

HIGH COUNTRY WORKFORCE DEVELOPMENT BOARD

February 8, 2007

MINUTES

The February 8th meeting of the High Country Workforce Development Board was called to order by Chairman Doug Pratt. Mr. Pratt introduced new WDB members Ben Shoemake, representing community-based organizations in Watauga County, and Steve English, representing the private sector in Mitchell County. Mr. Pratt asked Mr. Shoemake and Mr. English to stand and take the oath of office and then sign a written oath form.

The following Workforce Development Board members and Youth Council members were present:

Vanya Baker	Marie Gwyn	Jayne Phipps-Boger
Barbara Barlow	Jennie Harpold (YC)	Doug Pratt
Connie Barnette	Gwen Harris	Sam L. Ray
Anne Bowlin	Scott Moncrief	Ben Shoemake
Kathy Castellones (YC)	Suzanne Owens (YC)	Tommy Williams (YC)
Carol Coulter	Carol Peters	Wendell Wilson
Steve English		

The following Workforce Development staff members were present: Misty Bishop-Price, Carole Coates, Ken Cone (contractual), Ruby Greene, Andrea Morgan, and Don Sherrill.

Guests: Don Alexander, Catherine Bare, Rebecca Bloomquist, Calvin Dull, Joe Furman, Barbara T. Harris, Rick Herndon, Patrick McKemie, Angie Miller, Jamie Moul, Dr. Karen Reesman, Chilton Rogers, Julia Rowland, Derick Satterfield, Ginger Shaffer, Del Shockley, Azalee Simandle, Julia Simmons, Marnie Werth.

Mr. Pratt presented the Consent Agenda asking for changes to or approval of the December 14, 2006 minutes. Sam Ray made a motion to approve. Marie Gwyn seconded. Motion unanimously approved with no abstentions.

Mr. Pratt reported on the North Carolina Association of Workforce Development Boards' strategic planning retreat in January, which he and Carole Coates attended. The group reviewed and reinforced the existing mission statement: *The mission of the North Carolina Association of Workforce Development Boards is to provide leadership and support to local workforce development boards in developing and promoting a quality workforce system in North Carolina.* Retreat participants crafted goal statements:

- ★ Advocacy - *Advocating and influencing policy to enhance the North Carolina workforce (strength).*
- ★ Marketing - *Increase key shareholders awareness of the Association and Local Boards (weakness).*
- ★ Training and Development - *To build the capacity of Board Chairs and Executive Directors to encourage strong leadership. The Association hopes to work with the Institute of Government to establish standardized Board and staff training.*
- ★ Communication - *To ensure all members receive timely and accurate information about the Association.*

Work teams were created to respond to each goal. Coates stated that she is on the Training and Development work team. Pratt said the Association will be important to the WDB because of the new standards that the state will be requiring of Boards. Mr. Pratt asked that members consider participating in some of the Association's meetings.

Mr. Pratt reported that the Executive Committee met immediately prior to the Board meeting. They discussed the Commission's new Board standards around which the WDB will develop a work plan. The Executive Committee is updating the Board's strategic plan and looking at committee/workgroup structure. Reports will be forthcoming.

Marie Gwyn reported that the December and January minutes from the Youth Council meetings were in the Board Book recently mailed to members. The committee reviewed the RFP for WIA youth services and opened bids for programs in Avery, Mitchell, and Yancey Counties as required by law. The Youth Council voted to maintain the in-house services for Alleghany, Ashe, Watauga, and Wilkes Counties. Bids are due March 1. Ms. Gwyn and Misty Bishop-Price will review the bids. The Youth Council plans to award contract(s) at the April WDB meeting.

Scott Moncrief reported that the minutes of the Quality Assurance (QA) Committee meeting are in the Board Book. He noted one item of business: a request by Wilkes Community College to adjust service levels downward from the 700 proposed by the college to 475. Both WCC and WDB staff agree that this is a more realistic goal. Mr. Moncrief made a motion that the Board accept the revised service level request. Carol Coulter seconded the motion. There was no discussion. The motion was approved with one abstention (Phipps-Boger).

