

# DWDB Agenda – September 27, 2012

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The following provision under Section IV of the Durham Workforce Development Board Bylaws states:

*“All Board and Committee meetings shall be open to the public, except in cases specifically outlined in the North Carolina Public Records Act. All public comments shall be at the discretion of the Board Chair and be limited up to three minutes per action item”*

Under the discretion of the Board Chair, public comment shall be received at the beginning of each official meeting of the Durham Workforce Development Board. The public will be required to submit a notice in writing to the Board Chair on each action item in which they are requesting to provide comment on”



**Durham Workforce Development Board Meeting**  
**September 27, 2012 Meeting Agenda**  
**Herald Sun Civic Room, 2828 Pickett Road, Durham, NC 27705**  
**8:30am - 10:00am**

## Welcome and Call to Order

## **Review and Approval of Minutes from the July 26, 2012 DWDB Meeting (projected)**

### **ANNOUNCEMENTS (5 Minutes)**

1. FOX 50 Career Expo Update
2. Updates from Chair
3. Updates from the Director
4. **Board Appointments**

*At their September 13, 2012 meeting, the DWDB Executive Committee approved the following individuals to be recommended for re-appointment to the DWDB:*

**Shishir Shonek** of InContext, Inc.  
*-City Appointment*

**John Rodriguez** of R.R. Donnelley  
*-City Appointment*

**Del Mattioli** of Mattioli & Associates  
*-City Appointment*

**Janis Clark** of Measurement Incorporated  
*-City Appointment*

**Michael Goodmon** of Capitol Broadcasting  
*-City Appointment*

**Autrice Campbell Long** of Suntrust Bank  
*-City Appointment*

**LiAn Yeh** of NCCU  
*-City Appointment*

**Alvis Aikens** of Heart of the Matter Agency  
*-County Appointment*

**Donald Hughes** of Durham Health Innovations Adolescent Health Initiative  
*-County Appointment*

**Casey Steinbacher\*** of Durham Chamber of Commerce  
*-County Appointment*

**Chip Wood\*** of NC Division of Workforce Solutions Employment Service/ JobLink  
*-City Appointment*

**Iheoma Iruka** of UNC Chapel Hill  
*-City Appointment*

*At their September 13, 2012 meeting, the DWDB Executive Committee also approved the following individual to be recommended for City appointment to the DWDB as a labor representative:*

- **John Martin\*** – Raleigh/Durham Electrical JATC

*Note: Lea Henry will be resigning from the Board. William Brian has not renewed his application to the Board*

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*\*Indicates statutory representation on the board*

## **REPORT ITEMS (15 Minutes)**

### **1. Financial/Performance Reports**

Staff will provide financial/performance reports on WIA Adult/Dislocated Worker, Youth, Ex-Offender and JobLink programs.

**RECOMMENDATION:**

Review

**EXHIBIT:**

Reports projected at meeting

## **PRESENTATION (15 Minutes)**

### **Profile of the Unemployed**

Staff recently compiled data in order to ascertain a profile of the unemployed in Durham. Information used to compile this report came from the 2009 – 2011 Durham JobLink WIA job seeker database in order to compensate for certain deficiencies and/or limitations on job-seeker data that is currently unavailable at a state level. Staff will provide an overview of this report to the board.

**RECOMMENDATION:**

Discussion

**EXHIBIT:**

Powerpoint Presentation

## **DISCUSSION ITEM (55 Minutes)**

### **1. Task Force Report Outs**

DWDB Task Force representatives will provide an update/next steps on the following:

- Youth Task Force

Throughout July and August, the Youth Task Force convened in-person and tele-conference meetings to review/evaluate recommendations from the *IBM Disconnected Youth* report. A representative of the Task Force will provide an overview of these meetings and discuss the position paper that was submitted on behalf of the DWDB from the task force regarding the potential role of the DWDB/Youth Council in relationship to the IBM report and next steps.

