



# **Capital Area Workforce Development Board Meeting**

**June 24, 2021**

**Zoom Meeting**

**Board Members Present:**

Rob Axford, IBEW 553  
Deborah Bolin, Johnston County Youth Services, Inc.  
Rodney Carson, SAS, Inc.  
Brian Holland, Global Knowledge Training, LLC  
Nicole Jarvis Miller, Advance Auto Parts  
David Johnson, Johnston Community College  
Tamika Walker Kelly, NCAE  
Howard Manning, Dorcas Ministries  
Tony Marshall, Innovative Systems Group  
Gail McDougal, Wake County Public School System  
Jerilyn Meckler, Ankura Consulting  
Danielle Sardo, Novo Nordisk  
Melissa Short, Transitions Life Care  
Glenda Underwood, Lowes Home Improvement  
Cindy Waite, Accentuate Staffing  
Tom White, North Carolina State University  
Chip Wood, NC Department of Commerce

**Staff Present:**

Pat Sturdivant, Executive Director  
Barbara Brothers, Business Engagement Director  
Natalie Mabon, Reentry Manager  
Thomas Pulickal, Business Manager  
Jane Sterner, One-Stop System Director  
Malinda Todd, Strategic Initiatives Director  
Crystal Waters, Executive Assistant  
LaNarda Williamson, Wake Local Reentry Council Coordinator  
Brenda Wilkerson, Communications Manager

**Guests Present:**

Brittney Armstrong, NC Dept. of Vocational Rehabilitation  
Rochelle Brown, Equus Workforce Solutions  
Kenneth Gathers, Equus Workforce Solutions  
Tom Grecco, DHHS  
Duane Holder, Wake County Government  
Dr. Cynthia Johnson, Pinellas County Economic Development  
Taylor Kirks, Johnston County Industries  
Delano Lewis, Pinellas County  
Geoffrey Lewis, Pinellas County  
Michelle Muir, North Carolina Department of Commerce  
Stephen Smoot, Valiant Solutions

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.</p> <p>Brian recognized Duane Holder, Wake County Chief Community Health, and Vitality Officer. He thanked him for joining the meeting.</p> <p>Brian welcomed the guest speaker, Dr. Cynthia Johnson.</p> <p>Brian introduced three new Board members:</p> <ul style="list-style-type: none"> <li>• Dr. David Johnson, President of Johnston Community College</li> <li>• Tamika Walker Kelly, President of North Carolina Association of Educators</li> <li>• Danielle Sardo, P and O Director, Novo Nordisk</li> </ul> <p>Their bios were read, and each member said a few words of welcome.</p> <p>Brian mentioned that Craig Hagood has resigned from the Board due to his relocation to Georgia.</p>			
<b>2. Action on the Meeting Minutes</b>	<p>There were no additions or corrections to the March 25, 2021 meeting minutes. The minutes were accepted as written.</p>			
<b>3. Voting Items</b>	<p>There were 2 voting items: Board Officers Nominations and Bylaws amendment.</p> <p>Brian thanked Jerilyn Meckler, Tom White, and Pat Sturdivant for working on the Nomination Committee. The nominations were for president, vice president, and secretary. Jerilyn Meckler read the following nomination.</p> <p>Election of Capital Area Workforce Development Board Officers is held bi-annually in June. Our Bylaws, Article IV, Section 2, state that three officers will be elected to serve two-year terms with privilege of re-election. The Chair and Vice-Chair must be from among the members who are representatives of the private sector, and the Secretary may be from among all members.</p>			

