



# **Capital Area Workforce Development Board Meeting**

**June 23, 2022**

**Zoom Meeting**

**Board Members Present:**

Chanda Armstrong, NC Department of Vocational Rehabilitation  
Deborah Bolin, Johnston County Youth Services, Inc.  
Rodney Carson, SAS, Inc.  
Michael Haley, Raleigh Chamber of Commerce  
Brian Holland, Global Knowledge Training  
Harold Keen, KS Bank  
Tony Marshall, Innovative System Group  
Vic McCormick, Johnston Community College  
Gail McDougal, Wake County Public School System  
Jerilyn Meckler, Ankura Consulting Group  
Danielle Sardo, Biogen  
Melissa Short, Transitions Life Care  
Jill Straight, Dorcas Ministries  
Glenda Underwood, Lowe's Home Improvement  
Tom White, North Carolina State University  
Ross Yeager – Wake County Northern Regional Center

**Staff Present:**

Pat Sturdivant, Executive Director  
Barbara Brothers, Business Services Director  
Tyler Daniel, Small Business 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:**

Danyel Bailey, NC Department of Vocational Rehabilitation  
Rochelle Brown, Equus Workforce Solutions  
Patrick Buford, EDSI Solutions  
Philip Cooper, NCSU, Institute for Emerging Issues  
Kenneth Gathers, Equus Workforce Solutions  
Taylor Kirks, Johnston Community Industries  
Shastine Lee, North Carolina Department of Commerce  
Monica Satterwhite, North Carolina Department of Commerce  
Sarah Stone, North Carolina Department of Commerce

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 Tony Marshall, President and CEO of Innovative Systems Group, Inc. who is retiring from the board. Tony spoke a few words of appreciation.</p> <p>Brian welcomed two new members to the Board. Vic McCormick, Assistant Vice President of Workforce Development and Biotechnology for Johnston Community College and Jill Straight, Director of Client Services at Dorcas Ministries. Vic is replacing Dr. David Johnson and Jill is replacing Howard Manning. Both said a few words of introduction and spoke of their excitement about working with the board.</p> <p>Brian mentioned that the EC voted to expand the size of the Board to 28 due to the acquisition of Lee and Chatham counties.</p>			
<b>2. Action of Minutes</b>	There were no additions or changes to minutes from the March 31 <sup>st</sup> Board meeting. The minutes were approved as written.			
<b>3. Emerging Issues Practitioner</b>	<p>Brian Holland introduced Philip Cooper, ARC INSpire Coordinator at the Land of Sky Regional Council, Practitioner in Residence at the NC State University's Institute for Emerging Issues and the Executive Director of Operation Gateway. He spoke about his role with the Institute for Emerging Issues and about how to leverage partnerships to connect with disconnected youth.</p> <p><b>Highlights:</b></p> <ul style="list-style-type: none"> <li>• Public safety is a shared value and those returning from incarceration need to participate in the economic mainstream.</li> <li>• Disconnected youth need access to non-degree training, OJT, work-based learning, and credentials.</li> <li>• Leverage people with lived experience to spread the message about workforce opportunities.</li> <li>• Mass incarceration is often the root cause of disconnected youth - Due to single parent households, foster care, and poverty which often leads to incarceration.</li> </ul>			

	<ul style="list-style-type: none"> <li>• Mass incarceration is a public health crisis that needs to be addressed in order to have community health improvement.</li> <li>• Community Health Workers can be an evidence-based practice and used to reach disconnected youth; build bridges to the Career Advisor.</li> <li>• Partner with purpose and find shared values.</li> </ul> <p>Melissa Short asked, "what strategies and partnerships can businesses use to build bridges with the underserved community?" Mr. Cooper said that community-based organizations need to have a healthy, trusting relationship with business services. Businesses need to understand that they can utilize community services for support in finding talent; do asset mapping and understand what services are being offered in the community.</p> <p>Deborah Bolin commented that while trying to upskill youth so they can obtain jobs, the systemic biases including racism within the system need to be addressed.</p> <p>Mr. Cooper stated that the issues should be addressed from a public health lens. Systemic racism is a public health crisis. The workforce development system must look like the community they are serving. He suggested that Career Centers can use their open spaces to house community-based organizations which will bring more diversity.</p> <p>Brian Holland asked the board members to think about interconnectivity; workforce development, economic mobility, public health, mental health, disconnected youth, reentering citizens system. The Board must reevaluate and strengthen existing partnerships and find new partnerships. There are many communities being left behind. Brian referenced the Chetty study which showed the difficulty of economic mobility for certain communities. The Board has the ability to not only provide services but also connect with the people who need the services.</p>			
<p><b>4. Board Retreat Follow up</b></p>	<p>Brian mentioned that the committee goals and current strategy plan were sent on May 9. The committees have remained the same. The work of each committee can be amplified and directed to fulfill the vision of CAWD; by keeping the same committees, we are building on the current</p>			

