



CAPITAL AREA WORKFORCE DEVELOPMENT BOARD
MEETING MINUTES
June 24, 2010

The Capital Area Workforce Development Board met in regular session on Thursday, June 24, 2010 at 8:30 a.m. at Wake County Commons Building, Raleigh, North Carolina. Members present: Susan Jackson, Chair; Zena Anderson, Robert Barham, Amy Fariss, Joy Frankoff, Kenny Gibbs, Dr. David Johnson, Nicole Jones for Marie Watson, Robert Kingery, Howard Manning, Earl Maret, Gerald Mitchell, Leon Perry, Valerie Sachariat, Vicki Shore, Donna Steele, Michele Tavernise, Thomas White, and Durwood Woodall. Staff: Jessica Locklear-McLeod, Lisa Ramsey, Ray Riordan, Pat Sturdivant and Brenda Wilkerson. Guests: Lindy Brown, Wake County Commissioner; Carmen Carroll, Capital Area JobLink at Swinburne; Joe Durham, Wake County Government, Deputy County Manager; Debra Johnson, Raleigh Housing Authority; Agreta Limerick, North Carolina Department of Commerce, Division of Workforce Development; Darrell Kain, Educational Data Systems, Inc.; Mical McFarland, NC Department of Commerce, Division of Workforce Development; Andrea Moore, Community Partnerships, Inc., YES Program; Stan Norwalk, Wake County Commissioner, Liaison to Capital Area Board; Ramell Oakley, Capital Area JobLink at Johnston Community College; Jan Oakley, Johnston County Industries, Yes I Can Program; Zaida Partin, Capital Area JobLink at Clayton Corners; Fred Shaw, Employment Security Commission, Region IV Office; and Harolyn Whitehead, Wake Technical Community College.

Chairman Jackson called the meeting to order and welcomed everyone. She announced that four (4) new Board members have been appointed to the Capital Area Board – Mr. Thomas White, NC State University, Economic Development Partnership; Ms. Joy Frankoff, Wake County Public Schools; Mr. Leon Perry, Employment Security Commission; and Mr. Robert Kingery, Southern Energy Management. Chairman Jackson presented each member with a Capital Area lapel pin, and invited them to say a few words.

Mr. Thomas White is the Director of the Economic Development Partnership (EDP) with the Office of Extension, Engagement and Economic Development at NC State University (NCSU). The partnership is strategically designed to promote and enhance Entrepreneurship and Cluster-Based Regional Economic Development, and interacts closely with the Wake County Economic Development Program, the Research Triangle Regional Partnership, and the NC Department of Commerce.

Prior to joining NCSU, Mr. White previously served as Director of the North Carolina Department of Commerce, Division of Employment and Training from 2005-2007. Mr. White is not a stranger to Capital Area and workforce development as he has previously partnered with the Board in several areas including business services and youth services. He has also served on the Durham Workforce Development Board and the Research Triangle Regional Partnership Board.

Ms. Joy Frankoff is currently the School-To-Career Coordinator for Wake County Public School System (WCPSS). Her role is to facilitate the School-To-Career initiatives which also include coordinating the Business Alliance Leadership Team of Wake County for middle and high schools.

Ms. Frankoff is returning to WCPSS after serving as the Human Resource Director for the past twelve (12) years for Piedmont Air Conditioning in Raleigh. Before working at Piedmont, Ms. Frankoff worked for sixteen (16) years with WCPSS as the Industry Education Coordinator and also formerly as a teacher.

Mr. Leon Perry is the Manager of the Employment Security Commission Office in Raleigh. He started his career with the Employment Security Commission in November 1997 as an employment interviewer at the Fayetteville ESC/JobLink Career Center, and has worked in several local offices including Aberdeen, Clinton, Durham and currently Raleigh. A veteran of the armed forces, Mr. Perry began his career in public service by serving 21 years in the United States Air Force.

Mr. Perry was previously a member of the Durham Workforce Development Board, and also served on the Mid-Carolina Workforce Development Board from March 2005-July 2007.

Mr. Robert Kingery, co-founded Southern Energy Management in 2001 with his wife, Maria, and has been involved with the sustainable energy industry for more than twenty (20) years. He has extensive experience in business development and operations, manufacturing, product design, consultation and implementation.

