

NCWorks Commission
Business Session
James B. Hunt Library
NCSU – Centennial Campus - Raleigh
February 14, 2018
1:30 pm
Minutes

Present:

Chair Kevin Trapani, Josh Arant, Shawn Brown, Sherry Carpenter, Mel Chernoff, Tara Myers (for Secretary Mandy Cohen), Governor Roy Cooper, Secretary Tony Copeland, Nate Davis, Osceola Elliss, Jeff Frederick, Interim President Jennifer Haygood, Susan Jackson, John Kirkman (for Mark Johnson), Joe Magno, Marti Matthews, MaryBe McMillan, Olalah Njenga, Mike Okun, Joe Rogers, Stephen Rosenburgh, Sergi Roura, Elk Richardson (for Secretary Machel Sanders), Stan Sherrill, Walter Siegenthaler, Scott Daugherty (for President Margaret Spellings), Kim Toler, Pam Townsend, and Hope Williams.

Absent: Chris Watters

WELCOME AND ANNOUNCEMENTS

Recently appointed chair of the NCWorks Commission, Kevin Trapani, provided opening remarks emphasizing that the NCWorks Commission is profoundly important, intensely collaborative, and nonpartisan. He noted that with our current tight labor market and the evolving nature of work, the work of the commission is critical. He recognized the outgoing chair of the commission, Jerri Tryon, and listed her many accomplishments during her tenure, some of which include the NCWorks Commission's 2017-2019 Strategic Plan, the development of criteria for NCWorks Certified Career Pathways and NCWorks Career Centers, local workforce development board performance measures, the commissioning of the 2015 and 2017 Employer Needs Surveys, and the creation of a menu of business services in collaboration with state agencies.

OPENING BUSINESS

Chair Trapani introduced Governor Roy Cooper. Governor Cooper announced that workforce will be central to his administration, noting that 85% of jobs that will exist in 2030 have yet to be created and the NCWorks Commission will be central to addressing this future challenge. Governor Cooper highlighted the core principles of his job readiness initiative, *NC Job Ready*. He noted that he wants North Carolinians to be "better educated, healthier, and have more money in their pockets so that they can live more abundant, find purposeful lives." Governor Cooper's initiative is built on three core principles: skills and education attainment so North Carolinians are ready for the jobs of today and tomorrow, employer leadership to remain relevant to evolving industry needs, and local innovation to take great ideas and apply them statewide. Governor Cooper emphasized the importance of the NCWorks Commission's work. He also noted that we must work to coordinate efforts. As he closed, Governor Cooper underscored the urgency of the commission's work, stating that "there is no time to waste, the future is here."

SWEARING IN OF NEW MEMBERS

Chair Trapani welcomed Judge Wanda Bryant who performed the swearing in of new and reappointed members:

- Kevin Trapani, CEO, The Redwoods Group
- Sergi Roura, President, Grifols, North American Facility
- Pam Townsend, Senior Vice President, Southeast Regional Manager, WSP
- Christopher Gergen, CEO, Forward Impact
- Ronnie Smith, Martin County Commissioner
- Shawn Brown, Mayor, City of Claremont
- Hope Williams, President, NC Independent Colleges and Universities

WORK-BASED LEARNING DISCUSSION

Chair Trapani recognized Caroline Sullivan, Executive Director of the North Carolina Business Committee for Education. Ms. Sullivan gave a brief overview of work-based learning including the definition, description of the continuum of activities, and the benefits of work-based learning to individuals and employers. She stated that work-based learning can begin as early as elementary school and should continue throughout a person's life. North Carolina applied for, and was chosen to be a part of the National Governors Association (NGA) Policy Academy. As part of the NGA Policy Academy, North Carolina will create an inventory of current work-based learning opportunities. Ms. Sullivan urged members to share any examples of work-based learning to highlight best practices.

