



Capital Area Workforce Development Board (CAWDB) Meeting

Thursday, August 25, 2011

Johnston Community College, 245 College Rd, Smithfield, NC

Board Members Present:

Susan Jackson - WakeMed Physician Practices (Chair)
Cindy Chunn - Manpower
Bruce Clarke - Capital Associated Industries
Rodney Ellis - NC Association of Educators
Joy Frankoff - Wake County Public School System
David Johnson - Johnston Community College
Howard Manning - Dorcas Ministries
Tony Marshall - Innovative Systems Group
Gerald Mitchell - Wake Technical Community College
Leon Perry - NC Employment Security Commission (NCESC)
Matt Robinson - North State Bank
Vicki Shore - Johnston County Industries
Marie Watson/Johnston-Lee-Harnett Community Action
Dan Williams - Consultant
Ross Yeager - Wake County, Northern Regional Center

Staff Present:

Pat Sturdivant, Executive Director
Alfreda Barnett, Workforce Development Program Manager
Stephen Barrington, Business Services Manager
Trenice Cutler, Youth Program Coordinator
Sara Davarbakhsh, Executive Assistant
Jessica Locklear-McLeod, Adult Program Coordinator
Marianna McKimmon, Project Manager
Jane Sterner, JobLink System Manager

Guests Present:

Duane Cogdell - NC Dept Juvenile Justice & Delinquency Prevention
Reginna Ford - NCESC
Neill Harden - Cary JobLink Career Center/NCESC
Kathleen Hofstadter, StepUp Ministry
Denny Jenkins - Wake County Human Services
Darrell Kain - Educational Data Systems Inc
Becky Long - Cary JobLink Career Center/NCESC
Jacqueline McMillian - NCESC
Ramell Oakley - Johnston County Job Training
Susan Oney - Educational Data Systems Inc
Fred Shaw - NCESC
Renee Taylor - NCESC
Truett Underhill - Smithfield JobLink Center/ESC

Item	Discussion	Actions		
		What	When	Who
Welcome/ Introductions	<p>Susan Jackson called the meeting to order and welcomed everyone to the meeting.</p> <p>Susan Jackson announced the appointment of Tony Marshall to the Board, and presented him with a CAWDB pin and pen set to welcome him.</p> <p>Tony Marshall is the President and CEO of Innovative Systems Group (ISG). A Raleigh based company that analyzes business problems and designs technology based solutions with sophisticated applications. Tony will be assigned to the Business Alliance Committee.</p> <p>Susan Jackson announced the appointment of Cindy Chunn to the Board, and presented her with a CAWDB pin and pen set to welcome her.</p> <p>Cindy L. Chunn is a Regional Director with Manpower for the Greater Triangle/Triad area. Cindy has 25 years experience and specializes in contingent and permanent recruitment workforce solutions. Cindy also serves on the JobLink System Committee where she was recently appointed Chair.</p>			
Previous Minutes	The minutes from the June 23, 2011 Board meeting were approved as written.			
Director's Update	<p>Pat Sturdivant provided the Board with a Director's update.</p> <p>H1B Healthcare Grant</p> <ul style="list-style-type: none"> - CAWDB is partnering with Wake Tech, Johnston Community College, Durham Tech, Rex Healthcare, Johnston Health and Duke Medical Center to apply for a H1B Health Care grant - The grant provides funding for up to \$5,000,000 - Covering a 4 year period - To train individuals in Allied Health and Health Information Management/Technology careers - The deadline for applications is November 17, 2011 <p>Project Asset</p> <ul style="list-style-type: none"> - CAWDB received a \$100,000 grant for a demonstration project from the NC Dept of Commerce 			

