



# Capital Area Workforce Development Board Meeting

**Date: Thursday, March 6, 2014**

**Location: Johnston Community College, Smithfield, NC**

Minutes Prepared by: Sara Davarbakhsh

**Board Members Present (16):**

Susan Jackson - Blue Cross Blue Shield of North Carolina  
Scott Hadley - NAI Carolantic Realty  
Lou Ann Hobbs - Rex Healthcare  
Brian Holland - Global Knowledge Training LLC  
Mark Jewell - North Carolina Association of Educators  
David Johnson - Johnston Community College  
Heidi Kimbel - Caterpillar, Inc.  
Howard Manning - Dorcas Ministries  
Tony Marshall - Innovative Systems Group  
Stephen Miller - Novo Nordisk Pharmaceutical Industries, Inc.  
Samuel Strickland - Wake Technical Community College  
Renee Taylor - NC Division of Workforce Solutions  
Stephanie Vinson - NC Division of Vocational Rehabilitation  
Marie Watson - Johnston-Lee-Harnett Community Action, Inc.  
Tom White - North Carolina State University  
Ross Yeager - Wake County

**Staff Present (9):**

Pat Sturdivant, Executive Director  
Alfreda Barnett, Contract Manager  
Stephen Barrington, Business Services Director  
Trenice Cutler, Youth Program Specialist  
Sara Davarbaksh, Executive Assistant  
Susan Jablonski, Accountability Specialist  
Darius Morris, Senior Accountant  
Jane Sterner, One-Stop Manager  
Brenda Wilkerson, Business Services Manager

**Guests Present (13):**

Teresa Braswell - Johnston County Job Training Office  
Sara Carter - Educational Data Systems, Inc.  
Duane Cogdell - NC Division of Juvenile Justice  
Ray Eibel - Educational Data Systems, Inc.  
Renee Hinton - NC Division of Workforce Solutions  
Denny Jenkins - Wake County Human Services  
Taylor Kirks - Johnston County Industries  
Patricia Little - Johnston County Industries  
Andrea Moore - Community Partnerships, Inc.  
Chet Mottershead - NC Division of Workforce Solutions  
Ramell Oakley - Johnston County Job Training Office  
Chris Rivera - ResCare Workforce Services  
Nancy Stancil - Johnston County Job Training Office

Item	Discussion	Actions		
		What	When	Who
<b>1. Call to Order</b>	<p>Susan Jackson welcomed everybody and called the meeting to order.</p> <p>Three new members were welcomed to the Board:</p> <ul style="list-style-type: none"> <li>- Lou Ann Hobbs, the Workforce Planning &amp; Development Program Administrator for Rex Healthcare.</li> <li>- Heidi Kimbel, a Human Resources Manager at Caterpillar, Inc.</li> <li>- Stephen Miller, a Human Resources Business Partner with Novo Nordisk Pharmaceutical Industries, Inc.</li> </ul>			
<b>2. Previous Minutes</b>	There were no additions or corrections to the minutes from the December 5, 2013 Board meeting. The minutes were approved as written.			
<b>3. Mid-Year Financial Review</b>	<p>In February an Adhoc Financial Review Committee was formed to review the content and format of the Mid-Year Financial Review. Mark Jewell, Howard Manning and Faruk Okcetin were asked to be a part of the committee.</p> <p>Prior to the Board meeting members received the Program Year 2013 Mid-Year Financial Review. Darius Morris, Senior Accountant with CAWDB led the Board through a presentation that summarized current program spending and outcomes. Current spending levels are on track to hit internal and external targets.</p> <p>Monitoring conducted by the State in January found no findings. (CAWDB has not received any audit findings for the last 20 years).</p> <p>Darius Morris presented the Board with an overview of funding levels for the past six years. Tom White asked to see the number of adult, dislocated workers and youth customers served for the last six years.</p>	<b>Send program outcomes and funding levels for the last six years to the Board</b>	<b>Mar 20, 2014</b>	<b>Staff</b>

