



CAPITAL AREA WORKFORCE DEVELOPMENT BOARD  
MEETING MINUTES  
April 22, 2010

The Capital Area Workforce Development Board met in regular session on Thursday, April 22, 2010 at 8:30 a.m. at Johnston Community College, Smithfield, North Carolina. Members present: Susan Jackson, Chair; Zena Anderson, Robert Barham, JoAnne Honeycutt for Dr. Ed Croom, PR Latta, Terri Keene for Earl Marett, Howard Manning, Gerald Mitchell, David Rockefeller, Valerie Sachariat, Vicki Shore, Michele Tavernise, Donna Steele, Marie Watson and Durwood Woodall. Staff: Pat Sturdivant, Director; Alfreda Barnett, Jessica Locklear McLeod, Lisa Ramsey, Jane Sterner and Brenda Wilkerson. Guests: Harlan Daniels, Johnston County Industries, Yes I Can Program; Joy Frankoff, Piedmont Air Conditioning; Anthony Harris, Telamon Corporation, Project Pride; Denny Jenkins, Wake County Human Services; Becky Long, Capital Area JobLink at Cary Employment Security Commission; Jackie McMillian, Workforce Development Unit, Employment Security Commission Central Office; Jan Oakley, Johnston County Industries, Yes I Can Program; Ramell Oakley, Capital Area JobLink at Johnston Community College; Zaida Partin, JobLink Capital Area JobLink at Clayton Corners; Leon Perry, Capital Area JobLink at Raleigh Employment Security Commission; Fred Shaw, Employment Security Commission; Nancy Stancil, Capital Area JobLink at Johnston Community College; Truett Underhill, Capital Area JobLink at Smithfield Employment Security Commission; and Harolyn Whitehead, Wake Technical Community College.

Chairman Jackson called the meeting to order and welcomed everyone. She extended well wishes to Mr. David Rockefeller who is retiring and leaving the Capital Area Board. Following introductions, Chairman Jackson proceeded, and asked if there were any corrections to the draft minutes of February 25, 2010. The minutes were approved as written.

The first item on the agenda was the Workforce Investment Act (WIA) Contract Recommendations. Chairman Jackson called for a closed Executive Session, and guests were excused during this portion of the meeting.

Ms. Pat Sturdivant provided the WIA Adult Contract Recommendations on behalf of the Executive Committee. The following information represents the actions that were taken by the Capital Area Workforce Development Board in regards to the WIA Adult Contract Recommendations for Program Year 2010-2011:

- Approval of a new 1-year contract for Workforce Investment Act (WIA) Adult Services for the period July 1, 2010 - June 30, 2011 with Employment Security Commission, Cary Local Office. Motion set by Ms. Donna Steele. Second by Mr. Robert Barham. Motion carried.

- Approval of a new 1-year contract for Workforce Investment Act (WIA) Adult Services for the period July 1, 2010 - June 30, 2011 with Johnston County Job Training Office. Motion set by Mr. Howard Manning. Second by Ms. Donna Steele. Motion carried.
- Approval of a new 1-year contract for Workforce Investment Act (WIA) Adult Services for the period July 1, 2010 - June 30, 2011 with Wake County Human Services. Motion set by Ms. Marie Watson. Second by Mr. Gerald Mitchell. Motion carried.
- Release a Request for Proposal (RFP) seeking creative solutions to serve the dislocated worker population seeking employment opportunities for program year July 1, 2010 - June 30, 2011. Motion set by Mr. Gerald Mitchell. Second by Mr. Robert Barham. Motion carried.

Ms. Harolyn Whitehead provided the Board with WIA Youth Contract Recommendations on behalf of the Youth Council. The following information represents the actions that were taken by the Capital Area Workforce Development Board in regards to the WIA Youth Contract Recommendations for Program Year 2010-2011.