	<p>foundation which will allow the board to continue its momentum.</p> <p>Sector Strategies named has changed to Employer Engagement. Outreach has changed to Branding and Outreach. Melissa Short will continue to chair the Employer Engagement Committee. Jerilyn Meckler will continue to chair the Branding and Outreach Committee. Glenda Underwood was appointed to chair the Customer Success Committee.</p> <p>Brian reminded the board that John Metcalf, Board Facilitator, will continue to work with the committees for up to 2 hrs. each to finalize their goals and strategies. He asked the board to think about whether some to their strategies are steps in the process of getting to the goal or need to be fleshed out to form strategies.</p> <p>The 2022-2025 Strategic Planning Goals were shown. The Committee Action Planning form was shown which will help the members finalize their goals. Committees should have the form completed by the September Board meeting.</p>	Complete Committee Action Planning form	By Sept. 22	Board Committees
<p><b>5. Board Committee Updates</b></p>	<p><b>Customer Success Committee</b></p> <p>Jane Sterner presented for the Customer Success Committee. The Customer Success goal was to assist the untapped workforce in gaining the skills, competencies and credentials required for in-demand, family-supporting careers. Their focus was on the mature worker.</p> <p><b>Highlights:</b></p> <ul style="list-style-type: none"> <li>• Established a service delivery matrix for the untapped workforce population.</li> <li>• Implemented the Back to Work 50+ program.</li> <li>• Hired a mental health specialist to help people dealing with hiring issues due to COVID.</li> </ul> <p>Pat stated that employment for the 50+ program will be tracked going forward.</p> <p><a href="#"><u>Customer-Success-Committee-Board-Presentation.pdf</u></a></p>			

	<p><b>Outreach Committee</b>                  Jerilyn Meckler presented for the Outreach Committee. Their goal was to increase brand awareness with stakeholders.</p> <p><b>Highlights:</b></p> <ul style="list-style-type: none"> <li>• Implemented Legislator outreach with materials and training.</li> <li>• Created an Ambassadors Program for jobseekers.</li> <li>• Created Remoteworkskills.com to showcase best practices for WHF during Covid/Post-Covid.</li> </ul> <p>The Committee plans to continue these activities and also utilize community partners as a referral source for information to job seekers or special groups such as the under-served/marginalized.</p> <p><a href="#"><u>Branding-Outreach-June-Board-presentation.pdf</u></a></p> <p><b>Sector Strategies Committee</b>                  Melissa Short presented for the Sector Strategies Committee. The goal of the committee was to align demand sector initiatives with the workforce system and economic development needs. Their focus was on the technology sector.</p> <p><b>Highlights:</b></p> <ul style="list-style-type: none"> <li>• Consulted with industry advisory groups to serve as subject matter experts on evolving and critical workforce needs for our regions high growth in-demand sectors.</li> <li>• Initiated a coordinated and collaborative partner network that is responsive to the needs of business and industry.</li> <li>• Identified existing industry led workforce initiatives and unite to increase knowledge and align partner initiatives.</li> </ul> <p>The Committee plans to continue working with companies to understand their tech needs and connect them to resources.</p> <p><a href="#"><u>Sector-Strategies-June-Board-Presentation.pdf</u></a></p>			
<p><b>6. Director's Update</b></p>	<p>Pat Sturdivant provided an update on items discussed in the Operations Report.</p> <p><b>Highlights:</b></p> <ul style="list-style-type: none"> <li>• Capital Area received 350K reduction in WIOA funds. Wake County included 300K</li> </ul>			

	<p>in their budget which will help cover the cost of staff in the Wake County Regional Centers. Funds were also received from other boards who were not able to spend their allocated funds from the previous year due to Covid.</p> <ul style="list-style-type: none"> <li>• 7 youth completed the Pre-apprenticeship Prep Program and will be working full time with the Raleigh-Durham Electrical JATC's.</li> <li>• Capital Area plans to have a pre-apprenticeship prep program for each of the targeted industries.</li> </ul> <p>Pat introduced the Pathways to Entrepreneurship model which was funded through the Wake County's ARPA (American Rescue Act) grant. She introduced Barbara Brothers, Business Engagement Director, and Tyler Daniels, Small Business Manager, who presented the model.</p> <p><b>Highlights:</b></p> <ul style="list-style-type: none"> <li>• Small Business Workforce Development initiative provides employee training with a focus on those businesses owned by minorities, women, individuals with disabilities and veterans.</li> <li>• Initial result from the first five months: serve 12 employers and 28 individuals. They are on track to meet or exceed their goal.</li> <li>• Pathway to Entrepreneurship provides a pathway for those individuals who are aspiring entrepreneurs, to create successful, sustainable micro-businesses. This model leverages the region's current entrepreneurial ecosystem by connecting individuals to the right resource at the right time.</li> <li>• Next steps, include launching the program, implementing the outreach strategy, assisting entrepreneurship, designing a guide, and creating a website RFP.</li> <li>• NCWorks Center Staff will be trained on the model.</li> </ul> <p>The end-to-end entrepreneurship program will:</p> <ul style="list-style-type: none"> <li>• Dedicate a Small Business Manager to oversee the program.</li> <li>• Develop a website to support all entrepreneurs at all stages of business development.</li> <li>• Leverage a referral network of entrepreneurship partners.</li> </ul>			
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	<p>The model will be offered to Johnston, Lee &amp; Chatham counties, if awarded a state grant later this year.</p> <p>Pat mentioned that entrepreneurship is one the requirements under WIOA.</p> <p>Brian Holland stated that entrepreneurship is a path to economic mobility.</p> <p><a href="#"><u>CAWD-Entrepreneurship-Presentation.pdf</u></a></p>			
<b>7. Public Participation</b>	There was no public participation.			
<b>8. Other Business</b>	<p>Deborah Bolin, Chair of the Johnston County Youth Advisory Council, asked if Johnston County Commissioners had voted on funding for a coordinator for the JoCoWorks Pilot Mentoring Program.</p> <p>Jane Sterner, One-Stop System Director, who is retiring at the end of the month was recognized for her work with Capital Area Workforce Development.</p>	contact Rick Hester	ASAP	Pat
<b>Meeting Adjourned: 10:20 am</b>				