



Capital Area Workforce Development Board Meeting

Date: Thursday, December 4, 2014

Location: NCWorks Career Center, Raleigh, NC

Minutes Prepared by: Sharon Taybron

Board Members Present (22):

Susan Jackson - Blue Cross Blue Shield of NC
Bruce Clarke - Capital Associate Industries
Zena Anderson - Cisco Systems, Inc.
Deborah Bolin - Johnston County Youth Services, Inc.
Anthony Caison - Wake Technical Community College
Joy Frankoff - Wake County Public Schools
Scott Hadley - NAI Carolantic Realty
Lou Ann Hobbs - Rex Healthcare
Brian Holland - Global Knowledge Training LLC
Mark Jewel - NC Association of Educators
David Johnson - Johnston Community College
Heidi Kimbel - Caterpillar, Inc.
Terence Leathers - Community Anchors Limited, Inc.
Tony Marshall - Innovative Systems Group
Stephen Miller - Novo Nordisk Pharmaceutical Industries, Inc.
Chet Mottershead - NCWorks Career Center
Valerie Sachariat - Time Warner Cable
Samuel Strickland - Wake Technical Community College
Cindy Waite - Accentuate Staffing
Lydia Walton - The Hales Group
Tom White - North Carolina State University
Ross Yeager - Wake County

Staff Present (8):


Pat Sturdivant, Executive Director
Alfreda Barnett, Contract Manager
Sharon Taybron, Executive Assistant
Jane Sterner, One-Stop Manager
Darius Morris, Accountant
Stephen Barrington, Business Service Director
Susan Jablonski, Accountability Specialist
Jessica Miller, WIA Youth Program Specialist

Guests Present (18):

Sara Carter - Educational Data Systems, Inc. (EDSI)
Andrea Moore - Community Partnerships, Inc. (CPI)
Pauline Massaro - Educational Data Systems, Inc. (EDSI)
Patrice Bayyan - ResCare Workforce Services
Taylor Kirks - Johnston County Industries (JCI)
Bill Smarek - Johnston County Industries (JCI)
Patricia Little - Johnston County Industries (JCI)
Sallean Peterson - Youth Ambassador
Veronica Willis - Youth Ambassador
Devin Dickens - Youth Ambassador

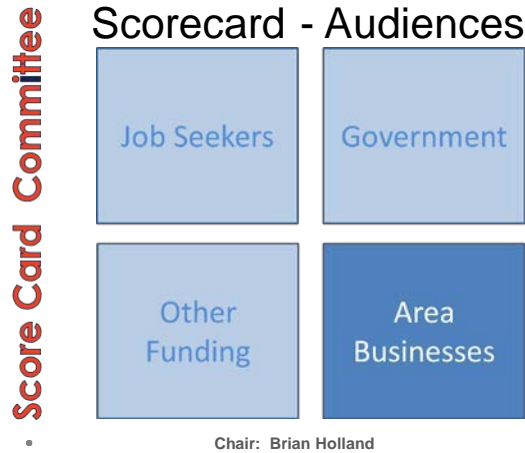
Simone McFarland - Youth Ambassador
Samantha Bledsoe - Youth Ambassador
Shakur Kane - Youth Ambassador
Javon Fowler - Youth Ambassador
Evelyn Reyes - Youth Ambassador
Sherrod Marks - Youth Ambassador
Keith Couch - Youth Ambassador
Daisy Bryant - Youth Ambassador

Item	Discussion	Actions		
		What	When	Who
1. Call to Order	<p>Susan Jackson welcomed everyone and called the meeting to order.</p> <p>Susan commended the board on its dedicated work on the rewriting of the strategic plans, the revision of the committees, and for members stepping up to chair the committees.</p> <p>Samuel Strickland was recognized for his dedication to Capital Area's board, for serving on the Executive Committee and for just completing his PhD. Anthony Caison has replaced him on the Board and the Executive Committee.</p> <p>Capital Area's two new board members were introduced - Deborah Bolin, Executive Director of Johnston County Youth Services, Inc. in Smithfield, NC and Anthony Caison, Vice President of Workforce Continuing Education at Wake Tech Community College, Raleigh, NC. Ms. Bolin is currently serving and will continue to serve on the Youth Council. Mr. Caison will serve on the Executive Committee.</p>			
2. Previous Minutes	There were no additions or corrections to the minutes from the September 25, 2014 Board meeting. The minutes were approved as written.			
3. Youth Presentation	Jessica Miller, WIA Youth Program Specialist, gave an overview of the youth leadership element of WIA. The youth leadership element offers identified youth leaders the opportunity to provide peer mentoring and tutoring, serve on advisory councils, plan events, handle the budgeting of field trips, and other leadership responsibilities.			