- Approval of a 2nd year contract extension for Workforce Investment Act (WIA) funds for the period July 1, 2010 - June 30, 2011 with Johnston County Industries for year-round youth services in Johnston County. Funding level increase sufficient to add one (1) case manager position and serve more Johnston County youth. Motion set by Ms. JoAnne Honeycutt for Dr. Ed Croom. Second by Mr. Gerald Mitchell. Motion carried.
- Approval of a 2nd year contract extension for Workforce Investment Act (WIA) funds for the period July 1, 2010 - June 30, 2011 with Telamon Corporation for year-round youth services in Wake County. Funding level decrease to reduce case manager positions to two (2). Motion set by Ms. Donna Steele. Second by Mr. Gerald Mitchell. Motion carried.
- Approval of a 2nd year contract extension for Workforce Investment Act (WIA) funds for the period July 1, 2010 - June 30, 2011 with Community Partnerships, Inc. for year-round youth services in Wake County. Funding level decrease to reduce case manager positions to two (2) and support positions to one (1). Motion set by Mr. Robert Barham. Second by Ms. Donna Steele. Motion carried.
- Approval to release a competitive process to solicit innovative proposals to serve WIA-eligible youth in Wake and Johnston Counties. Motion set by Ms. Marie Watson. Second by Mr. Howard Manning. Motion carried.

It was noted that Mr. Durwood Woodall and Ms. Vicki Shore abstained from the discussion and vote of the WIA contract recommendations.

The Board closed its Executive Session, and returned to public session.

The next item on the agenda was the Capital Area Bylaws Revision. Chairman Jackson explained that in May 2009, the Board of County Commissioners for Wake County updated the Policy and Procedures for Advisory Board and Committee Appointments which prompted the update of the Capital Area bylaws.

The Executive Committee reviewed the bylaws, and a copy of the proposed changes was e-mailed to Board members on April 1, 2010. The proposed changes are as follows:

Article I, Section 2 - Name changes to reflect Workforce Investment Act.

Article II, Section 3 - Tenure changes made due to Wake County Policy and Procedures for Advisory Board and Committee Appointments.

Article II, Section 5 - Resignation procedure to address notification procedure and defacto resignation.

Article III, Section 3 - Quorum requirements to increase quorum to 40% of the Board's membership.

Article IV, Section 2 - Officer terms to increase from a 1-year term to a 2-year term.

Article IV, Section 6 - Executive Committee make-up to include the Chairman, Vice Chairman, Secretary and/or at least one other member from the private sector, public sector and a community-based organization for a total of up to five members.

Article IV, Section 7 - Standing committee appointments/duties to be appointed by the Executive Committee. The Chair shall designate sufficient standing committees to carry out the responsibilities of the Board.

Chairman Jackson advised the Board that she had addressed several questions individually prior to the meeting and called for additional questions from Board members in attendance.

Ms. Donna Steele posed a question regarding Article II, Section 5 in regards to three (3) consecutive absences without justification. Chairman Jackson indicated that in order for the Board to carry out its strategic goals and plans, it is extremely important for Board members to be present at meetings; therefore, three (3) consecutive absences without justification is considered defacto resignation.

Mr. Michele Tavernise commented that the lettering under Article I, Section 2 needs to correctly correspond to the statements. Chairman Jackson thanked Ms. Steele and Mr. Tavernise for their input and then called for a motion to accept the recommendation on behalf of the Executive Committee. Ms. Marie Watson made a motion to accept the recommendation; Ms. Donna Steele seconded the motion. Motion carried.

Moving on to other business, Chairman Jackson reported that the feedback received from the retreat surveys indicated the retreat was successful in accomplishing its objectives. The task following the retreat was for the committees to identify key activities that they will implement in order to meet their objectives. Chairman Jackson called upon the Board Committee Chairs to present their report.

Mr. Michele Tavernise, Business Alliance Chair, reported the following objectives, measures of success, and action plans:

Key Objective #1: Educate the business community about workforce development.

Measures of Success: An increased number of businesses partnering with Capital Area.

Action Plan: (1) Develop a marketing packet and elevator speech. (2) Board members will contact a specific number of companies.

Key Objective #2: Partner with economic development.

Measures of Success: Companies relocating or expanding in the area utilize Capital Area services.

Action Plan: Participate in (two) 2 or more economic development projects in Wake and Johnston Counties.

Key Objective #3: Utilize high-growth industry data to identify focus areas for WIA funds.

Measures of Success: Increase number of participants in on-the-job (OJT) and Work Experience programs within the identified industries.

Action Plan: Examine data to select Capital Area's target industries.