Chair Trapani polled the audience, asking which work-based learning activity their organization participated in the most. Of those responding, 56% identified apprenticeship/internship; followed by other at 15%; job shadowing and business field trips each at 11%; and mentorship programs and classroom visits at 4%. Chair Trapani reviewed the recent work-based learning survey results from members:

- Classroom visits and career fairs were cited most frequently as a way to offer career awareness opportunities at their organizations.
- Organizations represented by those responding to the commission survey did not offer many career exploration activities (7 of 17 said that they don't participate in any at this time). A few used job shadowing (5 of 17).
- Collectively, commission members reported offering 461 internships, 511 cooperative educational experiences, 712 on-the-job training, 220 clinical experiences, and 400+ apprenticeships. This brings a total of over 2,524 real-world career experiences offered by the organizations represented by only 17 of our commission members this year.

Chair Trapani recognized commission member Sergi Roura President of the North American Facilities of Grifols. Mr. Roura provided an overview of Grifols' work-based learning program, currently offered in all middle schools in Johnston County. The program started three years ago.

Chair Trapani then recognized commission member Kim Toler, Manager of Training at Potash. Ms. Toler shared that Potash's apprenticeship program has been around since 1984, when it was designed for mechanics and welders. In 2000, Potash expanded the program and developed an operational skills training apprenticeship program. Ms. Toler noted that Potash's apprenticeship program provides a defined career path that leads to a pay increase.

Following Ms. Toler's remarks, Chair Trapani responded to the Governor's challenge to increase work-based learning opportunities. He stated that the commission is working closely with the NGA Policy Academy team and will ask each state agency to actively participate in the effort to collect an inventory of work-based learning activities. Chair Trapani asked members to commit to increasing work-based learning opportunities at their organizations and encouraged others to do the same. He requested an update at the May 2018 commission

meeting. Chair Trapani also stated that beginning in March he will hold roundtable discussion with local leaders across the state to listen to workforce successes and challenges.

PANEL DISCUSSION

Chair Trapani recognized Dr. Gayle Greene, Executive Vice President Wake Technical Community College, to introduce the moderator of the panel discussion, Brent Harpham Executive Director for BioNetwork and Life Sciences. Mr. Harpham provided information about the BioNetwork center followed by introductions of panelists from the NC Community Colleges BioNetwork Program at the Capstone Center:

- Beth Payne, Dean of Corporate Services, Durham Technical Community College
- Christina Payne, Quality Systems Manager, Glenmark Pharmaceuticals
- Greg Smith, Biomanufacturing Industry Trainer, BioNetwork and Life Sciences
- Connie Stiltner, Senior Technical Trainer, Biogen

Chair Trapani thanked the panelists for their presentation and recognized commission member Marti Matthews. Ms. Matthews attested to the importance of BioNetwork and the great benefit that their curriculum provides.

WORKFORCE STRATEGIC PLANNING UPDATES

Chair Trapani recognized commission member Jennifer Haygood, Interim President of NC Community College System. Ms. Haygood discussed their new strategic plan and spoke about the need to increase educational attainment in the state and the number of students in the educational pipeline.

Chair Trapani then recognized commission member Scott Daugherty Assistant Vice Chancellor for Extension, Engagement and Economic Development at North Carolina State University. Mr. Daugherty spoke about their current strategic planning efforts as well as the Board of Postsecondary Credentials and myFutureNC. MyFutureNC, which is a newly formed commission on educational attainment, is supported by grants from the private sector.

Commission member Hope Williams expressed the need for a consistent message across agencies and the system about educational goals as we transition from former Governor McCrory's 67% initiative to Governor Cooper's goal of being a top 10 educated state.

Chair Trapani again invited the audience into the conversation, asking another poll question, "What do you consider the greatest workforce challenge?" A majority of the audience (26%) selected "aging workforce" as the greatest workforce challenge. Others weighed in as follows: keeping up with technological changes (19%); the gig economy; shortage of people with technical skills; and people with employability or soft skills (16% each); while the need for work-based learning came in at 6%.

COMMITTEE REPORTS

Chair Trapani moved to committee reports.

