



## **DURHAM WORKFORCE DEVELOPMENT BOARD (DWDB) MEETING**

**January 24, 2019**

**Durham County Human Services Complex**

**Conference Room C, 2<sup>nd</sup> Floor**

**414 East Main Street**

**Durham, N.C. 27701**

**8:30AM – 10:00AM**

### **EXHIBIT B: MEETING MINUTES**

**DWDB Members Present:** Paul Grantham, DWDB Chair, Marketing and Communications Chair; George Hining, Chair, Business Services Subcommittee; Wade Smedley, Chair, NCWorks Career Center; Quillie Coath, Jr.; Geoff Durham; DeDreana Freeman; Brenda Howerton; Marlon Kiel; Ari Medoff; Henry McKoy; Ernie Mills; Ondrea Austin (proxy for Richard Sheldahl); Roger Shumate; Rhonda Stevens (proxy for Ben Rose); and Kenneth Angeli (proxy for Chip Wood)

**DWDB Members Absent:** Steven Williams; Scott McGregor; Michael Dombeck; Tiffany Frye; Rebecca Axford; James Alston; Dr. Peter Wooldridge; James Hill; Kristey Stewart

**DWDB Staff Present:** Adria Graham Scott; Joyce Johnson; James Dickens; Cheryl Copeland; Jamie Vaughan; Nancy Strudwick

**Guests Present:** Alexis Franks, Eckerd NCWorks NextGen; Anthony Rogers, NCWorks; Carrie Martin, NCBA; Saeed Khan, NCBA; Jessie Pickett-Williams; Audrey Howard, NCWorks; Adrian L'Esperan, UMD; Heidi Schreiber, UMD; and Ray Eibel, EDSI

### **WELCOME AND CALL TO ORDER**

Paul Grantham, Chair, called the meeting to order at 8:43 a.m.

### **ANNOUNCEMENTS**

#### **Updates from the Chair – Paul Grantham**

The Chair, Paul Grantham, began by welcoming everyone to the new location. He also said that Andre Pettigrew could not attend the meeting due to another commitment. However, Paul said that Adria Graham Scott and her staff would fill in for Andre, when needed, during the meeting.

- Paul then began with two stories of two different people with different problems, and how they were able to solve each other's problems. The first person was 31-year old Shonte. She and her husband relocated to Durham from Florida to be closer to her family. Her husband found a job at a warehouse but Shonte who had previously worked as a cashier was not able to find work.

The second person was Matt Helm, a chief pharmacy officer at Duke. His problem was different from Shonte's. As the chief officer of the pharmacy program, Matt had difficulty finding enough people to fill pharm tech positions. He hires about 45 pharm techs each year. Unfortunately, he had a difficult time finding qualified people. Matt decided to develop his own program to train people to be pharm techs. It is a 15-week online program. Once students graduate from the program, they are immediately hired as pharmacy techs at Duke. But, he did not have enough people to go through the program. Shonte's aunt worked at Duke and heard about the program; she told Shone about the program.

Shonte liked the program but did not have enough money to pay for the program, which cost \$3300. So, Shonte connected with NCWorks Career Center, which provided grant to cover the cost of the training. Shonte finished the program and is currently a pharmacy technician at Duke. She now has a sustainable job with a career path that falls in one of DWDB's career pathways. But, Shonte wanted to return to school to be a pharmacist. So, Duke offered Shonte an opportunity, through the Pharm Tech Program, to attend pharmacy school so that she could finish her goal. This is an example of the work that DWDB is about and how they can create solutions for two different people—one was searching for a job and the other offering an opportunity for the person to pursue a career.

Paul ended his story by encouraging Board members to look at other such opportunities in which DWDB can become involved. He asked them to speak to employers to see where the opportunities might exist. In other words, connect people with resources.

- Paul honored Jessie Pickett-Williams for her more than 11 years of work on the DWDB with a plaque. He thanked Jessie, a recent retiree, for her service to DWDB and the Durham community. He said that he and Steven Williams felt that they had benefited immensely from her guidance and mentoring while she served on the Board.
- Paul mentioned that there is a vacancy for Secretary on the DWDB. He asked persons who might be interested in serving to let either him, Andre Pettigrew or Joyce Johnson know. He also mentioned that there are several additional Board positions to fill. Paul said that since the search is officially closed, he and the Executive Committee will begin reviewing the applications and update the DWDB members at the next meeting.
- Paul then briefly discussed the Board Retreat. The Retreat will be held on March 28; he asked people to reserve the date. Paul said that the Retreat will start around 9 a.m. and end about 3 p.m. He said that the Executive Committee has some idea of topics that would be valuable to all Board members and worth their time.
- Adria Graham Scott then introduced Nancy Strudwick who is working with the Office of Economic and Workforce Development (OEWD) on a temporary basis. She added that Nancy has been a tremendous help since her arrival at OEWD. Adria also added that the RFPs would be posted that day as planned. She then mentioned a couple of initiatives in which OEWD was involved. Aria said that the first was with Go Triangle, which provided OEWD with the opportunity to partner with Go Triangle in an initiative that would help with the Construction

Career Pathway. The second initiative, according to Adria, focuses on Human Center Design. This initiative will allow OEWD to become more mission-focused and to engage with their partners in a more mission-focused way. They will be more substantive with a strategy organized around it. They are working with Duke students in the Sanford School of Public Policy who are helping OEWD with its processes.