Ms. Brenda Wilkerson, Capital Area staff support to the Business Alliance Committee, reported that she researched local data to identify the Top 10 Growth Clusters for Wake and Johnston Counties for 2009-2013. They are as follows:

Business and Financial Services	Arts, Entertainment & Recreation Industries
Biomedical/Biotechnical	Education & Knowledge Creation
Energy	Printing & Publishing
Defense and Security	Transportation & Logistics
Information Technology & Telecommunications	Advanced Materials

Ms. Wilkerson concluded that the Business Alliance Committee will be able to align target industry goals to connect with what is occurring in economic development.

Chairman Jackson thanked the Business Alliance Committee for their report and called upon Mr. Durwood Woodall, JobLink System Committee Chair to provide their objectives, measures of success, and action plans:

Mr. Woodall reported the following:

Key Objective #1: Increase awareness of the JobLink System to the unemployed, focusing on the professional job seeker and highlighting Access Points.

Measures of Success: Increase utilization occurs (%).

Action Plan: (1) Contact the Employment Security Commission (ESC) regarding linking JobLink information on their website under Unemployment Information; (2) Increase media coverage through press releases and public service announcements; (3) Contact Chambers of Commerce to discuss offering a link from their website to the Capital Area Board website; (4) Connect with local churches through forums; (5) Research advertisement options to include bus wraps, billboards, and truck advertising; (6) Utilize social media sites such as Twitter and Facebook.

Key Objective #2: Develop and implement performance measures in JobLink Career Centers to demonstrate impact.

Measures of Success: Measures are developed and implemented by May 1, 2011.

Action Plan: (1) Contact state for technical assistance; (2) Research local areas throughout North Carolina and other states; (3) Determine measures; (4) Develop tools to track data; (5) Develop action plan process; (6) Implement performance measures; (7) Review and adjust.

Key Objective #3: Enhance current partnerships.

Measures of Success: Partner agencies honor their commitment(s) at 100%.

Action Plan: (1) Hold annual partner meeting to solidify commitment; (2) Review Memorandum of Understanding (MOU) obligations with current partners (at 6-month intervals); (3) Incorporate partner presentations to the Board; (4) Enforce use of MOU's at each JobLink Career Center.

Key Objective #4: Research models of excellence to establish future goals.

Measures of Success: Models of excellence are identified.

Action Plan: (1) Determine whom or what will be researched; (2) Decide how the data will be collected; (3) Collect and compile data; (4) Analyze the data; (5) Develop integration plan based on findings.

Mr. Woodall continued and provided additional JobLink System Committee updates. On Tuesday, April 20, 2010, the JobLink Career Expo was held at the Raleigh Convention Center with 1719 job seekers in attendance. A total of 60 employers and community agencies provided information on job opportunities and supportive services. Media coverage included WTVD, News Channel 14, NBC 17 and WRAL.

Four (4) new Access Points were approved by the JobLink System Committee during their March meeting. They include:

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

Access Point training is scheduled for Thursday, May 6, 2010, and set-up will occur in May and June. Grand Opening is scheduled for Thursday, June 24, 2010 immediately following the Board meeting.

Mr. Woodall issued a request for Board members to assist in the Grand Opening festivities, and asked that interested members contact Jane Sterner at 919-856-6117 to volunteer. Chairman Jackson thanked Mr. Woodall for this informative report and urged all Board members to participate in the Access Point Grand Openings.

Next, Chairman Jackson called upon Ms. Harolyn Whitehead to provide the Youth Council report. Ms. Whitehead advised the Board of the following objectives, measures of success, and action plans:

Key Objective #1: Youth obtain employment – aligned w/labor market and industry trends.

Measures of Success: (1) Contractor reporting is redesigned to reflect key objective; (2) Contractor training program is in place; (3) Twenty percent (20% ) of career choices reflect labor market/industry trends.

Action Plan: (1) Redesign template for reporting; (2) Recruit Employment Security Commission staff member from Labor Market Information; (2) Provide Labor Market Information training to contractors; (4) Train contractors on newly created forms and reporting system.

Key Objective #2: Create opportunities for community dialogue on important local youth issues.

Measures of Success: (1) Identified partners will participant in Annual Youth Summit; (2) Link additional resources/add brochure to SAAVYouth website.

Action Plan: (1) Identify youth organizations within the service area; (2) Identify specific youth organizations and add link on SAVVYouth website; (3) Invite identified organizations to Youth Summit; (4) Partner with 4-H Youth Leadership Institute, and invite youth group to special Youth Council meeting to conduct presentations specifically addressing current youth issues; (5) Identify linkages that currently exist within Youth Council.

