

## High Country Workforce Development Board Meeting Minutes January 14, 2016

**Members Present:** Mike Birkmire, Jane Blackburn, Keith Deveraux, Veronica Grantham, Trasa Jones, Laura Lambeth, Dan Little, Dr. Terry Rawls, Justin Ray, Sam Ray, Stacy Sears, Kory Wilcox, Debbie Woodard, and Sallie Woodring.

**Staff Present:** Misty Bishop-Price, Rebecca Bloomquist, Tanna Greathouse, Don Sherrill, and Adrian Tait.

**Guests:** Kim Bell, Ken Boham, John Boyd, David Burleson, Mary Ann Cole, Kim Davis, Cynthia Deyton, Rita Earley, Tracy Hall, Jennie Harpold, April Jones, Dewayne Krege, Joallen Loweder, Anita Lowe, Bradley Tunstill, Pam Wilson, and Jennifer Wilson-Kearse.

**Call to Order:** Chair Sallie Woodring called the meeting to order.

### **Approval of October 8, 2015 Minutes**

Motion for approval was made by Trasa Jones and seconded by Mike Birkmire. Motion passed.

### **Program Innovations in Career Education**

- **The Watauga Innovation Academy – “Pioneering Success for College and Career”**  
Marshall Gasperson, Principal of Watauga High School, [gave a presentation](#) to the board.
- **Extreme STEM Tours**  
Tracy Hall, Executive Director of Education Matters in Catawba Valley, presented the [Extreme STEM Tour program](#) to the board and shared a [video](#).
- **Grade 8 Initiative**  
Pam Wilson, WIOA Director for Mayland Community College, introduced Kim Davis, Director of Career Technical and STEM Education at Avery County Schools, Dewayne Krege, Special Populations Coordinator for Career Technical Education at Avery County Schools, and Dr. David Burleson, Superintendent of Avery County Schools. Together they [presented the Grade 8 Initiative](#).
- **GEAR UP**  
Jennifer Wilson-Kearse, Executive Director of the NC Appalachian Collaborative for Higher Education, [presented the GEAR UP program](#) to the board. GEAR UP (Gaining Early Awareness and Readiness for Undergraduate Programs) is a federally funded college access program designed to increase the number of students who are prepared to enter and succeed in postsecondary education immediately after high school. Bradley Tunstill, Coordinator of Entrepreneurial Education and Programming

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in Burke and Ashe Counties, provided additional details about As U Guide, one of the Direct Programs for GEAR UP students.

### **Committee Updates**

- **NCWorks Committee**  
Dr. Terry Rawls shared notes from the NCWorks Committee meeting on December 10, 2015.
- **Employer Services Committee**  
Dan Little shared notes from the Employer Service Committee meeting on December 10, 2015.
- **Executive Committee**  
Sallie Woodring shared notes from the Executive Committee meeting on January 7, 2016.

### **Director's Update**

Adrian Tait, Director of Workforce Development, [shared his updates](#) with the board.

### **Public Comment Period**

There were no public comments.

### **Announcements**

There were no announcements.

### **Adjournment**

Meeting adjourned at 4:02pm.



## **Meeting Notes - NCWorks Committee**

Dec 10, 2015 10am

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**Committee Members Present:** Kim Bell, Jane Blackburn, Jennie Harpold, Tom Hughes, Dr. Terry Rawls, Melissa Soto, and Debbie Woodard. By phone: Mike Birkmire and Stacy Sears

**HCWDB Staff Present:** Misty Bishop-Price, Don Sherrill, and Adrian Tait.

### **Career Center Analysis/Performance Overview**

The committee received an overview of all High Country career centers including existing locations, costs, staffing, partners, and any current plans for improvements. The committee also reviewed an initial comprehensive performance report for each center for July-September 2015. This report included services for customers and employers.

### **Request Funding Approval for Upgrades**

The committee considered a staff request to invest \$10,000 for improvements to the NCWorks Career Center located in Spruce Pine at the main campus of Mayland Community College. The funding will be used for furnishings and remodeling for a design to be completed Winter 2016 with assistance from the Appalachian State Interior Design Program. The request was approved by committee vote. A motion was made by Melissa Soto and seconded by Dr. Terry Rawls. The motion passed.

***Next NCWorks Committee Meeting: February 11, 2016***

## **Meeting Notes - Employer Service Committee**

Dec 10, 2015 3pm

**Committee Members Present:** Jason Carlton, Trasa Jones, Dan Little, and Anita Lowe

**HCWDB Staff Present:** Misty Bishop-Price, Rebecca Bloomquist, Don Sherrill, and Adrian Tait

### **Career Center Business Services Performance Overview**

HCWDB staff had compiled an inclusive report of business services entered by staff and organized the data by region and by individual center. The report was reviewed with the committee and suggestions taken as to how to make the report better. The general consensus by board staff and committee members was that staff is under-reporting business service activity (see attached report).

Center staff have been provided new local area policy with a cheat sheet and both have been discussed at staff meetings. Reports will be run again in January to review the second quarter of PY 2015 to see if stronger communications/corrective measures need to be addressed with center staff. Committee members asked board staff to encourage center staff to be more proactive with the keying of data.

### **Sector Partnerships**

An overview was provided about sector partnerships which included the following handouts: [Sector Strategy Implementation Framework](#); [Sector Strategies Organizational Self-Assessment](#); and [The Road to Sector Success: A Guide for Workforce Boards](#).

This will be an on-going process for the committee of the next few months. Some factors that will be taken into account will include the following: determination of the size of the group or region; labor market information; and the initiative should be led by industry.

The first action item is to complete an inventory of existing industry sector efforts within the region. The board staff will develop a tool for committee members to use to gather respective county initiatives.

***Next Employer Services Committee meeting: February 11, 2016***

Executive Committee Meeting Notes  
Jan 7, 2016

Board Members in Attendance: Sallie Woodring, Jason Carlton, Justin Ray

Staff in Attendance: Adrian Tait, Kim Bell, Ginger Shaffer, John Greene, Pam Wilson

Discussion with contractors. Committee members met with leadership from each of our service providers to discuss ongoing efforts. Staff detailed continued challenges with aspects of NCWorks online. Board members also noted that NCWorks online is challenging for employers to use listing jobs or searching for candidates.

Wilkes Community college detailed current efforts to hire staff and assume responsibilities for services in Watauga County, noting that staff will be in place Jan 20.

Member Woodring suggested developing testimonials from satisfied employer customers as a main focus of our marketing efforts.

COG Planning Director, Phil Trew gave a brief update on the upcoming Comprehensive Economic Development Strategy (CEDS) Plan. The Workforce Development Board will again serve as the advisory board for this effort. The plan will be developed Spring 2016 using a series of county stakeholder meetings which board members will be invited to attend in their county. The board will hear a presentation of the draft CEDS plan at the April 2016 board meeting and vote on approving the plan at the July meeting.