

High Country Workforce Development Board Meeting  
February 14, 2008, 3:00 P.M.  
MINUTES

**Call to Order:** by Chairman Pratt at 3:07 P.M.

**Members Present:** Barbara Barlow, Connie Barnette, Anne Bowlin, Marie Gwyn, Jim Halsey, Jennie Harpold, Gwen Harris, Dwayne Howell, Scott Moncrief, Jayne Phipps-Boger, Susan Pittman, Doug Pratt, Sam Ray, Sandra Reese, Earl Tipton

**Staff Members Present:** Misty Bishop-Price, Rebecca Bloomquist, Carole Coates, Ruby Greene, Rick Herndon, Don Sherrill, Mary Ann Urka

**Guests:** Azalee Simandle, Ginger Shaffer, Pam Wilson, Tom White

**Proof of Notice:** by USPS and e-mail

**Welcome and Introductory Remarks:** by Doug Pratt, WDB Chair. Mr. Pratt announced a change in agenda, with the presentation of an updated version of the DVD "Shift Happens" as the first item of business, commenting on its relevance to later agenda items. He then introduced new staff member Mary Ann Urka, and special guest Tom White, Director of Business Services at the newly reorganized NC Division of Workforce Development (NC DWD).

Mr. Pratt also announced the receipt of an award from the NWA (National Workforce Association); a distinctive cut-glass piece bearing the engraving "National Workforce Alliance. Presented to the High Country Workforce Development Board. Workforce Award for Excellence – Innovative Business Services. NWA-2007."

Mr. Pratt thanked members for all expressions of support to staff member Amanda Clark-Miller, on the tragic loss of husband John, and stated that staff members Misty Bishop-Price or Mary Ann Urka may be contacted for future contributions.

**Call for Motion to Approve Minutes of October 11 and December 13, 2007 Minutes:** Motion requested by Mr. Pratt. So moved by Mr. Halsey and seconded by Mr. Moncrief.

**Quality Assurance Committee Report:** by Mr. Moncrief, Chair. The QA committee has received an update on assessment training, and staff is working to correct inconsistencies in data reporting by service providers. While some of these issues may still be noted in second quarter reporting, complete resolution is expected by third quarter reporting. Mr. Moncrief stated these reports will guide goal development for the WDB's strategic plan. He noted that the NC DWD is considering a statewide single source provider for follow-up services for the 2008 program year.

**Strategic Planning Committee Report:** by Earl Tipton, Chair. Mr. Tipton reported that the public comment period for the updated strategic plan ended December 31, 2007, with no negative comments or recommendations. At its 3/20/08 meeting the committee will review a "Strategic Plan Update" draft publication mock-up, now under development. Final review is scheduled for April, to be followed by consideration of price quotes, and selection of a printer. The committee anticipates public distribution in July.

**Executive Committee Report:** Mr. Pratt reported that the following items were discussed in committee:

- Rescission in WIA funding, which will impact both the current PY through June 30, 2008, and PY 2009. He noted that although the cut is expected to be around \$2.5 million state-wide, WDB staff has been proactive in efforts to minimize impact on service providers for the current year.
- The recent IRS approval of the Board's 501 (c) (3) application for non-profit status

- Progress toward the state's newly established High-Performing Boards Standards. Ms. Coates will elaborate in her presentation.
- The Executive Committee's agreement that the next update to the strategic plan and State of the Workforce Report will commence following release of 2010 census data.
- The Workforce Consortium's meeting, January 31, 2008, at which a summary of the strategic plan update was distributed, board member vacancies were discussed, and Ms. Coates discussed the impact of funding cuts, as well as various strategic initiatives. Meeting notes will be published in the April 2008 Board Book.

Mr. Pratt expressed his thanks to retiring board members Gwen Harris and Marie Gwyn, and resigning board member Carol Coulter, presenting each with a certificate of appreciation for service and commitment to the region's workforce development issues. Ms. Gwyn will remain on the WDB and Youth Council, filling the at-large community-based organization seat, representing Habitat for Humanity.

**Youth Council Report:** by Marie Gwyn, Chair. Expressing thanks to Youth Council member Jennie Harpold for her facilitation of the Southern Growth Policies Board/High Country Community Forum, held on January 10, 2008, Gwyn asked for her comments. Ms. Harpold reported that the group listed characteristics of youth, and received a PowerPoint on NC youth prepared by Southern Growth, and engaged in numerous discussion topics. Gwyn said the forum summary, as well as **Get Real** Youth Services progress reports, appear in the February 14, 2008 Board Book.

**Report on Strategic Initiatives and High-Performing Board Standards:** by Carole Coates, Workforce Development Director. Ms. Coates introduced her topic with the reminder "Shift Happens", noting how rapidly change is occurring throughout all sectors. Asking all representatives of educational organizations, economic development, business, and chambers of commerce to stand, she noted that the 2006-2007 board goals were aimed at these groups. Ms. Coates reviewed progress in meeting the new NC state standards for high performing boards, summarizing the following requirements.

