



CAPITAL AREA WORKFORCE DEVELOPMENT BOARD
MEETING MINUTES
August 26, 2010

The Capital Area Workforce Development Board met in regular session on Thursday, August 26, 2010 at 8:30 a.m. at Johnston Community College, Smithfield, North Carolina. Members present: Susan Jackson, Chair; Robert Barham, Bruce Clarke, Amy Fariss, Joy Frankoff, Jo Anne Honeycutt, Kenny Gibbs, Dr. David Johnson, Bob Kingery, Howard Manning, Gerald Mitchell, Leon Perry, Vicki Shore, Donna Steele, Michele Tavernise, E. Marie Watson, Tom White, Durwood Woodall and D. Ross Yeager. Staff: Pat Sturdivant, Director; Alfreda Barnett, Susan Jablonski, Jessica Locklear McLeod, Lisa Ramsey, Jane Sterner and Brenda Wilkerson. Guests: Regina Z. Ford, Labor Market Information, Employment Security Commission; Darrell Kain, Educational Data Systems Inc. (EDSI); Becky Long, Capital Area JobLink at Cary Employment Security Commission; Jacqueline McMillian, Workforce Development Unit, Employment Security Commission; Jan Oakley, Yes I Can Program, Johnston County Industries; Ramell Oakley, Capital Area JobLink at Johnston Community College; Zaida Partin, Capital Area JobLink at Clayton Corners; Fred Shaw, Employment Security Commission; and Harolyn Whitehead, Wake Technical Community College.

Chairman Jackson called the meeting to order and welcomed everyone. She announced that two (2) new Board members have been appointed to the Capital Area Board - Mr. D. Ross Yeager and Ms. Jo Anne Honeycutt. Chairman Jackson presented each member with a Capital Area lapel pin, and invited them to say a few words.

Mr. D. Ross Yeager commented that he is a 17-year veteran of Wake County Government, and presently serves as the director of the Northern Regional Center in Wake Forest, NC. He has dedicated his professional life to public service, and has also served in a number of other capacities including as a Program and Case Manager with Wake County Human Services and as a Personnel Consultant with the Human Resources Office.

Mr. Yeager, who hails from Franklin, Pennsylvania, received his Bachelor of Science degree in Business Administration in 1987, and was recognized for his academic and leadership potential at Edinboro University. He enjoys volunteering his time as president of the St. Thomas More Academy Home and School Association and as co-chair of *Leadership Wake Forest*, part of the Wake Forest Chamber of Commerce. He has been recognized with numerous county and professional achievement awards, and consistently ranks among the top managers in Wake County.

Ms. Jo Anne Honeycutt remarked that she has held the position of Career and Technical Education Director at Johnston County Schools since August 2006. Prior to becoming the Career and Technical Education Director, Ms. Honeycutt was a Business Education Teacher for Johnston County Schools for five (5) years. In 2005, Ms. Honeycutt was named the North Carolina North Central Region Teacher of the Year.

Prior to moving into the education arena, Ms. Honeycutt worked for nine (9) years as a Commercial Real Estate Banker for Wachovia in Raleigh. She is a 1992 graduate of North Carolina State University with a Bachelor of Science in Business Management.

Chairman Jackson extended a warm welcome to the new members, and looks forward to their service and contributions to Capital Area's workforce initiatives. She announced that both Mr. Yeager and Ms. Honeycutt will serve on the Youth Council committee of the Board. Chairman Jackson then proceeded with introductions from the remaining Board members and guests.

Following introductions, Chairman Jackson reminded the Board that the agenda contains two (2) items that require 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 June 24, 2010. The minutes were approved as written.

The first item on the agenda was the Workforce Investment Act (WIA) Funding Recommendation for Adult and Dislocated Workers. Chairman Jackson called for a closed Executive Session, and guests were excused during this portion of the meeting. Ms. E. Marie Watson, Review Panel Chair, provided the WIA Adult and Dislocated Worker Funding Summary and Recommendation on behalf of the Adult and Dislocated Worker Review Panel.

The Review Panel recommended WIA funding in an amount up to \$807,000.00 to Educational Data Systems, Inc. (EDSI) to serve eligible adults and dislocated workers in Wake and Johnston Counties.

