



CAPITAL AREA WORKFORCE DEVELOPMENT BOARD
MEETING MINUTES
February 25, 2010

The Capital Area Workforce Development Board met in regular session on Thursday, February 25, 2010 at 8:30 a.m. at Wake County Commons, Raleigh, North Carolina. Members present: Susan Jackson, Chair; Zena Anderson, Robert Barham, Amy Fariss, Kenny Gibbs, Terri Keene for Earl Marett, P.R. Latta, Patricia Little for Vicki Shore, Howard Manning, Gerald Mitchell, Valerie Sachariat, David Rockefeller, Michele Tavernise, Marie Watson, and Durwood Woodall. Staff: Pat Sturdivant, Director; Tanja Bean, Sara Davarbaksh, Jessica Locklear McLeod, Darius Morris, Lisa Ramsey, Ray Riordan, Jane Sterner, Victoria Weston and Brenda Wilkerson. Guests: Wayne Beverly, RTRP Region Office, Employment Security Commission; Don Bledsoe at Capital Area JobLink at Smithfield Employment Security Commission; Quenton Cooper, Wake County Human Services Foster Care; Harlan Daniels, Yes I Can Program, Johnston County Industries; Anthony Harris, Project Pride, Telamon Corporation; Hollis Konitzer, Access JobLink AmeriCorps; Becky Long, Capital Area JobLink at Cary Employment Security Commission; Stephanie McDonald, Yes I Can Program Participant, Johnston County Industries; Jacqueline McMillian, Workforce Development, Employment Security Commission; Summer Marshall, Project Pride Participant, Telamon Corporation; Andrea Moore, YES Program, Community Partnerships, Inc.; Jan Oakley, Yes I Can Program, Johnston County Industries; Ramell Oakley, Capital Area JobLink at Johnston Community College; Leon Perry, Capital Area JobLink at Raleigh Employment Security Commission; Harolyn Whitehead, Wake Technical Community College; and Khristy Wynn, Project Pride Participant, Telamon Corporation.

Chairman Susan Jackson called the meeting to order and welcomed everyone. She announced that Ms. Pat Sturdivant was selected as the new Capital Area Workforce Development Board Director and invited Ms. Sturdivant to provide Board members and guests with an overview of her professional experience.

Ms. Sturdivant commented that she is not a stranger to workforce development as she previously held the position of Workforce Board Director in Durham as part of the Office of Economic and Workforce Development for 3½ years. Prior to working as Interim Director for Capital Area, Ms. Sturdivant worked in the private sector where she has over seventeen (17) years experience working for large corporations. Realizing a passion and commitment for workforce development, it was Ms. Sturdivant's desire to return to the public sector and work with the staff at Capital Area Workforce Development Board to meet the workforce needs of the citizens in Wake and Johnston Counties. On behalf of the Board, Chairman Jackson welcomed Ms. Sturdivant to Capital Area.

Chairman Jackson continued and provided accolades to the Capital Area staff for the Capital Area Workforce Development Board Open House held on Wednesday, February 17, 2010.

The 125 guests in attendance were provided a tour of the new facility and given information regarding Capital Area programs and services. Capital Area staff coordinated the entire event.

Another notable announcement included a Capital Area Board member, Ms. Vicki Shore, receiving the Smithfield/Selma Chamber Athena Award. The Athena Award was created to honor individuals who attain and personify the highest level of professional excellence. This award recognizes the achievements of women and celebrates the potential of all women as valued members and leaders of the community.

Following an invitation for introductions, Chairman Jackson proceeded to ask if there were any corrections to the draft minutes of December 3, 2009. The minutes were approved as written.

The first item on the agenda was the Mid-Year Financial Expenditure Summary and Chairman Jackson advised the Board that funding runs on a fiscal year beginning July 1, 2009 and ending June 30, 2010. She called upon Mr. Darius Morris, Capital Area Financial Officer, to provide a mid-year financial expenditure summary to the Board.

Mr. Morris advised the Board of the changes that have occurred during the past year. Capital Area relocated their offices from 414 Fayetteville Street to 2321 Crabtree Boulevard, and under the American Recovery and Reinvestment Act Capital Area received funding for Adult, Dislocated Worker and Youth programs.

Moving onto the report, Mr. Morris provided statistics from July 2009-December 2009. He indicated that Capital Area is on track with the majority of expenditures. In response to questions from the Board regarding any funds that are not spent by year-end, Mr. Morris replied that we must spend at least 70% of the funds or they are de-obligated.