Prior to starting Southern Energy Management, Mr. Kingery was part of the founding team of Burt's Bees, and helped grow the company from revenues of less than \$1 million to over \$60 million in sales. As the director of manufacturing at Burt's Bees, he managed all aspects of manufacturing, purchasing, distribution, and materials management.

Chairman Jackson extended a warm welcome to the new members, and indicated that she looks forward to their service and contributions to Capital Area's workforce initiatives. She then proceeded with introductions from the remaining Board members and guests.

Following introductions, Chairman Jackson reminded the Board that the agenda contains an item that requires a vote. Per Capital Area bylaws, a member may designate a representative to attend a Board meeting in his/her absence. The representative may participate in discussions, but may not make or second motions or vote. A member providing written voting instructions to the Chairman may have his/her representative cast a vote in accordance with the instructions on the specific item(s). Chairman Jackson thanked the Board for adhering to the bylaws.

Chairman Jackson proceeded and asked if there were any corrections to the draft minutes of April 22, 2010. The minutes were approved as written.

The first item on the agenda was the On-the-Job Training Update, and Chairman Jackson reminded the Board that the American Recovery and Reinvestment Act (ARRA) adult and dislocated worker service providers have been providing training, work experience, and on-the-job training since November 2009. These services and customers are in addition to Capital Area's normal formula dollars. The service providers have made substantial progress considering the short turn-around time they had to begin serving customers, as on day one of their contract, there was a wait list of 500 people that had to be contacted and assessed. Chairman Jackson called upon Mr. Darrell Kain, Director, Educational Data Systems, Inc. (EDSI), for his presentation.

Mr. Kain advised the Board that in addition to his position, EDSI's staff consists of two (2) job developers that focus on developing jobs for customers, and one (1) job club coordinator that assists customers with resumes and interviews. Marketing efforts to advertise their services include developing a website called EDSI Solutions Triangle (www.edsitriangle.com), introducing Power Hire (an on-the-job training component), and creating professional brochures that are distributed throughout the Capital Area.

To date, EDSI has placed customers within large corporations, entrepreneurial businesses and non-profit agencies. Ten (10) customers have transitioned to full-time placement, and an additional twenty (20) customers are participating in one of the subsidized employment opportunities including Power Hire, on-the-job training, or work experience. Mr. Kain expressed that he believes EDSI is on target with meeting their projected placement goal of 75 during the program year. Currently, they have job openings in the technical, medical and administrative fields.

Additionally, EDSI is hosting a number of events including internal job fairs at local employer locations and workforce development information sessions for employers. Chairman Jackson thanked Mr. Kain for his report and for the commendable job in serving the unemployed citizens of Wake County. She then called upon Ms. Ramell Oakley, Director, Johnston County Job Training, for her report.

Ms. Oakley announced that Johnston County Job Training has performed extensive outreach and marketing efforts to publicize the on-the-job training component of the ARRA adult and dislocated worker services. They have made over 1142 employer contacts through e-mails, flyers, and broadcast e-mails, and have conducted numerous presentations throughout Johnston County.

While there have been some ARRA program implementation challenges such as limited job openings, continued layoff and closures, and the need for highly skilled/experienced new hires, Johnston County Job Training has exceeded their planned enrollment of 85 as 130 customers are currently participating in the program with the majority in short-term occupational training.

Under the work experience component, their planned service level is ten (10) with eight (8) customers enrolled to date, and an additional three (3) customers in the process of being enrolled. In the on-the-job training component, their goal is fifteen (15) placements with seven (7) currently enrolled and two (2) exited. Of those exited, both were employed full-time with benefits and wages of \$29,000 and \$47,000 respectively. One (1) of the individuals that gained full-time employment had been unemployed since November 2008.

Current on-the-job training opportunities include certified nursing assistant, purchasing agent, accountant, maintenance mechanic assistant, industrial technician, transportation manager and accounting technician.

Ms. Oakley concluded by sharing some favorable employer comments commending the employees placed at their locations, and the efforts of Johnston County Job Training staff. Chairman Jackson thanked Ms. Oakley for the service that Johnston County Job Training is providing to the citizens of Johnston County.

The next item on the agenda was “What Do You Think?”, and Chairman Jackson reminded members that Capital Area relies upon their input and suggestions regarding how the Board can accomplish its strategic objectives. Ms. Pat Sturdivant, Capital Area Director, posed the following question: “What are some of the things we can “do better” or “more of” as a Board?”

