



QUARTERLY MEETING
August 3, 2021
6:00 p.m.

AGENDA

WELCOME/CALL TO ORDER

Ms. Rena McLain, Chairperson

RECOGNITION OF GUESTS

APPROVAL OF MINUTES – May 4, 2021*

RURAL HEALTHCARE GRANT UPDATE

Ms. Bridgette Coates, Pee Dee COG
Courtney Weaver, SHRM-SCP
Assoc. VP of Workforce Development
McLeod Health

SC WORKS PEE DEE/CONTRACTOR UPDATES

Mr. Marquel Jackson
Eckerd Connects

Ms. Rudell Dubose
Darlington County School District

COMMITTEE REPORTS

- Executive Committee
- Business and Industry Committee
- Youth Committee
- Public Relations Committee

Ms. Rena McLain, Chairperson
Ms. Mel West, Chairperson
Mr. Darrell Jameson, Chairperson
Mr. Les Echols, Chairperson

DIRECTOR'S REPORT

- Program Year 2020 Funding Update
- Report on PY 2020 Fiscal Performance Measures
- Program Year 2021 Funding Update
- Proposed Bylaws Amendment*

Ms. Joette Dukes
Workforce Development Director

BOARD OPEN DISCUSSION

- Workforce Issues/Concerns
- Advocacy Activities
 - Chairperson & Other WDB Members
 - Staff

NEW BUSINESS

OLD BUSINESS

ADJOURN

**Denotes Voting Items*

PEE DEE WORKFORCE DEVELOPMENT BOARD
MINUTES
August 3, 2021

Zoom Conference

Members Present: Sam Bass, Pam Company, Jeffrey DeLung, Les Echols, Bernell Evans, Terry Gainey, Carol Hill, Billy Hogge, Lauren Holland, Darrell Jameson, Debbie Locklair, Rena McLain, Wayne Simon, Jeff Singletary, and Vicky Tyner

Members Excused: Mac Matthews and James Roberts,

Members Unexcused: Erin Brown and Kyle Wagner

Staff Present: Bridgette Coates, Joette Dukes, April Gaskins, Dianne Herrington, Teresa Jacobs, Mamie Legette, and Tammy Rowell

Guests Present: Courtney Weaver, McLeod Health
Rudell DuBose, Darlington County School District
Renee Alexander, Eckerd Connects
Marquel Jackson, Eckerd Connects
Somona Brown, Eckerd Connects
Melissa Rodgers, SC Department of Employment and Workforce
Craig Butler, Blue Ribbon Management and Consulting
Antionious NeSmith, Get Out and Stay Out

The Pee Dee Workforce Development Board met on August 3, 2021 at 6:00 p.m. The meeting was in-person with a Zoom conference option for those who preferred to attend virtually.

The meeting was called to order by Les Echols, Executive Committee Member. He asked Joette Dukes to acknowledge the guests that were in attendance, both in-person and virtual and thanked them for their support.

A motion was made by Wayne Simon and seconded by Darrell Jameson to approve the minutes of the May 4, 2021 meeting. The motion carried.

Bridgette Coates and Courtney Weaver provided an update on the H-1B Rural Healthcare Grant (Level UP). Ms. Coates opened with a brief overview of the project. She explained that the Rural Healthcare Grant is an H-1B Grant. H-1B grants are financed by a user fee paid by employers to bring foreign workers into the United States under the H-1B non-immigrant visa program. They are allowed to do so, because there is a shortage of American workers with those skills. Based on the most recently available data (FY 2020), the U.S. issued 7,515 H-1B visas for healthcare-related jobs.

COVID-19 has placed an unprecedented strain on the healthcare industry. Also, the U.S. population and workforce are aging so this will affect demand for healthcare workers

over the next decade. The Bureau of Labor Statistics published the top ten fastest growing occupations for the 2018-28 decade and six of those occupations were healthcare-related.

Finally, Ms. Coates explained that the purpose of the grant program is to: (1) increase the number of individuals training in healthcare occupations that directly impact patient care; and (2) alleviate healthcare workforce shortages by creating sustainable employment and training programs in healthcare occupations serving rural populations.

Ms. Weaver provided specifics of the Pee Dee's partnership with McLeod Health to implement the rural healthcare grant. A PowerPoint containing highlights of her presentation is included as an attachment to the minutes.

Marquel Jackson provided an overview of the activities and accomplishments for SC Works Pee Dee and Eckerd's Next Gen (youth) Program for Program Year 2020. Similarly, Ms. Rudell DuBose provided an overview of Darlington County School District's Next Gen program. PowerPoint presentations including the highlights of their overview are included as attachments to the minutes.

Les Echols surrendered the conduct of the meeting to the Board Chairperson, Rena McLain.

The Board received the following committee reports:

Executive Committee (Rena McLain)

Rena McLain reported that the Pee Dee Workforce Development Board's Executive Committee met on June 16, 2021 to consider staff recommendations for the following items:

- Program Year 2021 funding
- Incumbent Worker Training Funds awards
- Expansion of the participant service area for the Rural Healthcare Grant
- SC Works Memorandum of Understanding/Infrastructure Funding Agreement and the
- Board budget

In addition, the Executive Committee approved the following items via e-mail poll:

- Obligation of \$250,000 in adult and dislocated worker funding to Eckerd Connects
- Approval of Eckerd Connects Year 1 Budget for the Rural Healthcare Grant

A summary of all actions taken by the Executive Committee since the last full Board meeting is included in the meeting handouts. Some of the items will be further expounded upon in the Director's report later on the agenda.