Mr. Morris concluded the report by providing information on the number of Capital Area staff, JobLink Career Centers and JobLink Information Sites, and service providers, contractors and incumbent worker training grants. Chairman Jackson thanked Mr. Morris for the thorough financial overview and the fine job he does in handling these very complex funding streams.

The next item on the agenda was the Youth Council Mid-Year Report, and Chairman Jackson called upon Ms. Harolyn Whitehead, Capital Area Youth Council Chair, to provide the status of the Workforce Investment Act (WIA) funded youth programs in Wake and Johnston Counties.

Highlights of Capital Area WIA Youth Services include the following: 265 youth currently being served in Wake and Johnston Counties; Johnston County Industries serving 84 youth; Community Partnerships serving 87 youth; and Telamon Corporation serving 94 youth. Thirty-three (33) WIA youth have earned a high school diploma/GED or other credential; twenty-three (23) WIA youth received employment or entered continuing education after completing the program; and six (6) WIA youth enrolled in post secondary education programs at universities and community colleges. Ms. Whitehead continued to provide updates regarding year-to-date expenditures for PY2008.

Upcoming Youth Events include the Sixth Annual 2010 Youth Summit – The Power of Me, March 11, 2010 at North Carolina State University McKimmon Center; Global Youth Service

Day, April 23-25, 2010; Statewide Youth Summit in Greensboro, North Carolina, April 23-24, 2010; and an Annual JobLink Activity to be held in spring 2010.

Ms. Whitehead concluded by providing statistics on the Capital Area Youth Performance Measures in which all performance goals were exceeded for 2008. Upon conclusion of Ms. Whitehead's report, she called upon Capital Area Workforce Investment Act youth participants to share their experiences and accomplishments with the Board.

Ms. Stephanie McDonald announced that she has greatly benefited from the resources, books and tutoring provided through the Yes I Can Program at Johnston County Industries. Since first entering the program at age 17, she has been able to work towards and earn her GED and Certified Nursing Assistant I (CNA) certification, as well as obtain her driver's license, buy a car and get a job. Ms. McDonald is currently working at Meadowview Assisted Living and starts a second job as a Medical Technician in early March. She will also be working towards obtaining her CNA II. Ms. McDonald is grateful for the Yes I Can Program providing assistance with her education and career endeavors.

Ms. Khristy Winn, a Telamon Project Pride participant, quit high school in 10th grade. A family member referred Ms. Winn to the Project Pride program which assisted her in obtaining her GED and her CNA I certification. She is currently working towards obtaining her Medical Technician certification and pursuing a career as a Registered Nurse. Ms. Summer Marshall, another Project Pride participant, is a single mother. Through the Project Pride program, Ms. Marshall desires to obtain her Pharmacy Technician certification and work towards becoming a Register Nurse.

Ms. Andrea Moore of Community Partnerships, Inc. spoke regarding YES participant Mr. Truston Crutchfield and how his enthusiasm and motivation has made a positive impact upon his life. Entering the YES program at the same time as his brother ten months ago, a determined Mr. Crutchfield has already obtained his GED and is planning to enroll into auto mechanic training at Wake Technical Community College.

The Board applauded the efforts and accomplishments of our youth, and Chairman Jackson thanked Ms. McDonald, Ms. Winn, Ms. Marshall and Ms. Moore for coming and sharing their stories with the Board.

Moving on to other business, Chairman Jackson reminded the Board that earlier in the week, they received information regarding the Capital Area Ex-Offender Request for Proposals (RFP) Funding Award. She called upon Ms. Marie Watson, Review Panel Chair, to provide an overview and recommendation for the funding award.

Ms. Watson announced that on January 19, 2010, Capital Area Workforce Development Board released a competitive Request for Proposals seeking a qualified organization to deliver transition and employment-related services to ex-offenders in Wake and Johnston Counties to support and facilitate their entry into the labor force. The goals for ex-offenders under this initiative are to successfully transition into the community and into the workforce by setting attainable goals for their personal and work lives, and by taking positive steps toward achieving their goals including suitable employment.

The selected organization will serve approximately 360 ex-offenders in Wake and Johnston Counties over the initial one-year contract period. Staff will be co-located at the JobLink Career Centers in each county. Expected outcomes for the Ex-Offender Project that will be tracked and reported by the Service Provider are: (1) Participation in Education and Training Activities, (2) Entered Employment, and (3) Three-Month Employment Retention.