The funding award is contingent upon successful contract negotiations and agreement to the following budget items:

- a. Modify the proposed Wake and Johnston County Adult and Dislocated Worker budgets to show Short Term Training under Individual Training Accounts rather than Other Program Costs.
- b. Provide detailed justification for the staff development/training proposed amount.
- c. Provide detailed documentation that supports the proposed indirect cost.
- d. Reduce the monthly amount for office supplies.
- e. Based on availability of American Recovery and Reinvestment Act (ARRA) additional funds, contractor may be required to absorb existing ARRA clients in 2011.

Chairman Jackson opened the floor to receive a motion of concurrence with the Review Panel recommendation. Mr. Michele Tavernise made a motion to accept; Mr. D. Ross Yeager seconded the motion. Motion carried.

With the meeting remaining in closed Executive Session, the next item on the agenda was the Workforce Investment Act (WIA) Funding Recommendation for Youth Services, and Chairman

Jackson called upon Ms. Harolyn Whitehead, Youth Council Chair, to provide the Youth Services Summary and Recommendation on behalf of the Youth Services Review Panel.

Ms. Whitehead announced that the Youth Services Review Panel had originally hoped to select one (1) proposal for funding; however, the panel came to unanimous agreement not to recommend funding of the proposal submitted. On August 11, 2010, the Capital Area Youth Council reviewed the Review Panel's recommendation and unanimously accepted the recommendation.

The Youth Council submits an alternative WIA Youth Funding recommendation to the Capital Area Workforce Development Board for consideration and action. The Youth Council recommends that Capital Area Workforce Development Board manage an internal specialized training-to-employment program for in-school seniors and out-of-school WIA eligible youth in Wake and Johnston Counties. The program will follow the successful model used by the Capital Area YouthBuild grant which to date has resulted in nine (9) out of fifteen (15) youth moving into full-time employment.

Chairman Jackson opened the floor to receive a motion of concurrence with the Youth Council recommendation. Ms. Amy Fariss made a motion to accept; Mr. Howard Manning seconded the motion. Motion carried.

The Board closed its Executive Session, and returned to public session. Chairman Jackson announced the WIA Adult and Dislocated Worker Funding and the WIA Youth Services Funding results.

Moving onto other business, Chairman Jackson reminded the Board that at the last meeting Mr. Robert Barham had mentioned that the Board needed to look at fee-for-service opportunities. Chairman Jackson requested that staff explore this opportunity and evaluate what workforce boards are doing statewide and nationally. She called upon Ms. Brenda Wilkerson, Business Services Representative, for an update.

Ms. Wilkerson advised the Board that in 2007, she, along with Ms. Regina Crooms and Mr. Barham, attended a workshop called "How to do WIA Fee-for-Service". The workshop included how to develop a business plan and determine costs and expenses. During a brainstorming session, this group identified the following fee-for-service opportunities: specialized assessments, resume preparation, room rental, computer application training, on-site skills training and event planning.

Additional fee-for-service ideas generated through Ms. Wilkerson's research include SkillMap – ACT's newest method to profile jobs for companies utilizing an online process. Also, many organizations are event-driven; therefore, creating a Speaker's Bureau and providing speakers with relevant knowledge for seminars is another fee-for-service option. Renting available conference rooms or unused office space to small businesses or start-ups, utilizing social media to create a Facebook page for businesses, and selling website advertising are additional fee-for-service alternatives.

Chairman Jackson suggested creating a matrix for proposed fees, identifying the options/fees by the counties Capital Area serves, and comparing the data to the competition. This information will aid Capital Area in defining a niche. Dr. Johnson commented that members of the Board may

provide the same service at their company, and Capital Area needs to be aware if another organization can offer the service at a lower cost.

Mr. Bruce Clarke mentioned that Capital Area needs to identify fee-for-service opportunities that are close to its core. Mr. Barham advised that Capital Area staff be cognizant and not offer a close duplication of services.

Chairman Jackson recommended that Capital Area staff organize an Ad Hoc Committee to talk in further detail regarding fee-for-service opportunities. Mr. Michele Tavernise made a motion to accept the recommendation of Chairman Jackson; Mr. Bob Kingery seconded the motion. Motion carried.

Committee Reports were the next item on the agenda, and Chairman Jackson called upon Mr. Durwood Woodall, JobLink Committee Chair, to present his report. Mr. Woodall announced that the JobLink System Committee met on Thursday, July 15, 2010. Two (2) business items were tabled at the meeting because a quorum was not present to vote. These items will be introduced at the September meeting.

Committee members present at the July meeting discussed marketing strategies and a revision of the JobLink Quality Assurance Program. The revision includes regular site visits by Capital Area staff and also reviewing the possibility of incorporating incentive funds.

