



Capital Area Workforce Development Board Meeting

DRAFT

March 25, 2021

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.
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
Prem Ranganath, Trilliant Networks
Melissa Short, Transitions Life Care
Glenda Underwood, Lowes Home Improvement
Tom White, North Carolina State University
Chip Wood, NC Department of Commerce
Ross Yeager, North Regional Career Center

Staff Present:

Pat Sturdivant, Executive Director
Susan Jablonski, Contracts Manager
Thomas Pulickal, Business Manager
Jane Sterner, One-Stop System Director
Malinda Todd, Strategic Initiatives Director
Crystal Waters, Executive Assistant
Brenda Wilkerson, Communications Manager

Guests Present:

Brittney Armstrong, NC Dept. of Vocational Rehabilitation
Rochelle Brown, Equus Workforce Solutions
Patrick Buford, EDSI
Kenneth Gathers, Equus Workforce Solutions
Tom Grecco, DHHS
Taylor Kirks, Johnston County Industries
Michelle Muir, North Carolina Department of Commerce
Alicia Price, EDSI
Amanda Tyndall, Johnston County Industries

Item	Discussion	Actions		
		What	When	Who
1. Call to Order	<p>Brian Holland welcomed everyone to the meeting and provided some housekeeping rules. Crystal Waters took the roll. Brian encouraged the group to continue working hard even with the challenges of the pandemic. He reminded them to remember that the pandemic did not hit everyone in the same way; and to never forget that no matter how good the numbers look, there are job seekers and businesses that still need help.</p> <p>Brian recognized Joy Callahan, who will retire from the Board effective June 1 and retire from Johnston Community College. Joy was chair of the CAYAC, a member of the Sector Strategies Committee and the Johnston County Youth Advisory Council, a sub-committee of Customer Success. He thanked Joy for her commitment to the Board and her dedication to be an advocate for Johnston County.</p>			
2. Action on the Meeting Minutes	There were no additions or corrections to the minutes. The minutes were accepted as written.			
3. Voting Items	<p>Brian asked that guests be moved into the breakout room during the discussion and vote.</p> <p>There were 3 voting items: 2021 NCWorks Career Center Operator, Adult/Dislocated Worker Services, and the NextGen Youth Service Provider. This is the third year under the most recent RFP process. Under WIOA, contracts can be renewed without a competitive process for up to four years. The contract recommendations with backup information were emailed on Thursday, March 11th. Brian asked if there were any comments or questions about the recommendation for Equus. There were no comments. Brian read the recommendation.</p> <p>Continuation of the contract with Equus Workforce Solutions for Program Year 2021 (July 1, 2021 – June 30, 2022) to provide NCWorks Career Center Operator & WIOA Adult/Dislocated Worker Services in Wake & Johnston Counties. Capital Area Staff will negotiate contract terms, budgets, and a pay for performance agreement for budgeted profit with Equus. Staff will determine funding levels once allocations have been identified by the Division of</p>			

