

NCWorks Commission

Business Session

Jane S. McKimmon Center

May 17, 2017

1:30 pm

Minutes

Present:

Chair Jerri Tryon, Josh Arant, JoAnne Honeycutt (for Mark Johnson), Claudia Horn (for Secretary Mandy Cohen), Will Collins (for Secretary Tony Copeland), Shawn Brown, Sherry Carpenter, Mel Chernoff, Lewis Dishmon, Osceola Elliss, Susan Jackson, Joe Magno, Marti Matthews, BJ Murphy, Ray Mayo, Mike Okun, Joe Rogers, Elk Richardson (for Secretary Machel Sanders) Walter Siegenthaler, Kim Toler, Chris Watters, Hope Williams, and Maureen Little (for President Jimmie Williamson)

Absent: Korey Coon, Olalah Njenga, Kevin Sills, and President Margaret Spellings

WELCOME AND ANNOUNCEMENTS

Chair Jerri Tryon called the meeting to order welcoming new member Ray Mayo and announced the resignation of member Eric Hall, who took a position at the Department of Public Instruction.

Tryon then announced new committee chairs: Marti Matthews for Business Engagement Committee; Chris Watters for Education and Training Committee; Susan Jackson for Governance and System Alignment Committee; and Mel Chernoff for the Accountability and Performance Committee. Chair Tryon acknowledged and thanked the former chairs for the work and current chairs for agreeing to lead a committee.

Chair Tryon discussed the new orientation binders for commission members. Each member received an orientation binder that contains commission-related information and resources.

Chair Tryon then introduced Jenni Owen from the Governor's office. Ms. Owen recognized Caroline Sullivan, Executive Director for North Carolina Business Committee for Education and stressed the important overlap of workforce and education. She stated that workforce and education are a priority for Governor Cooper, citing the dual membership of several NCWorks Commission members and the Governor's Education Cabinet.

The Governor's office will have continued interest in work of the commission and plans to follow up with staff on areas of focus. Ms. Owen thanked the commission for their great work.

OPENING BUSINESS

Chair Jerri Tryon asked for a motion regarding the minutes of February 8, 2017. Motion was made by Lewis Dishmon to approve the minutes as written and seconded by Marti Matthews. Motion carried.

Tryon noted the excellent experiential learning activity at the Vernon Malone College and Career Academy that several members participated in during the morning session. This visit provided an opportunity to not only see programming in motion, but to see the pride and ownership in the program. Chair Tryon encouraged the participation of commission members in future experiential learning activities.

WORKFORCE UPDATE

Prior to providing an update, Catherine Moga Bryant advised members of a new IRS ruling, effective January 1, 2017, regarding payment of per diem to members. She directed members to a waiver in their packet and explained that they could complete the form to waive their right to the per diem.

Ms. Moga Bryant announced two opportunities that the commission members may be interested in attending:

- Career Pathways Conference 2.0 at the Embassy Suites in Cary May 17 - 19. The conference will focus on implementation and ensuring use across systems, creating alignment, and participation.
- The Federal Reserve Bank of Richmond and the NC Association of Workforce Development Boards will be hosting a day and a half of discussion on workforce development policy, programming, leading practices, and data. "Ready, Set, Engage: Investing in NC's Workforce" May 31-June 1 at the NC Rural Center. A link for registration was sent to members.

Ms. Moga Bryant then highlighted several other workforce related items:

- Apprenticeship Program: A bill has been introduced in the state legislature to move the program from the Department of Commerce to the North Carolina Community College System effective July 1, 2017.
- BRIGHT Futures Act: BRIGHT stands for "Broadband enabled services; Retail online services; Internet of Things; GridPower; Health care, and; Training and education." The commission will have reporting requirements to determine if the state can support those industries. The state is interested in student credentials, their value to employers, and making sure people are obtaining the right credentials to become successful. The commission will continue to track this moving forward.
- Several bills have been introduced on the national level regarding career pathways, apprenticeship, and Perkins reauthorization.
- The NC Department of Public Instruction and the NC Community College System are working collaboratively to:
 - Provide incentives to schools that have developed career pathways and are meeting performance measures.
 - Better engage businesses and determine their needs.

Chair Tryon then recognized Stephen Rosenburgh. Mr. Rosenburgh shared that he had recently visited a career center and was impressed with the services they provide. He encouraged members to visit a center and share with employers, elected officials, and their communities what services are provided. He then noted that North Carolina was 38th in the nation for hiring disabled individuals and asked if improving our rank could be pursued by the commission. Chair Tryon thanked Mr. Rosenburgh for his comments and reiterated to members that if they have not done so, visiting a career center is encouraged.

Walter Siegenthaler introduced representatives from Charlotte Works to speak about one of North Carolina's soft skills programs – Working Smart. Dr. Patrick Graham, President and CEO of Charlotte Works, and Danielle Frazier, COO, provided a comprehensive overview of the Working Smart program. The curriculum was developed by the Charlotte Mecklenburg Workforce Development Partners in response to employer demands for a workforce equipped with soft skills that enhance employee productivity. At the conclusion, Ms. Frazier indicated she would distribute a link to the Working Smart program website.

COMMITTEE REPORTS

Chair Tryon moved to committee reports. After announcing the committees and their respective chairs, she recognized Susan Jackson, Chair of the Governance and System Alignment Committee.

Governance and System Alignment Committee

Committee chair Susan Jackson reported that the Governance and System Alignment Committee discussed strategies that will foster a more aligned and responsive system that is easy to access and customer-oriented. This committee promotes collaboration, policy alignment, innovation, and communication among workforce system agencies and partners. Ms. Jackson reported that in the months ahead the committee will explore using data to identify opportunities for improvement as well as gaps in services to customers. Also, it will seek to identify and promote activities that encourage partnerships with economic development including developing solutions to address key workforce development issues.