<p><b>4. WIA Adult Contracts &amp; One-Stop Operator Recommendations</b></p>	<p>This is the first year the Board has used a competitive process for the provision of adult services and operation of the One-Stop Center in Johnston County. The request for proposals (RFP) was released on January 8, 2014 the RFP review panel consisted of the following people:</p> <ul style="list-style-type: none"> <li>- Marie Watson, Board Member</li> <li>- Lydia Walton, Board Member</li> <li>- Terence Leathers, Board Member</li> <li>- Jane Sterner, One-Stop System Manager</li> <li>- Jessica McLeod, Adult Services</li> <li>- Denna Sharp, Accountant</li> <li>- Susan Jablonksi, Accountability Specialist</li> </ul> <p>Three proposals were received by the Board from; KRA Corporation, ResCare Workforce Services, and Johnston County Job Training Office. The proposal from Johnston County Job Training Office was received after the 4:00 pm deadline on February 6, 2014. As a result of the applicant's failure to meet the terms specified in the RFP, it was considered non-responsive and was not reviewed.</p> <p>Board members received a copy of the recommendations for the provision of WIA Adult Services and One-Stop Operator contract for PY 2014 on Friday, February 28, 2014. Based on the recommendation from the review, panel Susan Jackson asked for a motion to contract with ResCare Workforce Services to provide adult services and operate the Capital Area Workforce Center in Johnston County and to allow staff to negotiate the contract terms of service delivery.</p> <p>David Johnson approved the motion, Tony Marshall second the motion. The motion was passed with unanimous approval by the Board.</p>			
<p><b>5. Director's Report</b></p>	<p><b>NCWorks Online Update</b></p> <p>Pat Sturdivant provided an update on the State's new online workforce development system 'NCWorks Online'. Since its launch on August 5, 2013, 140,887 job seekers and 4,188 employers have registered in the system, 87,386 resumes are in the system, a total of 236,582 jobs were in the system, and the website received 18,802,480 webpage views for the month of February alone.</p>			

	<p><b>H-1B Ready to Work Partnership Grant</b> In February, the US Department of Labor, Employment and Training Administration released a notice of the availability of 150 million dollars in funds for grant applications for H-1B Ready to Work Partnership Programs. Capital Area plans to apply for the 48 month grant.</p> <p><b>Cyber Security Training Program</b> Capital Area has submitted a proposal for a Cyber Security Training program demonstration grant to the NC Department of Commerce.</p> <p><b>2014 Save the Dates</b> Pat Sturdivant announced several key dates for members to enter on their calendars:</p> <ul style="list-style-type: none"> <li>- The Board Retreat on April 24, 2014</li> <li>- The Tenth Annual Youth Summit on April 29, 2014</li> <li>- Workforce Development Professionals Month partner appreciation event on May 8, 2014</li> <li>- Capital Area Career Expo on September 4, 2014</li> <li>- Workforce Ready 2014 on September 24, 2014</li> <li>- Capital Area Board Breakfast on December 4, 2014</li> </ul>			
<p><b>6. Committee Updates</b></p>	<p><b>Business Alliance Committee</b> Scott Hadley, member of the Business Alliance Committee, provided an update on the accomplishments of the committee since the last Board meeting. The committee have been busy getting out in the community spreading the word about CAWDB business services, they were well received by:</p> <ul style="list-style-type: none"> <li>- Cleveland Area Rotary</li> <li>- Zebulon Rotary Club</li> <li>- NE Regional Business Alliance</li> <li>- Wake Forest Rotary</li> <li>- Capital Associated Industries HR Conference</li> <li>- Holly Springs Chamber of Commerce</li> <li>- Johnston County Chamber of Commerce</li> <li>- Johnston County Human Resources Association</li> <li>- Fuquay-Varina Rotary Club</li> </ul>	<p><b>Send meeting invites for the events</b></p>	<p><b>On-going</b></p>	<p><b>Sara Davarbaksh</b></p>
		<p><b>Let the BAC know of any other groups to make the presentation to</b></p>	<p><b>Mar 20, 2013</b></p>	<p><b>All</b></p>

### **One-Stop System Committee**

Jane Sterner, staff support to the One-Stop System Committee, provided an update on the accomplishments of the committee since the last Board meeting. The committee has been busy working on ideas to improve employment services available to increase the hiring of veterans. They are partnering with the NC Military Foundation and are planning to hold a Veteran's Roundtable discussion a few weeks prior to the Annual Wounded Warrior Hiring Conference to be held in Raleigh on May 28 & 29, 2014.