	<p>Workforce Solutions (DWS). Staff will have the ability to increase funding throughout the year based on customer demand or decrease based on contractor performance and/or availability of funding.</p> <p>Brian asked for a motion to approve the Equus recommendation. Tom White motioned to approve the contract. Jerilyn Meckler seconded the motion. Crystal Waters called the roll, and all voted in favor.</p> <p>The overview of the performance improvement plans for Educational Data Systems, Inc. and Johnston County Industries were shown. There were no comments or discussion.</p> <p>The Johnston County Industries recommendation was shown. Brian Holland asked if the recommendation needed to read. There was no answer.</p> <p>Continuation of the contract with Johnston County Industries (JCI) for Program Year 2021 (July 1, 2021 - June 30, 2022), to provide year-round services to the youth of Johnston County. This continuation will be with the following contingencies:</p> <ul style="list-style-type: none"> ▪ continuing with their current performance improvement plan related to federal performance measure status as of February 2021, ▪ if no significant federal performance improvements are visible at the next download of performance data in April, the service provider will be put on probation which includes a more extensive performance improvement plan with weekly reporting and monthly monitoring. <p>Capital Area Staff will negotiate contract terms and budgets with JCI. Staff will also determine funding levels once allocations have been identified. Staff will have the ability to increase funding throughout the year based on customer demand or decrease funding based on contractor performance and/or availability of funding.</p> <p>Brian asked for a motion to approve the JCI recommendation. Jerilyn Meckler motioned to approve the JCI contract. Tom White seconded the</p>			
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	<p>motion. Crystal called the roll, and all voted in favor.</p> <p>The Educational Data Systems, Inc. recommendation was shown. Brian Holland asked if the recommendation needed to read. There was no answer.</p> <p>Continuation of the contract with Educational Data Systems, Inc. (EDSI) for Program Year 2021 (July 1, 2021 - June 30, 2022), to provide year-round services to the youth of Wake County. This continuation will be with the following contingencies:</p> <ul style="list-style-type: none"> ▪ continuing with their current performance improvement plan related to federal performance measure status as of February 2021, ▪ if no significant federal performance improvements are visible at the next download of performance data in April, the service provider will be put on probation which includes a more extensive performance improvement plan with weekly reporting and monthly monitoring. <p>Capital Area Staff will negotiate contract terms, budgets, and a pay for performance agreement for budgeted profit with EDSI. Staff will also determine funding levels once allocations have been identified. Staff will have the ability to increase funding throughout the year based on customer demand or decrease based on contractor performance and/or availability of funding.</p> <p>Brian Holland asked for a motion to approve the EDSI recommendation. Harold Keen motioned to approve the EDSI contract. Deborah Bolin seconded the motion. Crystal called the roll, and all voted in favor.</p> <p>The guests re-joined the meeting. Brian Holland informed them of the vote.</p>			
<p>4. Director's Report</p>	<p>Pat Sturdivant reinforced that CAWD makes decisions based on data. These tools can help inform the Board on what to focus on in their committees.</p>			

	<p>Susan Jablonski, Contracts Specialist, gave an overview of how data is used to make decisions regarding:</p> <ul style="list-style-type: none"> • trends in industries/occupations, • to explore performance by characteristics/special populations, • where customers are learning about the services, • where to focus training dollars; how to best serve job seekers and employers, • to report on performance. <p>Samples of the types of data applicable to each Board Committee were shown which provided a small snapshot of the types of information available.</p> <p>Highlights:</p> <ul style="list-style-type: none"> • Sector Strategies: data can show specific jobs and what certifications are needed in Information Technology. • Outreach: data on specific populations can be shown which will inform where more intensive services can be provided. • Customer Success: data can inform decisions about types of jobs and which areas have the most availability, and where training dollars are being spent. Data also shows average wages earned after program exit broken down by industry. • Youth Advisory Councils: performance data can be divided by any characteristic or special population. <p>There were 12 enrolled in <i>Information Security Analysts</i>, 25% have attained a credential. Joy asked if the length of time it takes to obtain the certification versus other types of certifications is a factor. Susan replied that, yes, often participants obtain a job before the certification has been received and do not finish the certification process. Prem asked about which credentials are being attained. Susan will research details about the credential and dive deeper into this data point. Gail McDougal asked if assessments were given beforehand to determine if the customer is a good match for the program. Pat stated that assessment tools are used. Participants without a college degree are required to take a basic skills test to check reading and sometimes, math level. Training provider by law is customer choice.</p>	<p>More information on data point and identification of credential earned.</p>	<p>ASAP</p>	<p>Susan</p>
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	<p>Pat stated that all training providers by law, must be on an approved training provider list. Capital Area looks at their past performance and rate of return on investment to determine if the provider should continue to be used or placed on probation.</p> <p>Malinda Todd, Strategic Initiatives Director, showed maps with information about the overlap of vulnerable communities and NCWorks participants. In conjunction with Wake County Long Range Planning, maps were recreated using zip codes instead of the Census Tracts to match NCWorks data collection. Each zip code was matched with data from FutureWorks which included demographics, veteran status, disability, education completed, and employment status.</p> <p>Wake County looks at 5 criteria to determine an equity community score:</p> <ul style="list-style-type: none"> • Unemployment • Age dependency • Low educational attainment • Housing vacancy • Below poverty level. <p>Maps showed customers by zip codes based on the following:</p> <ul style="list-style-type: none"> • Combined Social Equity • Number served • Dislocated Workers <p>Malinda showed spreadsheets which delved deeper into the communities by race, geography, or economics.</p> <p>Johnston County does not currently have a system similar to the vulnerable communities mapping. Capital Area is in conversation with Johnston County government to create a similar map to that of Wake County which will include economic indicators and NCWorks services and participant information. Their county-wide map primarily focuses on poverty.</p> <p><u>Customer Driven Data-presentation.pdf</u></p> <p>Operations Report Highlights: Pat reminded the Board to contact Capital Area if they have questions about the Operations Report.</p> <p>Malinda Todd gave an update on the Youth Advisory Councils. Both Councils have been creative about how to handle issues with youth</p>			
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regarding re-engaging during the pandemic. Johnston County has been connecting with existing programs around mentoring and community engagement to include youth who have become disengaged. Wake County has been looking at the drop of engagement of youth and developing strategies to connect youth to educational partners and programs across the county.