Mr. Michele Tavernise commented that the Board should become more involved with the Chambers of Commerce and vice versa. Ms. Sturdivant added that recently Capital Area redesigned their Board brochure, and called members’ attention to the copy provided in their Board packet. Additionally, Capital Area is working to update the website and is currently working with the Morrisville Chamber; however, more focus needs to be directed to working the Chambers in Raleigh and Johnston County.

Mr. Durwood Woodall suggested that the Board needs an “in” into economic development, especially in Johnston County. Mr. Robert Barham recommended that since Capital Area is a 501C3 organization, the Board needs to take a more strategic approach towards providing “fee for service” programs. He continued by saying that Capital Area will develop a higher level of trust among private sector industries by offering “fee for service” programs. Mr. Robert Kingery asked for an example of a “fee for service”. Mr. Barham replied that currently, the only “fee for service” opportunity that Capital Area offers, outside of charging employers for participating in the JobLink Career Expo, is through the WorkKeys profiling.

Ms. Brenda Wilkerson explained that WorkKeys is a national workforce development assessment system that compares the skills and skill levels needed to perform a job with the skills and skill levels an individual currently possesses. Ms. Wilkerson, an ACT-licensed, job profiler, is available to conduct job profiling for businesses located throughout Capital Area. If a company schedules three (3) positions to be profiled, the cost is \$1250 for the first position profiled, and \$750 for each subsequent position.

Moving on to other business, Chairman Jackson announced that Capital Area bylaws require new Board officers to be selected at the end of each term. She noted that reflective of the bylaws updated on April 22, 2010, officers elected during this meeting will serve a two-year term. Chairman Jackson called upon Mr. Gerald Mitchell, Nominating Committee Chair, for his presentation.

Mr. Mitchell reported that election of Capital Area Workforce Development Board Officers is held bi-annually in June. Capital Area Bylaws, Article IV, Section 2, state that three (3) officers will be elected to serve two-year terms with privilege of re-election. The Chair and Vice-Chair must be from among the members who are representatives of the private sector, and the Secretary may be from among all members.

This year's Nominating Committee, which included Mr. Gerald Mitchell, Mr. Durwood Woodall, Mr. Michele Tavernise, Ms. Pat Sturdivant, and Ms. Lisa Ramsey, met via teleconference on Friday, June 4, 2010. The committee recommended the following individuals for the 2010-2012 term:

Chair – Susan Jackson
Vice Chair – Bruce Clarke
Secretary – Howard Manning

Chairman Jackson opened the floor to receive a motion to accept the recommendation of the Nominating Committee. Mr. Michele Tavernise made a motion to accept; Ms. Donna Steele seconded the motion. Motion carried. Chairman Jackson thanked the committee for their work.

The next item on the agenda was Board Committee Reports, and Chairman Jackson stressed the importance of the work of the Board Committees. She called upon Committee Chairs to provide updates.

JobLink System Committee Chair Mr. Durwood Woodall advised the Board that the JobLink System Committee met on May 20, 2010, and he was pleased with tremendous turnout of committee members in attendance.

The primary focus of the meeting was to discuss the action plan and the activities that are occurring within the JobLink System. Specific emphasis was placed upon JobLink Performance Measures, and committee members are reviewing information that was discussed at the meeting with the goal of sharing their ideas and suggestions at the July 15, 2010 meeting.

To enhance current partnerships, Ms. Pat Sturdivant has approved JobLink Partner Presentations at future Board meetings. These presentations will inform the Board members of the services provided through the Capital Area JobLink System, and it will acknowledge the partners' commitment to the system.

The annual JobLink Partner Meeting is scheduled for July 15, 2010 at the Workforce Development Training Center in Raleigh from 1-4:30 pm. Board member, Mr. Thomas White, has been invited to speak about workforce trends in the Capital Area. Other agenda items include data analysis for the past year and goal setting for the upcoming year.

Mr. Woodall concluded that four (4) new JobLink Access Points are opening in Wake and Johnston Counties at 11:00 a.m. today:

The Family Life Center, Smithfield, NC
First Reformed Church of Cary, Cary, NC (offers a Hispanic ministry)
The Life Enrichment Center, Raleigh, NC
Literacy Council of Wake County, Raleigh, NC

Chairman Jackson thanked Mr. Woodall for this informative report, and called upon Mr. Michele Tavernise to provide the Business Alliance report.

