Piedmont Triad Regional Council
Executive Committee Minutes
Wednesday, February 1, 2017

Members Present:

Kevin Austin, Yadkin County
Jimmy Blake, Town of Biscoe
Buddy Boggs, Town of Haw River
Alan Branson, Guilford County
Mark Brown, Town of Summerfield
Renee Bryant, City of Randleman
John Byrum, Town of Midway
Darryl Carter, City of Eden
Sharon Conaway, Town of Walnut Cove
Perry Conner, Town of Franklinville
John Ferguson, Davie County
David Fernandez, Town of Seagrove
James Festerman, City of Reidsville
Alvin Foster, Town of Yanceyville
Darrell Frye, Randolph County
Nathaniel Hall, Caswell County
Ernest Lankford, Stokes County
John Larson, City of Winston-Salem
Bonnie Lasky, Town of Boonville
Peggy Leight, Town of Walkertown
Walter Marshall, Forsyth County
Wayne Moore, Town of Jonesville
Jackie Morris, Montgomery County
Larry Phillips, Surry County
Mark Richardson, Rockingham County
Chris Thompson, Town of Kernersville
Don Truell, Davidson County
Keith Volz, Town of Jamestown
Brent Ward, Town of Mocksville
Filmore York, Town of Liberty
Steve Yokeley, City of Mount Airy

Members Absent

Marikay Abuzuaiter, City of Greensboro
Latimer Alexander, City of High Point
Dwight Atkins, Town of Pilot Mountain
Jim Butler, City of Burlington
Larry Ward, Town of Denton

Chair Nathaniel Hall welcomed the PTRC Executive Committee and called the meeting to order at 12:06 p.m. He requested a moment of silence and then led the Executive Committee in the Pledge of Allegiance. This meeting was opened up to our full Board of Delegates as well as many Workforce Development Boards in our region. Many guests were in attendance.

1. **Presentation: Dr. James Williamson, President of NC Community Colleges**
    a. Mr. Nate Hall introduced Dr. Williamson who has worked in various aspects of higher education for 27 years. He has extensive experience in higher education, having served as faculty member or administrator at four community colleges and three universities in South Carolina.
    b. Mr. Matthew Dolge added that he had the chance to hear Dr. Williamson speak when he visited the COG directors. He works very hard to close the skills gap and direct employer links to community colleges. We are excited to hear more about the linkages between the community colleges, workforce and economic development.
    c. Dr. Williamson acknowledged the strong link between COGS and community colleges. He was encouraged to see such good representation of both local leaders and community colleges at the meeting.
    d. Community Colleges educate 730,000 students on 9.8% of the total budget.
    e. It is estimated that by 2030 twelve million people will live in NC. This means a great deal of opportunity for education, training, workforce and in turn the economic growth of our area.
    f. Skills are ever changing. Some like short hand go away over time while others will always be fundamental. Part of the challenge is identifying what the future holds for jobs and the skills that will be needed.
    g. We must change the way that we are marketing community colleges. This starts with the parents. Parents are the ones making decisions for 18 year olds. We have to educate parents on the future jobs available in NC and why a community college is the best and smartest way to get those jobs.
    h. Marketing your community college in your area is important. However we need to do a better job at branding the system as a whole and illustrating the significant role it will play in the future.
    i. Apprenticeships are one of the greatest vehicles for training and keeping a workforce up to date with changes. It is also one of the most underutilized resources. This area has done a good job with apprenticeships. There are three apprenticeships in the area located in Alamance, Guilford and Randolph. Apprenticeships are very much industry driven. They bring people in and introduce them to the jobs available. By giving them the basic framework students are able to decide which career they are most interested in. This works because business are taking the initiative to "grow" their own workforce. Apprenticeships are a great way to sell our region and meet the needs of potential employers.
    j. Ms. Peggy Leight asked if there was any correlation between the denied rates at university and increase in community college attendance. Dr. Williamson stated that we have seen increases in Montgomery County due to the "College Career Promises"

group. Early college is a model that works at getting students enrolled at community colleges. Research shows that if a student obtains their associate degree from a community college, they perform better than the native students at four year universities. Marketing to the students who don't get accepted to a university is a good idea.

k. Mr. Keith Volz asked how careers other than technology are being promoted to students. Dr. Williamson stated that we need to take more of an active role in this. There is "honor in all work" and we should be promoting these skillsets. Mr. Volz also said that community colleges have an advantage financially. By attending community college you are reducing your academic debt. We can definitely use this as a marketing tool.

l. Mr. Kevin Austin asked about the effort between community colleges and the school systems to coordinate enrollment across the state. Dr. Williamson stated that early colleges are hugely successful and we are seeing these offered across the state.

m. In many cases a ride range of programs are offered but no one seems interested in them. How can we generate interest? Dr. Williamson stated that we need a branding initiative that advertises not just the job but the whole picture- success stories, hourly rates and what your average day will look like and the colleges in state that offer it. We need to push this model to parents, PTAs and anyone that will listen. These advertisements should be on the radio, social media and given as options by guidance counselors. www.Imadeitsc.com is a great example of this type of branding.

n. Mr. Matthew Dolge closed by saying that we are building on these concepts. We have received certification for a career pathway in healthcare and are moving forward. At our next PTRDC meeting we will kick off an initiative to brand manufacturing. The theme is "Dream It, Do It!" Please save the date for April 26th to attend.

