



CAPITAL AREA WORKFORCE DEVELOPMENT BOARD
MEETING MINUTES
August 28, 2008

The Capital Area Workforce Development Board met in regular session on Thursday, August 28, 2008 at 10:00 a.m. at Howell Woods Environmental Learning Center, Johnston Community College, Four Oaks, North Carolina. Members present: Bruce Clarke, Robert Barham, Rick Childrey, Kenny Gibbs, JoAnne Honeycutt for Dr. Anthony Parker, Gerald Mitchell, Dr. Donald Reichard, David Rockefeller, Donald Bedsole for Nelson Rose, Vicki Shore, Michele Tavernise, Ruby Bryant for Marie Watson and Durwood Woodall. Staff: Regina Crooms, Alfreda Barnett, Lisa Ramsey, Jane Sterner and Brenda Wilkerson. Guests: Virginia Brogden, NC Department of Commerce, Division of Workforce Development; Carmen Carroll, Capital Area JobLink at Swinburne; Carol Collins, Community Partnerships, Inc.; Robert Davis, Capital Area JobLink at Johnston Community College; Chris Droessler, Wake County Public School System; Johnnie Darden, Sr., Community Kingdom Building Ministries; Reginna Z. Ford, Labor Market Information, Employment Security Commission; Thom Myers, Telamon Corporation; Jacqueline McMillian, Workforce Development Unit, Employment Security Commission; Becky Long, Capital Area JobLink at Cary Employment Security Commission; and Jan Oakley, Yes I Can Program, Johnston County Industries.

Vice-Chairman Clarke called the meeting to order and welcomed everyone. He thanked Dr. Donald Reichard for hosting the Board meeting at the beautiful Howell Woods Environmental Learning Center at Johnston Community College. He went on to announce that Dr. Reichard, the 2007 North Carolina Community College President of the Year, recently received the first North Carolina Community College Student Leadership Institute Service and Support Award. Vice-Chairman Clarke proceeded and asked if there were any corrections to the draft minutes of June 26, 2008. The minutes were approved as written.

The first item on the agenda was the JobLink Status Report and Vice-Chairman Clarke called upon Durwood Woodall, JobLink Committee Chair, to provide an update.

Mr. Woodall indicated that the Capital Area JobLink Career Center at Swinburne was originally chartered as a JobLink Career Center in December 1997. The center was chartered as a Level II Center in May 2004 and as a Level III Center in October 2005. On August 11, 2008, the JobLink Career Center at Swinburne submitted documentation to the Capital Area Workforce Development Board JobLink Committee to re-charter at a continued Level III status.

The JobLink Committee and Capital Area staff have reviewed the documentation and verified that the JobLink Career Center at Swinburne meets the requirements for continued Level III status. Mr. Woodall made a motion to accept the recommendation; Robert Barham seconded the motion. Motion carried.

Vice-Chairman Clarke concluded that we appreciate all the work the JobLink Committee does to ensure continued quality services in our JobLink Centers. We are excited about our newest charters that will be recognized at the NC Partnership Conference in October.

The next item on the agenda was Capital Area reports and Vice-Chairman Clarke called upon Ms. Regina Crooms for an overview of the reports.

Ms. Crooms responded that Capital Area staff has been working on two (2) reports that should prove beneficial to the Board and other surrounding local areas. The first report, the State of the Region report, is an industry and occupational report that focuses on identifying high growth, high demand industries in our local area.

Data was obtained and analyzed from various sources including the North Carolina Economic Development Intelligence System, the 2008 North Carolina Living Income Standard, and the Public Schools of North Carolina, Annual Dropout Report. High demand industries identified in the report include healthcare, bio-med, manufacturing and computer technology.

This information provides the Board with insight on how we can structure available Workforce Investment Act (WIA) funds to meet the needs of high growth, high demand industries. We can now make a more concentrated effort toward training individuals to have a major impact in meeting industry demands.

