

NCWorks Commission

Business Session

Jane S. McKimmon Center

May 6, 2015

1:00 pm

Minutes

Present:

Korey Coon Chair, Jo Anne Honeycutt (for June Atkinson), Jennifer Haigwood (for Cherie Berry), 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 Vos)

Absent: Kip Blakely

Chairman Coon opened the meeting at 1 pm stating that Governor McCrory had proclaimed May as Workforce Development Professionals Month. He recognized and thanked all workforce professionals for their contributions.

Chairman Coon introduced Claudia Horn, Senior Director for Employment Services at the Department of Health and Human Services. Ms. Horn will replace Matthew McKillip as the designee for Ms. Aldona Vos. Chairman Coon also congratulated President Ralls on his new position as President of Northern Virginia Community College effective September 2015 and wished him well in this endeavor.

Chairman Coon also announced his resignation from the commission to take a new role with Caterpillar. He said he felt honored to serve on the commission and was proud of its accomplishments.

Approval of Minutes

Chairman Coon called for a motion to approve the minutes of the March 2 meeting. After a motion by Lewis Dishmon and a second by Bill Ragland, the minutes were approved as written.

Assistant Secretary's Report

Prior to his report Mr. Collins thanked Chairman Coon and provided a brief outline of the accomplishments by the commission under his leadership. He then presented him with a gift on behalf of Governor McCrory. Mr. Collins also thanked Dr. Ralls for his service and congratulated Catherine Moga Bryant on her new role as Deputy Assistant Secretary of Workforce in Commerce. Mr. Collins then announced that North Carolina had paid off its \$2.8 billion unemployment insurance debt to the federal government which was marked by a ceremony earlier in the week.

NCWorks Update

Mr. Collins then reported on the following:

- Pam Howze has been hired as the Division's new Director for Work Based Learning.
- The \$5 million Apprenticeship Initiative Grant application was submitted to the US Department of Labor (USDOL). Grant funds would be used to increase the number of apprentices to 5,000 over the next five

years. This is a collaborative effort with Commerce, Department of Public Instruction, and community colleges and universities. The division continues its support of military personnel transitioning into the workforce. A pilot program, the first of its kind, would involve opening a certified NCWorks Career Center at the National Guard Headquarters in Raleigh, staffed by National Guard personnel. This relationship will leverage the resources of the military ultimately enhancing workforce services to military personnel. This initiative has received positive attention. This center would be open to the general public but concentrate on serving military personnel.

- Working with Dr. Pat Mitchell of the NC Department of Commerce, Rural Economic Development Division, DWS is discussing ways to assist veterans in rural areas to have better opportunities for career advancement and employment activities.
- The division continues to concentrate on all aspects of WIOA by taking pro-active steps to understand rules and procedures and to establish training activities. Recently, staff from the US Department of Labor stated that “North Carolina is ahead of the game” in relation to the WIOA transition.

Dr. Scott Ralls, President of the NC Community College System introduced the draft Community College System strategic plan, *Align4NCWorks*, outlining 8 goals of the college system. Joanne Honeycutt, Director of Career and Technical Education, reported on behalf of Superintendent June Atkinson, Department of Public Instruction. Ms. Honeycutt discussed both the National Career Ready Certifications and Certified Work Ready Communities programs. She felt this work was well aligned with the work of the commission.

Chairman Coon recognized Commerce Sec. John Skvarla. Secretary Skvarla began by congratulating President Ralls and thanked him for a job done well. He then thanked the commission on behalf of Governor McCrory for their work in creating and streamlining processes to improve workforce development in the state.

During his report Secretary Skvarla discussed the Jobs Bill, and the Providing Access to Capital for Entrepreneurs and Small Businesses (PACES) initiative. Both are designed to encourage businesses to come to North Carolina while keeping current businesses here. He also noted the Murphy to Manteo Broadband initiative which would allow for internet access to all communities in the state. He stated that North Carolina would have a competitive edge by means of these three initiatives.

System Alignment and Transformation Committee

Chair of the System Alignment and Transformation Committee (SAT), Jerri Tryon, provided a short background of her experience and how it ties into the work of her committee which met on April 22nd.

Ms. Tryon then noted, five key charges:

- Launch NCWorks brand
- Create a state agency level subcommittee
- Create and launch the NCWorks promise
- Create councils in the prosperity zones
- Create and implement a system wide outreach strategy

Her committee is tasked with helping “harmonize and create” a consistent approach to meet workforce needs. With the exception of the creation of the prosperity zone councils, all other charges of the SAT Committee were dependent upon the appointment of the subcommittee.

