

**MINUTES OF THE CENTRALINA WORKFORCE DEVELOPMENT BOARD  
CENTRALINA WORKFORCE DEVELOPMENT CONSORTIUM  
TUESDAY AUGUST 14, 2018 – 4:00 PM  
ROWAN-CABARRUS CC –SOUTH CAMPUS – ROOM 106  
CONCORD, NORTH CAROLINA**

In attendance or present by proxy were the following:

**WDB MEMBERS**

Kristina Forbes, Vice-Chair  
Mike Beaver  
Tracie Hampton  
Anthony Simpson  
John Challis  
Lula Jackson  
Caroline Goins  
Mary Walls  
Monica Johnson  
Milton Chicas  
Fernando Little  
Dr. Carol Spalding  
Peter Xiong  
Brenda Speece  
Corey Hill  
Mark Brady  
Reinaldo Panico Peres, Proxy  
Lewis Goldsmith, Proxy  
Danny Poplin, Proxy

**OTHERS IN ATTENDANCE**

David Hollars, Centralina WDB staff  
Sherika Rich, Centralina WDB staff  
Solomon McAuley, Centralina WDB staff  
Mark Seifel, Centralina WDB staff  
Narissa Knight, Centralina WDB staff  
Tyana Johnson, Centralina WDB staff  
Kenneth McCoy, Centralina Workforce Services  
Ronne Grantham, Division of Workforce Solutions, Regional Operations Director  
Kim Carpenter, Centralina Workforce Services  
Debbie Davis, NCWorks Career Center-Rowan  
Linda Ejlali, NCWorks Career Center-Union  
Sylvia Jones, NCWorks Career Center - Mooresville  
Gary Mason, Centralina Workforce Services – NEXTGEN  
Denisha Torrence-Nesbit, NCWorks Career Center-Cabarrus  
Monica Gramling, NCWorks Career Center-Anson  
Craig Lamb, Rowan-Cabarrus Community College  
Susan Oney, EDSI, Inc.  
Megan Mooney, Rowan County DSS  
Donna Beaver, Rowan County DSS  
Daryle Adams, Kannapolis City Schools  
Natasha Pender, CompTIA  
Leshia Smith, Lumbee Regional Development Association  
Todd Morris, South Piedmont CC  
Lori Carlson, Vocational Rehabilitation  
Karen Byington, Vocational Rehabilitation  
Jill Lutz, Gaston College  
Marcus Pryor, Stanly Community College  
Lynn Hamilton, ResCare Workforce Services  
John Dancoff, Lincoln Economic Development Association  
Dexter Royal, Gordon Food Service, Inc.  
Dr. Jennifer Harris, NC Dept. of Commerce - DWS

**CONSORTIUM MEMBERS**

Elizabeth Poole (Cabarrus)

### **Call to Order**

Board Vice Chair Kristina Forbes called the meeting to order at 4:00PM. Centralina NextGen Services Leader Gary Mason offered the invocation.

### **Confirm Quorum for Meeting/Mission & Vision Statement Affirmation/Minutes of Last Meeting**

Nineteen (19) Board members, three (3) by proxy, were present or represented at the meeting thereby constituting a quorum for the Centralina WDB. One (1) Consortium member was present. No quorum was present for Consortium. Sherika Rich confirmed the quorum for the meeting.

Minutes of the June 12, 2018 WDB/Consortium meeting were reviewed. With no questions or comments regarding the minutes, a motion was made by Mike Beaver and seconded by Tony Simpson for the acceptance of the June 12, 2018 WDB/Consortium minutes as submitted. The minutes were unanimously approved.

### **Introduction/Welcome of Guests/Recognition of New Board Members & Staff**

Board Vice-Chair Kristina Forbes welcomed guests to the meeting. The meeting guests introduced themselves. The Chair also recognized new Centralina WDB member Mark Brady, Financial Planner/Vice-President with Pinnacle Financial Partners in Mooresville (Iredell County) and new Centralina WDB Communications Coordinator Tyana Johnson.

### **Mission and Vision Statements**

Centralina WDB Member Brenda Speece read the mission and vision statements for the Board.

