DURHAM WORKFORCE DEVELOPMENT BOARD (DWDB) MEETING

September 26, 2019
8:30 a.m. – 10:00 a.m.
Durham County Human Services Complex
Conference Room C, 2nd Floor
414 E. Main Street • Durham, NC 27701

EXHIBIT A: MEETING MINUTES

DWDB Members Present: Paul Grantham, Chair DWDB, and, Chair, Marketing and Communications Subcommittee; George Hining, Chair, Business Services Subcommittee; James Alston; Kenneth Angeli; Quillie Coath, Jr.; Michael Dombeck; DeDreana Freeman; Henry McKoy; Ernie Mills; Dr. Julie Pack; Wade Smedley; Roger Shumate; Rhonda Stevens (proxy for Ben Rose), and Steven Williams

DWDB Members Absent: DWDB Executive Committee Members Absent: Geoff Durham; Jeffrey L. Frederick; County Commissioner James Hill; County Commissioner Brenda Howerton; Marlon Kiel; Scott McGregor, Ari Medoff; and Dr. Anthony Nelson

DWDB Staff Present: Andre Pettigrew, Executive Director, DWDB; Adria Graham Scott; Cheryl Copeland; James Dickens; Russell Ingram; and Kelli McLean Slade

DWDB Visitors: Ondrea Austin, Durham Public Schools; Jacob Dolan, Made in Durham; Matt Fields, Eckerd Youth Alternatives, Inc.; Alexis Franks, Eckerd Youth Alternatives, Inc.; Sheila Hart, Veterans Administration; Terry Johnson, Eckerd Youth Alternatives, Inc.; DeWarren K. Langley, Charles Hamilton Houston Foundation, Inc.; Lindsey Paydon, Made in Durham; Cory Rawlinson, Triangle Literacy; and Crystal Taylor, Eckerd Youth Alternatives

Welcome and Call to Order

Paul Grantham called the meeting to order at 8:38 a.m.

ANNOUNCEMENTS

1. Updates from the Chair – Paul Grantham

Paul Grantham welcomed the board members and guests to the meeting and stated that we have the following presentations that will take a major part of this meeting:

- Work-Based Learning Approach – Jacob Dolan
- Durham Public Schools’ 3-2-1 Model – Ondrea Austin
- DWDB Programming and Work-Based Learning – Adria Graham Scott
- Role of the DWDB Ambassador Program – George Hining
2. Updates from Andre Pettigrew

We reviewed the 2019 YouthWork Internship Program, and one of the key elements of increasing our internship program is having ambassadors to recruit businesses who will hire an intern or provide in-kind gifts. The ambassadors will provide employers with information about our internship program early on and get commitments so that we don’t miss opportunities for our youth.

PRESENTATIONS


Made in Durham brings together youth, nonprofits, employers, government and educators to build systems to connect youth through education to careers. In 2019, they launched the Durham Work-based Learning (WBL) Collaborative. WBL is a proven strategy benefitting both employers and youth which works by guiding youth through various work experiences towards career readiness.

Integrated System Vision
- Webbing of overlapping systems that keep youth from falling through gaps
- Youth engage in multiple systems at once to increase program completion time

Building WBL Architecture
- Community-wide Architecture
- 100 New WBL Participants
- DPS 9th Grade Pilot
- YouthWork 600 Internships 2020
- WBL Campaign and Shared Data Technology Platform
- Engagement in Multiple systems at once to increase program completion time

Building WBL Architecture – Publicity Campaign
- Publicity Campaign runs from October through April
- Kick-off is Durham Magazine’s October Education Issue with sponsored 8-page pullout focusing on YouthWork Internship Program
- Traditional and social media
- Pitch presentations on WBL participation
- Calls for public recognition of participating businesses
- Test runs yielded referrals: 19 interns, 31 career conversations
2. Durham Public Schools’ 3-2-1 Model – Ondrea Austin, Durham Public Schools

The Vision of Durham Public Schools is that all Durham Public Schools’ students graduate, complete a post-secondary credential, and begin a rewarding career by age 25. This includes RELEVANT LEARNING, plus WORK EXPOSURE AND EXPERIENCE that equal CAREER READINESS. The 3-2-1 Work-Based Learning Framework is that each student has the following:

- One CAREER experience during high school, (e.g., job, internship, formal industry training)
- Two career EXPOSURE activities each year (e.g. job shadow, worksite visit)
- Three career AWARENESS activities each year (e.g. career fair, guest speaker, mentorship)

During The Work-Based Learning Continuum that focuses on Career Readiness, Career Exposure, and Career Experience, students will be exposed to the following:

- 9th Grade – Career Interest Assessment, Career Conversations, Field Experiences, and Guest Speakers
- 10th Grade – Speed Mentoring, Scholars-At-Work, Career Fair, Field Experiences, and Guest Speakers, and during the summer, Internships & Jobs
- 11th Grade – Scholars-At-Work, Ready-Set-Go Career Readiness Expo, Career Fair, Field Experiences, and Guest Speakers, and during the summer, Internships & Jobs
- 12th Grade – Job Fair, Mock Interviews, Resume Review, Ready-Set-Go Career Readiness Expo, Pre-Apprenticeship, field Experiences, and Guest Speakers

The Plan Priorities include the following:

- Increase Academic Achievement
- Provide a Safe School Environment that Supports the Whole Child
- Attract and Retain Outstanding Educators and Staff
- Strengthen School, Family, and Community Engagement
- Ensure Fiscal and Operational Responsibility

In increasing Academic Achievement by 2023, at least 90% of all Durham Public Schools will meet or exceed standards for year-to-year academic growth as measured by the state model, and the DPS four-year graduation rate for students who start with DPS in the ninth grade will be at least be 90 percent as well.

3. Role of the DWDB Ambassador Program – George Hining, Chair, Business Services Subcommittee of the Board

The Youth Ambassadors Program is comprised of the Executive Committee of the Durham Workforce Development Board that will serve as the initial “ambassadors” to follow-up on leads for participation in the Durham YouthWork Internship Program, and solidify more commitments
for interns. It will also consist of business leads through Made in Durham as well as through the Durham Workforce Development Board. They will compile and collect information on potential ambassadors, and recruit participants who are interested in the Durham YouthWork Internship Program to serve as ambassadors. Once the ambassadors have been selected, there will be a training and a workshop. The Ambassadors will then meet with business leaders to recruit for the 2020 Durham YouthWork Internship Program. The goal for next year’s internship is to place 600 youth in a job or an internship program.

**GENERAL BUSINESS AGENDA ACTION ITEMS**

The DWDB unanimously approved the following agenda action items:

1. Approved the Minutes from the May 23, 2019, DWDB Meeting and the July 25, 2019 Meeting.
3. Approved of the Revised Recommendation Policy on Conflict of Interest and Access to Accessible Facilities - 3b in DWDB Bylaws.

   *The revised recommendation of the Policy on Conflict of Interest and Accessible Facilities included, “All meetings will be held in accessible facilities with accessible materials made upon prior request.”*

Adjournment