- Paul then postponed the Consent Agenda Action Items until there was a quorum.

## **SUBCOMMITTEE REPORTS**

### **Youth Council, Rebecca Axford, Chair**

- Paul said that Rebecca Axford, Youth Council Chair, could not attend the meeting due to travel. Therefore, he asked James Dickens if he had information that he wanted to share. James said that everything is going as planned with the summer youth program. They have at least 100 students registered. James then asked Alexis Franks to share additional information about the program.
- Alexis said that they have a snapshot of how their students are performing for a certain time period. The snapshot is still being developed. They are making progress with some of their youth activities. Their most recent leadership rap session was on mentoring. They had a wonderful group of people from the community to attend the meetings as mentors and who shared their stories. They are on track to exceed their goals. James then encouraged members of the Board to join them as mentors and lead their rap sessions..
- Alexis said rap sessions are held on the third Thursday of each month. Each session has a different topic. Although their schedule is quickly filling, they still need individuals to participate.
- Alexis also gave an update on the pre-apprenticeship program. Some of the students completed the pre-apprenticeship program and started an apprenticeship program. They started with 10 students and intend to increase it.
- Ondrea Austin said that DPS is also starting an apprenticeship program in the fall at the Southern School of Energy and Sustainability. It is a career pathways program with Durham Tech's Construction Career Pathway. She will keep the Board informed of their progress. Their first cohort will have 20 students. The goal is to have 75 students a year by the third year. Students from anywhere in DPS can apply.

### **NCWorks Career Center Subcommittee, Wade Smedley, Chair**

Wade Smedley presented a PowerPoint presentation. Highlights from the report include the following:

- During its first quarter, the NCWorks Career Center engaged in the following activities, which fall under one of four categories:

#### Service

- Career Fairs are being planned for February and the spring. For example, the Durham Works Job Fair is in February that focused on the Hospitality Career Pathway and the IT Career Fair)
- Durham Services Partnership Improvements—Partnering with other services in Durham to link their programs with that of other companies in Durham.
- Worked on Satellite Location—Hope will get some new space in one of the libraries for a satellite location.
- Focused on engagement of Career center staff with training, workshops, etc. to help them stay informed.

#### Facilities

- The refresh of the building is complete. The Center looks very nice.
- Open House that was scheduled for December 2018 will be rescheduled.
- Still working on new signage for the building. It has been extremely difficult. The State’s logo has changed, which has caused delay. So, Wade and his staff are working on putting up temporary banners.
- Continuing to do updates about safety in the building. Trying to make sure that they have all of the equipment that they need.

#### Career Center Services Vendor

- Vendor RFP opening in 1<sup>st</sup> quarter. Focused on finishing this process by June.

#### Dashboard Review

- Wade reviewed NCWorks Center first quarter dashboard results. He highlighted areas where his staff needed to focus their attention and have begun tracking. They are not doing too well. They are also tracking on-site visits and are doing well. Started tracking average rated for placed job seeker. Felt tracking job fair services is a good way to track their progress. Overall, they are doing okay. Job seeker satisfaction and business customer satisfaction are “pretty good.”
- The NCWorks Career Center track people who attend by name and address but not for specific programs unless they receive services.

### **Businesses Services Subcommittee, George Hining, Chair**

George Hining made the following report:

- Business Services Subcommittee is finally “up and running.” They had identified the members of the group and have identified a date for the meeting. Their first goal is to determine the

structure of the Ambassador's Program, identify the ambassadors, determine the type of training for the ambassadors (what should be asked and/or said), and executing the training for future ambassadors. They are collaborating with the marketing program to identify materials for the ambassadors. If anyone is interested in participating in the program, let George know. Members of the program are: DeDreana Freeman, Durham City Council; Dr. Anthony Nelson, Dean, School of Business, North Carolina Central University; Angela Miracle, Durham County Office of Economic Development; Jamie Vaughan, OEWD Business Services Manager; Scott McGregor, Senior Program Manager, CISCO Systems; George Hining, Director of Marketing and Business, MHA Works Architecture, Inc. George will have an update at the next meeting. The goal is to have a few ambassadors trained and working by the end of the year.

- Hope to have the Ambassadors Program fully operational by the end of the year. Their responsibility is to inform people about the services provided by the Business Services Subcommittee, to find out the needs of businesses, help with securing internships for youth, etc. Ambassadors can be Board members or someone from the outside. They still need to define who the ambassadors will be. The ambassadors will be delivering the message of the DWDB. They will share with the Board the needs of the business community. This will help DWDB to create its action plan.