### **Mission Moment**

Mark Seifel, Centralina WDB Business Services Leader, introduced the Mission Moment which was video presentation featuring Axel Lindenbeck with Stainless Valve (B & E Manufacturing Company) in Monroe (Union County). Mr. Lindenbeck provided an overview of the partnership among various local workforce partners (NCWorks, South Piedmont CC, Monroe-Union County Economic Development, NC Apprenticeship) that helped solve his company's talent acquisition and development issues. The video also including interviews with several of the company's workers.

### **NC Department of Commerce – Division of Workforce Solutions – Business Services**

Dr. Jennifer Harris, Executive Director for Business Services with NC Department of Commerce-Division of Workforce Solutions discussed her role in coordinating business services in the workforce system in North Carolina. Dr. Harris noted that she was new in this role and that she had previously worked for the Economic Development Partnership of NC (EDPNC). She added that her job is to make sure that economic development is connected with workforce development. She also explained the connection with the Governor's NC Job Ready plan. Dr. Harris noted that she is already meeting and working with local WDB directors to make this happen.

Board Vice-Chair Kristina Forbes thanked Dr. Harris for her time and willingness to help the Board better understanding how to coordinate business services in the region.

### **Innovative Approaches to Meeting Talent Recruitment Needs of Employers**

Mark Seifel, Centralina WDB Business Services Leader lead a panel discussion with business leaders to discuss how the Centralina WDB and its local workforce partners are working hard to help employers find the talent they need. To that end, several successful approaches have been developed to meet employer recruitment needs. Panel members Dexter Royal (Gordon Foods), John Dancoff (Lincoln Economic Development Association), and Ken McCoy (NCWorks-Centralina) discussed these approaches.

Dexter Royal provided a summary of the 3-hour career fair held at their Kannapolis Distribution Center on a Saturday. Because of the hard work of the Centralina WDB, NCWorks, and other partners in promoting the event, the company has 346 potential candidates for employment to attend. Dexter also talked about the company's Diversity and Inclusion initiative and how they promoted the family atmosphere at Gordon Foods.

John Dancoff explained why the multi-company job fair held on Saturday June 23 at the Lincoln County Industrial Park was such a huge success for employers and career seekers. He discussed the team effort that made the event happen, having 11 companies and over 300 job applicants to participate, the "trade show" style method of having participating employers let people know what they manufacture, and the one-page information/application form that career seekers completed at the end where applicants could indicate which companies they wanted their information to go to. Employers left the event with dozens of application/interest forms.

Ken McCoy discussed how NCWorks-Centralina services reach prospective job candidates through directed e-mail blasts. He added that he has made presentation on NCWorks services to the Stanly County Chamber of Commerce Ambassadors group and most recently at the Home Furnishings manufacturers conference in Greenville, SC. Ken noted that getting in front of trade associations was important in helping employers understand the NCWorks system and how to access and use the services.

After the presentations, Vice-Chair Forbes opened the floor for questions. Mary Walls asked how much lead time was involved in planning the job fairs. John Dancoff and Dexter Royal both stated that three weeks was the lead time. Monica Johnson asked about the quality of applicants at the hiring events. Everyone responded that the quality was very good. John Dancoff noted that both Aptar and Catalar had each already hired 20 individuals. Jill Lutz commented on the concentrated effort on social media to let people know about the hiring event. Dr. Carol Spalding commented on the recruitment of high school seniors. Dexter Royal concluded the panel discussion by stating that Gordon Foods "recruits industrial athletes".

Board Vice-Chair Kristina Forbes thanked each of the panelists for their and for their insight in recruiting talented individuals in a tight labor market.

### **Environmental Scanning – Leading Information**

Board members and staff shared information about the current events in their respective counties and businesses.

**Milton Chicas** – Wayne Brothers is still hiring. Also discussed summer program for pre-apprenticeship and that one of the attendees had been hired.

**Mary Walls** – Vocational Rehabilitation is working with employers. Partnership with the Union County Chamber of Commerce for human resource meetings and Windmill training.

**Fernando Little** – Atrium Health is focused on economic mobility goal beginning with a \$12.50 per hour minimum wage with a goal of \$15 per hour by 2020.