	<p style="text-align: center;">YOUTH LEADERSHIP</p>  <p>Benefits to Youth:</p> <ul style="list-style-type: none"> • Gain Work Experience • Gain Access to Positive Role Models • Develop Social Skills • Gives Sense of Belonging • Provides Leadership Experience • Efficiency & Empowerment • Civic Competence <p>Benefits to Program:</p> <ul style="list-style-type: none"> • Fresh Ideas • Honest Feedback • Better Allocation of Resources • Supports & Sustains Youth Engagement <p>Youth leaders from CPI, JCI, and EDSI gave presentations about their successes in the programs in which they are enrolled. Some of the successes included:</p> <ul style="list-style-type: none"> Enrollment into colleges Completion of GEDs Participation in GED classes Current employment Enrollment in the National Guard Developing short term and long term goals 			
<p>4. Committee Updates</p>	<p>Youth Council (YC)</p> <p>Youth Council</p> <p>RFP</p> <ul style="list-style-type: none"> -Released December 1, 2014 -WIOA Guidelines beginning July 2015 <p>Faith-Based Organizations</p> <ul style="list-style-type: none"> -Benefits to Youth and Program -Referrals to Youth Service Provider <p style="text-align: center;">• Chair: Dr. Terence Leathers •</p> <p>The Request for Proposals for youth service providers was released December 1, 2014.</p>			

Services are provided to youth ages 14-24. January 16, 2015 is the deadline for the Request for Proposals. The faith community has been asked to become more engaged with the youth and youth programs.

Score Card Committee (SCC)



The Score Card Committee is looking at ways to provide metrics and measurements to determine whether or not we are being successful as a board.

In previous discussions, the audiences identified were job seekers, government, other funding sources-can be government or private, and local businesses.

The key audience identified is area businesses. If local businesses are happy, people are getting jobs and happy, government and other funding sources are happy with our board then that is a good indicator the board is being successful. The next step is to discover a score card and metrics to judge if local businesses are happy and excited to turn to us a local board for services.

Once the score card is created it can be used to help guide other area boards and we can serve as a model board.

The next SCC meeting is Thursday, December 11, 2014.

Skills Gap Committee (SGC)

Skills Gap Committee

Activity: Soft Skills Gap Round Table - November 19, 2014

Goal is to develop a list of common soft skill deficiencies

Employers were asked the following questions:
 1) What are the top soft skills missing in the workforce?
 2) What are the soft skills your company has identified that will be needed in the future?

The missing soft skills identified:

Categories
 Interpersonal Skills – communication skills, interviewing skills, critical thinking, etc.
 Personal Responsibilities – Behavior, ability to follow company rules, etc.
 Adaptability – flexibility, collaborative, etc.

Skills needed in the future:
 Patience
 Empathy
 All of the above

Next Steps
 After the list of top common skill deficiencies are finalized the committee will move forward with solutions.

• **Chair: Dr. David Johnson** •

The Skills Gap Committee identified soft skills as the number one skill that employers are saying that job seekers are missing.

A survey was issued to employers who participated with the Career Expo to get input on what they experienced as soft skill deficiencies for jobseekers. The feedback from the surveys was great and the employers as well as others were invited to attend a round table discussion that was held at WakeTech. Some of the industries represented at the round table were pharmaceutical, information technology, manufacturing, construction, higher education and public schools.

From the discussion, the primary area in the soft skills gap is interpersonal skills. Another area identified is personal responsibility. Patience, empathy skills, and others skills were placed on the parking lot for future discussion.

The SGC will continue to meet and develop solutions on how to solve the issues of skills gaps and provide assistance to employers in closing the gaps.

	<p>Strategic Communication Committee (STCC)</p> <p>Strategic Communication Committee</p> <p>New Member: -Steve McCulloch, Managing Partner, Winnow Creative, LLC</p> <p>Continuing work: Three factors of Strategic Communication - Message - Media Channel(s) - Audience(s)</p> <p>Dedicating time to the message - Defining our key role and focus - Revising the elevator speech - Fine tuning a presentation</p> <p>Chair: Scott Hadley</p> <p>Steve McCulloch has joined the group to help with marketing. Stephen Miller has volunteered to help with giving the employer perspective.</p> <p>The focus of the STCC is defining and refining who we are, how we want to be known and who should know who we are.</p> <p>Media channels options discussed are: Social media TV Print Face to face Community colleges Government</p> <p>Audience: Employers Trade industry Government officials Community organizations Economic development</p> <p>The STCC will also be working on the revision of our elevator pitch.</p>			
<p>5. Director's Update</p>	<p>WIOA The new changes of the WIOA will go into effect July 1, 2015. All board members will need to be reappointed. This should consist of submitting letters to the chairman of the Board of</p>			

	<p>Commissioners.</p> <p>One major change in the WIOA is the emphasis on business/employer services. Business services are mentioned in the WIA but it is spelled out in the WIOA.</p> <p>Apprenticeship The board has been working on establishing and enhancing apprenticeship programs, specifically with the construction industry.</p> <p>Operational Report The operational report is being finalized and will go out next week.</p> <p>1000 in 100 Initiative All counties in North Carolina were expected to meet with at least 10 businesses. Wake County has met with 19 so far and has one more business to survey. Johnston County met with eleven businesses. Both Wake and Johnston counties exceeded their goal.</p>	Send out operational report	December 12, 2014	Sharon Taybron
Chair's Report	<p>The NCWorks Career Center in Raleigh was recognized at the last NC Workforce Commission for being certified by the Governor.</p> <p>Sharon Decker's submitted her resignation on Dec. 2 as Secretary of the Department of Commerce effective Dec. 31. The new Secretary is John Skvarla, who is currently head of the N.C. Department of Environment and Natural Resources.</p> <p>The Economic Development Partnership of North Carolina announced its new CEO, Chris Chung. Christopher Chung will begin work as CEO of the Economic Development Partnership of North Carolina on Jan. 12. Chung is currently CEO of the Missouri Partnership, which is also mostly funded by state government with contributions from the private sector.</p>			

8. Public Participation	There was no public participation.			
9. Adjourn	Meeting Adjourned: 9:50am			