	<ul style="list-style-type: none"> - Partnering with Community Success Initiative to provide training, employment and referrals to unemployed, dislocated and formerly incarcerated persons - The grant will serve residents from both Wake and Johnston Counties <p>The Cyber Café</p> <ul style="list-style-type: none"> - CAWDB received \$178,000 grant from the NC Dept of Commerce - To provide dislocated workers from Johnston County who are interested in pursuing a career in the Food & Beverage Industry with an opportunity to get classroom training as well as work experience in a real café environment - The Cyber Café is owned by/located in Johnston Health and will be operated as a small business by Johnston County Industries - It will be open to the public from 7:00 a.m. to 2:00 p.m., Mon-Fri - The grand opening is September 27, 2011 from 10:00 a.m. to 12:00 p.m. in Johnston Medical Hall, 514 N. Brightleaf Blvd, Smithfield, NC <p>Organization Storming</p> <ul style="list-style-type: none"> - CAWDB has hired an Organization Storming Project Manager (Marianna McKimmon) - The project is designed to assess the current workforce development system, understand current service issues and determine the changes needed in structure, processes, programs and resources to design a workforce development system that is purposeful and effective at meeting the changing demands of citizens and businesses - The project will provide a blue print for restructuring the workforce development delivery system in the Capital Area <p>Board Survey - Educational Needs</p> <ul style="list-style-type: none"> - A survey to determine the educational needs of members was circulated to the Board prior to the meeting - Board members were asked: "What topics are you interested in learning about?" - Members chose 'Financial Overview' and 'Subsidized Employment Programs' as their main topics of interest - Board members were also asked: "How would you prefer to receive this information?" - Members chose 'In Board Meetings' as their preferred method of learning - Due to the amount of time (45mins) needed to 	<p>Present an update to the Board</p>	<p>Oct 27, 2011</p>	<p>Marianna McKimmon</p>
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	cover a topic it was decided that education sessions would have to take place prior to Board meetings, from 7:30 a.m. - 8:15 a.m.	Prepare a schedule	Sep 15, 2011	Pat Sturdivant																								
Adult Service Providers Update	<p><u>2010-2011 PY Outcomes</u> The following table shows the 2010-2011 program year outcomes of the partner organizations that contract with CAWDB to provide Adult & Dislocated Worker Services in Wake & Johnston County.</p> <table border="1" data-bbox="318 489 1563 1129"> <thead> <tr> <th data-bbox="318 489 740 594">Service Provider</th> <th data-bbox="740 489 1013 594">Customers Served</th> <th data-bbox="1013 489 1287 594">Customers Trained</th> <th data-bbox="1287 489 1563 594">Customers Found Employment</th> </tr> </thead> <tbody> <tr> <td data-bbox="318 594 740 699">Educational Data Systems, Inc (EDSI)</td> <td data-bbox="740 594 1013 699">574</td> <td data-bbox="1013 594 1287 699">101</td> <td data-bbox="1287 594 1563 699">143</td> </tr> <tr> <td data-bbox="318 699 740 804">NC Employment Security Commission (NCESC)</td> <td data-bbox="740 699 1013 804">269</td> <td data-bbox="1013 699 1287 804">244</td> <td data-bbox="1287 699 1563 804">130</td> </tr> <tr> <td data-bbox="318 804 740 909">Wake County Human Services</td> <td data-bbox="740 804 1013 909">325</td> <td data-bbox="1013 804 1287 909">211</td> <td data-bbox="1287 804 1563 909">102</td> </tr> <tr> <td data-bbox="318 909 740 1014">Johnston County Job Training</td> <td data-bbox="740 909 1013 1014">410</td> <td data-bbox="1013 909 1287 1014">367</td> <td data-bbox="1287 909 1563 1014">205</td> </tr> <tr> <td data-bbox="318 1014 740 1129">Total</td> <td data-bbox="740 1014 1013 1129">1578</td> <td data-bbox="1013 1014 1287 1129">923</td> <td data-bbox="1287 1014 1563 1129">580</td> </tr> </tbody> </table> <p><u>2011-2012 PY Enhancements</u></p> <p>EDSI</p> <ul data-bbox="318 1272 1507 1339" style="list-style-type: none"> - 2 job developers connecting cluster industry needs (i.e. technology firms) to job seekers - Jumpstart Client Program (specialized informational tracks with 6 weeks case mgnt) <p>NCESC</p> <ul data-bbox="318 1415 1559 1692" style="list-style-type: none"> - Standardizing orientation process for WIA services - Placing greater emphasis on Reemployment Assessments and Services - Utilizing AmeriCorps staff services, including community outreach, resume improvement and assistance with job applications - Increased emphasis on communication (i.e. job referrals to customers) - Reaching out to employers to increase available job listings - Opening their facilities to more employers (i.e. for pre-screening and interviewing) - Providing more in-house workshops to job seekers, through partner organizations <p>Wake Co. Human Services</p> <ul data-bbox="318 1768 1360 1835" style="list-style-type: none"> - Promoting Career Readiness Certification (CRC) to individuals and businesses - Improving communication between case managers and training providers <p>Johnston Co. Job Training</p> <ul data-bbox="318 1906 1292 1971" style="list-style-type: none"> - Requiring new enrollees to have CRC - Working with NC Dept of Labor to increase apprenticeship opportunities 				Service Provider	Customers Served	Customers Trained	Customers Found Employment	Educational Data Systems, Inc (EDSI)	574	101	143	NC Employment Security Commission (NCESC)	269	244	130	Wake County Human Services	325	211	102	Johnston County Job Training	410	367	205	Total	1578	923	580