	<p>This year's nominating committee, which consists of Jerilyn Meckler, Tom White, and Pat Sturdivant, met via teleconference on Wednesday, April 28, 2021. Based on nominations, compliance requirements, and discussion, the nominating committee is pleased to recommend the following individuals for the 2021-2022 term:</p> <p>Chair – Brian Holland  Vice Chair – Rodney Carson  Secretary – Tom White</p> <p>Brian asked for a motion to accept the committee's recommendation. Cindy Waite motioned to accept the nomination. Howard Manning seconded the motion. Crystal Waters called the roll, and the motion was unanimously approved.</p> <p>The proposed change to the bylaws were sent to the Board members on June 10. The change is being made to reflect how board appointments are actually managed. The proposed changes will be effective on July 1, 2021.</p> <p>Article II, Members; Section 3, Tenure: All appointments will be for a two-year term to expire on the 30th day of the month the appointment was made. No member shall serve more than three (3) consecutive terms (6 years) or a total of five (5) terms (10 years) in any one appointed position unless approved by the CAWD Executive Committee. An individual whose initial appointment is to fill an unexpired term or an initial staggered term of less than two years, shall be eligible to serve the number of full-length terms other members are eligible to serve, unless, prior to the time for reappointment that individual has already served six consecutive years. Members may be re-appointed at the pleasure of the CEO.</p> <p>Brian Holland asked for a motion to accept the proposed Bylaw amendment. Cindy Waite motioned to accept the amendment. Melissa Short seconded the motion. Crystal Waters called the roll and the motion was unanimously approved.</p>			
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<p><b>4. 2021 Board Committee</b></p>	<p><b>Sector Strategies Committee</b>                  Melissa Short presented for the Sector Strategies Committee. She reminded the Board of their goal which is to align demand sector initiative with the workforce system and economic development needs. Their focus is on the Information Technology sector.</p> <p><b>Highlights:</b></p> <ul style="list-style-type: none"> <li>• Businesses don't know where to turn and what's available or who can help fill their technology needs.</li> <li>• Step one in their support plan was outreach and to provide awareness of resources.</li> <li>• The virtual event, " Growing Tech Talent: It's Everyone's Business" targeted employers competing for tech talent in non-traditional tech companies.</li> <li>• NCWorks Career Centers and CAWD provided and overview of the resources available to support employers with IT needs.</li> </ul> <p>Melissa Short asked the following questions:</p> <ul style="list-style-type: none"> <li>• Should they continue with a tech focus?</li> <li>• Move to another in-demand sector with talent needs?</li> </ul> <p>These will be discussed at their next committee meeting.</p> <p><a href="#"><u>Sector-Strategies June-2021.pdf</u></a></p> <p><b>Customer Success Committee</b>                  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. Their focus is on mature workers.</p> <p><b>Highlights:</b></p> <ul style="list-style-type: none"> <li>• Submitting a Partnership application with AARP.</li> <li>• Partnership will provide AARP connections and resourced to expand services.</li> <li>• NCWorks Career Centers will rollout new services to older workers.</li> </ul> <p>Youth Advisory Councils are being led by Deborah Bolin in Johnston County and Ross Yeager in Wake County. The Johnston County Youth Advisory Council is developing a mentoring program for</p>			
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	<p>high school students at Smithfield-Selma High School. The committee is looking for funding opportunities and their target date is Fall 2022.</p> <p>The Wake County Youth Advisory Council is researching what skills youth will need post-pandemic; what skills are not being developed in youth, and what are employer expectations. A subcommittee will be formed to identify objectives for the Council to consider.</p> <p>Deborah Bolin stated that the mentoring program in Johnston County will focus around career development.</p> <p><a href="#"><u>Customer-Success- June-2021.pdf</u></a></p> <p><b>Outreach Committee</b> Jerilyn Meckler presented for the Outreach Committee. Their goal is to increase brand awareness with stakeholders.</p> <p><b>Highlights:</b></p> <ul style="list-style-type: none"> <li>• Requests for interviews from Wall Street Journal and the Bloomberg Report.</li> <li>• 22 Information requests from businesses.</li> <li>• Disability Works event will be July 28<sup>th</sup>. The focus is on inclusivity in the post-Covid workplace.</li> </ul> <p>Brenda Wilkerson, CAWD Communications Manager, mentioned that the Wall Street Journal and Bloomberg articles represent organizational credibility for Capital Area. WSJ reporter job-shadowed a NCWorks career advisor for two days in order to build her story. Pat stated that the Bloomberg reporter also interviewed other boards.</p> <p>Brenda asked the Board members for panelist suggestions for the Disability Works event.</p> <p><a href="#"><u>Outreach-Committee June-2021.pdf</u></a></p>			
<p><b>5. Enhanced Customer Experience through Diversity, Equity, and Inclusion</b></p>	<p>Brian Holland talked about the challenges that will occur after the pandemic. He reminded the board 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. While the Triangle area expects to recover quicker than most areas, there are challenges regarding economic and social mobility.</p>			

