



Capital Area Workforce Development Board Meeting

Date: Thursday, September 25, 2014

Location: NCWorks Career Center, Raleigh, NC

Minutes Prepared by: Sharon Taybron

Board Members Present (19):

Susan Jackson - Blue Cross Blue Shield of NC
Bruce Clarke - Capital Associate Industries
Zena Anderson - Cisco Systems, Inc.
Joy Frankoff - Wake County Public Schools
Scott Hadley - NAI Carolantic Realty
Lou Ann Hobbs - Rex Healthcare
Brian Holland - Global Knowledge Training LLC
David Johnson - Johnston Community College
Terence Leathers - Community Anchors Limited, Inc.
Howard Manning - Dorcas Ministries
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 (4):

Pat Sturdivant, Executive Director
Alfreda Barnett, Contract Manager
Sharon Taybron, Executive Assistant
Jane Sterner, One-Stop Manager

Guests Present (6):

Gayle Greene - Wake Technical Community College
Andrea Moore - Community Partnerships, Inc.
Wit Tuttell - NC Economic Development Partnership
Susan Oney - Educational Data Systems, Inc.
Patrice Bayyan - ResCare Workforce Services
Annie Izod - NC State University (student)

Item	Discussion	Actions		
		What	When	Who
1. Call to Order	<p>Susan Jackson welcomed everyone and called the meeting to order.</p> <p>The NCWorks Career Center is now open to assist the talent pool connect with employers to create the best job matches. Ms. Jackson gave a special thanks to ResCare and the Capital Area Workforce staff in their diligence throughout the process of the career center project. She acknowledged the leadership and dedication of Jane Sterner for her role in the center completion and opening.</p> <p>Workforce Ready, held on September 24, 2014 in RTP, was a success. Board members were challenged to invite someone to attend the event next year.</p> <p>Capital Area's two new board members were introduced - Chet Mottershead, Manager at the NCWorks Career Center at Raleigh, NC and Cindy Waite, President and CEO of Accentuate Staffing, Raleigh, NC.</p>			
2. Previous Minutes	<p>There were no additions or corrections to the minutes from the June 26, 2014 Board meeting. The minutes were approved as written.</p>			
3. State Update	<p>Wit Tutnell, VP of Tourism and Travel with the NC Department of Commerce, presented an update on the organizational realignment and new partnership with the Department of Commerce (DOC). This partnership is comprised of newly privatized sections of tourism, economic development, marketing, and business services. Divisions like employment security and services, and workforce development are staying in the DOC.</p>			

ORGANIZATIONAL ALIGNMENT

North Carolina Department of Commerce

- Rural Division
- Rural Cluster Status and Programs
- Director of Community Assistance
- Community Development Block Grant
- NC Broadband
- Main Street Program
- Appalachian Regional Commission
- Division of Workforce Solutions
- Division of Employment Services
- Economic Analysis & Business Development Strategy
- LEAD
- Commerce Finance
- 2014
- Chief of Staff
- Budget & Accounting
- Office of Science & Technology
- Economic Analysis & Business Development Strategy
- Chief of Staff & General Counsel
- Chief of Staff
- Supervisory Information Services
- Chief of Staff
- Legislative Affairs
- Human Resources
- Communications
- Public Affairs
- State Relations
- Special Events
- Issue Briefing and Marketing

Economic Development Partnership of NC 501(c) 3

27 Member Board

- Business Development
- Executive Director
- Board Management
- Foreign Direct Investment
- Business Services
- Government Affairs
- Small Business
- Export Industry
- Travel & Tourism, Film, and Sports
- Science
- Administrative Services
- Human Resources
- Legal
- Finance
- Market Intelligence

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A NEW WAY OF DOING BUSINESS

Old Model	New Model
Organizational silos with poor communication	Organizational alignment with greater collaboration
Reactive – waited on leads to come to us	Proactive – new Business Development team will generate leads
Rigid department/position structure	Flexible to respond to business needs
Fractured statewide economic development strategy	Integrated, collaborative strategy that engages partners
Lack of private sector engagement	Leverage private sector funds to launch new programs

