



Capital Area Workforce Development Board Meeting

June 22, 2023

Zoom Meeting

Board Members Present:

Chanda Armstrong, Vocational Rehabilitation (Brittany Teasley)
Rodney Carson, SAS, Inc.
Michael Haley, Wake County Economic Development
Brian Holland, Sectigo, Inc.
Nicole Jarvis Miller, Nordstrom
Harold Keen, KS Bank
Gail McDougal, Wake County Public School System
Vic McCormick, Johnston Community College
David Palumbo, Raleigh Marriott City Center
Melissa Short, Transitions Life Care
Sarah Stone, NCWorks Career Center-Lee County
Jill Straight, Dorcas Ministries
Craig Sullivan, A.D. Tubi USA, Inc.
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 Engagement Director
Jessica Locklear McLeod, One-Stop System Director
Thomas Pulickal, Business Manager
Malinda Todd, Strategic Initiatives Director
Crystal Waters, Executive Assistant
Brenda Wilkerson, Communications Manager

Guests Present:

Stephanie Deese, NCAWDB
Kenneth Gathers, Equus Workforce Solutions
Ivette Hughes, EDSI
James Lanier, EDSI
Taylor Kirks, Johnston Community Industries
Susan Oney, Telamon

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 participation instructions.</p> <p>Brian mentioned that the September Board meeting will be a face-to-face mini retreat. Because the strategic plan was initiated last year, the focus of the retreat will be an opportunity to hear committee work details, do a deep dive into the work, and create cross-communication among the committees. There are many linkages in the committee work, and this will help to foster those relationships so the board can be as effective as possible.</p> <p>Brian stated that the North Carolina Association of Workforce Development Board (NCAWDB), the umbrella organization that represents all workforce boards across the state, is working on its strategic plan. Capital Area has representation on its board: Rodney Carson is the President of the Association and Pat Sturdivant is the President of the Director's Council. Brian said that if the board has ideas about their strategic plan to share, let him know.</p> <p>Crystal Waters called the roll.</p> <p>Pursuant to Article IV, Section 6: <i>If the executive committee acts on items between board meetings, the full board will be alerted at the next full board meeting.</i></p> <p>Brian informed the Board that on April 20th the Executive Committee voted to award Eckerd Youth Alternatives as the NC PROWD (North Carolina Partners for Reentry Opportunities in Workforce Development) service provider. NC PROWD is a collaborative grant with Capital Area, Durham, and KerrTar workforce boards funded by the US Department of Justice and</p>			

	<p>the US Department of Labor to provide reentry services to individuals exiting federal prison. The funding level for year 1 will be approximately \$709,109, renewable for two more years based on performance, not to exceed \$2,127,372 over the life of the grant.</p> <p>Brian asked if there were any questions or concerns about the vote and there were none.</p>			
<p>2. Action of Minutes</p>	<p>There were no additions or changes to the minutes from the March 23, 2023 Board meeting. The minutes were approved as written.</p>			
<p>2. Voting Items</p>	<p>Brian thanked Melissa Short, Jerilyn Meckler, Glenda Underwood, and Tom White who served on the Nomination Committee. The nominations are for chair, vice chair, and secretary. The terms are for two years. Melissa Short read the recommendation.</p> <p>Recommendation: The election of Capital Area Workforce Development Board Officers is held bi-annually in June.</p> <p>Our Bylaws, Article IV, Section 2, <i>that three officers will be elected to serve two-year terms with the 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.</i></p> <p>This year's nominating committee, which consists of Melissa Short, Jerilyn Meckler, Glenda Underwood, and Tom White, met via Teams on May 8 and May 22, 2023. Based on nominations, compliance requirements, and discussion, the nominating committee is pleased to recommend the following individuals for the 2023-2024 term:</p> <p>Chair – Brian Holland Vice-Chair - Rodney Carson Secretary – Tom White</p>			