Mr. Moncrief reported that staff is currently educating the QA Committee on required performance measures. The committee noted the disconnect between current services and availability of performance data from the state. The committee is considering the addition of local measures with the assistance of staff. Moncrief reported that the committee's name has been revised to Quality Assurance to be more in line with the goals of the committee.

Mr. Pratt stated today's program focus was the health care industry. He said the industry is critical to the community and is growing faster in this region than across the rest of the state. The goal of today's program is to help members learn some of the key workforce development issues and identify ways the workforce system can work with the health care industry meet its workforce needs. WDB members Vanya Baker, Marie Gwyn, and Jayne Phipps-Boger planned the program with staff support from Misty Bishop-Price. Gwyn introduced the panelists:

- Vanya Baker, Human Resource Director, Wilkes Regional Medical Center
- Karen S. Reesman, PhD, RN, CNAA, BC; Appalachian State University
- Barbara T. Harris, PA-C, MBA, COA; Dept. Chair, Health Sciences, CCC&TI
- Derick Satterfield, Certified Career Development Facilitator, Avery/Mitchell JobLinks

Ms. Gwyn asked panelists *what current and future employment needs they saw and how they planned to address those needs.*

Ms. Baker shared that the hospital has an abundance of applicants for non-clinical positions. The clinical side is extremely competitive. Her organization encourages career growth. They prefer 4-year BSNs, but accept 2-year RNs. There are several lucrative 2-year training programs, including respiratory therapy. Wilkes Community College is getting ready to open a school for that program. Catawba Valley Community College is currently the closest location. Licensed physical therapy assistant, medical lab technician, and radiology technician are other 2-year programs. Wilkes Regional Medical Center has a successful RAD tech program that has been in operation for around 30 years and keeps the hospital supplied with RAD techs. All of these careers are obtained with a 2-year degree, and yearly salaries range from \$30,000 to \$50,000. Ms. Baker said most students in these programs are recent high school graduates. She encourages older people to enter these careers.

Dr. Reesman shared that RAD tech and respiratory also offer positions in acute and chronic care settings. Appalachian State University hopes to bring on RAD and respiratory in a 2-plus-2 program in the near future; however, their immediate focus is nursing with an RN-to-BSN program in place right now. Nurses with a 2-year associate's degree or a 3-year diploma from a school of nursing can apply. Students can complete a bachelor's degree within one calendar year with full-time attendance. ASU has sites at Watauga Medical Center, Western Piedmont Community College in Morganton, and Hickory Metro Higher Education Center. ASU also anticipates having a 4-year baccalaureate program. Between now and 2015, the workforce growth projections for North Carolina state that nursing will occupy approximately 25% of all health care growth. Allied health will represent 36% of the growth. The allied health category includes 8 or 9 disciplines including MLTs, physical therapy assistants, RAD techs, and LPNs. Therefore, nursing represents a big part of the picture.

Ms. Harris shared that CCC&TI offers a wide variety of health science programs through continuing education, with certificates in phlebotomy and nurse aide. The curriculum division also has a variety of programs. They have a 1-year diploma program in ophthalmic medical assisting. Their 2-year associate's degree programs include nursing along with physical therapy assistant and speech language pathology assistant. The imaging field is represented with programs in radiography, medical and cardiovascular sonography, and nuclear medicine technology. There are only three nuclear medicine programs in the state. There are not as many sonography programs in the state. Current demographics indicate that many recent high school graduates are in CCC&TI's health care programs, but there are also a number of older displaced workers from furniture factory closures who are students. Some students have also entered the field preparing for second careers. The speech language pathology assistant program has cohorts of students at the Alleghany campus of Wilkes Community College who are able to interact with the CCC&TI students via the information highway. The physical therapy assistant program has a collaborative agreement with Mayland Community College. Other collaborations are in progress with Western Piedmont Community College. CVCC, WPCC, and CCC&TI are working together in cooperation so they do not duplicate programs. CVCC has developed a simulated hospital on its campus with high tech mannequins that can be programmed for different scenarios. CCC&TI will be sending nursing students to the simulated hospital for lab time.

