



# Northeastern Workforce Development Board

**ALBEMARLE COMMISSION**  
REGION R COUNCIL OF GOVERNMENTS

Camden, Chowan, Currituck, Dare, Gates, Hyde, Pasquotank, Perquimans, Tyrrell and Washington Counties

## NWDB NextGen Committee Meeting Minutes

August 31, 2021

Zoom Meeting

3:30 pm

**Type of Meeting:** Regularly Scheduled Meeting

**Meeting Facilitator:** Dr. Kimberly Gregory, Chairperson

**Members attending:** Lisa Brown

**Members absent with notification:**

**Members absent without notification:**

**NWDB Staff:** Rachel Clipston, Amanda Hurdle, Nancy Hamilton, Janaye Clark, Erica Banks

**Other Attendees:**

### I. Call to order and welcome – *Dr. Gregory*

Dr Gregory called the meeting to order at 3:30pm. The special meeting was called to finalize the strategic plan and vote on the RFP for a digital marketing vendor.

### II. Approval of Minutes: July 2021 Meeting – *Dr. Gregory*

Dr. Gregory asked were there any corrections needed to be made on the July minutes. Lisa motioned to approve the minutes and none were opposed.

### III. Vote on Submissions, RFP for Digital Marketing Vendor - *Rachel*

NWDB Staff reviewed the proposals submitted by 5 vendors (Content Commanders, TMAC Communications, Liv Iconic, Heartland Communications, and Elite Media Agency) and graded them with a rubric. The staff recommendation is Content Commanders. The youth committee will reconvene to vote for a vendor for the E3 Digital Marketing Campaign.

### IV. Work Session to update Strategic Action Plan – *All members*

The committee finalized the strategic action plan. Rachel adapted the information into a chart format to create a clearer picture of the information. Resources needed, stakeholders, timeframes, and outcomes were added to the strategic plan.

- Goal 1: Develop and implement strategies to increase targeted new enrollments.

- The *Choices* brochure is an action item under goal 1. This brochure will help youth that are leaving high school know their options for getting their high school equivalency, and learn about NextGen services and training programs offered in our area. School counselors can distribute the Choices brochures to those that are leaving high school without their diploma. The next step to implement the brochure is to poll stakeholders and get input from community colleges and k-12 schools. Dr. Gregory stated that the Coffee and donuts with the superintendents and principals' event in October would be a great time to share that information about the brochure. We will need a brochure for both colleges, Beaufort Community and College of the Albemarle. COA may be able to get their printed through the marketing department.
- Goal 2: Create a 25% increase in WBL hours.
  - Increasing worked-based-learning hours is a big focus statewide for youth programs. We have been getting a lot of hours in, but we still want to increase them during the remainder of the program year by providing more job shadows and through our collaboration with COA's College and Career Readiness Department.
- Goal 3: Generate a 20% increase of goal completion rates.
  - Our third goal is to increase program completion rates. We want to retain our participants to ensure they are doing well and reaching their goals. Action items for this goal are to develop a mentorship program, 2 youth cohorts, expand our use of incentives, and continue to offer career cafes virtually and in person. Resources needed are mentoring guidelines, a vendor for our digital advertising campaign, and volunteers.

**V. Other Business**

The next meeting will be **Tuesday, November 9, 2021 at 3:30pm.**

Meeting adjourned 4:15pm.



---

Chairperson, Dr. Kimberly Gregory

04 / 14 / 2022

---

Date