



QUARTERLY MEETING
February 1, 2022
6:00 p.m.

Zoom Meeting

<https://us02web.zoom.us/j/83299567883?pwd=UIVHcFFPZHUzeEVWdXU1a2RvTU5wQT09>

Meeting ID: 832 9956 7883

Passcode: 041307

AGENDA

WELCOME/CALL TO ORDER

Ms. Rena McLain, Chairperson

RECOGNITION OF GUESTS

APPROVAL OF MINUTES – November 2, 2021*

SC WORKS PEE DEE/CONTRACTOR UPDATES

Ms. Rudell DuBose
Darlington County School District

Ms. Nortorius Jones
Eckerd Connects

COMMITTEE REPORTS

- Membership Committee
- Disabilities Committee
- Business and Industry Committee
- Youth Committee
- SC Works Committee
- Public Relations Committee

Ms. Rena McLain, Chairperson
Ms. Carol Hill, Chairperson
Ms. Mel West, Chairperson
Mr. Darrell Jameson, Chairperson
Mr. James Roberts, Chairperson
Mr. Les Echols, Chairperson

DIRECTOR'S REPORT

- Program Year 2021 Funding Update
- SWDB Resiliency Funding*
- Program/Fiscal Performance Updates

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
February 1, 2022**

Members Present: Sam Bass, Pam Company, Jeff DeLung, Les Echols, Bernell Evans, Carol Hill, Lauren Holland, Darrell Jameson, Rena McLain, Wayne Simon, Jeff Singletary, Shawn Troy, Vicky Tyner, Courtney Weaver, and Mel West

Members Excused: Terry Gainey, Billy Hogge, Mac Matthews, and James Roberts

Members Unexcused: Erin Brown and Kyle Wagner

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

Guests Present: Cheryl Lewis, SC Department of Commerce
Renee Alexander, Eckerd Connects
Marquel Jackson, Eckerd Connects
Nortorius Jones, Eckerd Connects
Melissa Rogers, SC Department of Employment & Workforce
Bob Kilgo, Darlington County Economic Development
Rudell DuBose, Darlington County School District
Sherrie Chapman, Northeastern Technical College
Robert Taylor, Northeastern Technical College

The Pee Dee Workforce Development Board met on February 1, 2022 at 6:00 p.m. The meeting was held the via Zoom conference platform.

The meeting was called to order by Rena McLain, Chairperson. She acknowledged the guests collectively and thanked them for their support.

A motion was made by Wayne Simon and seconded by Vicky Tyner to approve the minutes of the November 2, 2021 meeting. The motion carried.

The Pee Dee Local Workforce Development Area (LWDA) Contractors (Darlington County School District and Eckerd Connects) provided updates regarding their programs. Rudell Dubose provided the update for Darlington County School District and Nortorius Jones provide the update for Eckerd Connects. Eckerd Connects' PowerPoint presentation is included as an attachment to the minutes.

The Board received committee reports as follows:

Membership Committee – Rena McLain, Chairperson

At its December 7 meeting, the Membership Committee conducted the following business:

- Received an update from Joette Dukes regarding the status of recent Board appointments. Shawn Troy has been appointed to the Board to represent Marion County and Courtney Weaver has been appointed to represent Florence County.
- Discussed its strategic plan goals and what has been accomplished by the Committee in furtherance of its goals. Accomplishments include:
 - The establishment of an online application for interested members to self-nominate to the Board
 - Scheduling of a Board retreat
 - Board attendance at conferences for board development

Ongoing work includes:

- Overseeing the development of “blurbs” for members who want to share information about their board membership on their social media pages
- Collection of bios and photos of Board members for the newly-updated website

The Membership Committee’s strategic plan tracker has been included as an attachment to the minutes.

Disabilities Committee – Carol Hill, Chairperson

Since the last full Board meeting, the Disabilities Committee has also revisited its goals as outlined in the Board’s strategic plan. In furtherance of those goals, the Committee is working on a job fair, to be held at McClenaghan Adult Education on March 23 and during which the hiring of individuals with disabilities will be especially promoted. Members of the SC Vocational Rehabilitation Department will briefly address employers and provide information about the resources available to support the employment of individuals with disabilities. In addition, the Committee wishes to provide accessibility guidance to partners, using the SC Works Pee Dee website as an example.

Business and Industry Committee – Mel West, Chairperson

The Business and Industry Committee continues to explore ways to get the Board’s message to businesses. It has met jointly with the Public Relations Committee to develop a video and other resources to support their efforts. A business survey was

distributed to employers participating in the most recent job fair, with follow-up to their responses provided by staff.

Youth Committee – Darrell Jameson, Chairperson

At its January 26 meeting, the Youth Committee received a presentation from Committee Member Jeff Singletary, who is the Chief Business Development Officer of Marlboro-Pee Dee Electric Cooperative. He provided an overview of the company and its workforce, along with great tips to share with the youth who are seeking employment opportunities. In addition, Bridgette Coates provided an update on the Youth Committee's strategic plan goal to establish a Resource Hub on the SC Works Pee Dee website. The Hub link is working and feedback is invited. The Committee's next strategic focus will be on engaging educational institutions, secondary and post-secondary, to introduce and use the SC Works Online System to register students, especially graduating seniors. The Youth Committee's Strategic Plan tracker has been included as an attachment to the minutes.

