



Capital Area Workforce Development Board Meeting

September 22, 2022

Zoom Meeting

Board Members Present:

Chanda Armstrong, NC Department of Vocational Rehabilitation
Deborah Bolin, Johnston County Youth Services, Inc.
Rodney Carson, SAS, Inc.
Courtney Holcomb, Bharat Forge Aluminum
Brian Holland, Global Knowledge Training
Nicole Jarvis Miller, Nordstrom
Vic McCormick, Johnston Community College
Gail McDougal, Wake County Public School System
Marsha Mebane, 3M
Jerilyn Meckler, Ankura Consulting Group
Jerry Pedley, Mertek Solutions
Danielle Sardo, Biogen
Melissa Short, Transitions Life Care
Jill Straight, Dorcas Ministries
Sarah Stone, NC Department of Commerce
Craig Sullivan, A.D. Tubi USA
Patrick Townsend, Mountaire Farms
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
Thomas Pulickal, Business Manager
Malinda Todd, Strategic Initiatives Director
Brenda Wilkerson, Communications Manager

Guests Present:

Patrick Buford, EDSI Solutions
Kenneth Gathers, Equus Workforce Solutions
Courtland Gingles, NCWorks Career Center
Taylor Kirks, Johnston Community Industries
James Lanier, Wake County NextGen

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. Pat Sturdivant took the roll.</p> <p>Brian Holland talked about the economic news: The rising interest rates, issues with inflation, and the potential for a recession. All balanced with record low unemployment and employers having difficulty finding talent. These problems will present interesting challenges for the Board. These issues are contra indicators; a strong labor market and a recession at the same time; inflation with high employment numbers. It's critical to understand and recognize this since the work for the Board members is local. He reminded the Board members that they are here to help grasp what is happening in the local market and how to best respond to it. He encouraged the board to provide comments and feedback during the Board Committee updates.</p> <p>Brian welcomed seven new members to the board.</p> <ul style="list-style-type: none"> • Courtney Holcomb, Human Resources Manager with Bharat Forge • Marsha Mebane, Human Resources Director with 3M • David Palumbo, General Manager with Raleigh City Marriott • Jerry Pedley, President of Mertek Solutions • Sarah Stone, Manager of the NCWorks Career Center-Lee County • Craig Sullivan, President of A.D. Tubi USA • Patrick Townsend, Director of Human Resources Administration for Mountaire Farms <p>Those in attendance said a few words of welcome.</p>			
2. Action of Minutes	There were no additions or changes to minutes from the June 23 rd Board meeting. The minutes were approved as written.			
5. Board Committee Updates	Brian Holland stated that more time would be given for the Board Committee updates to present where they have been, where they are going, and get feedback and comments from other members			

