

# DWDB Minutes – January 31, 2013

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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**  
**January 31, 2013 Meeting Minutes**  
**The Freelon Group**  
**5310 S. Alston Ave, Building 300, Suite 320, Durham NC 27713**  
**8:30am - 10:00am**

**DWDB Members Present:** Alvis Aikens, Bill Ingram, Brenda Howerton, Chip Wood, Diane Catotti, Del Mattioli, Donald Hughes, George Hining, Gerald Spence, Rhonda Stevens, Iheoma Iruka, Janis Clark, John Martin, John Rodriguez,, Li-An Yeh, Marilyn Rochelle, Michael Lee, Paul Grantham, Rick Sheldahl, Steven Williams

**DWDB Staff Present:** Pheon Alston, Kevin Dick, Nicholas McCoy, James Dickens, Andrea Groder, Tanya Spaulding-Hill, Esther Coleman, Alexia Forte,

**Visitors Present:** Victoria Peterson, Maya Sirur, Bert Fisher, Shannon Moser, Steve Toler, Catina Blue, Drew Cummings, Tanya Dingle, Michael Becketts

**Welcome and Call to Order**

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

**ANNOUNCEMENTS**

Kevin Dick announced that the FOX 50 Career Expo 2013/ JobLink Awards Ceremony will be held the week of February 15-21, 2013 starting with the 2013 Mayor’s Summer Youth Work Program Kick-Off. He announced that we are seeking volunteers.

Kevin provided an update on the Mass Recruitment at CREE and Durham Bulls. Through JobLink efforts, 72/90% were placed at livable wages.

Kevin Dick also announced that at the January 10, 2013 DWDB Executive Committee meeting, the DWDB Executive Committee approved the following individuals to be recommended for appointment to the DWDB:

**Paul Grantham** of Duke University & Health System

*-City Appointment (1/24/13) – private representative*

**Laura Benson** of Durham’s Partnership for Children-City Appointment (1/24/13) – *community-based representative*

**Michael Lee** of Credit Suisse

*-County Appointment (1/28/13)- private representative*

**Wendy Jacobs** of Durham County Board of Commissioners

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## **CONSENT AGENDA ACTION ITEMS**

### **CONSENT AGENDA RECOMMENDATION:**

*Motion by Rich Sheldahl, second by Brenda Howerton, the DWDB approved Consent Agenda Items 1 & 2(as written):*

*1 – Approval of Minutes from the November 15, 2012 DWDB Meeting*

*2 – Approval of the Executive Committee’s recommendation to release the Adult and Youth RFPs in April 2013 following the approved timeline.*

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## **REPORT ITEMS**

### **2. Financial/Performance Reports (as of November 30, 2012)**

Kevin Dick reported on the financial/performance reports on WIA Adult/Dislocated Worker, Youth, Ex-Offender and JobLink programs.

It was asked what kind of follow through is provided for people placed in jobs? The response was 6-9 months follow-up and for youth-1year follow-up.

Brenda Howerton asked if the Ex-Offender revenue asking is a line item in the budget. The response was that since 2007 there is an annual appropriation of \$75K. It was also asked what part Durham County is playing in that funding. It was commented that the services are not duplicative (City & County) and that Durham County provides life skills and social services support.

## **DISCUSSION ITEMS**

### **1. “Scaling-Up in 2013” & Chairman’s Board Member Challenge**

Kevin Dick lead the discussion on Part I- “Scaling-Up in 2013,” presenting a PowerPoint presentation on a five point strategy that will address the need to create more opportunities for the private sector to provide direct input into the design of training programs and/or specialized training curricula (e.g. similar to the Brownfields Environmental Training program). He discussed the overall need to engage the private sector (i.e. via increased public relations, marketing, etc.) in providing increased investments into the local workforce system.

Steven Williams, DWDB Chair, continued the discussion on Part II- Chairman’s Board Member Challenge. Williams lead the discussion on potential opportunities to further align efforts in 2013 with the DWDB Strategic Plan and discuss the “Chairman’s Board Member Challenge” for 2013 that will:

- a) Call on DWDB private sector members to create more internship opportunities for Durham youth at companies represented by the board;
- b) Call on DWDB private sector members to increase the usage of the JobLink by their respective companies/place of business to post existing jobs;
- c) Call on DWDB public representatives to help provide greater connectivity between workforce development/youth programs, streamline efforts and support the integrated use of available technologies to provide optimal referrals for existing/ posted positions;
- d) Call on DWDB membership to help foster connections in creating greater financial investments into local workforce development efforts; and
- e) Call on the DWDB membership to serve in a greater volunteer capacity on specific DWDB initiatives in 2013, such as volunteering during the Fox 50 Job Fair, serving on

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RFP review panels, or supporting summer youth efforts (i.e. providing financial literacy workshops for youth).

Rick Sheldahl stated that the partnership with Durham Technical Community College (DTCC) is getting stronger. It was asked, how do we get DPS students ready to enter DTCC programs? Internships were discussed, to offset the fact that we have many young people who never been in a corporate environment. Sheldahl stated that DPS is investing 20-30K in that training, a hands-on, week-long concentrated effort. Steve Toler stated that there is opportunity for the private sector to participate in that training. Kevin Dick mentioned that the Chamber wants to see a plan from a unified group.

Brenda Howerton asked if a week is sufficient? Rick Sheldahl responded that it will be a whole day, every day, for five days. Howerton stated that changing behavior is not a quick and easy thing. Mr. Sheldahl welcomed Ms. Howerton to visit the program.

There was a concern brought up by a board member about dress and the programs in place. Can the youth, afford appropriate clothing? Janis Clark stated that it can be done; they just need support. Rick Sheldahl stated that he would love to have the board involved.

Brenda Howerton asked who is working with the business community. Kevin Dick responded that that is the strategy today with businesses represented here today-this is the opportunity. Howerton followed asking, what is in it for them? Steven Williams responded that the businesses are training the next workforce/next generation. A comment was made that if we don't work with them in a positive way now, they will deal with us later. Iheoma Iruka stated that they need data and that the Youth Council is looking to have a system. If we start early it will take less money. Iruka continued to state that we need data and decide what works and what doesn't, and how we can use that data to better our community. Victoria Peterson talked about the growing juvenile crime here in Durham and the need to reach out to those youth.

Steven Williams went over the challenges and goals of the Chairman's Challenge.

**Steven Williams adjourned the meeting at 10:06 a.m.**