Business Engagement Committee

Committee chair Marti Matthews presented an update on the Menu of Business Services, a tool developed to convey a simple and consistent message about the workforce system's comprehensive services. Ms. Matthews provided a summary of a statewide workshop she conducted on May 2nd to share the menu with workforce partners and for regional teams to begin developing strategies for operationalizing the tool. Chair Matthews stated that she was invited to an Eastern Carolina Workforce Board meeting where she shared the draft menu with a group of businesses and received additional feedback.

Chair Matthews thanked the NCWorks Training Center for working with the committee to develop the first video in a series of knowledge-exchange videos. These videos will offer an introduction to our workforce agencies and the services they provide to businesses. Chair Matthews also provided an update on the status of the soft skill study. The purpose of the study is to understand the soft skill needs of employers in the state and to examine how those needs vary across industries. The study will also inventory and evaluate the state's existing soft skill resources, and make recommendations for North Carolina. The Request for Proposal is expected to be posted soon, and the committee will provide updates on the study going forward.

Accountability and Performance Committee

Committee chair Mel Chernoff announced that over the next few months the committee plans to review the NCWorks Commission measures to determine which measures to keep, discard or revise. She introduced Annie Izod, NCWorks Commission staff, who presented the findings for the recent Annual Program Review of the 19 workforce development programs administered by the Departments of Commerce, Health and Human Services, Public Instruction, Administration, and the Community College System. The review reveals that programs provide services such as job search assistance, resume assistance, interview preparations and assessments, education/training, work based learning and career coaching to jobseekers. Workforce programs target mostly low income, unemployed, and underemployed adults. Most programs report that they conduct outreach to businesses — primarily via websites, printed materials, attending events, and company visits. Annie Izod noted that the overall funding for the 19 workforce development programs is \$1.64 billion for program year 2016-2017.

Education and Training Committee

Committee chair Chris Watters reported that the Education and Training Committee met in the morning to discuss plans to identify strategies to ensure North Carolina has the workforce needed for a vibrant economy. The committee strives to achieve North Carolina's goal of increasing the number of working age adults with education and training beyond high school. Mr. Watters reported on future committee work to conduct research on available training programs in high-demand industries; identify and promote key strategies that impact valued credential attainment, and to continue to promote and endorse NCWorks Career Pathways.

Chair Watters then presented the new criteria for NCWorks Career Centers to the commission to be voted on. As per the Workforce Innovation and Opportunity Act (WIOA) and General Statute, the commission is responsible for establishing customer service criteria for NCWorks Career Centers to help ensure consistent and high quality workforce services delivery across the state. The criteria includes requirements around accessibility for customers, integration of service delivery, staff capabilities, and performance and customer satisfaction. WIOA requires that centers be evaluated according to the commission's criteria at least once every 3 years.

Chair Jerri Tryon asked for a motion regarding the NCWorks Career Center criteria. Motion was made by Joe Magno to approve the criteria and seconded by Marti Matthews. Motion carried.

PANEL DISCUSSION

Jo Anne Honeycutt, Director for Career and Technical Education at the North Carolina Department of Public Instruction, briefly spoke about the importance of career and technical education, which the commission observed during its experiential tour that morning at the Vernon College and Career Academy. She then introduced Ashlie Thompson, Principal at Vernon Malone College and Career Academy, Terri Allen, Senior Director of Career Pathways Curriculum Education at Wake Tech Community College, Keira Watson, Graduate of Vernon Malone, and Bill Brooks, Vice President of Executive Building Maintenance, who participated in a panel discussion about the Career and Technical Education (CTE) program. The panelists discussed the benefits that CTE provides to students and businesses and explored the critical partnerships required for success. The panelists also answered questions about student recruitment and college transfer credit.

Career Pathways

Dr. Dion Clark announced that the commission would be recognizing three regional teams with new Certified NCWorks Career Pathways. This brings the total to 17 pathways over the past two years statewide. Pathways are a key strategy to support the state's goal of advancing education and training among the workforce. The 3 teams and their pathways recognized for certification are:

1. Sandhills Region (Cape Fear and Lumber River) for their career pathway in Healthcare/Nursing. Counties included: Pender, New Hanover, Brunswick, Robeson, Bladen, Columbus, Hoke, Scotland, Richmond
2. Region C for their career pathway in Healthcare. Counties include: McDowell, Rutherford, Cleveland, Polk
3. High Country for their career pathway in Healthcare/Nursing. Counties include: Alleghany, Ashe, Avery, Mitchell, Watauga, Wilkes, Yancey

Regarding the soft skills presentation Maureen Little questioned the need to fund a soft skills study rather than on implementation. Ms. Moga Bryant responded that the study has two very important goals; to understand what soft skills mean to different industries; and, to inventory what programs the state is spending money on as a whole and identify best practices in soft skill programs.

WORKFORCE WRAP UP AND NEXT STEPS

Ms. Moga Bryant wrapped up the meeting by informing members how the Career and Technical Education program fits into the greater workforce system. The morning tour of Vernon Malone and afternoon panel

highlighted the partnerships required across agencies for success. The visit to Vernon Malone reflected the connection between the Department of Public Instruction and the North Carolina Community College System.

Chair Tryon reminded members to sign the per diem waivers and announced that the next commission meeting on August 16 will be at the Global Trans Park in Kinston, NC.

Chair Tryon asked for any new business. With no new business to discuss, the meeting was adjourned at 3:30 pm.

Respectfully submitted,

A handwritten signature in black ink, appearing to be 'LH', followed by a long horizontal line extending to the right.

Lynn Hayes

Approved on August 16, 2017