	<p>Melissa stated that the board appreciates the leadership they have provided and feels that given the economic times we are in and the required changes that will be needed to take place in our system requires some consistency in leadership over the next two years. The Board looks forward to the positive impact that it will continue to make on our region's workforce development system. Melissa thanked Brian Holland, Rodney Carson, and Tom White for the work of their past term.</p> <p>Brian asked for a motion to accept the committee's recommendation. Gail McDougal motioned to accept. Sarah Stone seconded the motion. Crystal Waters called the roll. All voted in favor. Chanda Armstrong, Rob Axford, and Mark Bertoncino voted by proxy.</p> <p>Bylaws Amendment</p> <p>Brian mentioned that an email was sent to the Board on June 8th with the proposed changes to the Bylaws. The changes are highlighted and are being made to reflect the date that terms expire, the inclusion of Orange County in the posting of vacancies, and to change the language in the vice-chairman section. Each change was shown. The changes will be effective on July 1, 2023.</p> <p>Proposed change: All appointments will be for a two-year term to expire on the 30th last 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>			
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	<p>Proposed change: Upon vacancy of any position on this Board, the procedure in Article II, Section 1, will be followed to provide replacement representation to complete the remainder of that term of appointment. Vacancies will be communicated to the Chief Elected official through the Wake County Clerk’s office as well as a notice to the Johnston, Lee, Chatham, and Orange County Clerk’s offices. All vacancies are listed on Wake County Government’s “Citizen Advisory Boards and Commissions” page.</p> <p>Proposed change: The Vice-Chairman shall assume all duties and responsibilities of the Chairman in his/her absence from meetings. In the event that If the office of Chairman is vacated before the end of the term, the Vice-Chairman shall assume the office in an acting capacity until such time as the Board elects a new Chairman.</p> <p>Brian asked if anyone wanted to vote on each change separately. There were no hands raised. He also asked if there were any discussions or questions about the changes. There was none. Brian asked for a motion to accept the updated changes to the Capital Area Workforce Development Board Bylaws:</p> <ul style="list-style-type: none"> • Article II, Section 3, Tenure • Article II, Section 6, Vacancies • Article IV, Section 4, Vice-Chairman <p>Tom White made the motion to accept the changes. Jill Straight seconded the motion. Crystal Waters called the roll. All were in favor. Chanda Armstrong, Rob Axford, Mark Bertoncino, and Daniel Sardo voted yes by proxy.</p>			
<p>3. Board Committee Updates</p>	<p>Brian Holland reminded the board that the three-year strategic plan was developed last year. The committees have been meeting and working through their strategies. He told them to keep in mind that the committees are working on behalf of the full board, so they want input as they move along through the development and implementation process. He</p>			

	<p>encouraged them to give feedback and share ideas. Brian also asked them to think about what they are hearing and weigh that against their own experiences and be ready to bring that information to the September meeting.</p> <p>Branding and Outreach Brenda Wilkerson presented for the Branding and Outreach Committee. Their primary goal is to demonstrate the value, services, and outcomes that CAWD provided to employers, job seekers, influencers, and community partners. Their second strategy is to increase word-of-mouth sharing and personalize the work of CAWD and NCWorks by 2025.</p> <p>Highlights:</p> <ul style="list-style-type: none"> • Expanded the Ambassador program to include businesses and board members. • Sought recommendations from the business services team. Received 7 recommendations • Create a Speakers Bureau of Board members who are open to stakeholder requests to be guest speakers, panelists, etc. on issues regarding workforce development, talent acquisition, and recruitment. • Provide perspective to reporters working on workforce stories <p>A poll was shown asking the board members if they are interested in being a member of the Speakers Bureau. Board members answered the poll question and put their names in the chat if interested. Requests will be filtered on topics within their interest.</p> <p><u>Branding and Outreach-Committee-June</u></p> <p>Customer Success Glenda Underwood presented for the Customer Success Committee. Their goal is to provide marginalized and underserved individuals with enhanced access and support to secure competencies and credentials required for in-demand careers supporting economic mobility by 2027. Their success</p>			
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	<p>indicator is to increase the percentage of targeted participants who enter a career pathway and exit to a family-supporting wage. They will target women who are not in the workforce either by choice due to restricted childcare, caring for aging parents or family members, or/and those currently in low-paying jobs.</p> <p>Highlights:</p> <ul style="list-style-type: none">• Surveyed 9 programs that recruit and support women in well-paying non-traditional industries• Decided to focus on women in construction because of the strong programs, short-term training needed, and the potential for earnings• Target construction and skilled trades• Research best practices and design the program by the Fall of 2023• Begin implementation in the Spring of 2024. <p>Ross Yeager thanked Glenda Underwood for her leadership and the quality of the work. Brian encouraged the committee to not be afraid to think bigger; only limited by our imaginations.</p> <p><u>Customer-Success-Committee-June</u></p> <p>Employer Engagement Melissa Short presented for the Employer Engagement Committee. The Executive committee asked them to identify the high-demand sectors in the region. These are reviewed every three years to ensure that priorities are focused on the region. The current high-demand sectors are healthcare, Information Technology, Life Sciences/Bioscience (Advance Manufacturing), and Construction/Skilled Trades.</p> <p>The Committee looked at data from NC LEAD (Labor & Economic Analysis Division) and sought feedback from each county’s economic development team to understand what sectors are shaping their future projects.</p>			
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	<p>NC LEAD released its 10-year Statewide Industry Employment projections every 2 years.</p> <p>Highlights:</p> <ul style="list-style-type: none"> • Estimate 75K Healthcare jobs by 2030 • Professional, Technical Sciences, and Healthcare are estimated to have the most percentage growth change by 2030. • Employment growth and high wages were heavily considered. <p>The committee recommends continuing with the current high-demand sectors but updating Advanced Manufacturing to include electric vehicles, life sciences, and semiconductors. It is a broad category and growing industry and especially important to Lee County. Construction, skilled trades, and manufacturing showed the most projected job growth across all counties.</p> <p>Brian Holland highlighted that the local workforce boards look at statewide data, and economic projects and develop solutions specific to the businesses and the people in the local area. This is why the board exists, to find solutions that work for this area.</p> <p>For this program year, the committee will focus their outreach efforts on the Life Sciences sector.</p> <p><u>Employer-Engagement-June</u></p>			
<p>4. Director's Report</p>	<p>Pat Sturdivant mentioned the changes in the layout of the Operations Report making it easier to read. She reminded the board to contact her, or the staff contact if they have questions about the information in the report.</p> <p>Highlights:</p> <ul style="list-style-type: none"> • Pathway to Entrepreneurship received an Achievement award from the National Association of Counties in the Community and Economic Development category. 			