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<p>Committee Reports</p>	<p>Youth Council Ross Yeager provided the Board with an update on the activities of the Youth Council since the last Board meeting on June 23, 2011.</p> <p>Rodney Ellis has agreed to be the Vice Chair of the Youth Council. The Youth Council is having their annual retreat on September 14, 2012 where they will be reviewing their strategies to accomplish the revised objectives.</p> <p>JobLink System Committee Cindy Chunn provided the Board with an update on the strategies the JobLink System Committee have devised in order to accomplish the revised objectives:</p> <p><i>‘Expand business services outreach efforts to gain greater visibility among businesses, community leaders and local chambers by June 30, 2013’:</i></p> <ul style="list-style-type: none"> - Coordinate more with Business Service Reps - Implement an efficient job order process - Coordinate more with the BAC - Market to the business customer <p><i>‘Increase individuals’ access to resources and services to support 20% increase in employment by June 30, 2013’:</i></p> <ul style="list-style-type: none"> - Reach out to new community partners - Research community resource databases - Create an electronic directory - Consider hiring a Resource Specialist - Obtain a resource computer for JobLink sites - Develop an intranet for staff <p><i>‘Increase capacity of workforce related services by June 30, 2013’:</i></p> <ul style="list-style-type: none"> - Provide input and support of the reorganization of the workforce development system <p><i>‘Increase use of technology to enhance workforce capacity by June 30, 2013’:</i></p> <ul style="list-style-type: none"> - Increase presence through social media - Develop new website to complement reorganization <p>Business Alliance Committee Stephen Barrington provided the Board with an</p>			
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	<p>update on the strategies the Business Alliance Committee have devised in order to accomplish the revised objectives:</p> <p><i>'Increase CAWDB participation and involvement with partners by June 30, 2013':</i></p> <ul style="list-style-type: none"> - Invite 4 partners to join the BAC by June 30, 2012 - Engage in 3 new opportunities with partners by June 30, 2012 <p><i>'Expand business services outreach efforts to gain greater visibility among area businesses, community leaders and local chambers by June 30, 2013':</i></p> <ul style="list-style-type: none"> - Engage with JobLink and WIA business services professionals monthly, and in person quarterly - Engage in 3 or more sector roundtable meetings by June 30, 2012 - Plan for CAWDB's 2012 annual event <p><i>'Establish programs that support reduction in high school drop-out rates through effective career counseling strategies in partnership with K-12 schools by June 30, 2013':</i></p> <ul style="list-style-type: none"> - Initiate dialogue with the Youth Council and 1 or more K-12 career counselor by December 31, 2011 - Develop an action plan to package relevant data in a youth-friendly way for schools by May 31, 2012 <p><i>'Increase regional teamwork with local boards for the purpose of developing collaborative partnerships by June 30, 2013':</i></p> <ul style="list-style-type: none"> - Continue to meet at least quarterly with Durham Area and Kerr-Tar Workforce Development Boards - Engage business services professionals at Pee Dee, Regional Partnership, and Triangle South Workforce Development Boards by June 30, 2012 <p><i>'Increase ties locally and nationally by raising awareness of board services to leverage support from state and national elected officials by June 30, 2013':</i></p> <ul style="list-style-type: none"> - Create at least 1 quarterly press release based on organization or program success 			
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	<p><i>'Increase use of technology to enhance workforce capacity by June 30, 2013':</i></p> <ul style="list-style-type: none"> - Incorporate 2 social media resources by December 31, 2011 			
<p>Chair's Report</p>	<p>NC Commission on Workforce Development</p> <p>Susan Jackson reminded members that the NC Commission on Workforce Development's <i>'State of the North Carolina Workforce 2011-2020 Report'</i> has been released. She provided an overview of the report and encouraged members to go online and read the Executive Summary at:</p> <p>http://www.nccommerce.com/Portals/11/Documents/Reports/2011%20Executive%20Summary%20Final%2052311%20909am.pdf</p> <ul style="list-style-type: none"> - There is an increasing geographic mismatch between the availability of labor and demand for labor: <ul style="list-style-type: none"> o Low demand in rural/micro areas and strong demand in major urban areas o Policies needed to help broaden urban labor market areas to include more of rural/micro North Carolina - The mismatch of skills growth vs. skills need in the economy is impacting the workforce system: <ul style="list-style-type: none"> o Must overcome the barriers preventing workers from gaining the necessary skills to meet demand in higher wage industries o Must address the projected growth in demand for low-skill low wage workers - The changing demographics of the workforce are also impacting the workforce system: <ul style="list-style-type: none"> o Influx of immigrants into NC continues despite the recession <p>2011 North Carolina Workforce Development Partnership Conference</p> <p>Susan Jackson reminded Board members the NC Workforce Development Partnership Conference is going to be held on October 12 - 14, 2011 in Greensboro, NC.</p> <p>The conference is geared towards workforce development professionals. However, it is a good opportunity for new Board members to attend workshops on workforce development as well as</p>			

