



Capital Area Workforce Development Board Meeting

September 26, 2019

Johnston County Workforce Development Center

Board Members Present:

Rob Axford - IBEW Local 553
Deborah Bolin - Johnston County Youth Services, Inc.
Joy Callahan – Johnston Community College
Brian Holland – Global Knowledge Training, LLC
Nicole Jarvis-Miller – Advance Auto Parts
Monica Meadows, Blue Line Aviation, LLC
Howard Manning – Dorcas Ministries
Tony Marshall – Innovative Systems Group
Prem Ranganath, Trilliant Networks
Melissa Short - Transitions LifeCare
Cindy Waite - Accentuate Staffing
Tom White – North Carolina State University
Chip Wood, NC Division of Workforce Solutions
Ross Yeager, Wake County Northern Regional Center

Staff Present:

Pat Sturdivant- Executive Director
Jane Sterner – One-Stop System Director
Malinda Todd – Strategic Initiatives Director
Crystal Waters – Executive Assistant
Kimberly Wheeler – Business Engagement Director
Brenda Wilkerson – Communications Manager

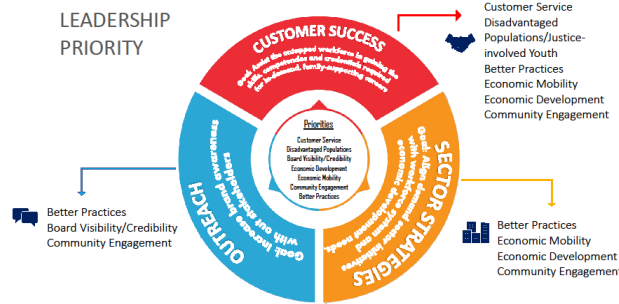
Guests Present:

Patrick Buford – EDSI
Jeff DeBellis, NC Commerce
Kenneth Gathers - Rescare, Inc.
Sonja Godsey, NCWorks Career Center
Amanda Tyndall, EDSI
James Vaughn, NC Commerce

Minutes Prepared by: Crystal Waters

Item	Discussion	Actions		
		What	When	Who
1. Call to Order	<p>Brian Holland, Vice Chair, welcomed everyone to the meeting and stated that he would lead the meeting due to the absence of Stephen Miller. Stephen has been out for surgery and is recovering well.</p> <p>Brian thanked Joy Callahan for use of the facility. He recognized the presence of Derwick Paige, Chief Vitality Officer of Wake County Government in the County Manager's Office.</p> <p>He acknowledged the new board members:</p> <ul style="list-style-type: none"> • Prem Ranganath, VP Quality and Risk Management at Trilliant Networks. • Michael Haley, Executive Director of Wake County Economic Development and Senior VP of the Greater Raleigh Chamber of Commerce. • Monica Meadows, Business Development Officer for Blue Line Aviation. • Nicole Jarvis-Miller, VP of Talent Acquisition, Diversity, Inclusion and Culture at Advance Auto Parts. <p>Each new member was presented with a board pin. Each said a few words about themselves and expressed their enthusiasm about joining the Board. The board members introduced themselves.</p> <p>Brian mentioned that Stephanie Vinson is leaving the board due to her retirement effective November 1. Stephanie has been a member of the board since July 2011. She served on the One-Stop System, Advocacy, and Outreach Committees.</p> <p>Brian mentioned the Board Training. He encouraged the board to attend the training which will help them be an advocate for Capital Area.</p> <p>The date, time, and place for the CAWD Annual Holiday Breakfast was discussed Dec. 5, 2019.</p>			
2. Action on Minutes	The minutes from the June 27, 2019 meeting were approved as written.			

