Capital Area Workforce Development Board Meeting

June 26, 2025

Zoom Meeting

Board Members Present:

Rodney Carson, SAS
Brian Holland, Sectigo
Sue Holaday, Summit Designs and Engineering Services
Nicole Jarvis-Miller, Nordstrom (Former)
Paul Kane, Home Builders Assoc. of Raleigh-Wake County
Tamika Walker Kelly, NCAE
Vic McCormick, Johnston Community College
Cameron McNeill, Guild, Inc.
Shawnice Meador, Wolfspeed (Former)
Kristina Gates Nix, UNC Medical Center & Chatham Hospital
Dreama Pilson, CTI Systems
Melissa Short, Transitions Life Care
Jill Straight, Meals on Wheels
Jordan Thomas, NC Dept. of HHS
Glenda Underwood, Lowe's Home Improvement
Tom White, North Carolina State University
Ross Yeager, North Regional Career Center

Staff Present:

Pat E. Sturdivant, Executive Director
Barbara Brothers, Business Engagement Director
Jessica Locklear McLeod, One-Stop Director
Thomas Pulickal, Business Manager
Malinda Todd, Assistant Director
Jasmin Volkel, Strategic Initiatives Manager
Crystal Waters, Executive Assistant
Brenda Wilkerson, Communications Manager

Guests Present:

Rochelle Brown, Equus Workforce Solutions
Kenneth Gathers, Equus Workforce Solutions
Ivette Hughes, EDSI
Michelle Muir, NC Commerce

Minutes Prepared by: Crystal Waters

Item	Discussion	Actions		
		What	When	Who
1. Call to Order	Brian Holland welcomed everyone to the meeting and provided some housekeeping rules. Crystal Waters took the roll. Brian informed the Board that the Executive Committee voted to approve the PY25 WIOA Local Plan at the April 18 meeting. The plan has received final approval from the State Administrator, Division of Workforce Solutions (DWS). To view the PY25 WIOA Local Plan, click here: *https://capitalareancworks.com/wp-content/uploads/2025/04/PY-2025-CAWD-WIOA-Title-1-Plan-with-Attachments.pdf* Brian Holland emphasized the importance of reviewing the quarterly operations report and reading the success stories. Brian shared reflections from the March strategic planning meeting with Axios Strategy. He encouraged board members to share insights from the meeting during open discussion. Brian introduced three new board members: • Tina Gates Nix – Chief Human Resources Officer, UNC Hospitals and Chatham Hospital • Cameron McNeill – Product Expansion Market Lead, Guild Inc. • Dreama Pilson – HR Manager, CTI Systems Each new member provided brief introductions, shared professional backgrounds, and their enthusiasm about being on the board.			
2. Action of Minutes	The draft minutes from the March 27, 2025, meeting were approved without corrections or objections.			
3. Vote on Board Officers	Brian thanked Rodney Carson, Glenda Underwood, and Tom White for serving on the Nomination Committee. The nominations are for chair, vice chair, and secretary. The terms are for two years. Glenda Underwood read the recommendation. **Recommendation:** The election of Capital Area Workforce Development Board Officers are held biannually in June.			

	Our Bylaws, Article IV, Section 2, *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.* This year's nominating committee, which consists of Rodney Carson, Glenda Underwood, and Tom White, met via Teams on Friday, June 13, 2025. Based on nominations, compliance requirements, and discussion, the nominating committee is pleased to recommend the following individuals for the 2025-2027 term: Chair – Brian Holland Vice-Chair – Melissa Short Secretary – Tom White Brian asked for a motion to accept the committee's recommendation. Paul Kane motioned to accept the recommendation. Rodney Carson seconded the motion. Crystal Waters called the roll. Mark Bertoncino and Doug Blizzard voted by proxy. All voted in favor.			
Board Committees Updates	Brian Holland provided context regarding the board's ongoing strategic planning process. He noted that the board is developing a new three-year strategic plan. Axios is engaging with individual committees and committee leadership to help draft preliminary goals. Brian clarified that full committee meetings have not yet occurred, and that the first task for each committee will be to finalize their goals for the next three years. He emphasized that the goals being presented during this meeting are drafts and may be updated, expanded, or adopted as-is depending on future committee discussions. **Advocacy and Outreach Committee** Paul Kane, Committee Chair, presented for the Advocacy & Outreach Committee. Their draft goal is to strengthen CAWD's financial resilience by diversifying funding. The committee plans to grow non-governmental revenue to at least 10% of CAWD's total annual funding through sources such as private, philanthropic, and earned income			