JobLink System highlights include the following:

Four (4) new JobLink Access Points opened in Wake and Johnston Counties on June 24, 2010. 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

Several news channel including, WTVD, WRAL and News Channel 14 covered the event.

The Division of Workforce Development has issued an Interim Chartering Process in order to conduct an in-depth analysis of customer service delivery. This analysis will become the foundation for revising the Chartering Criteria.

Centers whose charters expire after August 1, 2010 will be reviewed under the new interim criteria. They will submit a Business Plan and must meet the minimum standards of the criteria. Site visits will be scheduled; however, there are no assigned levels. Rechartering will be completed annually. Plans are to maintain Capital Area's current processes and continue the momentum in what has been accomplished to this point.

A JobLink Management Team Meeting was held on Thursday, July 15, 2010 at the Workforce Development Training Center in Raleigh. Mr. Tom White and Mr. Wade Fulgrum spoke to the group regarding workforce trends. The group also discussed and set goals for the JobLink Centers for the upcoming year.

The Capital Area JobLink System is partnering with WRAL on the Fall 2010 JobLink Career Expo. It is scheduled for Tuesday, September 14, 2010 from 10 am – 2 pm at the Raleigh Convention Center. Eight (8) workshops will be offered as well as resume assistance and Human Resources consultation.

In reviewing the JobLink System Action Plan, under Objective #1 – Increase awareness of the JobLink System, the following results occurred: (1) Staff contacted the JobLink Unit at the state requesting that JobLink information be added to the Employment Security Commission (ESC) Unemployment Insurance claims web page. The state office was very receptive to the idea and has contacted ESC representatives. When added, the information will link customers to the NC JobLink web page where they can obtain local information; (2) The JobLink Committee is exploring the possibility of placing JobLink truck wraps on Johnston Community College truck driver training trucks. College staff has provided Capital Area with contact information for the company that produces these wraps; and (3) Capital Area staff is using Twitter to “tweet” Career Expo activities. Announcements are made about employers who are attending and their job openings, workshops offered, and other activities scheduled for the event.

Under Objective #2 – Develop & Implement Performance Measures, (1) The Quality Assurance Program is being revised. This program will become a tool used in the Capital Area JobLink System to evaluate performance and services delivered. It will include a checklist conducted by staff during regular site visits; and (3) Additional performance tools were discussed at the meeting and are still being evaluated.

For Objective #3 – Enhance current partnerships, (1) The annual JobLink Management Team Meeting was held in July and included JobLink partners; and (2) The JobLink System Committee received approval for JobLink partner agencies to give presentations at Board Meetings. This will ensure that Board Members are aware of the services partner agencies provide and will solidify partners’ commitment to the JobLink System.

Chairman Jackson thanked Mr. Woodall for a very thorough report and for all the JobLink System Committee is accomplishing. She then called upon Mr. Tavernise, Business Alliance Committee Chair, to present the Business Alliance Committee report.

Mr. Tavernise reported that the Business Alliance Committee held their July 16th meeting at North Carolina State University, Biomanufacturing Training and Education Center. During the meeting, the committee updated their activities, prioritized their objectives and decided upon the focus for their September meeting.

One of the committee’s objectives is to educate the business community regarding workforce development. Committee members are encouraged to discuss Capital Area Workforce Development Board activities with a minimum of two (2) businesses by the end of the year.

Committee members are to collect business cards of the individual(s) he/she is meeting and to provide the business card(s) to Business Alliance Committee staff. Staff is maintaining a database of business contacts and the name of the committee member that initiated the contact. Committee member Ms. Donna Steele has initiated the most contacts thus far with a total of five (5).

The Business Alliance Committee agreed to add an ad hoc member affiliated with a local chamber of commerce; however, due to health reasons, the individual declined at this time.

The focus for the next meeting scheduled for Friday, September 17, 2010 is to discuss the best opportunities to sponsor events or be a featured presenter for groups. To accomplish this objective, the Business Alliance Committee plans to initiate the following; (1) Develop a list of professional and civic organizations; (2) Determine the presentation format and materials needed; (3) Generate a Speaker's Bureau form letter to disseminate; and (4) Plan to participate in the 2011 Society for Human Resource Managers National Conference.

Upon conclusion of the July 16th meeting, Mr. Tom White, invited Business Alliance Committee members to remain for the North Carolina State University (NCSU) Economic Development Partnership Meeting. Members were able to meet industry cluster leaders and receive some industry updates.

