

## NCWorks Commission

Business Session  
Jane S. McKimmon Center  
August 12, 2015  
1:00 pm

### Minutes

#### Present:

Kip Blakely, June Atkinson, Ken Boham, Sherry Carpenter, Paul Combs, Lisa Conger, Ron Cummings, Elk Richardson (for Bill Daughtridge), Lewis Dishmon, Susan Jackson, Martha Matthews, MaryBe McMillan, Priscilla Nunn, Mike Okun, Bill Ragland, Scott Ralls, Alex Rankin, Jerri Tryon, John Skvarla, Jerry Walters and Claudia Horn (for Aldona Wos)

#### Absent: Cherie Berry

Kip Blakely opened the meeting by calling for a motion to approve the minutes of the May 6 meeting. After a motion by Alex Rankin and a second by Lewis Dishmon, the minutes were approved as written.

#### Announcements

Mr. Blakely recognized and thanked Dr. Scott Ralls for his service on the commission. He then introduced new commission staffer Elizabeth Saba. He also asked members to mark their calendars for a joint meeting with the North Carolina Community College Board on October 28, 2015 at 10:30 am in Greensboro, coinciding with the annual NCWorks Partnership Conference.

#### NCWorks Update

Assistant Secretary Will Collins provided an update of the NCWorks activities at the Division of Workforce Solutions:

- The Apprenticeship program under the leadership of Pam Howze, Director of Work-Based Learning, is moving forward with 300 new enrollees in the past 90 days. Mr. Collins encouraged commission members to spread the word and encourage employers to participate in the apprenticeship program. In addition, USDOL Secretary Perez and Representative Virginia Foxx visited Forsyth Technical Community College to highlight the success of their apprenticeship program. Secretary Perez congratulated N.C. on their apprenticeship program.
- Six of the eight Division of Workforce Solutions Regional Operations Directors have been hired and are working towards establishing relationships with the local workforce development boards, community colleges, local education entities, and economic developers.
- The Division hosted a statewide WIOA summit in Durham which included a panel of key leaders from the Department of Health and Human Services, the N.C. Community College System, and the Department of Commerce. Three additional regional sessions in Greenville, Lenoir, and Greensboro have been scheduled as well.
- North Carolina was the recipient of a two-year, \$5.25 million grant to assist in the development and funding of Career Pathways.

Dr. Scott Ralls provided an update on the activities at the community colleges:

- The community colleges' strategic plan – Align4NCWorks – was approved by the state board and represents components of multiple agency strategic plans. He thanked all partners for their contributions towards the plan's development.
- The system office funded 20 individual Career and Technical Education programs for a second year as they work towards implementing local and regional career pathways. The total award was \$750,000 for this fiscal year.
- A statewide articulation agreement in the area of Engineering has been established between NC State University and North Carolina's community colleges. Dr. Ralls' anticipates an additional articulation agreement with North Carolina's Independent Colleges and Universities by August 2015.

Dr. June Atkinson updated the commission on the following activities:

- North Carolina had received the second highest monetary award for connectivity in the classrooms from the Federal Communications Commission. This collaborative initiative provided funds for all 115 school districts.
- Over 6,000 teachers and educators attended conferences and workshops throughout the summer, with approximately 2,500 attending a CTE conference focused on career pathways.
- Numerous teachers from around the state recently completed "Teachers at Work." This pilot program encourages teachers to gain real world experience through summer employment and translate that experience into substantive lesson plans relevant to students.
- The U.S. Chamber of Commerce rated North Carolina and gave N.C. public schools an "A" for its data systems, and for fiscal responsibility.

Catherine Moga Bryant reported on the upcoming annual NCWorks Partnership Conference in Greensboro in late October. As a part of the conference there will be a joint meeting of the N.C. Community College Board and the NCWorks Commission on the morning of Wednesday, October 28<sup>th</sup>.

Kim Genardo, Strategic & Economic Development Communications Director, spoke about the development and release of the NC brand and the integration of the brand with state agencies, and specifically with NCWorks. She provided comments on the development of the brand and the slogan, "Nothing Compares." Secretary Skvarla added that the logo and the campaign has received a lot of attention and positive feedback. He congratulated Ms. Genardo on her work through the process and resulting brand.

Mr. Blakely thanked both for their leadership then recognized Executive Committee member, Marti Matthews, who provided a synopsis of the Executive Committee retreat held in June. Attended by the committee chairs and commission staff, the group was able to break down the Strategic Plan timeline to codify tasks, examine interdependencies, and create a detailed visual. The timeline included soft (self-imposed) and hard (legislative) deadlines. One key takeaway was that much of the success of the committees depended on the work of the State Agency Sub-Committee. Ms. Matthews noted that work begins with the brand, followed by developing the promise, and encouraging the universal adoption of: NCWorks Online, the CRM tool, Career Pathways, and certification of Work Ready Communities.