Key Objective #3: Establish and maintain linkages with educational and other youth organizations.

Measures of Success: (1) Youth Council to link to three (3) new youth organizations within service area; (2) Open SAVVYouth site within partner agency organization.

Action Plan: Jessica Locklear McLeod to maintain position on Wake Technical Community College Basic Skills Advisory Board; (2) Establish linkages with small business community; (3) Establish linkage between youth contractors and Vocational Rehabilitation staff for youth with disabilities; (4) Create a Business Spotlight in the SAVVYouth newsletter (5) Strengthen, enhance, and maintain existing linkages; (6) Provide resources between contractors and Wake and Johnston County Public Schools, community colleges, and local universities.

Chairman Jackson thanked Ms. Whitehead and the other committee chairs on their thorough reports. She indicated as the Board committees move forward in their action plans that future Board Committee reports will contain highlights and results.

In the Chair's Report, Chairman Jackson advised the Board that the focus at the National Association of Workforce Boards conference in March was on aligning funding with on-the-job (OJT) training and establishing closer ties with employers to find creative strategies to address the "new" dislocated worker. As a strategic Board, we must include OJT and creative approaches to address our local workforce needs, and we have to put more focus on engaging businesses if we are going to make a difference in the workforce system. A copy of the workshops attended by Chairman Jackson, Vice-Chairman Bruce Clarke, and Ms. Pat Sturdivant was included in the Board packet.

Chairman Jackson continued and reported that several Board members recently mentioned the need to connect with politicians. Ms. Pat Sturdivant and Chairman Jackson sent a letter to Congressmen Etheridge, Price and Miller to thank them for their past support and to encourage them to vote for the Summer Youth Employment bill. The bill passed the House, and Capital Area received a response from Congressman Etheridge. A copy of the letter was included in the Board packet.

The Business Alliance Committee is developing an elevator speech for the Board, but the Executive Committee felt that a business card was needed to promote the services of Capital Area within the community. Chairman Jackson called the Board members attention to the draft copy of the business card in their Board packet and requested feedback. Board members were in agreement with the design and verbiage on the card. Copies will be made and distributed to members during their next committee meeting.

Staff is partnering with Wake Technical Community College on a Community Based Job Training Grant (CBJT). Wake Technical Community College is responding to the grant, but Capital Area is listed as a partner to oversee the support for the workforce services. The focus of the grant will be to provide Information Technology (IT) training for three national certifications – IT Support Technician, Web Developer, and Oracle Developer. These will be accelerated curriculums with the objective of obtaining a national certification. The goal of the grant is to train and move people into employment within three (3) years. Wake Technical Community College will be notified by July 1, 2010 as to whether their proposal was selected.

Capital Area JobLink Career Centers continue to have an influx of job seekers seeking assistance. In first quarter 2010, the centers saw a total of 41,375 customers (3,004 single visits and 38,371 returning customers). A total of 371 new adults and 84 youth were enrolled in workforce development programs. The state unemployment rate is 11.8%, and Capital Area is at 9.5%. A copy of the Capital Area Labor Market Information Update for April 2010 was included in the Board member handouts.

Chairman Jackson concluded her report by reminding the Board of the upcoming Raleigh Chamber Pinnacle Business Awards to be held on Tuesday, May 4, 2010. Chairman Jackson will be presenting the first Regina M. Crooms Employer Excellence in Workforce Development award to Rex Hospital and BJAC Architecture.

#### Under Other Business and Announcements

Ms. Nancy Stancil advised the Board that the JobLink at Johnston County Community College Job Fair will be held on Wednesday, May 19, 2010. Mr. David Rockefeller announced that Wake County Public School System is experiencing downsizing with 68 layoffs occurring in Central Services and 47 vacant positions eliminated. He added that school systems across the state are experiencing similar situations in this difficult economy.

Ms. Marie Watson commented that Johnston-Lee-Harnett Community in Action is holding its annual banquet on May 3<sup>rd</sup>, and Congressman Etheridge will be in attendance. Ms. Vicki Shore announced that Johnston County Industries is holding a fundraiser on April 23, 2010. All proceeds benefit the Johnston County Industries Endowment Fund.

Chairman Jackson thanked everyone for attending and reminded the Board that the next meeting is scheduled for Thursday, June 24, 2010 at 8:30 am in Wake County. The meeting was adjourned at 9:57 am.