Pat mentioned Wake Partners, a million-dollar grant received from Wake County CARES Act, to provide grants to community-based organizations. The funding will end on March 31st. Capital Area hopes to continue providing this grant through funding with the new Wake County Cares Act.

Brenda Wilkerson spoke about the Gen Z Virtual Career Fair on May 4th which will focus on young people graduating from high school that plan to enter the workforce. Schools systems within the region are involved with this effort.

Pat mentioned Governor Cooper's announcement of Fujifilm selecting Holly Springs to build a bio center. Capital Area was vital part in the recruitment effort. Fujifilm will bring over 700 jobs and Capital Area committed to \$144,000 per year in OJT funding.

Since the beginning of the year, four letters of support have been written to Wake County Economic Development projecting about 800 new jobs for the region.

Jane Sterner, One Stop System Director, provided information on the Youth program redesign which will focus on apprenticeship. The program will be called Youth Apprenticeship Prep. It will start in July and is for ages 16-24. It will combine basic skills preparation, GED attainment support, occupational skills training, work-based learning, and other activities to help participants obtain the skills needed to be placed into an apprenticeship program or full-time employment. Areas under concentration are Skills Trades, Healthcare, and Information Technology. Plans are to run two cohorts for two industries for the first year with 15 students in each cohort for a total of 60 youth for the first year.

Pat stated that Youth programs are the most challenging and most of it is retention and keeping them engaged. The State has given

	<p>permission to run the pilot and approved use of 75% of funding to support the new model. The State is interested in the outcome and the pilot may become a best practice.</p> <p>Pat mentioned that WIOA Youth Program performance data has decreased due to Covid-19. This was expected.</p> <p>Jane Sterner provided an update on SkillsBuild a partnership with IBM to provide additional training in a variety of skills. Over 354 forms have been completed requesting access to SkillsBuild. There are 83 active users which have accessed over 600 activities resulting in 7 badges received. Customers are accessing courses ranging from Cybersecurity to Professional/Soft Skills. There are over 11,000 learning materials available. There is no cost to Capital Area and the value of this platform is over \$300,000.</p> <p>There was an increase in the number of adults accessing the NCWorks system. This is partly due to the fact that recipients of UI must register with a Career Center. Capital Area recorded an increase in customers coming to the Centers since January.</p> <p>Brian Holland commented that Capital Area reputation helps lure businesses to the area. The involvement shows how important workforce is in economic development.</p>			
<p>5. 2021 Board Committee</p>	<p>Customer Success Committee Howard Manning presented for the Customer Success Committee. The Customer Success goal is to assist the untapped workforce in gaining the skills, competencies and credentials required for in-demand, family-supporting careers.</p> <p>Due to COVID, the committee decided to do an employment survey to determine the challenges currently faced by individuals. It was sent to partner organizations to distribute to their clients. This included Wake County and Johnston County partners, Finish Line students, WorkFirst Steering Committee, Human Services, NCWorks Career Centers, Youth Advisory Councils, and the Capital Area newsletter distribution list. They received 153 responses.</p> <p>Highlights:</p> <ul style="list-style-type: none"> • 74% said their job was impacted by Covid 			

