



Capital Area Workforce Development Board Meeting

September 23, 2021

Zoom Meeting

Board Members Present:

Chanda Armstrong, NC Dept. of Vocational Rehabilitation
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
Prem Ranganath, Trilliant Networks
Melissa Short, Transitions Life Care
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
Arva Gathers, Workforce Development Specialist
Jessica Locklear-McLeod, Workforce Development Specialist
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:

Patrick Buford, EDSI Solutions
Kenneth Gathers, Equus Workforce Solutions
Courtland Gingles, NCWorks Career Center
Thomas Grecco, DHHS
Taylor Kirks, Johnston County Industries
Genita Spencer, NCWorks Career Center

Minutes Prepared by: Crystal Waters

Item	Discussion	Actions		
		What	When	Who
1. Call to Order	<p>Brian Holland welcomed everyone to the meeting and provided some housekeeping rules. Brian gave instructions about how to join the breakout rooms. Crystal Waters took the roll.</p> <p>Brian recognized Shinica Thomas, the Wake County Commissioner Capital Area representative. He thanked her for joining the meeting.</p> <p>Brian reminded the Board members about the retreat and that the date is yet to be determined. The retreat focus is to revise the strategic plan, which will end in June 2022. Board Committees should decide if there is work to be done in their committees, whether their focus should change, and whether to consider moving to new strategies. The Board also needs to examine what it can do to ensure that all citizens benefit from the growth expected to come to the Triangle area.</p> <p>He stated that the Executive Committee wants all members to consider ways to address issues of economic mobility, DEI, and the talent shortage regarding the provision of services to job seekers and businesses.</p> <p>He informed them that the Executive Committee is meeting with key partners to understand what they see as challenges in workforce development within the next few years.</p>			
2. Action on the Meeting Minutes	There were no additions or corrections to the June 24, 2021 meeting minutes. The minutes were accepted as written.			
3. 2021 Board Committee	<p>Customer Success Committee</p> <p>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>Highlights:</p> <ul style="list-style-type: none"> Partnership with AARP to provide services to older workers through Back to Work 50+ program. Utilize the 7 Smart Strategies Guide along with virtual and in-person coaching. 			

- Pilot cohort begins October 27, 2021.
- Quarterly cohorts will launch 2022.

Customer Success Presentation

Outreach Committee

Jerilyn Meckler presented for the Outreach Committee. Their goal is to increase brand awareness with stakeholders.

Highlights:

- There are new grants coming that will require a different outreach approach to businesses.
- Challenged with connecting with communities disproportionately impacted by layoffs due to COVID.
- Create effective messaging that targets small, woman and minority owned businesses; and those located in vulnerable communities.
- Utilizing SkillsBuild users to provide testimonials to increase brand awareness with stakeholders.

Outreach-Committee Presentation

Sector Strategies Committee

Melissa Short presented for the Sector Strategies Committee. The goal of the committee is to align demand sector initiative with the workforce system and economic development needs. Their focus is on the Information Technology sector.

Melissa stated that the complexity of the labor market and the workforce systems are very challenging, and the Sector Strategies Committee is discussing ways to the help employers and industries find the talent.

Highlights:

- Companies are inundated and it's difficult to devote time to have conversations about finding talent.
- Revisit tech industry partners to find out what can be done to help with the shortage of talent
- Continue to explore the addition of DEI in finding tech talent

	<u><i>Sector-Strategies Presentation</i></u>			
4. Service Provider Roundtable	<p>Brian stated that this is an opportunity to hear directly from the service providers about what is working, where there is room for improvement, and what challenges they foresee in the next 2 to 3 years. He encouraged the Board members to ask questions, get clarity, and provide suggestions. The information learned will be used to help define the strategic focus for the retreat.</p> <p>He explained that the members will be divided into three breakout rooms. The service providers will change rooms after 30-minute so everyone will have the opportunity to speak with them. The service providers will provide a 10-minute overview and 20-minutes for discussion. Board members and guests stayed in their assigned room. Brian introduced the following service providers:</p> <ul style="list-style-type: none"> • Adult Services: Kenneth Gathers and Genita Spencer • Business Services, Courtland Gingles • Youth Services: Patrick Buford and Taylor Kirks <p>Board members and guests entered the breakout rooms.</p>			
5. Public Participation	There was no public participation.			
6. Other Business	There was no other business.			
Meeting Adjourned: 10:30am				