

**PEE DEE WORKFORCE DEVELOPMENT BOARD
MINUTES
November 2, 2021**

Members Present: Pam Company, Jeff DeLung, Les Echols, Bernell Evans, Carol Hill, Lauren Holland, Billy Hogge, Darrell Jameson, Debbie Locklair, James Roberts, Wayne Simon, Jeff Singletary, Vicky Tyner, Mel West

Members Excused: Mac Matthews, Rena McLain,

Members Unexcused: Sam Bass, Erin Brown, and Kyle Wagner

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

Guests Present: Craig Butler, Blue Ribbon Management and Consulting
Denise Butler, Blue Ribbon Management and Consulting
Cheryl Lewis, SC Department of Commerce
Marquel Jackson, Eckerd Connects
Nortorius Jones, Eckerd Connects
Zach Nickerson, SC Department of Employment & Workforce
Michelle Paczynski, SC Department of Employment & Workforce
Rudell DuBose, Darlington County School District
Connie Mason, Connie's Workforce Connections
Ron Roberts, Florence-Darlington Technical College
A.D. Jordan, Office of Senator Tim Scott

The Pee Dee Workforce Development Board met on November 2, 2021 at 6:00 p.m. The meeting was in-person with a Zoom conference option for guests and those who preferred to attend virtually.

The meeting was called to order by Mel West, Vice Chairperson. Joette Dukes acknowledged 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 Bernell Evans to approve the minutes of the August 3, 2021 meeting. The motion carried.

Joette Dukes introduced the speaker for the board development topic, Craig Butler, founder and CEO of Blue Ribbon Management Consulting.

Mr. Butler shared with the Board his vast experience in workforce development, including his former service on the Pee Dee Workforce Development Board, as well as on a local and the State Workforce Board in Tennessee. He talked about his involvement in the earliest version of what eventually became the model for the Pee Dee Local

Workforce Development Board's H-1B Rural Healthcare Grant. Among other things, he encouraged Board members to focus on "Able's" and "Ions" in their work with the Board.

Able's: Valuable, Viable, Scalable, Doable, Replicable, Sustainable, Amicable, with providers and participants who are accountable and credentials are stackable

Ions: Compassion, Collaboration, Negotiation, Cooperation, Participation, Association, Inclusion, and Innovation

The Board received Committee Reports as follows:

Disabilities Committee – Carol Hill, Chairperson

Ms. Hill reported that the primary work of the Disabilities Committee since its last report to the Board was the engagement of key players and creating additional participation among organizations who provide services to individuals with disabilities. The Committee reviewed its goals for 2021-2022. They are as follows:

- 1) Improve Accessibility for onsite and remote assistance for individuals with disabilities
- 2) Engage partner agencies to educate regional employers about the benefits related to employing individuals with disabilities
- 3) Educate stakeholders (community members, employers, partner agency employees, etc.) regarding some of the nuances that affect individuals with disabilities and employment

The anticipated outcomes related to the established goals are

- 1) Building awareness of SC Works and Pee Dee Workforce very ADA friendly revised website
- 2) Building understanding of workforce-related needs of our disabled community

Membership Committee – Joette Dukes, Staff Liaison

Ms. Dukes presented the Membership Committee report. She reported that staff is working with local chambers of commerce to obtain nominations for the Board vacancy in Marion County and the seat in Florence County that will be vacated by Debbie Locklair on December 31, 2021. She further reported on the Committee's progress toward its strategic plan goals. The strategic plan tracker for the Membership Committee is included as an attachment to the minutes.

Executive Committee – Wayne Simon, Committee Member

Mr. Simon reported that the Executive Committee considered staff recommendations for revamping the Request for Proposals process for Program Year 2022. Current service providers were awarded contracts for Program Year 2018 and, in accordance with guidelines of the Request for Proposals, given three extensions with good performance. In order to ensure open competition, Pee Dee Regional Council of Governments is required to release a new Request for Proposals for next year's services. Staff

recommended changes geared toward encouraging innovation and decreasing overhead costs, to include

1. the delivery of more services virtually and/or using mobile one stop options;
2. selecting a single provider for youth services;
3. and allowing bidders to propose programs that have been identified as promising practices, that may be different than our traditional way of doing business.

All services will be included in the Request for Proposals, including one stop operations, adult and dislocated worker services, youth services, H-1B grant services, and CAREER National Dislocated Worker Grant services.

In addition, the Committee reviewed its strategic plan goals. A tracking form outlining the Committee's actions and strategies is included as an attachment to the minutes. The Committee determined that strategy #3, which involves the identification of broad priorities for the Board was the most important of its strategies to initially focus on. The Committee also determined that, at least annually, the full Board needs to have a retreat to assess its progress and establish priorities for the coming year. A survey regarding Board members' availability to participate in a retreat was released by staff and those responses will be used to plan a retreat.

A summary of all actions taken by the Executive Committee between Board meetings is included as an attachment to the minutes.

Business and Industry Committee – Mel West, Chairperson

Ms. West reported that to meet the Committee's strategic goal of promoting the value of the board and its associated initiatives with employers, the Committee has taken the following actions:

- At the Pageland Job Fair on September 15, Committee Member Billy Hogge shared highlights of the Board's work and his own experience with IWT, OJT and recruitment services. Several employers asked business services team for more information following his comments.
- The Committee discussed that job fairs are a perfect opportunity to connect our board with employers. The Committee recommends that a board member representing the county in which the event is located might have the best relationships with attendees and could serve as the Board's ambassador to present board info and initiatives.
- The Committee agreed that a new workforce video is needed. Dr. Wagner graciously offered Northeastern Technical College's services to create a video tailored to the local Board's needs. Plans are to work with PR committee to determine message/objective and a script/outline.