	<ul style="list-style-type: none"> • Majority of respondents are concerned about contracting Covid or are in a high-risk group. • Of those that want to return to work, 60% said they did not need assistance. Most prefer to access services virtually. <p>He asked for feedback on the following:</p> <ul style="list-style-type: none"> • What does this data tell us? • What should we be concerned about? • What should we concentrate on? <p>Pat suggested that members need time to study the data and that a survey be sent to help answer these questions.</p> <p><i>Customer-Success-Committee presentation.pdf</i></p> <p>Outreach Committee Jerilyn Meckler presented for the Outreach Committee. Their goal is to increase brand awareness with stakeholders. They are also providing resources to help jobseekers, employees and businesses adapt to the Covid/post Covid workplace.</p> <p>Highlights:</p> <ul style="list-style-type: none"> • The National Association of Workforce Boards requested that local boards contact their congressional reps to appeal for funding. In addition to national accomplishments, local customer demographics and outcomes were included. • Staff is working on a video podcast series to be launched in April. • Provided access to information about remote work through the new website. <p>Jerilyn asked for suggestions on a name for the Capital Area podcast series. The proposed name is <i>Inside Capital Area</i>. Tom White suggested <i>Capital Idea</i>. Deborah Bolin suggested <i>Capital Gains</i>. Brian Holland suggested <i>Working Capital</i>.</p> <p>Prem Ranganath asked if the badges/credentials received from SkillsBuild are widely accepted with local employers. Pat responded that there is no analysis yet, but a list of the badges can be provided.</p> <p><i>Outreach Committee presentation.pdf</i></p>	<p>Send survey questions to the Board</p> <p>Ask for podcast name suggestions</p> <p>Send list of badges</p>	<p>ASAP</p> <p>ASAP</p> <p>ASAP</p>	<p>Jane/Crystal</p> <p>Brenda/Crystal</p> <p>Brent/Crystal</p>
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	<p>Sector Strategies Committee Melissa Short presented for the Sector Strategies Committee. She reminded the Board of their goal which is to align demand sector initiative with workforce system and economic development needs. Their focus is on the Information Technology sector.</p> <p>Highlights:</p> <ul style="list-style-type: none"> • Provide assistance to employers competing for tech talent in nontraditional technology companies. • Plan 1-hour virtual event on free workforce resources to help address talent needs in May. • The event will provide awareness and solutions, ideas, and resources to employers who lack the resources. <p>Melissa Short asked the following questions:</p> <ul style="list-style-type: none"> • Do you know of groups, organizations, or employers that could benefit from this information? • What title best describes the workshop and would grab attention? • Do you know of any potential panelists? <p>Pat stated that these questions will be sent to the Board for feedback.</p> <p><u>Sector-Strategies-Committee presentation.pdf</u></p>			
6. Public Participation	There was no public participation.			
7. Other Business	Joy Callahan talked about the JoCo Works virtual job fair. There were over 2300 8 th graders attended. JoCo Works Now event which is for all jobseekers will be held March 29-31.	Send link to event	ASAP	Crystal
Meeting Adjourned: 10:21am				