

NCWorks Commission

Business Session

AB Tech Community College

Asheville, NC

August 8, 2018

1:30 pm

Minutes

Present:

Chair Kevin Trapani, Christy Agner (for Secretary Machel Sanders) Josh Arant, Shawn Brown, Sherry Carpenter, Mel Chernoff, Scott Daugherty (for President Margaret Spellings), Nate Davis, Tara Myers (for Secretary Mandy Cohen), Secretary Tony Copeland, Jessica Englert (for Governor Cooper), Osceola Elliss, Jeff Frederick, Christopher Gergen, Susan Jackson, John Kirkman (for Superintendent Mark Johnson), Joe Magno, MaryBe McMillan, Olalah Njenga, Mike Okun, Joe Rogers, Stephen Rosenburgh, Sergi Roura, Stan Sherrill, Walter Siegenthaler, Ronnie Smith, Kim Toler, Pam Townsend and Hope Williams

Absent: Brock Ashburn, Peter Hans, Marti Matthews Martin, and Chris Watters

WELCOME AND OPENING REMARKS

Chair of the NCWorks Commission, Kevin Trapani, opened the meeting by congratulating Elk Richardson on his retirement after 30 years of service with the Department of Administration, and welcomed Christy Agner as the new designee. Mr. Trapani then asked for a motion regarding the minutes of May 23, 2018. Motion was made by Joe Rogers to approve the minutes as written and seconded by Susan Jackson. Motion carried.

Mr. Trapani affirmed that he wanted these meetings to be more interactive and asked the first polling question which was, "Please select which organization you represent." Of the people who responded to the poll: 36% represented state agencies, 25% represented local workforce development boards, 18% represented community colleges, 18% represented businesses, and 4% represented other organizations. Mr. Trapani commented that the poll results reflect the desired stakeholder diversity of commission meetings.

Following the poll, Mr. Trapani underscored how the work of the commission is important, non-partisan, and deeply collaborative. He thanked workforce partners for their efforts to connect talent to jobs. Mr. Trapani applauded Governor Cooper' commitment to North Carolina's workforce.

Continuing his remarks, Mr. Trapani highlighted North Carolina's job market crisis – job seekers are struggling to find jobs with family-sustaining wages, and employers are struggling to find skilled employees. In light of this crisis, he urged partners to increase the scale and pace of their work. To date, the commission has facilitated seven regional listening sessions across the state to learn about the workforce issues and opportunities in various communities. Mr. Trapani emphasized how businesses, community leaders, and job seekers are often unaware of the various workforce resources available to them, and that more work is needed to increase awareness of workforce services.

Mr. Trapani then thanked commission member Osceola Elliss for his assistance coordinating the Jacksonville listening sessions. He also thanked Nathan Ramsey, Mountain Area Workforce Development Board Director, for making the commission feel welcome here in Asheville, and commended the great work Mr. Ramsey's team is doing in the region.

Mr. Trapani closed his remarks by reiterating the role of the commission—to find and facilitate solutions to workforce challenges.

FINISH LINE GRANTS

Mr. Trapani introduced NC Department of Commerce Secretary Tony Copeland who discussed Governor Cooper's Finish Line Grant initiative. This initiative provides up to \$7 Million in federal funds to assist community college students facing unforeseen financial challenges. Finish Line Grants will help students complete their training programs by providing funding for course materials, housing, medical needs, dependent care, or other financial emergencies a student may face which hinders them from graduating.

NCWORKS CAREER PATHWAYS CERTIFICATION

Mr. Trapani recognized Dr. Callie Womble, NCWorks Commission Staff, who provided a brief overview of the four pathways to be certified by the commission during the meeting:

- Business Support Services – Northeastern (Northeastern, Region Q, Turning Point) – approved for Beaufort, Bertie, Camden, Chowan, Currituck, Dare, Edgecombe, Gates, Halifax, Hertford, Hyde, Martin, Nash, Northampton, Pasquotank, Perquimans, Pitt, Tyrell, Washington, and Wilson counties.
- Construction & Skills Trades – The Triangle Region (Capital Area, Durham, and Kerr-Tar) – approved for Durham, Franklin, Granville, Johnston, Person, Vance, Wake, and Warren counties.
- Health Care (Triangle South) – approved for Chatham, Harnett, Lee, and Sampson counties.
- Advanced Manufacturing (Triangle South) – approved for Chatham, Harnett, Lee, and Sampson counties

Dr. Womble noted that there are now 34 NCWorks Certified Career Pathways.