The second report, the Return on Investment report, is forthcoming to the Board. It provides information on the return on investment for every dollar contracted for providing Adult and Dislocated Workforce Investment Act (WIA) training services for PYE 2007.

Ms. Crooms concluded by saying, as future funding is made available through regional initiatives, it is Capital Area's goal to be strategically positioned to meet the needs of employers in our local area and the Research Triangle Regional Partnership (RTRP) region.

At this time, Vice-Chairman Clarke called upon Brenda Wilkerson, Capital Area Business Services Representative, to provide information on the new and innovative ways she has been promoting the Board.

Ms. Wilkerson responded that there are a number of activities she has coordinated to promote the Board and its initiatives to the public. Serving on the JobLink Career Fair Committee, she actively recruits businesses to participate in the highly publicized JobLink Career Fair held twice a year at the McKimmon Center at North Carolina State University. Previous JobLink Career Fair results include up to eighty (80) employers and five hundred (500) job seekers in attendance. Most recently, Ms. Wilkerson initiated a partnership with Curtis Media to offer drive time radio and online ads for businesses attending the JobLink Career Fair.

As an ACT-licensed and authorized profiler, Ms Wilkerson is available to businesses looking to make better hiring decisions, retain the best and most qualified people, and identify areas where skill gaps exist in their workforce. Utilizing the ACT WorkKeys Skills Assessment job analysis system, she assists businesses in identifying skills and skill levels that employees must have to perform a job effectively.

Community outreach initiatives include Capital Area Business Briefs, a monthly one-page e-newsletter and Capital Connections, a quarterly newsletter, both designed to keep businesses informed on upcoming programs and projects in the local area.

Additionally, Ms. Wilkerson is working closely with Wake County Economic Development to identify new and expanding companies in the local area, and she has attended two (2) economic development forums and the State of the Region breakfast. She coordinated the Discovering the Missing Link Forum and participated in the Research Triangle Regional Partnership (RTRP) Healthcare Solutions Forum: “The Cost of Doing Nothing”.

In an effort to further determine business needs, Ms. Wilkerson has conducted numerous surveys. The survey results are used to determine future topics for upcoming forums and events, and aids in offering continuous improvement strategies for the JobLink Career Fairs.

Ms. Wilkerson’s future plans include a Business Summit in 2010 with a possible theme of “A New Decade”. This event would consist of economic development forums and workshops topics including “Going Green”, “Show Me the Money”, “Work Opportunity Tax Credits”, “Incumbent Worker Training Grant” and more.

Vice-Chairman Clarke thanked Ms. Wilkerson for all that she is doing to keep Capital Area Workforce Development Board in the forefront.

Moving onto other business, Vice-Chairman Clarke announced that Capital Area applied for and received a grant from the US Department of Labor to fund an AmeriCorps Initiative. He called upon Mr. Kenny Gibbs and Ms. Jane Sterner for information.

Mr. Gibbs responded that in late 2007 he approached Capital Area regarding a grant sponsored by the North Carolina Commission of Volunteerism and Community Service. Capital Area along with assistance from Vocational Rehabilitation applied for the grant in March 2008 and was subsequently notified of the award in August 2008. The total award of \$420,249 includes an additional match of 35% with the majority of the funds provided by Vocational Rehabilitation and a contribution from Builders of Hope.

Ms. Sterner continued to say that the AmeriCorps Initiative in North Carolina is known as Access JobLink. AmeriCorps members (volunteers) will assist persons with disabilities and other barriers to employment with their job search through numerous activities such as resume writing, interviewing, transportation & childcare, and success plans. The members receive a small stipend paid monthly, healthcare, childcare (if qualified), and an education award upon successful completion of a one-year term of service.

