



# **Capital Area Workforce Development Board Meeting**

**December 3, 2020**

**Zoom Meeting**

**Board Members Present:**

Rob Axford, IBEW 553  
Mark Bertoncino, Buehler Group  
Deborah Bolin, Johnston County Youth Services, Inc.  
Joy Callahan, Johnston Community College  
Rodney Carson, SAS, Inc.  
Craig Hagood, House-Autry Mills, Inc.  
Michael Haley, Wake County Economic Development  
Brian Holland, Global Knowledge Training, LLC  
Harold Keen, KS Bank  
Howard Manning, Dorcas Ministries  
Tony Marshall, Innovative Systems Group  
Gail McDougal, Wake County Public School System  
Jerilyn Meckler, Ankura Consulting  
Melissa Short, Transitions Life Care  
Glenda Underwood, Lowes  
Tom White, North Carolina State University  
Cindy Waite, Accentuate Staffing  
Chip Wood, NC Department of Commerce  
Ross Yeager, North Regional Career Center

**Staff Present:**

Pat Sturdivant, Executive Director  
Arva Gathers, Workforce Development Specialist  
Thomas Pulickal, Business Manager  
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:**

Rochelle Brown, Equus Workforce Solutions  
Patrick Buford, EDSI  
Kenneth Gathers, NCWorks Career Center  
Taylor Kirks, Johnston County Industries  
Derwick Paige, Wake County Government  
Alicia Price, EDSI

Minutes Prepared by: Crystal Waters

Item	Discussion	Actions		
		What	When	Who
<b>1. Call to Order</b>	<p>Brian Holland welcomed everyone to the meeting. And provided some housekeeping rules. Crystal Waters took the roll. Brian mentioned that this was the last meeting of the year and thanked the Board for their commitment and support. He also thanked the CAWD staff and partners for how well they adapted to holding meetings and providing services virtually during the COVID crisis.</p> <p>Brian introduced a new Board member. Gail McDougal is the School-to-Career Specialist with Wake County Public School. Gail has over 20 year of experience in education. Gail said a few words to express her excitement about working with the Board. Brian also acknowledged Glenda Underwood and Harold Keen and gave them an opportunity to speak to the board.</p>			
<b>2. Action on the Meeting Minutes</b>	There were no additions or corrections to the minutes. The minutes were accepted as written.			
<b>3. Customer Success Videos</b>	<p>Customer success videos were shown throughout the meeting. The videos were from customers who received services from Adult, Youth and Young Adult programs and businesses that received funding from CAWD.</p> <ul style="list-style-type: none"> <li>• Stephanie Preacher, 2020 Recipient of the Governor's Award for Outstanding Adult.</li> <li>• Kimberly Jones, Downtown Raleigh Alliance, recipient of a Wake Partners grant funded by Wake County Government/CARES.</li> <li>• Matt Fields, Engineered Tower Solutions, recipient of a Catalyst 2020 grant.</li> <li>• Samiek "Meik" Jackson, NextGen Youth, completed the electrician pre-apprenticeship program.</li> <li>• Paul Kiwanuka, NextGen Young Adult, completed electrician pre-apprenticeship program.</li> </ul> <p>Brian said the videos serve as a reminder that the work done at the Centers changes lives and is something the board members should be proud of.</p>			