Strengthen Customer Services Committee

Chair Marti Matthews of the Strengthen Customer Services Committee will explore and discuss ways to create better customer service throughout the workforce system and noted the work of this committee was dependent upon the appointment of the state level subcommittee. Ms. Matthews listed the following:

- Consistent menu of service
- Expanding Work Ready Communities
- Cross training of staff in career centers
- Integrating NCWorks Online with other job search systems

Ms. Matthews stated that their first deliverable, a consistent menu of services, was due February 2016, further stating the sense of urgency in the appointment of the subcommittee.

The committee has met and is focusing their activities over the next few months on learning about systems. With regard to the Customer Relations Management tool the committee's intent is to have a demonstration of the system and discuss how to make that system more accessible and familiar for local workforce boards and partners. Their next meeting is on June 12 with monthly meetings scheduled thereafter.

Ms. Matthews re-emphasized the interdependence of all the committees and suggested that the Executive Committee may need to explore a different communication strategy. Both Chairman Coon and Catherine Moga Bryant agreed. Chairman Coon left the communication plan to the Executive Committee and incoming Chair.

Accountability Committee

Alex Rankin, Chair to the Accountability Committee noted that his committee is making progress towards their charge to use data to drive strategies, measure performance, increase transparency, and improve accountability of the workforce system.

The committee has held two conference calls to date and is currently working on initial performance accountability measures for the 23 workforce boards. The committee feels strongly that the local boards should be engaged in the process and the committee has begun to collect feedback from them to establish benchmark data. Currently, measures have been discussed that relate to participant engagement, business engagement, training expenditures, return on investment, NCWorks Career Pathways, and NCWorks Career Centers.

The committee will meet with local workforce boards on May 21 to further discuss and refine the measures. The committee's goal is to have initial performance measures in place by July 1, 2015, and then allow for a 12 month learning period whereby the committee will assess and collect data on the measures and ultimately develop final performance measures to be in place for July 1, 2016. As such, the committee plans to have measures to submit to the Commission for approval at the May 2016 meeting. Mr. Rankin reported thus far the majority of boards have been receptive to the process. Mr. Rankin also noted that his committee is developing a strategy to track the 20 actions steps of the 2014-2016 Strategic Plan.

Career Pathways Committee

On behalf of Kip Blakely, JoAnne Honeycutt, Career and Technical Education Director, NC Department of Public Instruction provided a brief overview of the work of the Career Pathways Committee. She reminded the commission that pathways work was integrated in many of the state agency strategic plans because it was a great road map for helping individuals navigate the school to career transition. The committee met on April 1 to finalize the NCWorks Career Pathway criteria which reflected secondary schools and community colleges best practices. Once the NCWorks Career Pathways are approved, the committee will focus on developing processes for local partners to submit their pathway to the commission for endorsement.

Vote on the Career Pathways Criteria

Walter Dorsey, Region Q Workforce Development Board Director and the Chair of the Northeast *Pathways to Prosperity* Initiative reported on regional career pathways activities.

JoAnne Honeycutt provided background on the evolution of career pathways which are a required element under WIOA and subsequently a major component of the commission's newly approved Strategic Plan. She then provided an overview of the proposed NCWorks Career Pathways Criteria.

Chairman Coon noted that members had been sent a copy of these criteria in advance of the meeting for review. He then asked for a motion to approve the pathways with Lewis Dishmon providing the initial vote and Sherry Carpenter seconding. The commission unanimously approved the criteria.

NCWorks in Action

Chairman Coon introduced Tim Tucker, West Jefferson Plant leader at General Electric Aviation. Mr. Tucker highlighted the collaboration between GE Aviation, Wilkes Community College, and the High Country Workforce Development Board which helped the plant find qualified workers. This collaboration is a great example of partners working together to help a business satisfy its workforce needs by getting the right people for the right jobs.

WIOA Update

The Chairman then asked Danny Giddens, Director of Field Operations at the Division of Workforce Solutions to provide an update on the federal Workforce Innovation and Opportunity Act (WIOA). Mr. Giddens briefly discussed the background and comparison of the new act with the current Workforce Investment Act (WIA). Mr. Giddens outlined responsibilities of local officials, and provided key points regarding the WIOA Unified Plan which the NCWorks Commission will need to approve. WIOA will take effect July 1, 2015.

NCWorks Career Center Recognition Ceremony

Chairman Coon thanked the presenters and then recognized Marti Matthews, chair of the former Criteria and MOU Task Force.

Ms. Matthews provided an overview of the career center certification process and the differences between Tier 1 and Tier 2 designations. She noted that NC now has 73 certified centers to date. The Chairman then moved to the presentation of certificates for 14 workforce offices being recognized as Tier 1 NCWorks Career Centers. Also for the first time, nine centers were recognized as Tier 2 Career Centers.

Chairman Coon thanked everyone for the rich discussion and asked for any new or old business. There being none, the meeting was adjourned at 3:00 pm.

Respectfully submitted,



Lynn Hayes

Approved August 12, 2015