**RECOMMENDATION:**

Discussion

**EXHIBIT:**

**Task Force Position Paper-** (projected/posted)

- Brand & Strengthen Service Delivery

Throughout July and August, the Branding/Service Delivery Task Force convened several meetings to review/evaluate the MOSTER.COM web-based -search engine system, with resume posting, job matching, and jobseeker profiling capabilities. A representative from this task force will provide an overview of these meetings and discuss the recommendation that will be brought before the DWDB to invest in the MONSTER.COM system as a screening “tool” to be utilized in the JobLink.

**RECOMMENDATION:**

Discussion

**EXHIBIT:**

**Task Force Position Paper-** (projected/posted)

## **Adjournment**

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## **Durham Workforce Development Board** **July 26, 2012 – Meeting Minutes** **The Historic Parrish Street Forum, 108 W. Parrish Street, Durham, NC 27701**

**DWDB Members Present:** Alvis Aikens, Autrice Campbell Long, Brenda Howerton, Chip Wood, Diane Catotti, Del Mattioli, Donald Hughes, George Hining, Gerald Spence, Iheoma Iruka, Janis Clark, Jessie Pickett-Williams, John Rodriguez, Li-An Yeh, Marilyn Rochelle, Shishir Shonek, Steven Williams

**DWDB Staff Present:** Nicholas McCoy, Kevin Dick, Pheon Alston

**Visitors Present:** Catina Blues, Virginia Brodgen, Bert Fisher, Regina Ford, Maya Siru

### **Welcome and Call to Order**

Steven Williams, Chair, called the meeting to order at 8:35 a.m.

### **Review and Approval of Minutes from the May 24, 2012 DWDB Meeting**

*Motion by Chip Wood, second by Brenda Howerton, the DWDB approved the May 24, 2012 DWDB Meeting minutes.*

### **ANNOUNCEMENTS**

#### **1. Brownfields Grant 2012-15**

Nicholas McCoy announced the Brownfields Grant for 2012-2015. McCoy stated that this will be the third Brownfields Grants awarded to the City. The kickoff will be in 2013.

Autrice Campbell Long asked for a list of companies which are hiring brownfields participants.

Nicholas McCoy stated that ECO Flow and Mid-Atlantic are among the approximately 15-20 companies which have hired in the past.

Del Mattioli asked about the statistics on the current unemployment? Nicholas McCoy responded that 7.8% is the current unemployment rate and Chip Wood responded that new numbers should come out tomorrow.

Autrice Campbell Long asked if we follow these participants and their retention rate.

Nicholas McCoy stated that we track grads for 1-year, ensuring that they are working and/or providing new leads as they become available.

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### 2. Updates from the Director

Kevin Dick announced that there is a level of recruitment activity that OEWD is currently working towards:

- a. Save-A-Lot Grocery Store – The store is scheduled to open on September 13, 2012. We're confirming hiring of 13 full-time positions.
- b. Redevelopment of Y.E. Smith School – Recruitment is ongoing for construction jobs. We currently are waiting for numbers.
- c. Duke University Health System – DUHS announced that they are recruiting every Thursday at Durham JobLink at Northgate Mall.

### ACTION ITEMS

#### 1. **Board Officers for 2012 – 2014**

Nicholas McCoy stated that throughout June, e-mails were sent to DWDB members inviting nominations for the open officer positions for the 2012 – 2014 terms. McCoy also stated that a list of nominees was submitted to a Nominating Committee that consisted of Li-An Yeh, Richard Sheldahl, Jessie Pickett-Williams, Rhonda Stevens, and Del Mattioli (committee spokesperson). A meeting of the Nominating Committee was convened on June 27, 2012 to consider all nominations for these positions. The Nominating Committee has developed the proposed slate of officers for consideration:

**Chair** – Steven Williams

**1<sup>st</sup> Vice-Chair** – Shishir Shonek

**2<sup>nd</sup> Vice-Chair** – Del Mattioli

**Secretary** – *Janis Clark nominated – pending re-appointment process being reviewed by the Durham City Council*

**Treasurer** – Alvis Aikens

McCoy stated that all of these individuals, as well as Committee Chairs, would be part of the Executive Committee, based upon the DWDB Bylaws.