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This new partnership's offices will be moving around mid-October to:
 15000 Weston Parkway, Cary, NC

4. Committee Updates

Youth Council (YC)

Youth Council

Youth Council Retreat- September 3, 2014 at The Clayton Center
 Dr. Terence Leathers, Chair, and Elizabeth Kurzer, Facilitator

Initiative #1: Development of Youth Council engagement with current youth providers to build a stronger relationship and an understanding of services offered in Wake and Johnston Counties. (Cynthia Giles, Jason Mahoney, Mark Jewell, Douglas Sorrell, Harolyn Whitehead, Faruk Okcetin)

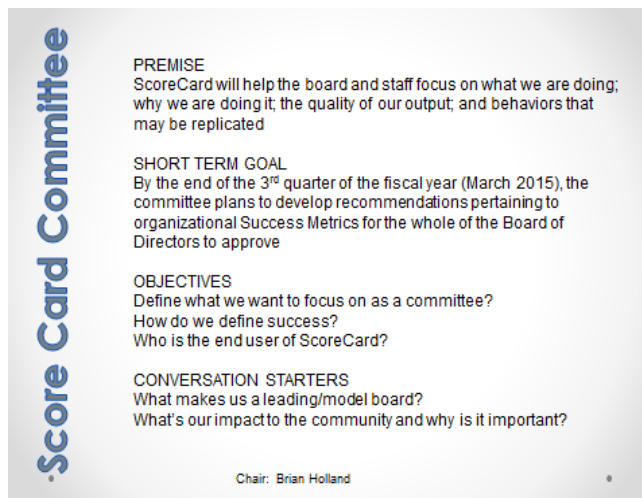
Initiative #2: Build a network of community partners and organizations that provide youth with resources and support. (Deborah Bolin, Joseph Eno, Natalie Mabon, William Weaver, Janet Jones, Susan Bloomfield)

Initiative #3: Develop a network of Work Based Learning Opportunities for youth in Wake and Johnston Counties. (Joy Frankoff, Susan Portman, Tex Bennett, Lee Barnett, Marie Watson, Linda Buie)

The recent Youth Council retreat was a success. The council created three initiatives for the new program year. Members of the Youth Council expressed interest in a more hands on approach with the service provides and will become more engaged by visiting their sites to offer assistance.

To address the skills issue that are often present in the youth population, the Youth Council will connect with the Skills Gap Committee to look at ways to integrate soft skills education and training into schools.

Score Card Committee (SCC)



Brian Holland talked about Capital Area being recognized and referenced as a leading board. However, the question still remains: "what makes us a leading board?" Board members were asked to email their thoughts to Brian Holland at brian.holland@globalknowledge.com or Stephen Barrington at Stephen.barrington@wakegov.com.

Skills Gap Committee (SGC)

Skills Gap Committee

Committee Priority-Address **Soft Skills Deficiency** with an initial emphasis on understanding the key soft skill gaps from the employer's perspectives.

Strategic Activities

Short Term

- Develop a list of *common soft skill deficiencies*
 - *Skills Gap Round Table*
 - *Surveyed Employers participating in the Career Expo*
- Develop a program for mock interviews conducted by employers and professional volunteers
- Ensure community colleges are providing soft skills as part of their curriculum
- Identify the soft skills deficiencies across industries that are transferable
- Identify how career exploration is conducted at the public school level

Chair: Dr. David Johnson

Skills Gap Committee

Strategic Activities (continued)

- Communication-raise awareness in the education community
- Make sure the NCWorks 'Career Centers' product box has multiple soft skills offerings
- Engage the Youth Council's help by ensuring career fairs have interview and transitioning to the workplace workshops

Long Term

- Close the skill gap in job seekers
- Bring the identified missing soft skills to the public school systems
- Ensure public schools are providing soft skills as part of their curriculum

Next Steps

Recruit key partners to join the Skills Gap Committee – Confirmed partner representatives – Wake Technical Community College, N.C. Dept. of Public Instruction, Wake Co. Public Schools, Johnston County Public Schools

Chair: Dr. David Johnson

Soft skills have been identified as a major issue as it relates to hiring new employees. The SGC will look at ways to make schools aware of the issue and find ways to help integrate soft skills in curriculums as young as kindergarten.