**John Challis** – Recruitment for new talent continues at NGK Ceramics. Utilizing new advertising options for recruiting. Looking at apprenticeship program. Basic soft skills are needed by all applicants.

**Corey Hill** – Stated that hiring continues at Daimler North America. Paid compliment to NCWorks Career Center for their assistance in hiring.

**Tracie Hampton** – Workforce Signing Day held at AL Brown High School was a success for the students and for S&D Coffee as all involved were hired. Participated on J.M. Robinson High School Career Awareness Day.

**Mike Beaver** – Stated that Rowan County employer New York Brake was expanding.

**Dr. Carol Spalding** – Rowan-Cabarrus Community College has ETS assessment services available for employers. New Cosmetology Center is now open on Cannon Boulevard in Kannapolis. Progress continues on new Advanced Technology Center building on the NC Research Campus in Kannapolis.

**Kristina Forbes** – Southern Piedmont Piping is having a hard time finding employees. The company is fortunate to have a good retention rate. They have raised pay rates to enhance recruitment efforts. More of their vendors are asking for payments within 90-day time frame.

**Mark Brady** – Need to get career awareness earlier in schools.

**Tony Simpson** – Discussed employer expansions happening in Lincoln County. Texture Plus and Huber Technologies are relocating to Lincoln County. Gaston College has a Building Trades Program in partnership with Goodwill Industries. EDGE Factor is going great in Lincoln County.

**Monica Johnson** – Michelin is still hiring for both production and salary positions. Developing talent pipeline in partnership with NCWorks Career Center and Stanly Community College. “Challenge Education” program in partnership with Norwood Elementary (a Title I school) is underway.

**Peter Xiong** – Greiner Bio-One has hired four production technicians and three pre-apprenticeship participants.

**Liz Poole** – Cabarrus County is pushing to reach the Work Ready Community goals for employers and career seekers. March 19 is District Career Fair for Cabarrus County Schools and Kannapolis City Schools. A Construction Career Fair is being planned. Liz’s suggested read for the month is “I Can’t Do That Yet”. Early Childhood Taskforce Advisory Committee is being formed.

**Lula Jackson** – Anson County is still searching for a new county manager. Transportation issues still remain a problem for Anson County Department of Social Services Work First program clients.

**Caroline Goins** – The Anson County Partnership for Children has fewer child care providers available. Still need quality pre-K teachers. Noted work of Anson County Economic Development Partnership in landing Clay Works in the county and more expansions are planned.

**Brenda Speece** – Children’s Home of Iredell County is still needing qualified care providers especially those who can work different shifts.

### **Focus Team Updates**

Due to time constraints, Vice-Chair Forbes asked that the Focus Team updates be distributed via e-mail to Board members.

### **Performance Metrics and Expectations**

Centralina WDB Services Leader Sherika Rich provided a presentation on Program Year 2017 performance results, Program Year 2018 planned performance based on the three levels of performance (Federal, State, and Local), definitions of the performance measures, and questions for the Board on how they would like to receive information regarding program performance. She stated that she would send out a survey to Board members regarding the issue.

### **Workforce Activities and Briefing**

Sherika Rich shared information on the WIOA PY 2018 kickoff session to be held on August 17.

Ken McCoy, NCWorks Centralina Project Director, provided an NCWorks Career Centers update. He noted that enrollments are up as well as services provided. A total of 60 obligations for training were made in July. A total of 240 businesses were served during the month of July.

David Hollars discussed the CAFÉ event held in Stanly County during June. The Centralina WDB was one of the co-sponsors for the 11<sup>th</sup> annual Career Academy for Educators. David also distributed the August 2018 Labor Market Overview, information on the 2018 NCWorks Partnership Conference in Greensboro, and an updated list of Centralina WDB members.

### **Other Business**

**The next meeting of the Centralina WDB and Consortium is scheduled for Tuesday October 16, 2018 at 4:00 PM at Rowan-Cabarrus Community College–NC Research Campus –Kannapolis.**

David Hollars reminded everyone that this is we traditionally hold our Board meetings.

There being no further business to come before the WDB and Consortium, Board Vice-Chair Kristina Forbes adjourned the meeting at 6:23 PM