	sources, reducing dependency on WIOA and other federal funds by June 2028. The members of the committee are: • Paul Kane, Chair • Doug Blizzard, Vice-Chair • Rob Axford • Jerilyn Iacovetto • Rita Lawrence • Danielle Sardo • Ross Yeager • Malinda Todd, Staff Support **Customer Success Committee** Sue Holaday, Committee Chair, presented for the Customer Success Committee. Their goal is to improve accessibility to workforce services and reduce barriers for the underserved communities. The committee plans to increase the number of participants served across CAWD's five-county region by at least 30% by June 30, 2028, with a particular emphasis on expanding outreach and access for priority populations. This will be achieved through a data-informed strategy that enhances both virtual and in-person service delivery, increases the number and variety of community-based access points, and strengthens partnerships with trusted organizations. The members of the committee are: • Sue Holaday, Chair • Kenneth Angeli, Vice-Chair • Courtney Holcomb • Tamika Walker Kelly • Vic McCormick • Dreama Pilson • Jill Straight • Jordan Thomas • Jessica Locklear McLeod & Arva Gathers, Staff Support **Employer Engagement Committee** Nicole Miller, Committee Chair, presented for the Employer Engagement Committee. Their draft goal is to strengthen employer partnerships and industry engagement. They plan to deepen strategic partnerships with employers in high-demand sectors by developing sustainable, industry-driven collaborations by 2028. The Committee will aim to define and implement a replicable sector partnership model that produces measurable improvements in talent pipeline growth, employer participation, and job quality.			

	The members of the committee are: • Nicole Jarvis Miller, Chair • Shawnice Meador, Vice-Chair • Mark Bertoncino • Tina Gates Nix • Michael Haley • Cameron McNeill • Jerry Pedley • Glenda Underwood • Tom White • Barbara Brother and Jasmin Volkel, Staff Support			
Director's Report	Pat E. Sturdivant reminded the board members to call or email if they have questions about the information in the Operations report. **Highlights:** • Wake County Commissioners voted to include the Reentry and the Pathway to entrepreneurship programs in their general fund. • All performance indicator goals for the Adult, Dislocated Worker, and Wagner Peyser programs are being met or exceeded. Credentialing for Youth is not meeting performance goals. This is caused by the challenges in tracking GED completions, as many participants do not follow up with the center after finishing.			
Operational Highlight	Thomas Pulickal, Business Manager, presented a brief introduction on the WIOA allocation strategy, an overview of PY24-25 budgets, and the diversity of Capital Area funding. **Key questions:** 1. Can this data (participant expenditures) be benchmarked against other programs of our size in the state? Board administrative staff and career center staff are budgeted differently. The NCWorks system allows tracking of specific services provided by center staff, such as resume support and coaching. Staff will look at presenting information in that format moving forward.			

	2. Has the proposed federal legislation with financial implications been factored into the FY25 budget? The response clarified that PY25 funding is already secured, but PY26 may be impacted, depending on what happens in Congress. 3. Can internal staff time (e.g., for career coaching or classroom training) be allocated in a way that better reflects the value of internal services, similar to a corporate budgeting model? (Paraphrased) A distinction was made between board staff (Pat's staff) and contractor staff who work directly with customers in the career centers. Contractor staff time can be tracked manually in the NCWorks system, which logs the different types of services provided by staff, such as job assistance, resume support, etc. Pat asked if there were additional financial details or reporting formats the board would like to see regularly. The current operations report includes only high-level financial data. Members were encouraged to follow up with Pat or Brian with specific requests. *Operational-Highlight_-Business-Management.pdf*			
Public Participation	There was no public participation.			
Other Business	Brian Holland thanked Rodney Carson for his long-standing service as Vice-Chair and his advocacy for workforce and economic development. He also thanked those stepping up to serve as chairs and vice-chairs. He praised the committees for their high level of work. He urged board members to bring insights from their sectors—private, public, education, labor, and entrepreneurship—to the work of the board. Brian also reflected on the current challenging environment, where people are either thriving or struggling in the job market, emphasizing the importance of the board's work.			

	Brian concluded by encouraging members to listen to their communities, bring forward ideas, and remain attentive to changing needs as strategic planning moves forward. He invited board members to share any updates, feedback, or concerns. Paul Kane announced the launch of a student chapter of the National Association of Home Builders for the entire Wake County Public School District. This initiative focuses on residential construction and aims to introduce high school students to workforce pathways in that sector. Tom White mentioned an announcement made in Greensboro involving Project Atlas by Jet Zero. Jet Zero announced a $4.7 billion capital investment, resulting in 14,500 jobs with an average annual salary of $90,000. While not a local area project, it was supported by Barbara Brothers, Director of Business Engagement, and Tom White. Shawnice Meador highlighted the value of attending the National Association of Workforce Development Boards (NAWB) conference in Washington, D.C. She encouraged other board members to attend in the future, noting the opportunity to learn from workforce boards nationwide, both rural and urban. She expressed pride in CAWD's work, noting that the board is leading in many areas compared to peer organizations.			
Meeting Adjourned: 10:03 am				