as information only.
- *Program Activities and Community Relations* – Ms. Esther Acker 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 presented the following information to the Board:
 - Revised WDB Bylaws – Ms. Thompson made a motion to approve the revised WDB Bylaws; the motion was seconded by Ms. Pam Gibson and passed unanimously.

VI. Director's Report – Mr. Lott began his Director's Report by reminding the WDB that the current Board will still exist until the new Board is appointed by the County Commissioners. There will be a regular meeting of the current Board on October 6, 2015, which will be on conjunction with the Youth Partnership Recognition Luncheon for worksite supervisors and outstanding Youth participants. Mr. Will Collins, Assistant Secretary for Workforce Solutions in the North Carolina Department of Commerce, will speak at the luncheon and will meet with the Workforce Board. Mr. Lott requested that the WDB members forward him any questions they may have for Mr. Collins. The Division of Workforce Solutions announced the creation of eight new Career Pathways Facilitator positions, one for each of the eight prosperity zones. This is in addition to the eight Regional Managers. Mr. John Lowery, the Regional Manager for the Sandhills region, which includes Cumberland County, requested that Mr. Josephus Thompson remain the Public Employment Service representative on the WDB. Mr. Lott shared that he is working with Mr. Haney to develop an application for the Incumbent Worker Training grant, which would award \$20,000 to provide training to existing workers with a company that needs up-skilling. Incumbent Worker training is similar to Customized Training, and Mr. Haney hopes to submit a joint application for the four local sausage plants that have requested assistance with providing training, but individually do not meet the requirements. Mr. Lott will also be working with Career Technical Education staff to apply for a piece of the \$5.25 million grant the state received from National Emergency Grant funds to develop additional Career Pathways projects. The Governor's Office has launched its new branding campaign, NC- Nothing Compares. There is some confusion on if and how this branding is related to NCWorks. Ms. Cross shared that the Apprenticeship Program has seen their new logo. Mr. Lott hopes to be able to provide some clarification about the branding campaigns (NC-Nothing Compares and NCWorks) after attending the Commission meeting on August 12, 2015. As discussed previously in the meeting, Cumberland County Schools assigned an individual to the Youth Program to "champion" the Work-Ready Community project. Ms. Nore Brantley will submit the application to the North Carolina Chamber of Commerce and work toward meeting the criteria required to be certified. The Community College System is the most recent entity to release its strategic plan, which is based on Align4NCWorks. Mr. Lott attended the State Summit for preparing the unified state plan as required by WIOA, and he will attend the Regional Summit next week. The WDB strategic plan will be developed in combination with these various plans.

VII. Industry Contact Team Update- Mr. Haney provided a summary of the Industry Contact Team's efforts for the fiscal year 2014-2015. Mr. Haney (Executive Director for Economic Development and Military Continuing Education for FTCC) and Ms. Cathy Johnson (Director of Economic Development for the Economic Development Alliance of Fayetteville and Cumberland County) met quarterly with the express purpose to share and leverage information gathered from their ongoing contacts with business and industry. Ms. Johnson completed 80 business/industry visits during FY2014-2015; of those, 41 were industry, 4 were call centers, 26 were service providers, and 9 were military contractors. Mr. Haney shared items of interest including that 4 companies changed ownership, 13 changed upper-level management (e.g. new CEO, CIO, CFO, Plant Manager, etc.), 24 companies would like to expand in the next three years (e.g. new employees, equipment, facility, etc.), 8 provided the dollar value of their expansion plans (total of \$48,000,500 capital; 295 jobs) , 1 company (Maidenform) closed in March 2015, and 1 company (Dayco) announced they would be closing (date unknown). Ms. Johnson surveys the business leaders to collect information on the Product/Service, Market, Industry, Management, Workforce, Technology, Utility Services, and Quality of Life/Community Services. The responses remain confidential, but the data is grouped together and general comments can be provided. Comments related to workforce issues include: an average rating for the Community College; concerns included not enough welders, carpenters and electricians, and not being helpful with providing an intern; an average rating for State Workforce Services; concerns included Employment Security

sending people that are not qualified, bad process, bad labor pool, not helpful, not training people, and having no plan; 44 of the businesses surveyed provide in house training, 22 increased spending, and 22 reported stable budgets. Of the companies surveyed, 25 reported recruiting problems (mostly for skilled workers), with 34.04% of issues related to community perception and 65.96% due to industry type. Evaluation of the workforce resulted in average ratings for availability, quality, stability, and productivity. Mr. Haney briefed the Board on the activities of the Customized Training Program for FY2014-2015. The program spent \$70,000 on 232 students in 51 classes that served five companies and generated 12,446 membership hours (i.e. hours spent in the classroom) which is the equivalent of 18.09 annual FTE. They successfully completed three long-term customized training projects for Eaton Electrical, Purolator Filters, and K3 Enterprises; these companies represent nearly 1,400 employees. Two current training projects involve the customer call centers of Sykes Enterprises and Blue Cross Blue Shield of North Carolina; together, they represent over 600 new jobs. Upcoming projects that recently achieved state approval are both “second” projects for Clear Path Recycling and MANN+HUMMEL Purolator Filters. Mr. Haney worked closely with DeVon Brock of the Continuing Education Industry Training team to use Business and Industry support funding for training and partnered with NCSU-Industrial Extension Service to get U-Teck ISO-9001 certified within one year. Efforts to increase FTCC’s allotment of Capacity Building funds resulted in an increase from \$537 to \$7,515, and raised their status of 40th in the system in 2010-2011 to 21st place this year. Ms. Gibson requested that Mr. Haney share his business and industry contacts with Ms. Brantley and Mr. Lott in support of the Work-Ready Community effort.

Mr. McCune reminded members that Cumberland County government is now the administrative entity of the Cumberland County Workforce Development Board and support staff. He thanked FTCC for all that they did over the last four years. Mr. McCune is excited to bring the WDB to the next level.

The Fall 2015 Southeastern Employment and Training Association (SETA) Conference will take place in Savannah, GA, September 13-16, 2015. Several WDB members are scheduled to attend, and Mr. McCune announced that he and Ms. Thompson will be presenting a workshop, along with the WDB support staff, on how to conduct an effective Board meeting.

The next Youth Council meeting is scheduled for Friday, October 2, 2015 at the Career Center (410-414 Ray Ave).

The next meeting of the Workforce Development Board is scheduled for Tuesday, October 6, 2015 and will be held in conjunction with the Youth Partnership Recognition Luncheon. The location will be the Holiday Inn I-95 South (1944 Cedar Creek Road, Fayetteville, NC 28314). Sub-committee meetings will begin at 11 am, the luncheon is scheduled for 12 noon, and the WDB meeting will reconvene after the luncheon.

Mr. McCune adjourned the meeting at 1:25 pm.

Respectfully Submitted By:

Peggy Aazam, Executive Assistant

David McCune, Board Chair