A round table event will be scheduled close to the last of October. An invitation was extended to all board members as well as outside companies to attend this round table event.

The committee chairs were encouraged to communicate with each other so that there are open discussions and collaborations to eliminate functioning in silos.

Strategic Communication Committee (STCC)

Strategic Communication Committee

Board Issue from Retreat - Recap

Board needs to engage in more strategic communication:

- Brand Awareness
- Information/Statistics/Data
- Advocacy
- Visibility
- Publicity

Chair: Scott Hadley

Strategic Communication Committee

- **Target Populations**
 - Businesses/Organizations (Trade Associations and SHRM groups)
 - Elected and Government Officials (Decision and Policy Makers)
 - Job Seekers (already know who we are, not a focus now)
- **Delivery Method**
 - Newsletters
 - Social Media
 - Airwaves (Channel 14)
 - Face-to-face Meetings

Chair: Scott Hadley

Strategic Communication Committee

- **Additional Members Needed**
 - Economic Development Representative
 - Media Representative
 - Targeted Industries Representative
 - Community College Representative
- **Input from Board Members**
 - Target Populations
 - Delivery Methods
 - Additional Members
- **Next Steps**
 - Specific Objectives
 - Next Steps
 - Timelines

Chair: Scott Hadley

	<p>The Strategic Communication Committee's goal is to take the information that they currently have and information that they will receive as a result of the committee's work and disseminate that information. The information will go to county commissioners and people within our market that want to know what Capital Area is doing, have an active role in who we are and what we are. STCC would like strategically utilize social media, air waves, and so on to increase communication. Face to face meetings are favored as the best method to communicate.</p> <p>Ms. Jackson challenged board members to participate in at least one outreach effort to better educate the community and government officials on who we are.</p> <p>Channel 16 in Johnston County is an option to have regular shows about Capital Area.</p>			
<p>5. Director's Update</p>	<p>Stephen Barrington and Caroline Sullivan attended the announcement event of the Governor's 1000 in 100 Initiative with Governor McCrory at DB Global on September 25, 2014. The Governor's stops for September 25 are first in Raleigh, then Greensboro and Charlotte. The Governor's 1000 in 100 initiative are teams created to go out to visit businesses in all counties across the state of North Carolina to hear what their concerns are as it relates to finding adequate employees to fill jobs. Pat Sturdivant is the co-lead with WakeTech for Wake County and with Johnston County Community College for Johnston county.</p> <p>NCWorks Grand Opening The grand opening for the NCWorks Career Center is October 22, 2014. A tour of the facility for Governor McCrory, county and government officials, and the board will begin at 9:00am. The program starts at 9:30am and there will be a ribbon cutting.</p> <p>NEG Division of Workforce Solutions (DWS) applied for and received funding for the NEG grant. Capital Area was 1 of 6 boards chosen to receive funding. We received \$1.4 million for two years</p>	<p>Send invite to grand opening</p>	<p>October 1, 2014</p>	<p>Sharon Taybron</p>

	<p>to provide funding for on the job training. IT and health care are the primary categories for the funding. The state target is to train 154 people but Capital Area has set a goal to train at least 250 people in two years.</p> <p>Highlight Since July, Capital Area's Business Services have participated in 14 economic development projects.</p>			
Chair's Report	<p>Susan Jackson announced to the board that Samuel Strickland will be resigning with the board due to the changes in his role at WakeTech.</p> <p>Ms. Jackson asked the board to think about extending the board meetings by 30 minutes to give committees more time to expound and have dialogue in board meetings. It was suggested that board meetings start 30 minutes early at 8:00 am or end 30 minutes later at 10:30am.</p>	Send email to board members for feedback	October 8, 2014	Sharon Taybron
8. Public Participation	There was no public participation.			
9. Adjourn	Meeting Adjourned: 10:00am			