	<ul style="list-style-type: none"> • Effective July 1, 2023, Orange County will transfer to Capital Area. • Chatham County Career Center will relocate to Siler City in July. Co-located with the Salvation Army office. • Adult/Dislocated Worker program is at 85% in Skill Gains. Staff is confident that the measure will be met. • Staff is not as confident with the Youth measures. <p>The Youth Service providers Taylor Kirks of JCI (Johnston Community Industries), and Ivette Hughes, of EDSI (Education Data Systems, Inc.) presented an update on the Youth program. JCI serves Johnston County. EDSI serves Wake, Lee, and Chatham counties.</p> <p>Highlights:</p> <ul style="list-style-type: none"> • Target population is youth and young adults 16-24 who are disconnected from school and/or work. • There has been an uptick in traffic and enrollments. New signage has helped • In Wake, youth advocates canvas the community twice a week to recruit customers. • Developed a youth-friendly space for both NextGen centers. • New work-based learning opportunities are increasing. More youth are interested in entrepreneurship <p>Pat thanked Taylor and Ivette for their creative strategies which are already showing results.</p> <p><u>NextGen-Program-Updates-Q4</u></p>			
<p>5. Sanford NC Works Career Center Study</p>	<p>Stephanie Deese, Executive Director of the North Carolina Association of Workforce Development Boards (NCAWDB) provided an overview of the study conducted by Duke University’s Sanford School of Public Policy</p>			

	<p>about increasing awareness and participation in the NC Works Career Centers.</p> <p>Brian asked Stephanie to give a brief explanation of the NCAWDB. The NCAWDB represents all 20 workforce boards in North Carolina. They provide research and information about state, local, and national policy, and train board chairs and board members. They help support the lobbying efforts of the National Association of Workforce Boards.</p> <p>All boards are a member of the NCAWDB.</p> <p>Stephanie thanked Tom White for his assistance with the project.</p> <p>The study sought to answer why aren't eligible adults and youth using NCWorks Career Center services. And how can NCAWDB help local boards improve awareness and participation in NCWorks Career Center services, especially among the youth?</p> <p>Tom White stated that the report can make a difference and will add value when implemented.</p> <p>A copy of the report is below. <u>Duke NCAWDB Report.pdf</u></p> <p>A copy of the presentation is below <u>NCAWDB Sanford Study</u></p>			
5. Public Participation	There was no public participation.			
6. Other Business	<p>Brian recognized Pat Sturdivant for her role in training congressional staff in Washington, DC about the role of workforce boards.</p> <p>He also thanked the guest speakers and reminded the board to bring their ideas to the September meeting.</p>			
Meeting Adjourned: 10:22 am				