- Chair Susan Jackson gave an update on the Governance and System Alignment Committee. She discussed the requirement to submit modifications to the WIOA State Unified Plan to the Department of Labor by March 15. The committee will continue to work with the WIOA State Steering Council on the modification process. In fulfilling its governance role the committee oversees the career center

certification process, which is just getting underway and will explore recommendations for continuous improvement efforts for career centers.

- Chair Marti Matthews, Chair of the Business Engagement Committee, discussed updates regarding their effort to increase awareness through their work on the Menu of Business Services and other joint marketing efforts. She also shared an update on knowledge exchange videos being produced in an effort to cross-train state agencies that provide workforce development services. The committee is looking into March dates for filming. The committee is working with Labor and Economic Analysis Division (LEAD) at Commerce to develop a soft skills study to learn about employers' needs for specific soft skills.
- Chair Mel Chernoff of the Performance and Accountability Committee, introduced the revised local workforce development board measures for approval. Prior to this meeting, the committee received feedback from local workforce development board directors and chairs and hosted a webinar in January to reach out to those interested in learning more about the proposed changes. Performance will now be tracked in terms of year-over-year growth for some measures and the targets were revised for selected measures to reflect performance trends. The committee also discussed the issuance of the fifth annual workforce development system performance report. The committee is working with the Departments of Commerce, Health and Human Services, Public Instruction, and the NC Community College System to collect the data. Staff are currently working with LEAD to get accurate data from the system partners. The committee will also collect data next month for the Annual Workforce Development Program Review. This review includes information on funding, target populations, services to individuals and employers, program goals and performance measures, and types of outreach strategies, along with work-based learning information from the 19 agency programs that provide workforce development services.
- Commission member Sherry Carpenter, member of the Education and Training Committee discussed the committee's interest in collecting best practices of workforce development efforts across the state, and to develop a report to share with stakeholders on why these initiatives are successful and how they can be replicated. The committee also seeks to identify any mismatches between education and training programs, and the needs of NC employers. Finally, the committee described its ongoing exploration of how the commission can promote, endorse, and monitor the certification process and implementation of NCWorks Certified Career Pathways.

NCWORKS COMMISSION LOCAL WORKFORCE DEVELOPMENT BOARD MEASURES

Chair Trapani asked for a motion to approve the proposed local workforce development board measures. A motion was made by Mel Chernoff to approve. The motion was approved by commission member Joe Magno and was seconded by member Marti Matthews. The commission voted unanimously to approve revised local workforce development board measures that were proposed during the November 2017 NCWorks Commission meeting.

Commission member Jeff Frederick, President of the North Carolina Association of Workforce Development Boards (NCAWDB), remarked that NCAWDB expressed appreciation for the collaborative way in which the NCWorks Commission sought feedback from the local workforce development boards in the revision of the local board measures. He said that NCAWDB understands that the measures are challenging but that they are attainable and fair. Mr. Frederick noted that tracking performance is an iterative process and that the NCAWDB will continue to engage in the process and the measures will evolve over time to better fit the work in the field.

EMPLOYER NEEDS SURVEY

The commission heard from Jeff DeBellis of the Labor and Economic Analysis Division at the Department of Commerce, who presented the preliminary findings from the 2018 Employer Needs Survey. This survey, sponsored by the NCWorks Commission, asked employers across the state about hiring, recruitment, and challenges to finding the talent they need. The full report will be available later this spring.

Chair Trapani thanked Mr. DeBellis for his presentation and noted the importance of the data that was collected. Secretary Tony Copeland remarked that LEAD's work is important and that the Department of Commerce values the numbers provided by LEAD.

PUBLIC COMMENT

Karl Zurl, Regional Operations Director from the Southeast Prosperity Zone, commented on the employer needs survey presentation. Mr. Zurl provided additional context on the slides as in his opinion they did not reflect the number of employers using the NCWorks system. He added that temporary agencies also utilize career centers to fill a position. Chair Trapani thanked Mr. Zurl for the feedback.

WORKFORCE WRAP UP AND NEXT STEPS

Chair Trapani called for additional business, there being none the meeting was adjourned at 4:03 pm.

Respectfully submitted,

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

Lynn Hayes

Approved on May 23, 2018