WORK-BASED LEARNING UPDATES

At the May commission meeting, Mr. Trapani asked members to report on work-based learning activities in their organizations and also challenged members to engage with others about work-based learning.

Executive Director Catherine Moga Bryant reported that almost every respondents' organization engaged in some type of career experience and career awareness. Ms. Moga Bryant called on three commission members to share what their organizations are doing:

- Commission member Josh Arant shared how his organization, Mako Medical Laboratories, recently expanded to Henderson and invited middle and high school students to tour their facility.

- Commission member MaryBe McMillan, President of the North Carolina AFL-CIO, said that her organization offers paid internships for students. In addition, her organization is working with Raleigh's Hope Center at Memorial Baptist Church to offer work-based learning and skills training to young people who are aging out of foster care.
- Commission member Walter Siegenthaler described how his organization, Max Daetwyler Corporation, helped start the Apprenticeship 2000 program, which is an industrial apprenticeship partnership located in the Charlotte region. Mr. Siegenthaler also discussed student and incumbent worker apprenticeship models.

Ms. Moga Bryant announced that the first statewide work-based learning summit will be December 7, 2018. Meeting information will be shared at a later date.

COMMITTEE UPDATES

Executive Committee

Olalah Njenga, Vice Chair of the NCWorks Commission, shared that Executive Committee is overseeing the *Spotlight on Local Workforce Innovations* series, which highlights innovative programs and strategies from across the state. This series is a way for the commission to share best practices and explore opportunities where successful projects could be scaled and replicated in other parts of the state.

Business Engagement

In the absence of Chair Marti Matthews Martin, commission member Stephen Rosenburgh provided an update on the Business Engagement Committee's ongoing marketing work. The committee, along with agency representatives, have revised the Menu of Business Services (now called NCWorks for Business) to be more business friendly. The marketing work is also focused on strategies to increase awareness of the NCWorks system for businesses and the public. For public outreach, the committee is exploring TV/radio ads. The committee will present a concrete plan to the commission in the fall.

During his report, Mr. Rosenburgh asked the second polling question of the day, which was "What is the best way to better inform businesses about the services that NCWorks provides?" Over half selected face-to-face contact between local staff and businesses. About 25% selected increase public outreach methods (TV, radio, billboards, etc.). About 10% selected increase social media and/or online presence, and another 10% selected conduct more local community events to connect employers with jobseekers. No one selected distribute more printed material. Mr. Rosenburgh commented that the poll results reflect the priorities of the committee.

Commission member Christopher Gergen asked how the committee is engaging private sector partners. Mr. Rosenburgh responded that the committee's current focus is to advertise current resources. Secretary Copeland then asked Chair Trapani if Beth Gargan, Deputy Secretary for Communications and External Affairs, could share an overview of the Department of Commerce's marketing work. Ms. Gargan did so, confirming that her team will provide more information as the multiyear project continues, and they will use information from the commission's listening sessions to inform their work.

Performance and Accountability

Mel Chernoff, Chair of the Performance and Accountability Committee, described the committee's continuing work tracking North Carolina's workforce development performance. Effective June 30, 2018, local workforce development boards are now able to run custom reports that include all of the commission measures in NCWorks.gov. The committee is currently reviewing trends in local board

performance for program year 2017 and discussing options for recognizing high performing boards. The committee is also working on a quarterly publication to provide key economic and labor market information that relates to workforce so that commission members can see the latest trends in North Carolina and discuss future needs in workforce development policy. The committee completed the most recent Fifth Annual North Carolina Workforce Development System Performance Report and the 2018 Annual Workforce Development Program Review, and shared results with the commission.

Following her update, Ms. Chernoff introduced Annie Izod, NCWorks Commission Staff, who presented on the workforce development system performance. Ms. Izod presented the recent findings from the 2018 Annual Workforce System Report. The report showed that program participants from the 2009 and 2010 cohorts all experienced wage increases and that community college customized training and apprenticeship programs showed the potential for the highest salaries over time. Ms. Izod also shared findings from the 2018 Annual Program Review and revealed that over 79% of workforce development programs provide education and/or training, and close to 30% of programs provide supportive services for individuals.