<p><b>3. Board Committee Updates</b></p>	<p>Brian Holland reminded the board members that at the last meeting Ted Abernathy gave a presentation on the impact of Covid-19 on our economy and workforce development. In the breakout sessions committees discussed whether their work should be changed or modified as a result of Covid-19. He reminded the board of their pre-Covid priorities. Since that meeting committees have met to discuss the changes made to their objectives and strategies. Brian encouraged the board to give input and ask questions.</p> <p><b>Sector Strategies Committee</b> Melissa Short presented for the Sector Strategies committee. She reminded the board of the question Ted Abernathy asked of employers, "What will your workforce needs be in 2021, and beyond? This question has been the focus of their discussions in regard to the IT sector.</p> <p><b>Highlights</b></p> <ul style="list-style-type: none"> <li>• Businesses don't know where to turn, what's available or who can help.</li> <li>• Step one in their support plan is outreach and awareness to small businesses.</li> <li>• 1-hour virtual event on free workforce resources to help address talent needs.</li> <li>• Targeting employers who are competing for tech talent in non-traditional tech companies.</li> <li>• This work will be done in Quarter 1 of 2021.</li> <li>• Learn from workforce partners on collaborative strategies for recruiting, retaining, and developing tech talent.</li> </ul> <p>Melissa Short asked the following questions:</p> <ul style="list-style-type: none"> <li>• Do you believe this concept of taking information and solutions to employers in the form of short, virtual sessions is valuable?</li> <li>• In your experience what type of content or information would add the most value to employers right now in enticing them to register for this event?</li> <li>• What suggestions do you have for helping us overcome this in planning this event?</li> </ul> <p>Ross Yeager mentioned that there is value and the sessions should be introduced as a suite of different topics. He also said that it will be difficult</p>			
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	<p>to talk about the future from an economic and business perspective without including public health data. He also mentioned that people have different levels of comfort with Covid-19. He suggested offering meetings virtually and in person, with the appropriate Covid protocols in place. The option of meeting in person might bring more people to the sessions.</p> <p>Brian Holland stated that short term sessions are a great option. The largest barrier will be the time they have to invest; offering repeat sessions will be beneficial.</p> <p>Gail McDougal stated that recording the sessions and making them easily accessible will be helpful for those who cannot attend. Virtual meeting fatigue can be helped by making the sessions interactive.</p> <p>Michael Haley echoed that the sessions should be engaging from the beginning. Asking what they want to learn will drive the content based on their interests rather than being spoken to for an hour.</p> <p>Rodney Carson asked about the size of the targeted companies. Melissa stated that they will target small to medium size companies. Those that have IT needs but not the resources to acquire the talent.</p> <p>Tony Marshall mentioned that if companies invest in their employees through apprenticeship it will help build their technology resource.</p> <p>Deborah Bolin said small agencies may need more hand holding in gaining confidence in how to use the resources.</p> <p><u><a href="#">Sector-Strategies-committee</a></u></p> <p>Pat acknowledged Derwick Paige, Wake County Deputy Manager, who is retiring. She thanked him for his support. He has been an asset in helping Capital Area receive funding. Derwick said how much he has enjoyed working with the Board and is excited about the work that has been accomplished.</p> <p><b>Outreach Committee</b> Jerilyn Meckler presented for the Outreach Committee. After the board retreat, they decided</p>			
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	<p>to rethink business outreach because so much is being done by the Center staff. They are switching to helping jobseekers, employees and businesses adjust to the new realities of remote work.</p> <p><b>Highlights:</b></p> <ul style="list-style-type: none"><li>• Continuing to provide immediate access to information about remote work and managing a remote workforce.</li><li>• They have curated a toolkit of resources which are available on the website.</li><li>• Customer success stories continue to be collected with the help of Center staff.</li><li>• Provide immediate access to information about remote work.</li></ul> <p>Jerilyn asked the following questions:</p> <ul style="list-style-type: none"><li>• What challenges to remote work have they heard about at your organization?</li><li>• What else should they include?</li></ul> <p>Ross Yeager stated that employees miss the connection and synergy experienced from being with their team.</p> <p>Tony Marshall said that to combat the lack of connection, his team has a quick check-in meeting every morning.</p> <p>Howard Manning mentioned that his organization has seen opportunities and productivity has increased in some areas. He said that they should not lose sight of the opportunities of remote work.</p> <p>Melissa Short said that some of the challenges they are trying to figure out is remote work when it is not the best option. Especially for women trying to balance children at home, scheduling, and supporting mental health as well. Rodney Carson echoed that the mental health aspect is very real, and that bandwidth capacity is also an issue.</p> <p>Gail McDougal reiterated the issue of work/life balance. When you are home all day you have to make yourself stop working at the end of the day.</p> <p>Brian mentioned that he has not seen much content about how employers need to adjust to remote work. Employers need to be flexible and understanding of their employee's issues to adjust to remote work.</p>			