### **Marketing and Communications Subcommittee, Paul Grantham, Chair**

Paul Grantham made the following report:

- The Marketing and Communications Subcommittee is currently working on three major initiatives. First, they are working on the logo in that they are establishing guidelines that Board members and staff will need to use when using the logo. Second, they are working on how they can best provide more support materials for Board members. The Marketing and Communications Subcommittee is looking at the possibility of using either a Dropbox or shared drive so that everyone will have easy access to the materials. Third, they are working on the DWDB website. They are in the process of evaluating different websites. A web presence would certainly help them in the work that they are doing.
- Paul encouraged everyone to seek out one of the subcommittee chairs to see how they might be able to assist.

### **CONSENT AGENDA ACTION ITEMS**

Paul asked the Board to prepare to vote on several agenda items. They were as follows:

- The Board reviewed and **approved** the Minutes from the September 27, 2018, AND November 15, 2018, Durham Workforce Development Board's Executive Committee Meetings (Exhibits B and C).

The Chair opened the floor for a motion.

*Roger Shumate moved to approve the September 27, 2018 and November 15, 2018, DWDB minutes. Henry McKoy seconded the motion. The DWDB approved the September 27, 2018, and November 15, 2018, Minutes unanimously.*

## **PRESENTATION AND DISCUSSION**

Adria Graham Scott made a PowerPoint presentation, entitled “Expanding Paid Youth Internships in Durham.” Highlights from her presentation include the following:

- OEWD’s Summer Youth Internship Program is one of the city’s flagship programs. On average, they have received about 1, 000 applications over the years and they can only serve about 200. Therefore, they believe that they must prepare students so that when they leave the program they are prepared for employment.
- Adria then provided a history of the Durham YouthWork Internship Program. In summer 2018, they had funding so they could offer an additional 67 internships as part of a pilot program called the Durham YouthWork Internship Program. This is a downtown internship program. Some students from the Summer Youth Internship Program joined this program. They hope to increase the number of internships in the Durham YouthWork Internship Program from 67 to 70.
- With the Downtown Durham Youth Program, they have been able to generate about \$55,924 in gross wages from 21 downtown Durham businesses that hired the youth.
- The projected goals for internships are as follows: 180 in 2018; 300 in 2019; 600 in 2020 and 1,000 the following year.
- It cannot be done alone. They will need partners, which include Durham Public Schools, City of Durham, Made in Durham, Duke University, Durham Housing Authority, OEWD, Durham Tech and Durham County. Adria then provided information about the role that each partner has played and the services that they have either provided or will provide to help them build their program. In some instances, such as with Durham Tech, students will complete the program and immediately enter a job. The Go Triangle officials, for example, assured them that they would look at the Durham Tech curriculum to ensure that the plan of study includes the courses, etc. they need to make them more employable or likely to be employed. These partnerships will help them to enhance their youth internship program.
- Adria said that everyone plays a key role. She emphasized that she needed the DWDB members’ support. She asked each member to take one of the interns—it does not need to be employment only. They need lunch sponsorships or just sponsor a student. She asked them to think creatively to determine how they can take one of the students or be an ambassador for the program.
- A discussion ensued. A recap of the major points from the discussion is as follows:
  - James Dickens and his staff go to the different housing communities each week to help interested students complete applications and to inform people about the program.
  - Partnered with Southern Durham to host a job fair at Chesterfield.
  - Wade Smedley said that his company has had interns for the least two years but the experience has not been great. He asked if they could provide training, which may help. Adria said last summer they implemented a new process that had counselors to go to businesses with internships to check-in to see if there were issues or challenges and how

best to address them. They also provide wrap-around support to students when needed. Additionally, this past summer they had an online presence, which provided tips for employers. They also have a partnership with Duke Health, which provide a separate assessment of youth. They tried to take great care to make sure there is a good fit for both the student and employer.

- George said that maybe they could do more in giving students three choices of the type of job as opposed to just sending them out. Adria said that the six weeks the students have is an exploratory period but everyone must keep in mind that they are kids—some as young as 14 years old. It is about managing expectations on both sides—youth and employers.
- Paul Grantham said that he thought that the feedback provided regarding OEWD's Youth Internship Program is good because it helps them to determine how best to address issues that would make the partnership a good one.
- Brenda Howerton asked if they were sending invitations to attend the meetings in the community. James Dickens said that they are going into the community. Commissioner Howerton said that they were not coming to Board members. James said that he would send them to Board members. Commissioner Howerton also wanted to know how many from the County and Adria said about 50. She finally said that the earlier that they can get the information from the County, the better it will be to identify students from the County who can participate in the program.
- Paul Grantham brought closure to the presentation by thanking Adria for the presentation and informing Board members that Adria and her staff would put together information about the internship program and send it to Board members. He also reminded Board members to send him nominations for Secretary by March 1 and encouraged all Board members to attend the Retreat on March 28.

## **ADJOURNMENT**

Paul Grantham asked if there was any additional business, questions or comments. With no further business, Paul Grantham adjourned the meeting at 10:10 AM.

Respectfully submitted,

*Joyce B. Johnson*

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