	<p>The Board needs to begin thinking about what it does in a way that does not exclude but includes people. The Board also needs to consider what it can do to ensure that all of its citizens benefit from the growth expected to come to the Triangle area.</p> <p>He gave an example of the Customer Success Committee survey in which 50% of the respondents indicated that childcare was the biggest barrier clients faced in returning to work. Brian stated that he was surprised by this barrier; it was not on his radar because it does not affect him. The Board must recognize blind spots and be willing to take in additional information that can help inform them to consider better ways to provide services. The Board needs to have this conversation to understand what diversity, equity, and inclusion mean and what it looks like and what we can be done to ensure its part of the foundation.</p> <p>Brian introduced Dr. Cynthia Johnson, Director for Pinellas County's Office of Small Business &amp; Supplier Diversity and Center Director for the Florida Small Business Development Center (FSBDC) at Pinellas County. As the director she manages the department's entrepreneurial and small business assistance and development initiatives. She advocates for public policies and business practices that promote inclusion and marketplace diversity.</p> <p>Dr. Johnson started the conversation about how diversity, equity and inclusion is woven into the mission of the Board.</p> <p>She mentioned that her associates, Delano and Geoffrey Lewis, were on the call to serve as listening partners. They will take away information to be used for follow-up and next steps.</p> <p><b>Highlights:</b></p> <ul style="list-style-type: none"> <li>• The clients are the CEO, Chief Experience Officers.</li> <li>• Diversity is the value each person brings based on individual characteristic and traits. It is who we are.</li> <li>• Inclusion is the commitment to respect, appreciate, and value the diversity amongst us. These are the actions.</li> </ul>			
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	<ul style="list-style-type: none"> <li>• Equity requires organizations to establish policies and practice strategies that minimize barriers in the workplace. This is how inclusion is shown.</li> <li>• To be equitable one must consider privilege, biases, and have hard conversations.</li> <li>• Belonging is the feeling of security and support when there is a sense of acceptance, inclusion, and identity. This is the goal.</li> <li>• There are unintentional actions that humans do that may be offensive due to unintentional personal bias. Board must be committed to inclusion and reveal those biases.</li> <li>• Privilege does not refer only to the white population. Privilege is a set of unearned assets that can be cashed in every day. We are often unaware that we have them.</li> <li>• How is CAWD positioned through its policies, procedures, and actions to effectively reach the marginalized communities? What are the actions/changes needed in order for the community to embrace CAWD as a workforce agency?</li> <li>• Create psychologically safe environments with proper assessment of the client’s needs. The initial assessment period positions a better CEO experience; gives them what they need not what we think they need.</li> </ul> <p>Dr. David Johnson mentioned that Johnston Community College has been having this conversation. He stated that there are many definitions of DEI. His institution refers to DEI as cultural diversity, equity, and belonging. He thanked Dr. Cynthia Johnson and was encouraged that his organization is headed in the right direction.</p> <p>Danielle Sardo said that Novo Nordisk is also having conversations about DEI. She believes that an open, transparent environment, and inclusive space is vital to the conversation.</p> <p>Rodney Carson stated that bias is more than what is on the surface which is driven by unconscious bias; things we do without even</p>			
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	<p>thinking about them. The Board needs to have uncomfortable conversations with themselves.</p> <p>Brian thanked Dr. Johnson for the discussion, and is confident that it will help inform the strategic plan.</p> <p>Brian encourage the members to think about the discussion. Should DEI be the subject of our next retreat? Should there be a standing DEI committee? Or should DEI be a part of all the committees?</p> <p><i>Link to DEI Discussion:</i>  <a href="https://youtu.be/LYxlQhCLETw">https://youtu.be/LYxlQhCLETw</a></p>	Ask questions re: Retreat and Committee	ASAP	Pat/Crystal
<b>6. Public Participation</b>	There was no public participation.			
<b>7. Other Business</b>	There was no other business.			
<b>Meeting Adjourned: 10:00am</b>				