Mr. Satterfield shared that the Avery JobLink Career Center has identified health care industry as its marketing niche based on local employer demand. Most recently, a new employer, Cranberry Home, will be hiring 35 CNAs. The organization will also be coming into Yancey County and plans to hire the same number of CNAs there. Mr. Satterfield reported that last year the Avery JobLink Center held a career fair at Avery High School with representatives from Appalachian State University and CCC&TI. The career fair will be repeated this year. Close to 120 students attended last year. They got to meet school representatives and actual working medical

professionals, including an optometrist, physical therapist, and dentist. Mayland Community College also teaches phlebotomy, CNA I, and CNA II classes. Satterfield stated that the "at-risk" youth he works with do not easily commit to 2-year programs. If these youth go into a 3-month, 2-day-per-week CNA certification program, then it opens the door so they may continue on with CNA II and phlebotomy. Some will continue further with the RN program. Many of the 250 former Ethan Allen employees are getting Trade Readjustment Act benefits and re going back to school at Mayland. For some in their mid-50s, the 2-year programs are a hard sell since they have families and responsibilities. They are generally very interested in the continuing education programs: CNA I, CNA II, and phlebotomy. As many High Country counties turn into retirement communities, new residents here will be older and need some kind of in-home health care. This will cause the industry to grow even more in the next ten years.

Ms. Gwyn asked panelists *if there are needs out there that are not being addressed; and how the High Country Workforce Development Board can help to meet those needs or help with those issues.*

Dr. Reesman shared that by 2010, 50% of all nurse educators will be age-eligible to retire, although many work well into their 70s. She expects ASU to be able to put a master's degree program in place with the first track being nurse educators. This will help fill some of the need for educators in the community colleges. However, this will not take place before 2011. She is currently in the process of putting together a 4-year degree program. She noted that the RN-to-BSN program does not add new nurses. She is looking at a 4-year nursing program by fall '08 or spring '09. ASU is addressing needs as quickly as they can.

Ms. Harris reiterated the dire need for nurse educator training because the requirements are changing and will soon require nursing instructors, including clinical instructors, to have master's degrees. The difficulty is not only with the aging of faculty members but with the salary differential. Master's-prepared nurses can do much better financially in hospitals than in educational settings. Many programs have vacancies for nurse educators. They are working to help their nurse instructors who are bachelor's-prepared with their master's program. Ms. Harris also said that the Watauga campus of CCC&TI has a building project planned which will add about 4,000 square feet of instructional facilities for nursing at the Boone campus. The financial aspect is always a real issue for educational programs to try to get what they need to keep current with technology. Another current initiative is a paramedic-to-associate's degree nursing option. The first cohort started with four students entering as advanced placement nurses, including several from Mayland. They entered in the third semester of a 5-semester program and were required to pass competency exams along with having other prerequisites.

Mr. Satterfield asked Board members to help spread the word. Many medical positions will need to be filled during the next couple of years. The hospital in Spruce Pine is expanding and building a new building. Some 150-250 new job openings are expected to open in the next couple of years in the 3-county area he serves. Mr. Satterfield encouraged young people and those interested in a second career to look into these programs.

Ms. Baker shared that there is another of health care providers at the higher end of the skill chain: physical therapists, pharmacists, and CRNAs. She is now recruiting PTs, pharmacist, and CRNAs who are asking for packages that rival what doctors were getting five years ago. The field will continue to grow as the population ages. CRNAs are nurse anesthetists who work under the supervision of anesthesiologists to put people to sleep. These fields are wide open, Ms. Baker stated.

Scott Moncrief stated that he considers this to be a critical issue considering the demographics of the educators. He noted that health care mutual funds are doing well because a large number of people are moving into a phase where their need is increasing dramatically. Ms. Harris shared that medical assisting is one of the highest growth industries. Wilkes and Mayland Community Colleges both have the program. Ms. Baker said that Wilkes Regional Medical Center has not hired many medical assistants. They are mainly hired at doctor's offices. She said the hospital is looking to hire them in its outpatient imaging center.