Mr. White added that it was amazing to hear the NCSU professors' interest in what Capital Area Workforce Development Board is doing in employment and training, and how it can be integrated at the college level. Mr. Barham concluded that it was a great opportunity to interface with the professors and to incorporate information regarding Capital Area services and activities.

Chairman Jackson thanked Mr. Tavernise for the Business Alliance Committee report and called upon Ms. Harolyn Whitehead, Youth Council Chair, for the Youth Council report.

Ms. Whitehead announced that at the July 14, 2010 Youth Council meeting, the Council focused upon Objective #1 - Youth to Obtain Employment (aligned with labor market & industry trends reflecting their interest & career aptitudes) and Objective #2 - Create Opportunities for Community Dialogue on Important Local Youth Issues.

Mr. Patrick McKemie, Workforce Information Specialist, Employment Security Commission, provided an overview on Labor Market Information (LMI) and Industry Trends. Also, local area youth were invited to speak on teen employment, teen pregnancy, teen bullying, teen driver safety and teen homelessness. The youth did an outstanding job in their presentations by enlightening Youth Council members with some of the challenges they have faced, and how they have succeeded.

The contractor report has been redesigned, and contractor report training is scheduled for August 31, 2010. Labor Market Information training with contractors and Youth Council members is scheduled for September 2, 2010.

Chairman Jackson thanked Ms. Whitehead for her time and commitment to the Capital Area Youth Council.

In the Chair's report, Chairman Jackson provided some highlights regarding the NC Commission on Workforce Development. The Commission is designated as the State's Workforce Investment Board under the federal Workforce Investment Act of 1998. Similar to Capital Area Board, committees carry out the work for the Commission.

The Operations and Program Committee is responsible for two (2) areas: work delivery system (JobLink) and stimulus funds monitoring and oversight. The committee has also established two (2) new subgroups - a "Quantitative" subgroup responsible to focus on issues such as monitoring use of work-force related stimulus funds and a "Qualitative" subgroup responsible to determine where gaps may exist in customer service.

The Research Committee focuses upon ongoing research and evaluation. The major initiative this group is undertaking is the creation of the "State of the Workforce Report" due by January 2011. This will be the second report for the state.

The Policy Committee receives issues from the other committees and determines the impact to existing policy or the creation of new policies. Additionally, when other agencies submit requests for policies, they must go through this committee before reaching the full Commission.

One of the major highlights from this committee is the update on the Incumbent Workforce Grant program. In the last program year, the Commission approved 52 grants totaling \$875,974.00. This group also talked about Career Readiness recommendations based on a report developed by one of the Commission members. Six (6) goals were identified, and the committee is considering the possibility of policy recommendations based on the report.

The Communication Committee, which is a new committee, acts as the voice of the Commission to (1) Communicate the role of the Commission; and (2) Communicate advice on communication strategies for initiatives.

Chairman Jackson continued and announced that NC Workforce Development Partnership Conference will be held in Greensboro on October 13-15, 2010. Board members interested in attending need to see Ms. Lisa Ramsey following the meeting.

A photographer has been scheduled to take individual Board member photos immediately following the December 2nd Board meeting. The photos will be framed and placed in the lobby area of the Capital Area office. Please make plans to attend this meeting and have your photo taken. If you are unable to attend, staff will schedule a time for you to have your photo taken at the photographer's studio.

The Capital Area Board manual has been updated and revisions are provided. Please note the revisions and place accordingly in your Board manual.

As mentioned earlier by Mr. Woodall, the annual JobLink Career Expo is scheduled for September 14th at the Raleigh Convention Center. JobLink is partnering with WRAL again this year.

Governor Perdue released an announcement that Capital Area was awarded the AmeriCorps grant for a 3rd year.

Upon completing the Chair's Report, Chairman Jackson opened the floor to Other Business and Announcements. Ms. Steele challenged Board members to turn in business cards from individuals that they are talking to about workforce development.

Mr. Kingery requested that the Capital Area Labor Market Update reflect the 2009 Average Weekly Benefit Amount for comparison purposes. Ms. Reginna Ford added that local area boards can suggest additional items to be added to the LMI Update.

Mr. Darrell Kain announced a networking event to be held on September 14, 2010 from 8:00 am - 10:00 am at the Capital City Club prior to the WRAL JobLink Career Expo.

Chairman Jackson thanked everyone for attending and reminded the Board that the next meeting is scheduled for Thursday, October 28, 2010 at 8:30 am in Wake County. The meeting was adjourned at 10:00 am.