

NCWorks Commission

Business Session

Jane S. McKimmon Center

November 12, 2014

1:00 pm

Minutes

Present:

Korey Coon, Jo Anne Honeycutt (for June Atkinson), Jennifer Haigwood (for Cherie Berry), Kip Blakely, Ken Boham, Sherry Carpenter, Paul Combs, Lisa Conger, Ron Cummings, Bill Bryan (for Bill Daughtridge), Terry Frank, Susan Jackson, Martha Matthews, Priscilla Nunn, Bill Ragland, Scott Ralls, Alex Rankin, Jerri Tryon, Jerry Walters and Matthew McKillip (for Aldona Vos).

Absent: Lewis Dishmon, MaryBe McMillan, and Mike Okun

Chairman Coon opened the meeting welcoming everyone and thanking them for their attendance. He expressed his gratitude for the work done in the state by workforce professionals and wants to continue to build on the positive momentum.

Approval of Minutes

The first order of business was a call to approve the minutes of the August 20, 2014 meeting. A motion was made by Bill Ragland, promptly seconded by Susan Jackson to approve the minutes. The minutes were unanimously approved as written.

Assistant Secretary's Report

Will Collins reported on NCWorks activities:

- There was a lot of activity across the state related to Veteran's Day. One of the biggest workforce events was a job fair held in Jacksonville with approximately 40 companies participating.
- The Governor's task force on veterans is developing a plan to serve the 25,000 service members transitioning out of the military within the next 12 months.
- The Winston-Salem Veterans team was recognized by the Governor for its outstanding work serving veterans. They will also be recognized at a celebration at the Governor's Mansion.
- 1,000 in 100 is moving forward. Over 600 companies have been contacted to date and the initial feedback has been positive. This is a collaborative effort among commerce, community colleges, workforce boards, education, and economic development to build long-term relationships with North Carolina businesses. Feedback thus far has revealed that employers would like to work with a single point of contact. Businesses also lack an understanding of the available workforce services. Mr. Collins noted that the division should enhance its outreach efforts to include detailed explanations of services and resources available to companies.
- The 2014 Workforce Conference in October was a great success with approximately 900 attendees. The speakers were very compelling and the feedback has been very positive.
- Recently attended a Manufacturing Day event focused on promoting careers in advanced manufacturing.
- 29 individuals including 6 legislators visited Germany to explore the apprenticeship model found in many manufacturing businesses. The German hosts share similar concerns in that they have a shortage of

workers for manufacturing jobs, and in-migrants fill many of these positions. The trip participants will meet again to discuss findings and plan for future action.

Chairman Coon agreed that assisting the 25,000 military personnel transitioning into civilian life would be a challenge but encouraged us to stay committed going forward.

Jo Anne Honeycutt, Director of Career and Technical Education with the Department of Public Instruction (DPI) provided a report on behalf of Superintendent June Atkinson. She noted the most recent graduation rate had increased to 84%, Ms. Honeycutt reported that DPI is working diligently to personalize public education for k-12 students so that the students will have what they need to move through the education system.

Common Follow-up System Discussion and Vote

Chairman Coon recognized Paul Combs, Chair of the Performance and Evaluation Task Force who reported on their activities. The task force is on track to submit the second annual report which will reflect individual program results. He also noted that during the 2014 legislative session the NCWorks Commission was charged with determining the funding methodology for the Common Follow up System (CFS). After careful consideration and a thorough review of the available CFS inputs and outputs, the Executive Committee of the NCWorks Commission recommended an equal allocation formula, requiring a contribution of \$83,333 from each agency to fund CFS.

Mr. Combs then introduced Jackie Keener, Interim Director of the Labor and Economic Analysis Division (LEAD) of the Department of Commerce who provided a short history and review of the Common Follow up System (CFS). Prior to asking for a vote on the Executive Committee's recommendation, Chairman Coon opened the floor for comments.

Scott Ralls, President of the North Carolina Community College System proposed the following:

1. To rename the Common Follow Up system the "NCWorks Common Follow up System."
2. That the NCWorks Commission help to more easily connect program information with employment and wage data and economic data and analysis.

Chairman Coon accepted his proposal and then asked for a motion to vote on the following:

1. Executive Committee's funding methodology to split the cost equally among the agencies requiring a \$83,333 commitment,
2. Changing the name of CFS to the "NCWorks Common Follow Up System," and
3. Asking the commission to facilitate the interchange between agencies of the employment and wage data.

Kip Blakely made a motion to approve all three recommendations with a second by Alex Rankin. After a unanimous vote, each of the three recommendations was approved.

Chairman Coon thanked everyone for their input and Paul Combs and staffer Dana Martinez for their work on this project. He said that as a commission, it was important to monitor parallel data collection initiatives and reduce duplication amongst workforce partners.

NCWorks Career Center Certification Report and Vote

Marti Matthews, Chair of the Criteria and MOU Task Force reported on the NCWorks Career Center certification process. Ms. Matthews noted that 18 centers would be recognized as certified NCWorks Career Centers today, bringing the total to 39 certified centers. She reported that there were 23 applications in process and that

another 12 were anticipated to be received by the end of the year. This would bring the total of certified career centers in the state to around 70.

Ms. Matthews noted that after the initial career center criteria was developed and approved in 2013, many boards expressed that there are workforce offices in the state which offer quality services and are recognized in the community, yet do not meet all the criteria established. This might be due to only being open part-time or due to lack of funding to hire additional staff.