The twenty-two (22) members will be placed in our JobLink Career Centers throughout Wake and Johnston Counties and our Project NewBuild site. These members will work closely with JobLink staff and partners to provide a seamless delivery of services to JobLink customers; work one-on-one with persons with disabilities and other barriers to employment; educate community organizations regarding JobLink services by participating in numerous activities (presentations, on-site visits, phone calls); work with local community groups to increase disability awareness and the services available; and become part of a community disaster team to assist when the need arises. Currently,

Capital Area is recruiting for a full-time Program Manager while the JobLink Career Centers are recruiting for full- and half-time AmeriCorps members.

Ms. Sterner concluded that this is the first time a local workforce development board has applied for and received the AmeriCorps grant in North Carolina. Vice-Chairman Clarke noted that this grant is especially needed during a time when resources are dwindling. He thanked Mr. Gibbs and Ms. Sterner for their hard work and diligence to bring this opportunity to fruition.

The Board Spotlight was the next item on the agenda, and Vice-Chairman Clarke called upon Dr. Donald Reichard to give his presentation. Dr. Reichard, a native of Greenville, Pennsylvania, grew up with a twin brother and four (4) other brothers and sisters in a blue collar, farming community. Having rural roots, his father built train cars for a living, and his mother was a schoolteacher. During the summer, Dr. Reichard assisted his father in building train cars and has built every part of the car except the axle.

Earning his bachelor's and master's degrees from Indiana University of Pennsylvania, Dr. Reichard also has a doctorate in higher education administration from the College of William and Mary. He was an instructor and later a division chairman at Paul D. Camp Community College in Franklin, Virginia. Dr. Reichard came to North Carolina in 1984 as Dean of Academic Services at James Sprunt Community College in Duplin County and served as President of the college from 1989 to 1998. He has been President of Johnston Community College since 1999.

Dr. Reichard is married to Mary Beth, a librarian. Their daughter, Carmen, followed in her mother's footsteps, earned her degree in Library Science, and is currently a librarian as well.

Dr. Reichard concluded that he has spent his entire working career at three (3) community colleges, and that next year Johnston Community College will celebrate its 40th anniversary. He received the Wachovia President of the Year Award in November 2007, recognizing his outstanding leadership by a community college president. Vice-Chairman Clarke thanked Dr. Reichard for his enlightening presentation and dedication to the Capital Area Board and JobLink System.

In the Chair's report, Vice-Chairman Clarke deferred to Ms. Regina Crooms for updates. Ms. Crooms announced that the North Carolina Partnership Conference is scheduled for October 22-24, 2008 in Greensboro, North Carolina. Board members interested in attending should see Lisa Ramsey at the conclusion of the meeting or contact the Capital Area office at 919-856-6040.

In an effort to streamline and save costs, Capital Area will be e-mailing future meeting agendas and attachments. Please ensure that the Capital Area office has your current e-mail address on file. Also, beginning in October, the Division of Workforce Development will spend two (2) days with each Board Director and Chair to go over Board Standards.

Vice-Chairman Clarke then asked Board members to draw their attention to the Capital Area Labor Market Information update and the Workforce In-Depth Custom Region Summary provided by Ms. Regina Z. Ford, North Carolina Employment Security Commission Labor Market Representative. Just returning from an Employment Security Commission conference in

Wilmington, North Carolina, Ms. Ford provided an additional brochure on The Labor Market Information Website. Vice-Chairman Clarke thanked Ms. Ford for this information.

Additional announcements included:

Regional Biotech Forum – September 3, 2008 at RTRP, 9:00 am to 12:30 pm

Capital Area JobLink Career Fair – September 17, 2008 at the McKimmon Center, North Carolina State University, 9:00 am to 1:00 pm

Capital Area Administrative Offices are moving to 414 Fayetteville Street, Suite 300. Our phone numbers will remain unchanged.

Our next Board meeting is scheduled for Thursday, October 16, 2008 at 8:30 am in Wake County. Please note the date change due to the North Carolina Partnership Conference.

Vice-Chairman Clarke thanked everyone for attending and reminded the Board that following the meeting a site tour of the Howell Woods Environmental Learning Center would be offered by Johnston Community College staff.

The meeting was adjourned at 11:30 am.