<p>3. Presentation</p>	<p>Jeff DeBellis is the Director of Economic & Policy Analysis in Commerce's Labor & Economic Analysis Division. He leads a team of analysts and economists in assessing North Carolina's economy and workforce. He regularly advises local and state leaders on current conditions and trends. He also oversees the development of industry and occupational employment projections; the identification of growing jobs and employers' workforce needs; economic impact analyses; and various publications and tools to help the people of North Carolina make informed economic decisions. Jeff presented an overview of the NC economy with a focus on Capital Area region.</p> <p>Highlights:</p> <ul style="list-style-type: none"> • Over 700,000 job have been added since 2010. • 187,000 more in the labor force in Wake and Johnston Counties since July 2007 which is 30% of North Carolina's net growth. • 7,400 more employer establishments in Capital Area than in July 2007 which is 18% of the State's total net growth and the most of any Workforce Development Board. • Capital Area's job growth is impressive as compared to other US metro areas with 1 million or more people. • Wages have grown but are not as high as Durham due to the RTP businesses. • Johnston County is a significant supply of labor and growing supplier of jobs. • Fastest growing industries projected for north central North Carolina is administrative and support services. 			
<p>4. 2019 Board Task Forces</p>	<p>Brian thanked the committee chairs for accepting appointments to lead our strategic committees. Brian discussed how the goals of the committees overlap with the priorities of the Executive Committee.</p> <p>Tom discussed economic mobility, economic development, and community engagement. CAWD receives many accolades but is still 46 in the nation in economic mobility. There is still much work to be done and the committees are primed to make a difference in this area.</p>			



Brian reminded the committees that they are working on behalf of the full board and want input as they work through the development and implementation process.

Customer Success

Howard Manning presented for the Customer Success Committee. He stated that their goal is to assist the untapped workforce in gaining the skills, competencies and credentials required for in-demand, family-supporting careers.

Strategies:

- Establish a service delivery matrix for the untapped workforce population.
- Design and pilot promising practices targeting the untapped workforce population.
- Implement service strategies targeting the untapped workforce population.

The tactics and success indicators for each strategy were discussed.

Pat mentioned that the Youth Advisory Council is a carryover from the Unifying Goal Committee. It was recommended that they develop Youth Advisory Councils in each county to work together to improve workforce outcomes for youth. The Youth Advisory Council will be led by Deborah Bolin in Johnston County and Ross Yeager in Wake County.

[Customer Success presentation](#)

Outreach Committee

Brenda Wilkerson presented for the Outreach Committee. The strategic goal of the Outreach Committee is to increase brand awareness with our stakeholders. The committee has started compiling dossiers on the NC General Assembly

	<p>members. She asked about other considerations for legislative outreach and thoughts on how the board training is going for those who have participated.</p> <p>Strategies:</p> <ul style="list-style-type: none"> • Educate and inform local, state, and federal elected officials on the workforce development system’s purpose, services and needs. • Promote awareness of CAWD’s purpose and services to businesses. • Create a mission ambassador program of individuals who value workforce development and help to spread the word <p>The tactics and success indicators for each strategy were discussed.</p> <p>Pat reminded the board that they will be asked to visit the legislators for those willing. Legislative visits have more impact when coming from the business community and education leaders versus Wake County staff. Members were encouraged to attend the Board Training which will help them speak confidently about CAWD.</p> <p>Outreach Committee presentation</p> <p>Sector Strategies Committee Melissa Short presented for the Sector Strategies Committee. The strategic goal of the Sector Strategies Committee is to align demand sector strategies initiatives with workforce system and economic development needs.</p> <p>Strategies:</p> <ul style="list-style-type: none"> • Convene industry advisory groups that will serve as subject matter experts on evolving and critical workforce needs for the region’s high growth in-demand sectors. • Identify existing industry led workforce initiatives and unite to increase knowledge and align partner initiatives. • Initiate and formalize a coordinated and collaborative partner network that is responsive to the needs of business and industry. <p>The tactics and success indicators for each strategy were discussed.</p>			
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	<p>Brian suggested that while thinking about which sector to focus on, they should think about the audience. The business audience has traditionally been the focus but given the need for economic mobility, sectors that can serve and impact multiple groups should be considered.</p> <p>Sector Strategies Presentation</p>			
5. Director's Update	<p>Pat highlighted the Annual Report, the Strategic Plan, and the financial report which were in the board member's packets.</p> <p>Highlights:</p> <ul style="list-style-type: none"> • 1.5 million award from Department of Labor to continue and expand reentry programs in Wake and Johnston counties. • Catalyst 20/20 Incumbent Worker program grants have been reduced to \$10,000. As funding increases more will be added to the program. • We pursue additional grants in order to increase the capacity of our work. There was a 24% increase in youth enrollments from last year due to YouthBuild and TechHire grants. • WRAL Career Fair was held on August 1. There were over 1,400 job seekers in attendance and 80 employers. For the past two years, employers have asked to be the sponsor for the upcoming year. • We have not met one of our performance measures due to a misunderstanding of how to track credentialed criteria. We have a plan in place to make sure that this does not happen again. 			
6. Public Participation	There was no public participation.			
Meeting Adjourned: 10:32am				