Therefore the task force has been working with the workforce boards on additional criteria to allow for these types of career centers to apply for certification and to use the NCWorks Career Center name. These offices would be considered Tier 2 career centers, and Tier 2 criteria, which establishes standards for these other centers without sacrificing quality customer service, has been developed and is being voted on today. The Tier 2 Criteria focuses on requirements regarding location and appearance, services provided, use of NCWorks Online, trained staff, and partnerships with full service career centers.

Chairman Coon called for a motion to approve the Tier 2 criteria. A motion was made by Priscilla Nunn and seconded by Lisa Conger to accept the criteria. The commission unanimously voted to accept the Tier 2 criteria.

Chairman Coon recognized the work of the task force and said this was a good example of listening to our customers and recognizing that while all centers will provide good, consistent customer service, all are not positioned to reach the higher level. He further noted that customers should not see differences between the two levels and should get the same quality of customer service at all of our career centers.

Career Pathways

Jo Anne Honeycutt was then asked to give a report on Career Pathways. She provided a definition of career pathways – a purposeful sequence of courses, academic and technical, that leads to attainment of educational credential. Today's Career Pathways focus on grades 9 – 14. Key elements and components of successful articulated career pathways include:

- Demonstrate Economic Need
- Business Driven
- Collaborative
- Multiple Entry and Exit Points
- Pathways:
 - Integrate Academic and Career Advising
 - Include the Acquisition of Post-secondary Credit
 - Incorporate Work-based Learning
 - Support the Attainment of Education Credentials
 - Provide for the Acquisition of Certifications

Chairman Coon thanked Ms. Honeycutt and asked about next steps. She replied that there is a real opportunity for the workforce development partners to work and think collectively and collaboratively around implementing career pathways in education and training across the state.

Community College Strategic Plan

Dr. Scott Ralls, President of the Community College system, reiterated the importance of collaborative work around career pathways. In his presentation he cited several examples of such efforts among public schools, workforce boards and economic development. The State Board of the Community College fully supports the use of career pathways.

Dr. Ralls also mentioned Align4NC, another community college initiative that promotes and encourages strategic partner collaboration. He ended his comments stating that career pathways are driven at the local level and require collaboration from all involved partners.

Paul Combs requested that the commission be provided some examples of articulated career pathways, which Dr. Ralls agreed to provide.

Chairman Coon thanked Dr. Ralls for his participation and commented that as career pathways gain momentum, the commission will need to figure out how to recognize successful, fully implemented pathways.

NCWorks Commission Strategic Action Plan

Kip Blakely, Chair of the Strategic Planning Task Force provided his update. After reviewing the process and recognizing task force members he noted that the commission's strategic plan reflected the work of the community colleges, the State Board of Education, and the Governor's Jobs Plan. He mentioned the task force is finalizing the Strategic Action Plan which will include each of the action steps, a brief description, costs of implementing, and other relevant information. This document will be forwarded to the commission in the next few weeks.

Catherine Moga Bryant, Director of Governance and Strategic Planning, then presented the process for developing the strategic action plan and provided a description of each of the twenty proposed action steps.

Mr. Coon thanked both Kip Blakely and Catherine Moga Bryant for their leadership. He also commented that the work of the current task forces has been completed and moving forward new committees will be established to align with the new Strategic Plan. Prior to the next meeting, he asked that members consider the four goals and begin thinking where they might bring the most value.

Workforce Innovation and Opportunity Act (WIOA)

Catherine Moga Bryant, provided a brief overview of the Workforce Investment and Opportunity Act (WIOA). The act, recently approved by congress and replacing the 1998 WIA legislation, would enable North Carolina to build on the NCWorks initiative. The act requires states to strategically align with many workforce partners, promotes accountability and transparency, and fosters regional collaboration. The NCWorks Commission will continue to serve in its same capacity and will be responsible for reviewing and making recommendations on agency state plans in early 2016. Moving forward she noted that the federal regulations will be available in January 2015, and she anticipates convening interagency teams to work collaboratively on implementation of WIOA, taking advantage of this opportunity to strengthen partnerships.

Chairman Coon thanked Ms. Moga Bryant and asked that the commission and division stay abreast of this situation.

NCWorks Career Center Recognition Ceremony

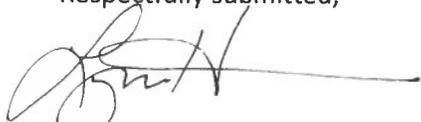
Secretary Sharon Decker and Chairman Corey Coon then presented 18 career centers with their certifications. He thanked career center staff and local workforce area staff for their work to achieve this goal and congratulated the centers and workforce boards.

Chairman Coon recognized Secretary Decker who shared her congratulations as well. She said she was honored to be a part of the recognition and proud of the centers willingness to take on new and changing roles. The Secretary also saw in the transition of our workforce offices more focus on our customers than on individual

achievement. The Secretary was encouraged by the continuing growth of North Carolina's economy due to new businesses coming to North Carolina and expansion of existing businesses. NCWorks is a big part of that development and she was confident that the continued collaboration between the Division of Workforce Solutions, community colleges, k-12, and universities, would create the best workforce in the country.

Chairman Coon thanked everyone for their participation. There being no further business, the meeting was adjourned.

Respectfully submitted,

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

Lynn Hayes

Approved March 2, 2015