**Strategic Planning** – Coates noted that opportunity to participate in this process was provided through the website, regional business leadership team, involving WIA service provider meeting, Consortium meeting, COG Executive Board meeting, COG newsletter and other newspaper coverage. She noted the board's participation in collaborative projects with other boards, specifically our multi-regional initiatives with Advantage West and three other WDBs. With the publication and distribution of Board Books to elected officials, the board is enhancing interaction with chief electeds.

**State of the Workforce Reports** – Must be data-based assessment, with a plan to update. Ms. Coates related how the board is using various tools, such as census data, Labor Market Information, and EMSI, to continuously update the strategic plan and reiterated the Executive Committee's decision to update the SOW following release of 2010 Census data.

**Meeting Strategic Planning Measures** – Must be relevant to improving local economy, quantifiable, published, track progress, periodically reviewed and updated. They must also have an economic development impact and, where applicable, cross WDB boundaries. Coates said these, along with clean audits, good monitoring reports, and meeting performance measures constitute the staff's day to day business.

**Regional Collaboration and Innovation Initiatives** - Stating that work is currently underway on a number of regional collaboration efforts, Ms. Coates described WDB's participation in the following initiatives, some of which are specifically related to strategic planning: Allied Health Regional Sector Strategy, Disability Program Navigator, NC Regional Collaboration Planning Grant (RCG), USDOL "Driving Transformation" Initiative, application for a USDOL STEM (Science, Technology, Engineering, Math.) grant, and a USDOL Regional Innovation Grant (RIG). The Regional Innovation Grant application was

just submitted today, and offers support for the planning strategy to meet shared challenges to workforce development. Coates stated that one of the most significant challenges our region continues to experience is job loss: 20,000 since 2000, in the textile, apparel, and furniture industries. The Regional Innovation Grant would assist in facilitating a "Jobs for the Future" campaign, collaborative services delivery, and professional networking and development. A summary of Ms. Coates's PowerPoint presentation is included as an attachment to the minutes. Open discussion followed, with member commentary on achieving the board's 2005-2007 goals, including increased collaboration with schools and educators, business services, and chamber memberships. Comments on current progress in achieving 2008-2011 goals centered on the development of the Advanced Materials Cluster, needing more knowledge about newly emerging fields and curriculum development, the "WorkKeys" pilot project with Wilkes, and participation in the NC High Performing Board Standards process. Additional commentary cited taking innovative programs to middle school students, refining future goals, and consideration of services for returning military personnel as possible measures of progress.

**Remarks by Tom White**, Director of Business Services, NC DWD - Congratulating the Board on its NWA award for excellence in innovative business services, White remarked that no one does workforce and economic development better than North Carolina, citing the Board's leadership in Altec's turnaround as another positive example of driving transformation. He commented that Secretary Fain is aware of the Board's accomplishments and very appreciative of its efforts. He also cited the recent Governor's Award for Outstanding Workforce Participant received by High Country WIA participants.

White responded to earlier comments regarding services to returning military personnel, noting the November 2007 signing ceremony in Washington, DC inaugurating a \$6-7 million dollar program for educational grants to military spouses. Helen Parker, Region 3 Administrator, USDOL, was instrumental in establishing this collaboration between Fort Bragg and Fort Bragg Technical Community College, with hopes for expansion to Camp Lejeune.

Concluding that we live with challenge, dilemma, and opportunity, all at the same time, White emphasized the continual need for creative and entrepreneurial partnership exploration among workforce development, business, banks and chambers.

**Motion to Adjourn:** by Jim Halsey. Motion seconded at 4:17 P.M. by Scott Moncrief.

**Workforce Development Board  
Attendance Sheet  
February 14, 2008**

<b>%</b>	<b>Name</b>	<b>Feb. 07</b>	<b>Apr. 07</b>	<b>Jun. 07</b>	<b>Aug. 07</b>	<b>Oct. 07</b>	<b>Dec. 07</b>	<b>Feb. 08</b>
57%	Vanya Baker							
86%	Barbara Barlow (eff. 9/28/06)							
71%	Connie Barnette				late			
100%	Anne Bowlin							
71%	Carol Coulter					late		
86%	Maria Cunningham (eff.12/06)							
43%	Steve English							
100%	Marie Gwyn							
43%	Jim Halsey							
100%	Gwen Harris					late		
100%	Dwayne Howell (eff. 11/20/07)							
71%	Scott Moncrief (eff. 3/06)							
57%	Jayne Phipps-Boger					late		
14%	Susan Pittman							
71%	Doug Pratt							
86%	Sam Ray							
57%	Sandra Reese						late	
43%	Ben Shoemake (eff.12/06)							
100%	Earl Tipton (eff. 8/07)							
100%	Vacant (Mitchell Private)							
20%	Vacant (Yancey Private)							
0%	Vacant (At Large CBO)							
0%	Vacant (At Large Labor)							
		<b>75%</b>	<b>60%</b>	<b>74%</b>	<b>70%</b>	<b>61%</b>	<b>63%</b>	<b>76%</b>

**Youth Council Members Present**

Jennie Harpold

**Legend**

Present
Absent
Vacancy