Mr. Blakely thanked Marti for her outstanding leadership through this process.

### System Alignment and Transformation Committee

Ms. Jerri Tryon outlined the membership of her committee. She thanked Dr. Ralls for his contributions and wished him well in his new endeavor. Ms. Tryon noted that the committee is scheduled to meet monthly. She echoed Matthews' thoughts regarding the State Agency Sub-Committee and its pivotal role in the work of the committees.

The first meeting of the sub-committee will be held on September 9 in Raleigh. Key agency leaders from the Community College system, the Department of Public Instruction, the Department of Commerce, the Department of Health and Human Services, and the Department of Administration have responded to the invitation to serve on the sub-committee. Three work groups, including those on Branding, Business Services, and Policy Review will be led by Priscilla Nunn, Marti Matthews and Susan Jackson, respectively. These groups will guide the work of the sub-committee. The next meeting is set for December with subsequent meeting dates to be shared at the next commission meeting.

### Strengthen Customer Services Committee

Chair Marti Matthews reported that her committee is meeting once a month. During their June meeting they heard a presentation by Alicia Clark on the CRM which is part of NCWorks and was rolled out in early 2015. The committee also heard a presentation by JoAnne Honeycutt regarding Certified Work Ready Communities. Honeycutt noted that 2 communities had been certified and 19 applications had been submitted towards their goal of 25 certified communities by the end of the strategic planning cycle.

The committee outlined the following recommendations: (1) encourage local area workforce development boards to help employers understand the economic benefits to their community of becoming a Certified Work Ready community; and (2), encourage career centers to reduce barriers for clients to achieve Career Readiness Certification, such as assistance with fees.

### Accountability Committee

The Accountability Committee is charged with using data to drive strategies and improving accountability of the workforce development system. Chair Alex Rankin reported that his committee had met in May with representatives of local workforce boards to develop performance measures around participant and business engagement. Data on initial measures will be collected and reported on during this program year from July 2015 until June 2016. The Accountability Committee will monitor the data-collection process and review the data next spring to determine final performance measures that will go into effect on July 1, 2016.

The Committee will also begin working with the State Agency Sub-Committee on system-wide performance measures. The Committee is picking up the work done last year by the Performance and Evaluation Task Force to furnish an annual report to the General Assembly, and with the State Agency Sub-Committee begin looking at forecasting expected performance levels. The committee will also continue to investigate the feasibility of a system-wide customer satisfaction tool to collect customer feedback.

### Career Pathways Committee

Committee Chair Kip Blakely introduced Dr. Dion Clark who is leading the team to encourage the development of certified career pathways around the state. Dr. Clark noted that her team has developed the NCWorks Certified Career Pathway application based on the criteria approved by the commission. An interagency review team will recommend applications for certification. The NCWorks Career Pathways Conference is scheduled for September

14 and 15 to provide technical assistance on the creation and implementation of career pathways. Dr. Clark extended an invitation to commission members to attend. To support the work of career pathways, a Belk Endowment grant totaling \$200,000 and a portion of funds from a \$5.25 USDOL grant are being used. Dr. Clark said that career pathways work will impact our State for generations.

#### WIOA State Unified Plan

Jeff Moore, Project Manager for the Workforce Innovation and Opportunity Act (WIOA) State Unified Plan, discussed the WIOA requirement to submit a unified plan to USDOL, including key dates and what the plan should incorporate. The Dept. of Commerce, the Community College system and DHHS will work collaboratively to develop a unified plan, which once approved by the commission will be forwarded to the Governor for review. The Governor will submit the final plan to USDOL by the March 3 deadline.

The statewide summit in Durham, followed by regional summits in Lenoir, Greenville, and Greensboro are designed to educate attendees and gain feedback that, along with input from workgroups and a steering council, will form the basis for writing the plan and implementing WIOA.

Mr. Blakely thanked Jeff and asked that commission members contact Jerri Tryon or Dana Martinez if they are interested in working on the plan.

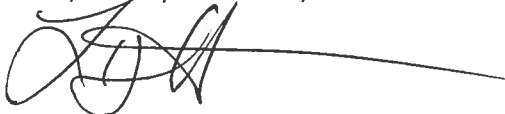
#### NCWorks Career Center Recognition Ceremony

Mr. Blakely thanked the presenters and along with Marti Matthews presented certificates to 3 workforce offices who met the commission's NCWorks Career Center criteria and were recognized as Tier 1 NCWorks Career Centers.

Assistant Secretary Collins expressed his thanks to Dr. Ralls for the work he has done for North Carolina and his commitment to workforce programs.

Mr. Blakely asked for any new or old business. There being none, the meeting was adjourned at 2:30 pm.

Respectfully submitted,



Lynn Hayes

Approved December 2, 2015

*\*In the absence of an appointed chair, the commission meeting was led by member Kip Blakely.*