2. **Action Item: Request for approval of November 2, 2016 PTRC Executive Committee minutes, Nathaniel Hall, PTRC Chairman**
   a. There being no questions, a motion was made by Mr. Jimmy Blake.
   b. The motion was seconded by Mr. Jackie Morris.
   c. Request for approval of November 2, 2016 PTRC Executive Committee minutes was approved.

3. **Action Item: Request to adjust the Assignment of Classifications to Grades, Matt Reece, Assistant Director**
   a. Mr. Matt Reece explained that the Executive Director is responsible for the administration and maintenance of the position classification and pay plan. Department directors are responsible for bringing to the attention of the Executive Director any material change in the work of staff for further review and study to determine if the classification of the position should be changed. The Executive Director will then bring requests to create new classifications to the Board of Delegates for approval.

b. As of February 1, 2017, PTRC has divested to independent contractors, ResCare Inc. and Goodwill, the direct services programs and staff formerly in the Workforce Development Department. This change has resulted in the need to reorganize the remaining administrative staff roles reporting directly to the Workforce Development Board. A revised organizational chart for the Workforce Development Department is attached. The Workforce Development Director, Wendy Walker-Fox, is requesting the following additions and deletions of classes, see the table below:

Additions				
Grade	Title	Minimum	Mid-Point	Maximum
19	Contracts & Accountability Specialist	39,124	50,861	62,598
20	Adult & Dislocated Worker Program Coordinator	41,080	53,404	65,728
20	Youth Program Coordinator	41,080	53,404	65,728
21	Strategic Initiatives Coordinator	43,134	56,074	69,014
Deletions				
16	Service Corp Crew Leader	33,797	43,936	54,075
18	Accountability Specialist	37,261	48,439	59,617
18	Career Facilitator	37,261	48,439	59,617
18	Service Corps Coordinator	37,261	48,439	59,617
19	Career Facilitator, Lead	39,124	50,861	62,598
21	Network Specialist	43,134	56,074	69,014

c. We would also like to take this opportunity to remove obsolete classes in the Aging Department:

Deletions				
24	Aging Community Based Programs Manager	49,933	64,913	79,893
24	Long-Term Care Program Manager	49,933	64,913	79,893

d. The Executive Director concurs and recommends the adoption of this change to the PTRC pay plan.

e. There being no more questions, a motion was made by Mr. Darrell Frye.

f. The motion was seconded by Mr. Mark Richardson.

g. Request for approval of first budget revision for FY 2016-2017, was approved.

4. **Action Item: Request for authorization to apply for Urgent Repair funding from North Carolina Housing Finance Agency (NCHFA) for Rockingham, Yadkin, Surry and Stokes Counties, Michael Blair, Housing Director**

a. The PTRC Housing Department has applied for one combined 2017 NCHFA Urgent Repair Grant for Rockingham, Yadkin, Surry and Stokes. The grant is for $200,000 with approximately $50,000 applied in each county. The maximum funding per unit is $8,000. Funds will be used to support staff, travel, participant services and general operating costs of the "Project Reentry" program.

b. The application for the 2017 NCHFA Urgent Repair Grant was due January 23rd 2017.

c. There being no questions, a motion was made by Mr Keith Volz.

d. The motion was seconded by Mr. Alvin Foster.

Request for authorization to apply for Urgent Repair funding from North Carolina Housing Finance Agency (NCHFA) for Rockingham, Yadkin, Surry and Stokes Counties was approved.

5. **Action Item: Request authorization to enter into contract with the North Carolina Department of Insurance for Medicare Improvements for Patients and Providers Act 2008 (MIPPA) funding in the amount of $79,268 for the period of October 1, 2016 to September 30, 2017, Blair Barton-Percival, AAA Director**
   a. Area Agencies on Aging (AAA) across North Carolina are working with Senior Health Insurance Information Programs (SHIIP) to outreach to older adults and individuals who have mental or physical disabilities who are eligible for Low Income Subsidized Medicare benefits. The PTRC Area Agency on Aging has been awarded $79,268 to continue providing outreach and education across the region.
   b. This allocation will allow the AAA to identify potential beneficiaries throughout the region using varies methods and targeted outreach. We will use all connections we have to leverage an increased number of people. In anticipation of this funding, we have already discussed targeting methods with SHIIP coordinators to effectively service our counties.
   c. There being no more questions, a motion was made by Mr. Keith Volz.
   d. The motion was seconded by Ms. Peggy Leight.
   e. Request for authorization to enter into contract for $79,268 with the North Carolina Department of Insurance for Medicare Improvements for Patients and Providers Act 2008, (MIPPA) funding for the period October 1, 2016 to September 30, 2017 was approved.

6. **Informational Items: URP Update**
   a. Please take note of the good report we received from the state regarding our Urgent Repair Program.

7. **Informational Item: Golden Leaf**
   a. Mr. Jesse Day reported that we submitted our Golden Leaf on January 20th. We should find out after April if we've received the grant funding.
   b. We are also working with the EDA to submit a grant application for one million dollars.

8. **Executive Director's Report, Matthew Dolge, Executive Director**
   a. Just a reminder that we will not have a full Board of Delegates meeting in February. Many of our delegates were in attendance today.

A motion of adjournment was made by Ms. Peggy Leight and seconded by Mr. Keith Volz. The meeting was adjourned at 1:05 p.m.

Nathaniel Hall, Chair

Katie Mitchell, Clerk to the Board