Carole Coates asked about *the requirements for those who train the nurse educators since nurse educators themselves will soon have higher requirements.*

Dr. Reesman said university level educators must primarily be doctorate-prepared. Master's-prepared can still be hired if there is enough doctorate-prepared support. Master's-prepared educators can also teach one day a week in clinical sites where students go to health departments, nursing homes, hospitals, or schools. Ms. Harris said at the associate's degree level, educators must have at least two years of experience in nursing. Many times the college will hire someone as a part-time clinical instructor first then let them decide if they want to move into the classroom. They prefer a master's degree, but would certainly consider a bachelor's degree.

Dr. Reesman pointed out that once a nurse gets to the professional entry level--which is with a baccalaureate degree--nursing is all about health promotion, prevention, and rehabilitation. Nurses at the baccalaureate level can be independent and run clinics for screening and educating purposes. They can help low-income to high-income communities open up clinics for health promotion/disease prevention to keep clients healthier than they might otherwise be. This work also helps save insurance companies a great deal of money.

Misty Bishop-Price asked *if there was any problem in our region with lack of student interest in areas where there are needs so that classes could not be offered.*

Mr. Satterfield responded that most of the higher end programs are extremely competitive. The most recent CNA I class in Yancey County had a 2-3 page waiting list. Available seats are limited so the competition is great. Ms. Harris stated that CCC&TI has open door admission with a first-come first-served policy. They still have a large applicant pool for many of their programs. All of their applicants have accepted their classes for this coming fall with alternates, except for the speech language pathology assistant program. Even the 1-year program has alternates. People realize these are good careers, and there is a large demand.

Connie Barnette commented that with the demand and the difficulty getting into these programs, it seems that there should be some out-of-the-box and projection thinking at a preparatory or step-down level to allow students to begin taking classes while they are waiting to get into these programs. Ms. Barnette said she sees many people get disheartened. Prospective students who may be very skilled, but do not make the cut initially, have a long wait and need something to do in the meantime to help prepare. Ms. Harris responded this is where the general education classes come in. All of these programs require English, psychology, and various levels of math.

Barnette replied that students do go ahead and take those general education classes. She asked if along with those general education classes, if there could be some early introduction classes into these fields. Ms. Harris responded that the curriculums are designed for cohort groups where everyone starts and finishes together. With the clinical correlation and the didactic work, it is really the best way to do the programs.

Ms. Harris added that CCC&TI has the early college and career center. Students still in high school may enter CCC&TI and take general education courses, which gives them a little leg up. The school is transitioning to a competitive admissions model for the associate's degree nursing program which will be gradually implemented over the next few years. People who have successfully completed the general education classes will get in a little earlier. CCC&TI is doing this not to be exclusive but to allow students into the programs who have the greatest chance of being successful.

Mr. Satterfield commented that high schools should be encouraged to have health careers fairs and that these events should not be limited to nursing. The fairs are very successful and help to get the word out.

Mr. Pratt introduced Jayne Phipps-Boger to give the Nominating Committee Report. Ms. Phipps-Boger made a motion to accept the nomination of Vanya Baker as Vice-Chair of the WDB. Marie Gwyn seconded the motion. There was no discussion. The motion was unanimously approved with no abstentions.