### **Youth Council**

Over the last two years CAWDB has spent a lot of time focusing on the adult program to promote changes that make the delivery system more effective, and along with the State's new integrated framework and online system progress is being made. CAWDB is in the early stages of doing the same for the youth program. Ross Yeager, chair of the Youth Council took this opportunity to challenge the Board to the conduct a brainstorming exercise to start the conversation on what a model youth program would look like. The board engaged in an interactive exercise that yielded the following recommendations as consideration for a new youth framework:

### **Components of a Jobs Program for Youth:**

- Sector-based (targeted) skills programs
- Well-known, well-publicized HELP button (integrated online information system)
- Mediums (phone, web, chat online)
  - o Business Mentoring
  - o Career Pathways
  - o Career Coaching
- Fully leverage social media
- Work experience via business relations
- Peer contact (college age)
- Data on career making decisions
- Info on career paths (ability to switch)
- Greater exposure, exploring opportunities in life and career
- Youth taking ownership of their lives
- Help youth know who they are (youth do not know at this age)
- Assessments

	<ul style="list-style-type: none"> <li>- Agreements in place with employers (Internships)</li> <li>- Youth Board that makes decisions</li> <li>- Mentoring (leverage youth that have been successful in the program/peer to peer)</li> <li>- Target youth that show commitment and dedication</li> <li>- Build connection with CC's</li> <li>- Offer life skills</li> <li>- Involve whole family</li> <li>- Stay relevant to community issues</li> <li>- Options for temporary living (safe housing)</li> <li>- Help with teenage mothers/parents</li> </ul>			
<p><b>7. Chair's Report</b></p>	<p><b>Board Retreat</b>                  In February an Adhoc Retreat Planning Committee was formed to plan the Board's Annual Retreat. Susan Jackson thanked Brian Holland, Samuel Strickland, and Cindy Chunn for working with staff to develop the program for the Retreat.</p> <p>Susan Jackson reminded members the Board Retreat is scheduled for Thursday, April 24th from 8:30 am - 1:30 pm and will be held at the Cardinal Club, in downtown Raleigh.</p> <p>Brian Holland provided a quick overview on the direction the committee is taking. Based on feedback received from the Board and taking into account 40% of the Board has served less than one term this year's Board Retreat will focus on:</p> <ul style="list-style-type: none"> <li>- Educating members on what CAWDB does</li> <li>- Educating members on what Workforce Investment Boards can do</li> <li>- Educating members on how to get engaged</li> <li>- Debating what the workforce issues really are</li> </ul> <p><b>NC Commission on Workforce Development</b>                  Korey Coon has been appointed to the position of Chairman of the NC Commission on Workforce Development. He has been the Human Resources Director for the Building Construction Products Division of Caterpillar, Inc. since 2009. Korey was also a member of CAWDB from November 2012 to January 2014.</p> <p><b>100% Challenge</b>                  Due to resounding feedback from Board</p>			

	<p>members in the latter half of 2013 to stay highly engaged and influential, the Executive Committee developed the "100% Challenge" at their January 2014 committee meeting.</p> <p>Susan Jackson introduced the challenge to the Board. Each Board member is being asked to complete one workforce development related activity per quarter in addition to attending their regularly scheduled Board and committee meetings. For example, like us on Facebook, call a business contact and share information about CAWDB's services, attend another committee's meeting, or represent CAWDB at an upcoming workforce development event.</p> <p>To keep things fun, the challenge will incorporate a little positive peer pressure and friendly competition. Board members will be able to see their additional activities accumulate on a chart at Board meetings. Activities will be categorized and weighted according to the amount of time/effort they took to complete. For example, attending a two day conference on workforce development will carry more weight than signing up for CAWDB's e-newsletter.</p>	<b>Report additional workforce development activities to staff</b>	<b>On-going</b>	<b>Board Members</b>
<b>8. Other Business</b>	<p>Mark Jewell announced the State Board of Education has introduced a fifth level to the Common Core standards for testing students. The fifth level lets students who would have failed to pass based on cleaning up statistical errors caused by moving to the new system too quickly.</p> <p>Stephen Barrington announced that CAWDB has hired a new social media intern (Liz Johnson, a High Point University graduate) and encouraged members to like us on Facebook, LinkedIn and Twitter to help build CAWDB's brand and online network.</p> 	<b>Like us on social media</b>	<b>On-going</b>	<b>All</b>
<b>9. Adjourn</b>	Meeting Adjourned: 9:55 am			