Immediately following the February 11, 2010 proposal submission deadline, the Proposal Review Panel members completed the review and technical evaluations of each of the three proposals submitted. The criteria listed below were applied to the technical evaluation of each proposal to make a determination of overall quality and cost effectiveness:

- Respondent's Qualifications & Past Performance
- Respondent's Organizational Capability
- Quality of Proposed Plans to Provide Ex-Offender Services
- Quality of Proposed Plans to Achieve Service Levels and Outcomes
- Efficacy, Reasonableness, and Competitiveness of Proposed Costs

Reviewers completed the evaluations/rating forms independently, and then met on February 19th for a question and answer session with each of the responding organizations. Following the Q and A sessions, the Review Panel conducted final deliberations to select an organization and to prepare recommendations for the Capital Area Board.

The Review Panel recommended the award of the Workforce Investment Act funding for Ex-Offender Services to StepUp Ministry. Their successful experience and outcomes achieved with ex-offenders as well as their strong organizational capacity weighed significantly in the final decisions. Chairman Jackson called for a motion on behalf of the Ex-Offender Review Panel recommendation. Mr. Howard Manning made a motion to accept the recommendation; Mr. Durwood Woodall seconded the motion. Motion carried.

At this time, Chairman Jackson called upon Ms. Brenda Wilkerson, Capital Area Business Services Representative, to provide information on WorkKeys and to request the Board's input on the best approach to implement these services throughout Capital Area.

Ms. Wilkerson advised the Board that WorkKeys is a national workforce development assessment system that compares the skills and skills levels needed to perform a job with the skills and skill levels an individual currently possesses. Developed by ACT, this portable credential proves skills required in 80% of the jobs and occupations contained in the ACT WorkKeys database.

Job seekers can earn the Career Readiness Certificate which reports an individual's Applied Mathematics, Locating Information, and Reading for Information levels of skills in relation to the levels of skills needed in thousands of job profiles. The certificate is only awarded to individuals who meet the minimum performance criterion.

In order for a company to require a Career Readiness Certificate (CRC) credential for a job opening, the position must be profiled by a licensed job profiler. Ms. Wilkerson is an ACT-licensed job profiler, and Capital Area offers job profiling as a fee-for-service.

Ms. Wilkerson posed the question to the Board of the best approach to promote the Career Readiness Certificate and Job Profiling. Suggestions from the Board included collaborating with other organizations to promote the use and benefits of the CRC, encouraging job seekers to obtain the CRC and list it on their resume, and educating employers on the advantages of having a job profiled and hiring job seekers that possess a CRC credential. Ms. Wilkerson thanked the Board for their suggestions and will utilize their feedback to promote WorkKeys throughout Capital Area.

In the Chair's Report, Chairman Jackson commented that at the recent North Carolina Commission on Workforce Development meeting it was announced that North Carolina is close to having one million people unemployed. On a brighter note, however, the North Carolina Department of Commerce has received recovery funds to boost energy efficiency. These recovery dollars will create new jobs while helping communities and taxpayers save on their energy bills.

Chairman Jackson also advised the Board of the upcoming Capital Area Board Retreat on Friday, March 26, 2010, 8:30 am to 1:00 pm. This retreat will focus on Board committee structure as well as align Capital Area strategic goals to committees. Committee objectives and key strategies will be identified for the upcoming year. Chairman Jackson concluded that the discussions held at this retreat will be of utmost importance to our Board and asked that each Board member make every effort to attend.

Additionally, Chairman Jackson, Mr. Bruce Clarke, and Ms. Pat Sturdivant will be traveling to Washington, DC for the National Association of Workforce Boards (NAWB) Forum March 7-9, 2010. The title of this year's forum is *Preparing a Competitive U.S. Workforce - Reflection, Reinvestment, Recovery*. A list of the NAWB workshops is included in the Board's handout package. The plan for session attendance is that the Chair and Vice Chair will attend Workforce Investment Board chair sessions together; however, for the other sessions, Chairman Jackson, Mr. Clarke and Ms. Sturdivant will review the agenda and decide who will attend which workshops to gain as much information as possible from this forum.

Under additional business/announcements, Mr. Michele Tavernise asked that the Board Member Spotlight reconvene as part of the Board meeting agenda. Chairman Jackson requested that Capital Area staff develop an elevator speech for Board members to utilize when representing the Board in the community.

Chairman Jackson thanked everyone for attending and advised the Board that the next meeting is scheduled for Thursday, April 22, 2010 at 8:30 am at the Johnston Community College Board Room in Johnston County. The meeting was adjourned at 10:00 am.