Education and Training

Stan Sherrill, Chair of the Education and Training Committee, shared that the committee is cataloging the plethora of workforce resources available to assist veterans and spouses, and distilling information into a white paper format to better understand the landscape of issues and opportunities in North Carolina. The committee will share feedback on the status of current resources and recommendations for improvement at the November commission meeting. The committee is overseeing two research studies: one on the impact of NCWorks Certified Career Pathways, and another on the development of soft skills in partnership with the Business Engagement Committee. The committee also provided recommendations for improving the development of a statewide online repository of career resources called nccareers.org.

Governance and System Alignment

Susan Jackson, Chair of the Governance and Alignment Committee, reported that the committee is assembling an ad hoc task force to think creatively about how the career center system can best serve customers, and how to stay relevant five to ten years into the future to continue to meet our customers' needs. The group, led by Jeff Frederick and including commission members and career center experts will be formulating recommendations for system transformation. The committee is also working with Jess Englert from the Governor's Office and will meet with representatives from the departments of Commerce, Public Instruction, Health and Human Services, and the UNC and Community College Systems to discuss what workforce agencies are doing, and plan to do, to accomplish the priorities of the Governor's NC Job Ready initiative.

NCWORKS CAREER CENTER CERTIFICATION

After providing an update on the work of the Governance and System Alignment Committee, Ms. Jackson recognized the career centers to be certified by the commission during the meeting. The commission certified the NCWorks Career Centers in two local workforce areas, nine centers in all:

- Southwestern Local Workforce Development Board (including Cherokee, Clay, Graham, Haywood, Jackson, Macon, and Swain counties), and
- Mountain Area Workforce Development Board (including Buncombe, Henderson, Madison, and Transylvania counties).

Ms. Jackson also reported that the committee's deadline for local areas to submit certification applications is November 22, 2018.

SECTOR STRATEGIES

The commission heard a presentation about the importance of sector partnerships from Francie Genz of Genz Consulting. Ms. Genz shared the next steps for the State Sector Strategy Working Group. The group will be forming in August and will finalize their initial strategy for aligning employer engagement efforts and supporting regional, industry-led sector partnerships by the end of the calendar year.

WORKFORCE UPDATES

- Ms. Moga Bryant shared that the NCWorks Partnership Conference is an opportunity for workforce partners statewide to discuss trends and share best practices. This year's conference will be held on October 10-12 at the Sheraton Four Seasons Hotel in Greensboro, North Carolina. The deadline to sponsor the conference is September 7, 2018.
- Individuals with a criminal history represent a largely untapped talent resource in North Carolina. Commission member Joe Rogers shared details on a series of equitable hiring luncheons for employers that will be held throughout the state this fall by the N.C. Department of Commerce Reentry Initiative, in partnership with the governor's office, to help employers hire reentry individuals.
- Christy Agner (designee for Department of Administration Secretary Machel Sanders) shared information about a new county-by-county data profile on the status of women and minorities. This profile will be the first of four in a series to inform local and regional conversations about pay and career choice equity for women and minorities.
- Commission member Jeff Frederick provided an update on the recent activities of the North Carolina Association of Workforce Development Boards, including a spring meeting at Research Triangle Institute entitled *Winning Strategies for Expanding NC's Tightening Labor Market*, and a series of board member trainings held across the state.

PUBLIC COMMENT

The commission heard from four members of the audience:

- Lauren Rash, Vice President of Operations of Diamond Brand, a local textile manufacturing company, is working to establish a local cut and sew work group that will attempt to rebrand their industry to attract the younger generation.
- David Richardson indicated that public schools are required to teach based on the promotion test. He suggested that public school cultures shift to teach other important life and technical skills that will alleviate the issue of under-skilled workers in the job market. (Mr. Richardson did not provide his organization.)
- Autumn Weil with the Blue Ridge Literacy Council outlined that she and her team in the mountain area are having trouble enrolling incarcerated individuals into Title I benefits because they do not have access to their driver's license or birth certificates. Ms. Weil recommended

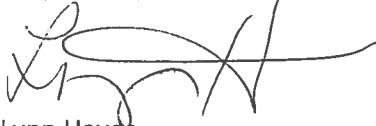
utilizing existing local or state databases, or alternate IDs to overcome this barrier and allow incarcerated individuals to access the training they need to re-enter the workforce.

- Vanessa James with the N.C. Department of Commerce Reentry Initiative reiterated the importance of equitable hiring for individuals with criminal justice histories.
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WRAP UP AND NEXT STEPS

Mr. Trapani provided closing remarks and asked for any new business. There being none the meeting was adjourned at 3:30 pm.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Lynn Hayes', with a long horizontal flourish extending to the right.

Lynn Hayes

Approved on November 14, 2018