	<p>pick up best practices that take place across the State. The Board provides funding for up to five members to attend the conference.</p> <p>Susan Jackson encouraged members who were interested in attending to contact staff.</p> <p>2012 Meeting Schedule Susan Jackson referred the Board to the '2012 Meeting Schedule', included in their meeting materials and reminded members to mark their calendars, as their presence in these meetings is important.</p> <p>NC Employment Security Commission Merger Susan Jackson referred to Bruce Clarke to provide an update on the re-organization of the NC Employment Security Commission.</p> <p>Bruce Clarke confirmed the NC Employment Security Commission has been restructured as a division under the NC Department of Commerce and will be renamed the NC Division of Employment Services. For now a consulting firm 'The Lucas Group' has been hired to assess their financial deficit and no changes are expected for at least another 12 months. Refer to attachment for detailed legislative progress on the ESC merger with the NC Department of Commerce.</p> <p>Also attached is Senate Bill 166 "<i>No Adult Left Behind</i>" Initiative that Susan Jackson referenced during the 'Chair's Report'.</p>	<p>Contact staff to register for conference</p> <p>Mark calendars with 2012 meeting dates</p> <p>Refer to attachment</p> <p>Refer to attachment</p>	<p>Sep 2, 2011</p> <p>Jan 1, 2012</p>	<p>Board Members</p> <p>Board Members</p>
Other Business	<p>Dorcas Ministries Howard Manning reminded the Board that the grand opening of Dorcas Ministries' new facilities takes place on October 1, 2011 at 10:00 a.m. - 2:00 p.m. Their new address is: 187 High House Rd, Cary, NC and he hopes to see everyone there, invitations are in the mail!</p>			
Next Meeting	<p>Next Board Meeting Date: Thursday, October 27, 2011 Time: 8:30 am - 10:00 am Location: NC Association of Educators, 700 S. Salisbury St, Raleigh, NC, 27601</p>	<p>Send out agenda & meeting materials</p>	<p>Oct 17, 2011</p>	<p>Sara Davarbakhsh</p>
	<p>Meeting Adjourned: 10:00 am</p>			