Regarding the Committee's goal to ensure that workforce development activities meet the needs of employers, the Committee developed a brief workforce survey for employers attending the October 28, 2021 job fair. Board awareness scored 4.3 out of 5. The Committee will discuss the survey results and create action plans to address areas in need of improvement.

Youth Committee – Darrell Jameson, Chairperson

Mr. Jameson reported that the Youth Committee received presentation from Melissa Cooper of Florence–Darlington Technical College CCAMPIS (pronounced “See Campus”) a program that provides day care services at an ABC Licensed Facility for children and an after-school program for children whose parent is enrolled in 6 or more credit hours at Florence-Darlington Technical College. Northeastern Technical College offers similar services for the Cheraw Campus through their program called Compass Point 4K.

The Committee also reviewed its strategic plan and received an update from its Resource Hub Subcommittee. The Committee’s progress against its strategic goals is included on its strategic plan tracker, which is included as an attachment to the minutes.

The Committee also reviewed youth program performance and other measurable progress during Program Years 20 and 21. Handouts detailing performance outcomes for the local area and statistics for WIOA Title I Youth Contractors are included as attachments to the minutes. Youth providers have collectively met or exceeded negotiated performance goals for Program Year 2020.

A slide show of success stories regarding youth across the Pee Dee was planned, but unavailable due to technical difficulties. Staff agreed to e-mail the slide presentation to all meeting attendees immediately following the meeting.

SC Works Committee – James Roberts

Mr. Roberts reported that the Committee received the following updates from staff regarding the SC Works Pee Dee system:

- A center-by-center update of activities in each SC Works Pee Dee Center
- Information regarding a funding opportunity available through the State Workforce Development Board. Staff plans to request funds for a mobile one stop and for center staff development and training.
- Information regarding SC Works Center Certification
- Statistical Information regarding the number of customers served and services provided by each Center (included as attachments to the minutes)
- Information regarding a new pre-apprenticeship grant received by Florence-County Adult Education
- Information regarding the Pee Dee LWDA’s collaboration with 4 other local areas to apply for a Good Jobs Challenge Grant from the Economic Development Administration (EDA)

In furtherance of the achievement of its strategic plan goals, the Committee agreed to establish a subcommittee to further explore the development of a recognition program for staff engaged in delivering services through the SC Works Pee Dee system.

With the Committee reports complete, the Board received the Director’s Report from Joette Dukes. Ms. Dukes briefly reviewed the funds analyses reports for the adult,

dislocated worker, youth, and special grant funds. She indicated that there were no significant changes since the last report was made to the Board. She briefly mentioned that staff, on behalf of the Board, is pursuing the EDA Good Challenge Grant and the State Workforce Board Resiliency Grant and briefly highlighted the purpose of each. She also talked about the Pee Dee Regional Council of Government's work with the six Pee Dee counties to support their need to hire EMS workers.

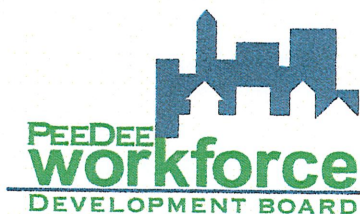
Ms. Dukes reported that, for Program Year 2020, the Pee Dee LWDA did not meet the State Workforce Development Board's requirement that at least 30% of its adult and dislocated worker funding be spent directly on participants. A response regarding the reason the metric was not met is due to the State no later than November 12, 2021. The Board will be copied on the staff's response and updates regarding Program Year 2021 performance metrics will be made as the information becomes available.

Regarding programmatic performance, the Pee Dee LWDA met or exceeded all negotiated performance goals for Program Year 2020. Handouts detailing performance outcomes by local area and program are included as an attachment to the minutes. In addition, Pee Dee LWDA contractors submitted success stories that are included as attachments to the minutes.

Re: workforce issues or advocacy activities, several Board members made announcements about issues/activities going on within their respective organizations that impact workforce development efforts in the Pee Dee. Carol Hill, Director of Florence County Adult Education announced that the adult education centers' ability to offer WIN testing at no cost to workforce customers will expire on December 31, 2021. Florence County Adult Education will be using WorkKeys, but will be unable to offer it as a free service.

Darrell Jameson reported that career and technical education centers across the Pee Dee will be working on their Comprehensive Local Needs Assessment and will be reaching out to partners and businesses to solicit information and support for the plan.

There being no further business, the meeting was adjourned.



QUARTERLY MEETING
November 2, 2021
6:00 p.m.

AGENDA

WELCOME/CALL TO ORDER

Ms. Mel West, Vice Chairperson

RECOGNITION OF GUESTS

APPROVAL OF MINUTES – August 3, 2021*

INTRODUCTION OF THE SPEAKER

Joette R. Dukes
Workforce Development Director

BOARD DEVELOPMENT TOPIC

Mr. Craig Butler
Blue Ribbon Management Consulting
Former Workforce Board Member

COMMITTEE REPORTS

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

Ms. Carol Hill, Chairperson
Ms. Joette Dukes, Staff Liaison
Mr. Wayne Simon, Committee Member
Ms. Mel West, Chairperson
Mr. Darrell Jameson, Chairperson
Mr. James Roberts, Chairperson
Mr. Les Echols, Chairperson

DIRECTOR'S REPORT

- Program Year 2021 Funding Update
- Program Performance Updates
- Contractor 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*