	<p>and to discuss how the work interacts with the goals and activities of other committees.</p> <p>Branding & Outreach Committee Jerilyn Meckler presented for the Branding and Outreach Committee. Their goal is to demonstrate the value, services, and outcomes that CAWD provides to employers, job seekers, influencers, and community partners.</p> <p>Highlights:</p> <ul style="list-style-type: none"> • Convey the impact of workforce development on emerging issues related to talent and the labor market by 2025. • Increase word-of-mouth sharing to personalize the work of CAWD and NCWorks by 2025. • Enhance the ambassador program to include businesses and board members. • Utilize community partners as a referral source for information to job seekers or special groups such as under-served/marginalized by 2025. <p>The Committee sought input on their messaging framework which is important to all strategies. It communicates the what, why, and how of the organizations to target audiences, but also becomes a guide for the true value of the organization.</p> <p>Jerilyn asked the following questions:</p> <ul style="list-style-type: none"> • Why do our services matter? • What problem(s) do we solve? • What is it that we do to solve that problem? • Who cares and why? • What should target audiences do next? <p><u>Branding-and-Outreach-Committee-Presentation.pdf</u></p> <p>Customer Success Committee Glenda Underwood presented for the Customer Success Committee. The Customer Success goal is to provide marginalized and underserved individuals enhanced access and support to secure competencies and credentials required for in-demand careers supporting economic mobility.</p>			
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	<p>Highlights:</p> <ul style="list-style-type: none"> • Identify marginalized and underserved target population for support by December 2022. • Identify target population’s barriers to success and what their needs are to succeed. • Identify in-demand career offering target population job seekers economic mobility by March 2023. • Benchmark practices that successfully serve targeted communities by June 2023 • Identify and engage with receptive employers who will hire the qualified target population job seekers by Fall 2023. • Demographic research was shown that highlighted the following: <ul style="list-style-type: none"> ○ slowest population change and highest unemployment/poverty rate is in Lee County. ○ Chatham and Wake have the most individuals with graduate degrees. ○ Johnston and Lee have the most demographic similarities. <p>Glenda asked the following questions</p> <ul style="list-style-type: none"> • What criteria should be considered when selecting a target population? • How big a role should target industries play in determining a target population? • If the goal is economic mobility, what would they consider important indicators of success? • What other partners should be engaged? • What are they missing? <p><u>Customer-Success-Committee-Board-Presentation.pdf</u></p> <p>Employer Engagement Committee Melissa Short presented for the Employer Engagement Committee which used to be called the Sector Strategies Committee. The goal of the committee is to deepen and widen their relationship with employers at the local level and establish CAWD as a thought partner by 2025.</p> <p>Highlights:</p> <ul style="list-style-type: none"> • Strategy 1: Identify and build understanding of the core needs of employers by June 30, 2024. 			
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	<ul style="list-style-type: none"> • Strategy 2: Disseminate information to identified partners to leverage outcomes by June 30, 2025. <p>Melissa asked if their strategies were clear. Members voted by poll. 92% said yes to Strategy 1 and 8% answered no to Strategy 2.</p> <p>Melissa asked for input on their activities using a whiteboard. Board members placed comments on the whiteboard and added them to the chat.</p> <p>She also asked what other activities should be added to the list for Strategy 2? Board members responded in the chat with the following responses:</p> <ul style="list-style-type: none"> • Connect with local Chambers of Commerce. • Share with local high schools for skill trades roles. • Share feedback on what job seekers expect from employers. <p><u>Employer-Engagement-Committee Presentation.pdf</u></p>			
<p>6. Director's Update</p>	<p>Pat Sturdivant reminded the Board that if they have questions about the Operations Report to contact her. Capital Area Service Providers provided updates on their services. Pat introduced the following:</p> <ul style="list-style-type: none"> • Kenneth Gathers, Operations Director for NCWorks Career Center. • Courtland Gingles, Business Services Manager, NCWorks Career Center • Patrick Buford and Taylor Kirks, NCWorks NextGen <p>Highlights:</p> <ul style="list-style-type: none"> • Career Services Team of NCWorks Career Center consists of Talent Engagement, Talent Development, and Talent Employment Solutions. • Created a Community Engagement/Outreach Specialist position to help reach more jobseekers and businesses. • Hired a Social Worker to assist with mental health concerns of job seekers and train staff to identify individual with mental health needs. 			

	<ul style="list-style-type: none"> • Business Services connects business with talent; provides labor market information, hiring events, and career fairs. • Last year, there were 70 OJTs across 20 businesses. • Traffic has picked up in the Youth Centers. • Participant retention remains a challenge for the youth program. <p>Due to time limitations, the Youth Service Providers will be invited back to another board meeting to present their update.</p> <p><u>NCWorks-Career-Center-Services-Presentation.pdf</u> <u>Business-Services Presentation.pdf</u> <u>NextGen-Program-Presentation.pdf</u></p>	Invite Youth Service Providers to next meeting	Dec. 1	Pat/Crystal
7. Public Participation	There was no public participation. Deborah Bolin thanked the Board for providing funds for a part-time coordinator for the JoCo connectors mentoring program.			
8. Other Business	There was no other business.			
Meeting Adjourned: 10:30 am				