



# 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 Agenda**

January 25, 2022

Zoom Meeting

3:30 pm

**Type of Meeting:** Regularly Scheduled Meeting (rescheduled from 1/11/2022)

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

**Members attending:** Dr. Gregory, Deputy Nathan Large, Elizabeth Kurzer

**Members absent with notification:** Lisa Brown

**Members absent without notification:**

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

**Other Attendees:**

**I. Call to order and welcome** – Dr. Gregory called to order 3:33pm.

**II. Approval of Minutes: August 2021, September 2021 special meeting, and November 2021** –

The committee approved the minutes for the August work session, September special meeting, and November meeting. Nathan seconded the motion.

**III. E3 Update**

**a. Social Media Campaign with Content Commanders – Rachel**

Rachel informed everyone that members have been liking and sharing Facebook posts and we will be transitioning to other platforms. Content Commanders were actively posting November and December. They will be transitioning to TikToks, but we will need examples of what they are envisioning. Content Commanders have already recorded interview clips with 2 participants. We may be able to utilize that content for Tiktok to give the public an idea of our services. Rachel asked the committee to keep liking and sharing posts. Analytics perform best when we view and like and share soon after content is posted. We will also keep sharing the posts to community groups.

Nathan asked if the posts were shared to Moyock pages. Rachel will check and make sure to include the Moyock Facebook group. Elizabeth asked if the career café audience would be a good group to participate in making TikToks as peer-to-peer outreach and help with recruitment. Rachel will make the suggestion to NextGen staff, but we are experiencing challenges for scheduling activities for youth. If needed, we may try to reach out to participants individually to get the content. Dr. Gregory agreed it would be a good idea. If the participants are in the videos, then that will help increase engagement because they will share the content with their peer groups.

**b. Cohort 1 Update – Janaye**

We have done an initial meeting with the health care cohort to allow them to meet and to go over the purpose of the cohort. During the virtual workshop we discussed setting goals and used a matching game to make the meeting interactive and go over the top skills that health care employers are looking for in candidates. We will work on planning more workshops over the next few months scheduling a business tour. Hospitals and other facilities are still limited on visitors. Committee members brainstormed possible places that may be willing to offer a tour including the following:

- Clinical laboratories
- Dieticians/nutrition
- Veterinarian
- Lab corp
- Drug testing facility
- VA Fuller School of Massage  
therapy Dental School
- Fitness Centers
- Cooperative Extension/cooking
- YMCA
- Pharmaceutical
- Military recruiters-nonpatient setting
- COA health sciences department
- EMS Departments in all counties
- ADN Program simulation Day
- Fire Fighting Academy

**c. B3 Update – Dr. Gregory**

B3 will be introducing new techniques to roll out iced coffee. Many students are interested in entrepreneurship from participating in the coffee shop and they are getting extra education to get prepared for the workforce including getting more comfortable with numbers and building confidence. Other locations are wanting to do B3 and the best approach could be through a community college program with a partnership with NCWorks or a similar program.

**IV. Results from interest survey (DC Trip)- Rachel**

The DC trip did not have enough interest to resume planning for this program year due to lower engagement. As we get more youth enrolled and engaged, we can resume planning. To attend trips, the participants must be engaged and actively working towards their goals.

An annual Youth Summit is planned by youth leads across the state. They voted to host a virtual summit this year. The Leading to Change training agency facilitated the summit last year and will facilitate this year's event. They provide fun and interactive webinars. Last year's summit included breakout sessions where you could talk and interact. The summit will take place early spring.

#### **V. Real World planning update -Janaye**

Real World Summary: High schools in our region will be invited to bring youth to the Real World. Youth will be assigned a salary and job based on their career interests and educational plans and have to budget as they navigate real world booths that are set up by volunteers from local businesses. They will have to pay for their own housing, transportation, and other expenses, and attend 3 mini workshops which are insurance, budgeting, and banking.

We will go over the budget and begin contacting the high schools this month. The event takes about 6 months to plan to recruit sponsors and volunteers. There will be a doodle poll sent out to schedule the first real world planning committee meeting. The youth committee are welcome to attend and help with planning the event. At the first meeting our goals are to set a date and choose the venue. We usually rotate it between north of the sound and south of the sound.

Elizabeth asked if a local Credit union and car dealer would be involved in the event. SECU has helped plan the previous events and the planning committee will reach out to car dealerships to see if they can bring cars to simulate a used car lot. We are looking at having the event at Museum of the Albemarle in Elizabeth City and the 4-H Center in Columbia may be an alternate venue.

#### **VI. NextGen Video**

- a. NextGen will be working with a vendor to have a video recorded to promote our services. Rachel will send the committee the career center video that was made last year. The filming is scheduled for March 24<sup>th</sup> and we will need to develop an outline to make sure we include the most important services we want to include in the video. Dr. Gregory may be featured in the video.

#### **VII. Success Story – Amanda**

Career advisor Amanda shared participant Rodney's success story. He enrolled in NextGen at the end of 2020. He received A's in all classes for the spring, summer, and fall semesters. Rodney earned his Culinary Arts Certificate I in May and graduated with his Culinary Arts Diploma in December 2021. While in school, he was hired by Monteros. He is now working full time at a deli in Elizabeth City.

Meeting adjourned 4:23 pm



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Chairperson, Dr. Kimberly Gregory

04 / 14 / 2022

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Date