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	<p>Tony Marshall said that his company hired a consultant to help staff find their work/life balance routine. The consultant helped them allocate time for work and time for themselves.</p> <p>Brian Holland said that this committee work needs to continue even after the vaccine is distributed. Remote work and the skills needed to manage it will continue. Remote hiring was implemented before the pandemic. Teaching jobseekers how to present themselves on a video is valuable information.</p> <p>Cindy Waite agreed that educating potential employees on how to present themselves on camera and over the phone is very beneficial.</p> <p>Jerilyn Meckler said that presenting the content in written form as well as video form will be helpful. She recommended that using other platforms such as the local chapters of SHRM or CAI, to disseminate the information.</p> <p><u><a href="#">Outreach Committee Presentation</a></u></p> <p><b>Customer Success Committee</b> Howard Manning presented for the Customer Success Committee. Their original goal has remained the same. They have temporarily suspended their target population of mature workers. They will focus on addressing the barriers jobseekers have in returning to work.</p> <p><b>Highlights:</b></p> <ul style="list-style-type: none"> <li>• Covid-19 has impacted the leisure and hospitality industries the most.</li> <li>• Covid-19 has impacted the 25-34 year-old age group the most.</li> <li>• Covid-19 has impacted women the most.</li> </ul> <p>He asked what where the biggest barriers preventing people from returning to work? A poll was shown; the choices were:</p> <ul style="list-style-type: none"> <li>• Childcare (Remote Learning)</li> <li>• Transportation</li> <li>• Access to remote jobs</li> <li>• Caring for a loved one with Covid</li> <li>• Upskilling</li> <li>• In high-risk group/scared</li> <li>• Access to internet/technology</li> <li>• Other</li> </ul>			
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	<p>51% said childcare was the biggest barrier.</p> <p>Tony Marshall mentioned that the assumption is that most people have access to the internet, but many do not have access. This is a huge barrier in many communities. There is a difference between perception and reality. The board should not lose sight of this barrier.</p> <p>Pat Sturdivant said many may have answered the poll based on the perspective of their employees and/or coworkers. The committee may get more comprehensive data if they conduct a similar survey with a focus group of Career Center participants or service providers who deal with customers every day.</p> <p>There was more discussion about broadband access and how access to broadband by businesses is a significant consideration to attracting businesses to the area.</p> <p>Harold Keen said that an opportunity will be missed if the internet access barrier is not communicated to elected officials. Deborah Bolin mentioned that Johnston County is working with a company to conduct a study of where the holes are in the area in an effort to address the need.</p> <p><u><a href="#">Customer Success Committee</a></u></p>			
<p><b>4. Director's Update</b></p>	<p>Pat Sturdivant recognized Rochelle Brown. She is the Regional Manager of Equus Workforce Solutions, the Adult service providers for the Career Centers. Rochelle said a few words.</p> <p>Pat asked if there were any questions about the information in the operational report.</p> <p>Malinda Todd, Strategic Initiatives Director, gave an update on the local Wake Reentry Council. The Council has met twice. There were 60-70 people at the meeting which represents about 35 organizations and several local colleges. Since July, money received from the Wake Cares Act has helped with housing. They have served about 30 people with this funding. Over 100 clients have come through the Wake Reentry Council and about 70 through the Reentry program. They continue to build partnerships to help make clients successful in employment.</p>			



	<p>Pat mentioned that Capital Area is managing the Wake County CARES Act, a grant program for area non-profits that serve individuals impacted by Covid-19. Fourteen community-based organizations were funded totaling over \$800,000. Funding is being used for workforce training, instructional support tools for online learning, and support services.</p> <p>Kimberly Wheeler mentioned the Virtual Career Fair held in partnership with Kerr-Tar and Durham Workforce Development Boards. There were over 1,100 jobseekers and 80 employers with needs across multiple industries. There will be a healthcare focused Virtual Career Fair on December 9<sup>th</sup>.</p> <p>Pat mentioned that the decrease in work-based learning enrollment for youth served is due to the restriction of Covid. There has been an increase in the number of adults served due to the use Access NCWorks system. Services continue to be offered virtually.</p> <p>She also stated that performance measures were not met for this quarter due to Covid. The staff is meeting with service providers to discuss measures and will have an improvement plan in place to ensure that the measures are met by year end.</p>			
<b>4. Public Participation</b>	There was no public participation. Brian Holland said that while 2020 has been gloomy, what has happened at Capital Area has been a bright spot of the year.			
<b>Meeting Adjourned: 10:33am</b>				