Mr. Pratt introduced Carole Coates to present the Workforce Briefings. Ms. Coates reported that in the second round of applications for the Career Readiness Certification (CRC) demonstration project offered through the state, CCC&TI was one of ten institutions accepted for participation. CRC will now be offered in both Caldwell and Watauga Counties through the JobLink Career Centers. This is in addition to Alleghany, Ashe, and Wilkes Counties where the WDB funded the program through Wilkes Community College. As noted at the last Board meeting, the only bid received to provide adult and dislocated WIA services in Watauga County was from CCC&TI. The proposal review process has proceeded well, and board staff will be involved in CCC&TI's staff interviewing this Friday. The Business Services position will be half funded by WIA. The other half will be funded by Watauga County's Committee of 100 with that portion of the person's time being spent at the Appalachian Enterprise Center. This work is consistent with helping the Board move toward goals set at the Workforce Development Board retreat and with two of the State of the Workforce recommendations. Ms. Coates provided an update regarding the Disabilities Navigator position. DET still has not yet received a response to its proposal from the US DOL. Also, based on lack of interest in this program across the state, DET may request modifications to the grant if initial approval is received. The Board is still in a wait-and-see position. Ms. Coates reported that Ruby Greene and she participated in the National Business Learning Partnership site visit with our mentor boards in Portland, Oregon and Vancouver, Washington. The unanticipated snow modified their agenda significantly, but they were still able to get much benefit from the trip by working one-on-one with the mentors. A request has been made to USDOL for a second visit to accomplish the planned itinerary. Ms. Coates said this association has already been very helpful,

with beneficial discussions about strategic planning and the new Commission board standards which were also discussed at today's Executive Committee meeting. The Executive Committee is working consolidate some of the board's workgroup and committee work to eliminate any potential redundancy. Coates also noted that the Board needs to undergo a self-assessment process in preparation for the Commission's High Performing Boards certification. Members can expect to be asked to respond to one or more assessment tools either individually or as a group in the near future. This will be either a one-time process or over a series of meetings.

Mr. Pratt then asked for Other Board Member Business. Carol Coulter reported that the Creative Food Ventures Kitchen received their certificate of occupancy this past Tuesday and expects to be certified by the Health Department next week, after which it will be open for business. A series of free workshops will be offered in March for people wanting to get into food-based business. A grand opening is planned for the end of April.

Mr. Pratt announced that the Business/Industry workgroup will meet briefly immediately following the Board meeting to set a meeting date.

Mr. Pratt asked for public comments. Patrick McKemie of the Employment Security Commission, Labor Market Information Division stated that the first chart in the special report handout should have been marked in alphabetical order from left to right--Alleghany, Ashe, Avery, Mitchell, Watauga, Wilkes, and Yancey. Mr. McKemie also stated that the Bureau of Labor Statistics has them do the annual average for 2006 and benchmark the two previous years before they do anything else with 2007 data. At this point it will be approximately March 21 before they get sub-state data for January. They are usually behind schedule until May.

There being no other public comments, the meeting was adjourned.

The next Board meeting will be Thursday, April 12, 2007 at the High Country Council of Governments in Boone.

**High Country Workforce Development Board
Attendance Sheet
February 8, 2007**

%	Name	Feb 06	Mar 06	April 06	May 06	June 06	July 06	Aug 06	Sep 14 06	Sep 28 06	Nov 06	Dec 06	Feb 07
67%	Jim Halsey												
80%	Scott Moncrief (eff 3/06)												
67%	Jayne Phipps-Boger												
100%	Barbara Barlow (eff 9/28/06)												
100%	Carol Peters (eff 9/28/06)												
58%	Carol Coulter									.46 after start			
83%	Sam Ray										after start		
67%	Susan Pittman												
92%	Marie Gwyn												
73%	Vacant (Mitchell Private)												
100%	Steve English (eff 2/5/07)												
50%	Connie Barnette			4/28 only									
75%	Doug Pratt												
83%	Sandra Reese			4/28 only									
50%	Ben Shoemake (eff 12/06)												
67%	Vanya Baker			4/27 only									
50%	Maria Cunningham (eff 12/06)												
92%	Anne Bowlin												
83%	Gwen Harris												
67%	Wendell Wilson												
0%	Vacant (Yancey Private)												
33%	Melanie McFadyen							Maternity Leave	Maternity Leave	via phone			
0%	Vacant (At Large Labor)												
		65%	65%	43%	63%	67%	56%	88%	71%	89%	78%	80%	75%

PRESENT
ABSENT
VACANCY

Youth Council Members Present

Kathy Castelloes, Jennie Harpold, Suzanne Owens, and Tommy Williams