Business and Industry Committee (Dianne Herrington)

On behalf of Mel West, Chairperson for the Board's Business and Industry Committee, Dianne Herrington presented the Business and Industry Committee's report. The

Committee devoted its meeting time to prioritizing its strategic plan goals/objectives. The Committee arrived at the following conclusions based on its discussion:

- Members already have a relationship with at least one economic development group and are willing to share Board information. This will help the Committee to engage in continued dialogue with economic development directors, which is part of its implementation strategy. Committee members requested a refresher, like the new board members orientation, to support them in this endeavor.
- Members agreed to engage in peer-to-peer communication by speaking at chamber meetings, lunch and learns, civic clubs, economic development board meetings, Society for Human Resource Management (SHRM) meetings, etc. Members requested a video aid, PowerPoint presentation, and staff support to implement this strategy. Bill Hogge will kick off this effort by addressing employers who will participate in the September 23rd job fair in Pageland.
- There is an enormity of services and partners providing them. A concise listing is vital to avoid overwhelming employers.
- Board members will continue to think about other ways to promote the Board's initiatives and services and present ideas for consideration at the next meeting.

Youth Committee (Darrell Jameson)

Darrell Jameson reported that the Board's Youth Committee met on July 28, 2021.

The Committee conducted the following business:

- Received an overview of the SC Workforce Journey's Initiative, a SC Department of Commerce project supported by the Governor's Emergency Education Relief (GEER) fund. The Department received \$15 million to provide career exploration and job preparation resources for individuals aged 16-24 who were impacted by the pandemic.
- Discussed the operationalization of the Committee's strategic plan goals, including the development of a youth resource list for the Pee Dee Region (by county)
- Received an update regarding WIOA Title I Youth Program performance for the 3rd and 4th quarters of Program Year 2020. The Pee met or exceeded all performance goals based on 3rd quarter and preliminary 4th quarter results.
- Received success stories for WIOA Title I NextGen participants. A PowerPoint presentation highlighting the success of youth participants was shared with the Board and is included as an attachment to the minutes.

Public Relations Committee (Les Echols)

The Board's Public Relations Committee met immediately before the full Board meeting on August 3, 2021. The following business was conducted:

- Received an update regarding the outreach materials provided by the Continuous Improvement Grant received from the State Workforce Development Board
- Received an overview of social media performance (under contract with Rawle Murdy)

- Reviewed and prioritized strategic plan goals as follows:
 1. Create a simplified presentation for different audiences: employers, jobseekers, and the community. The Public Relations and Business & Industry Committee will plan to make this a joint effort, since they share this as a goal.
 2. Identify Board members and staff who will present
 3. Identify organizations and businesses in the Region that can provide opportunities to present, with a goal of completing a minimum of 4 presentations per year

With the committee reports complete, Joette Dukes provided an update on the following:

- The allocation of Program Year 2020 funds. New obligations were made by the Executive Committee in the adult and dislocated worker programs. A slight revision was made to Youth Program carryover. In addition, the end date for the Rapid Response grant for Fiber Industries was extended by the State to September 30, 2021.
- A new Incumbent Worker Training (IWT) was received from the State Workforce Development Board in the amount of \$250,000. A total of \$165,844 was been obligated in the first round of grant applications, with a second round of applications due August 13, 2021.
- The local area's progress toward meeting state-mandated fiscal performance measures. All measures achieved as of June 30, 2021, except the States mandate that at least 30% of program funds be expended directly on participants. Ms. Dukes elaborated that it is especially difficult to achieve the measures for the following reasons:
 1. The availability of other funding, such as GEER funding for classroom training, with significantly less eligibility requirements
 2. DOL performance reporting requirements have made it difficult for our traditional training providers, such as the technical colleges, to remain on the WIOA eligible training providers list.
 3. Cost of infrastructure and staffing SC Works Centers in a six-county, mostly rural, service area
 4. Decreasing funding, year after year

She further elaborated that the local area's strategy will be as follows:

1. Continued reduction of non-participant costs, as feasible
 2. Greater investment in work-based learning opportunities, such as on-the-job training
 3. Greater investment in supportive services, such as childcare, transportation, books and supplies
- The allocation of Program Year 2021 funds. Carryover will be evaluated when closeout reports are received from contractors in mid-August and award levels will be adjusted as necessary.

None of the above-noted items required Board action. The information was received by the Board and handouts containing specific information are included as attachments to the minutes.

Ms. Dukes reminded the Board that, in order to effectively operationalize the strategic plan, it was necessary to make some revision to the Board's bylaws. The proposed revisions were sent out to the membership for its review and consideration prior to the Board meeting. The following specific revisions were proposed:

1. The Board's new mission and vision statements be incorporated in Article I. The new mission and vision statements were adopted with the strategic plan.
2. Article II, Section C – Term of Appointment – contained transitional language that applied only when the Board was newly configured in 2014. Proposed that language be removed. In addition, it is proposed that the language re: the appointment of individuals to unexpired terms be updated to include the effective date of his/her appointment and the duration of his/her term.
3. Article IV, Section D – Polling of Board/Committee Members – previous language only addressed polling committees. Proposed new language to address polling of the full Board.
4. Article VII – Committees – Business and Industry Committee is no longer an ad hoc committee, but a standing committee, per the strategic planning process. The Committee was moved to the category of Standing Committees, leaving the Incumbent Worker Training Committee as the only identified ad hoc committee in the bylaws.

A motion was made by Les Echols and seconded by Bernell Evans to approve the bylaws, as amended. The motion carried.

There was no open discussion by the Board re: workforce issues or advocacy activities. There being no further business, the meeting was adjourned.