Business Alliance Committee Chair Mr. Michele Tavernise advised that Business Alliance Committee reviewed and scored Incumbent Workforce Development Program (IWDP) applications from local area businesses for the final PY2009 round of funding.

The committee recommended two (2) businesses to be funded by NC Department of Commerce, Division of Workforce Development. The Division of Workforce Development has announced that FineLine Prototyping, Inc. was awarded IWDP funds in the amount of \$22,500.

Mr. Tavernise continued and said that at the recent Business Alliance Committee Meeting, committee members discussed high growth, high demand clusters and industries for Board membership representation as well as focus for future resources. Ms. Brenda Wilkerson, Business Alliance Staff Support, identified these clusters and industries as follows:

<u>Cluster</u>	<u>Industry</u>
Business and Financial Services	Investment Banking & Security
Life Sciences	Nursing & Residential Care & Home Healthcare Services
Information Technology & Telecommunications	Software Publishers & Computer Programming/Design Services

Mr. Tavernise closed by saying that the Capital Area brochure and business cards will be used to raise awareness of Capital Area Workforce Development Board in the business community. Chairman Jackson thanked the Business Alliance Committee for their report, and called upon Ms. Harolyn Whitehead, Youth Council Chair, for the Youth Council report.

Ms. Whitehead stated that the Youth Council met on May 12, 2010, and the following action plan items have been completed: (1) Sub-committees were formed to address identified target areas; (2) Partnership was established with 4-H Leadership Institute to identify additional youth issues; (3) Labor market information has been obtained, reviewed and distributed; (4) Employment Security Commission representative will be attending the July Youth Council meeting; and (5) Contractor Report has been redesigned and is currently under review.

Moving forward, Ms. Whitehead indicated that the Youth Council wants to place emphasis on how youth can be more informed towards moving into a career path. Realizing that this may not be an end result for all youth; Ms. Whitehead wants youth to be aware of the process and work toward achieving that goal. Chairman Jackson thanked Ms. Whitehead for her thorough presentation.

In the Chair's report, Chairman Jackson recognized Capital Area staff for their commitment to carry out the Board's mission. The Capital Area Workforce Development Board's PY2010 Local Area Plan was approved by the NC Department of Commerce, Division of Workforce Development. The plan outlines the blueprint for how Capital Area implements Workforce Investment Act (WIA) and American Recovery and Reinvestment (ARRA) services.

Additionally, Capital Area has released two (2) Request for Proposals (RFPs) – one to provide WIA Adult and Dislocated Workers Services in Wake and Johnston Counties, and the other to provide

WIA Youth Services in Wake and Johnston Counties. In the April 2010 Board meeting, the Board agreed to seek creative and innovative proposals to serve adults and youth in this difficult economy. Both proposal recommendations will be presented in the August Board meeting. Chairman Jackson thanked the Board members that have agreed to be part of the review committee.

Chairman Jackson reminded the Board that there are still several private sector Board membership openings, and requested recommendations and/or leads from individuals that represent the targeted clusters and industries that were identified earlier in today's meeting.

Under Public Participation, Chairman Jackson invited Wake County Commissioner Lindy Brown and Wake County Commissioner Stan Norwalk to provide comments. Commissioner Brown responded that she appreciated the diligence of Capital Area to provide various programs and services to meet the needs of the unemployed citizens in Wake County. She also added that the Wake County budget was approved.

Commissioner Norwalk commented that a citizen's quality of life is important, and it is in difficult, economic times that a citizen understands the importance of a job. He suggested that Capital Area look at SCORE as important resource in helping meet the needs of job seekers that may be interested in entrepreneurship.

Ms. Andrea Moore, Program Coordinator, Community Partnerships, Inc., YES Program, advised the Board that they recently coordinated a project designed to educate youth on the difference between a job and a career. The project focused upon identifying high growth industries and provided tours and presentations at local area businesses. Ten (10) YES Program youth participated in the 2-week event.

Chairman Jackson thanked everyone for attending the meeting, and encouraged available Board members to participate in the Access Point Grand Openings. The meeting was adjourned at 9:50 a.m.