SC Works Committee – Mamie Legette, Staff Liaison

In addition to discussing its strategic plan goals at its January 27 meeting, the SC Works Committee received updates on the COVID-19 protocols for the SC Works Centers, the pending Request for Proposal for one stop operations and program services, an update on the LWDA's resiliency funding request, and an overview of statistics for the SC Works Pee Dee centers. Handouts detailing center statistics are included as an attachment to the minutes.

Public Relations Committee – Les Echols, Chairperson

The Public Relations Committee has formed a sub-committee to work with the Florence School District 1 Career and Technical Education (CATE) Program to develop a Board video. The CATE Program has agreed to accept this responsibility as a project for their students. The Committee spent some time during the meeting, at which two Business and Industry Committee members were also present, discussing what they'd like to see in a video produced exclusively for the Board. In addition, staff reported that a total of \$6,578 in resiliency grant funds was earmarked for outreach activities. The staff also shared several sample social media messages developed by staff for consideration by the Committee and provided an overview of recent outreach efforts. These included radio ads, billboards, social media, and text messages to UI claimants re: the Rural Healthcare Grant and other SC Works programs and services.

Joette Dukes provided the Director’s Report, beginning with an update on Program Year 2021 funding. She reported that the State Workforce Development Board awarded \$389,204 in resiliency funding to the Pee Dee LWDA and based upon that award, Board action is needed to distribute those funds to the appropriate entities that will be involved in using the funds, as follows:

Action	Motion	Second	Abstain
Increase award of funding to Pee Dee Regional Council of Governments by 19,078 for staff development activities (\$12,500) and outreach (\$6,578)	Les Echols	Wayne Simon	n/a
Increase award of funding to Eckerd Connects by \$135,589 in the adult program	Wayne Simon	Sam Bass	n/a
Increase award of funding to Darlington County School District by \$34,537 in the youth program	Wayne Simon	Sam Bass	Bernell Evans

All motions carried.

Ms. Dukes reported that, due to the receipt of resiliency funds, it did not appear that the adult program would need the entire amount of funds earmarked in the dislocated worker program for adult expenditures. The funds transfer request line item was reduced by \$125,000 to balance the budget. No Board action is necessary since the original approval specified that staff was authorized to transfer **up to** \$375,000. Furthermore, the request for \$200,000 in Rapid Response for Additional Assistance Funds is no longer being recommended by staff. The resiliency funding provides the additional funding needed to cover costs and, with layoff activity in our local area being relatively insignificant, a request for Rapid Response funding would be difficult to justify. Handouts detailing funding distributions and recommendations are included as attachments to the minutes.

Ms. Dukes also provided an overview of the local area’s compliance with federal and state programmatic and fiscal requirements. The local area passed all programmatic performance expectations through the 1st Quarter of Program Year 2021. In addition, the local area was on track to meet all state and federal fiscal performance requirements, except the state-mandated participant cost rate of 30% for the adult/dislocated worker program and the federal work-based learning rate for the youth program. She explained that the failure to meet the youth work-based learning rate was largely due to an oversight in the way that youth work-based learning expenditures were captured and reported by one of its youth contractors. The issue has since been corrected and she expects that we will be on track to reach the goal once the correction has been made. Regarding the participant cost rate, the local area’s ability to shift some of its operational costs from the adult/dislocated worker program to the resiliency grant

will help to increase the percentage of costs made for participants. Staff will continue to evaluate this metric on a monthly basis and work with our contractor to increase the investment of funds in direct participant costs. The State has implemented a policy that allows local areas who wish to request a waiver of specific state requirements in furtherance of the implementation of innovative projects to do so. Board approval will be solicited by staff should they believe a waiver of the participant cost rate requirement is in the best interests of the local area.

Regarding special grant funding, Ms. Dukes reported that, along with five other local areas in the State, the Pee Dee Regional Council of Governments plans to submit a proposal to the US Economic Development Administration (EDA) for a Good Jobs Challenge Grant. The grant is designed to encourage employer-driven conversations, develop uniform solutions to their workforce challenges, and enhance their ability to recruit workers for higher-skilled, higher-wage occupations (i.e. good jobs) in their companies. Ms. Dukes also reported that the security grant provided by the State Workforce Development Board ended on December 31, 2021 and the SC Works Centers no longer have security guards as a result of the grant ending.

The floor was opened for Board members to share advocacy activities or workforce issues about which they are concerned. Board member Sam Bass inquired about staff's familiarity with YouthBuild Grants. Ms. Dukes responded that the staff of Pee Dee Regional Council of Governments is familiar with YouthBuild Grants and had been approached by a community organization to lead a grant-writing effort to bring a YouthBuild project into the Region. The Pee Dee Regional Council of Governments has no dedicated grant writer and, with existing staff dedicated to overseeing traditional WIOA programs and two new federal grants, the staff has no capacity to lead any new grant-writing efforts at this time. However, Pee Dee COG staff would be willing to support another organization's efforts to pursue the funds for the citizens of our Region.

There being no further business, the meeting was adjourned.