**Youth Council Chair** – Lea Henry

**JobLink Steering Committee Chair** - Chip Wood

***Motion by Diane Catotti, second by Donald Hughes, the DWDB approved acceptance of the Nominating Committee's Recommendation.***

*\*Steven Williams sustained from voting.*

#### 2. **2012-13 Program Budget**

Nicholas McCoy discussed a budget/activity table that was presented to the DWDB. The table outlined the recommended budget and activities (in relationship to the DWDB 2012-13 Strategic Plan) for Workforce Investment Act (WIA) and City Employment and Training (E&T) funding. It included a comparison between last year's available funding and this year's available funding. The table reflected the WIA Adult and Dislocated Worker Programs, WIA Youth Programs, Youth Work Experience, WHOA, WIA Special Allocations, City Employment & Training, JobLink Ex-Offender, EPA Brownfields, SAMSHA, and Southside HUD.

***Motion by Donald Hughes, second by Iheoma Iruka, the DWDB approved the 2012-2013 (FY13) Budget.***

### DISCUSSION ITEM

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### 2. **Task Force Report Outs**

#### Youth Task Force

Iheoma Iruka provided the DWDB with an update on the Youth Task Force. Iheoma stated that on July 12<sup>th</sup>, the Youth Task Force convened a meeting to review/evaluate recommendations from the IBM Disconnected Youth report. She continued to state that the Smarter City Program grant that was awarded to the City needed a governing board and that it ties in nicely with the DWDB goals. Iheoma stated that the report showed an issue with race/gender and suggested that a future conversation is needed to discuss how to prevent dropouts/disconnected youth. Concern was expressed as to who is going to take the IBM report and move it forward? What role that the DWDB will play in moving this report forward? It was stated that consistency and stability are needed. Iheoma stated that the Youth Task Force will meet again, next month or so to come back to the Board with a final recommendation.

Janis Clark commented that there is a lot of redundancy pertaining to youth. She asked if they were connected and if not, how do we foster the collaboration among organizations need to come together?

Steven Williams asked Iheoma Iruka if she can send an email to the Board with information about the next Youth Task Force meeting.

#### Brand & Strengthen Service Delivery

Shishir Shonek provided the DWDB with an update on the Brand and Service Delivery Task Force. Shishir Shonek stated that on July 25<sup>th</sup>, the Branding/Service Delivery Task Force convened a meeting with Bill Davis, a representative from Monster.com, to review and evaluate MOSTER.COM and Wanted ANALYTICS web-based -search engine system(S), with resume posting, job matching, and jobseeker profiling capabilities. It was stated that over the past couple of months, a consortium of workforce boards (including the Durham Workforce Board) released an RFP to potentially identify a provider for an improved web-based search engine system. The system will link multiple web sites (e.g. amongst various JobLink partners across the state) and match job opportunities and job seeker profiles in order to increase the effectiveness of the existing "Job Connector" system. It was stated that a representative from this task force will provide an overview of this meeting and discuss next steps.

Donald Hughes requested a copy of the RFP.

Kevin Dick commented stating that we have a system in place and can track recruitment efforts. The challenge is that we are talking about over 10,000 people in Durham. We need to screen/place/count placements in order to track our results. How effective is our system? If we cannot say how effective it is, then it's a state of emergency.

Janis Clark asked how Monster.com came to the table. Kevin Dick responded there was a consortium of Workforce Development boards throughout the state that signed-on to an open RFP. Nicholas McCoy commented that Monster.com won the bid. It was asked if they provide services for any other community using the system. Shishir Shonek responded that in the state of Ohio 13 boards of 24 have signed on.

Shishir stated that a summary will be sent to the Board. Steven Williams suggested tabling the discussion to the Executive meeting.

Adjournment: 10:05 a.m.