



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

July 9, 2021
Zoom Meeting
3:30 pm

Type of Meeting: Regularly Scheduled Meeting

Meeting Facilitator: Dr. Kimberly Gregory, Chairperson

Members attending: Lisa Brown, Alvan Overton, Frankie Manning

Members absent with notification:

Members absent without notification:

NWDB Staff: Rachel Clipston, Phillip Holloway, Erica Banks, Nancy Hamilton, Janaye Clark

Other Attendees:

I. Call to order and welcome – Dr. Gregory

a.

II. Approval of Minutes: May 2021 Meeting – Dr. Gregory

a.

III. Welcome new committee members!

a. Alvan Overton

b. Lisa Brown

IV. Success Story – Career advisor Erica Banks shared how youth participant Tonnette Glasper was facing challenges after graduating high school and how she worked to overcome her barriers and was able to obtain employment in her career pathway. At Tonnette’s previous job she was making low wages and the hours were always inconsistent. Tonnette learned about tuition assistance, tutoring, and childcare and transportation assistance at the NCWorks career center. Tonnette knew that she wanted to work in the medical field, but she struggled with math. She was excited when she learned about the medical assistant career because it would allow her to focus on reading which was her strength. Tonnette successfully obtained her medical assistant diploma and accepted a position at a medical office in May 2021.

V. NEXTGEN Program Update –

- a. Rachel updated the committee that NextGen is wrapping up the 2020 program year which ended June 30, 2021. The team is working on ITAs for the fall semester which is how we provide tuition assistance for participants. This program year was challenging because we had to adapt to providing services virtually to our participants and partners when our services are normally provided face-to-face.
- b. Other updates are that our recruiting for new enrollments is up 12%, our enrolled youth have successfully completed 400 activities, and 72 incentives were given during the 2020 program year. The activities completed include occupational skills training, on-the-job training, work experience, and job shadows. Our incentive program awarded checks to youth that attended workshops, as they completed their education programs, and for having a successful semester in school.

VI. Discussion of Strategic Action Plan

- a. Dr. Gregory informed the committee that we will be going over the strategic plan to make sure this is the direction we still plan on going and to make any necessary updates to our plan before the September board meeting.
- b. The current goals we are working on are developing and implementing strategies to increase enrollments, and our performance measures. The Choices brochure which is part of our outreach efforts to increase enrollments was pushed back due to Covid. This brochure is being developed in partnership with the local high schools to encourage students to stay in school and inform students who leave high school without getting a diploma on how they can complete their education and find a career path. Rachel will continue the discussion about the Choices brochure in August with Brandi Bragg.
 - Additional action items were discussed for our goal to improve NextGen performance measures. The strategies to be implemented with youth in follow-up include our updated follow-up agreement. Once a participant has finished their training and have finished their active portion of the program, they will enter the follow up portion for 1 year. Follow-up allows us to measure the success of the services that were received and provide additional services as needed. The agreement lists the expectations for why the youth should stay in contact with us and that they should contact their career advisor if they experience a change in their employment or education status.
- c. Erica suggested adding an additional goal to the PY21 Strategic Plan to improve participant retention and 4 action items were added under the implementation goal. The strategies include continuing virtual meetings if it is a better fit for the customer, reviewing the follow-up agreement with the youth at enrollment and again when they exit their active portion of the program, and awarding incentives during follow up when warranted.

VII. Youth Initiative Grant Discussion

- a. E3 Initiative: Rachel reported that NWDB has been awarded 100,000 youth grant to implement our plan to Enroll more youth, Expose them to local career pathways, and Ensure that they reach their employment goals and obtain a sustainable and satisfying career. E3 expands our #Work Local initiative which showcases people who have graduated from high schools in our 10-county region and are successfully working in local industries. In our proposal, we laid out how we will increase exposure to our 4 certified career pathways through activities such as local business tours and our plan to recruit mentors from businesses working in the career pathways.
- Through the E3 initiative we will identify and group participants that are interested in joining a cohort to progress together in our program as they work towards their goals. Research has shown that youth are more successful when they feel that they are part of a peer group. The grant includes funding a social media campaign and additional outreach which aligns with our strategic plan goal and how we plan to increase enrollments during the 2021 program year.
- b. B3 Coffee partnership with COA: We also have a partnership with Dr. Gregory to include her B3 coffee initiative. It will provide the opportunity for people in the college and career readiness program to get work experience by manning an on-campus coffee cart. We will co-enroll these students in NextGen in order to provide additional services and incentives. Participants will learn different techniques of coffee making, develop soft skills, and gain customer service experience.

VIII. Other Business

- a. The committee had discussion about moving the September 2021 Committee Meeting to August to finalize the strategic plan before the NWDB board meeting. The next meeting will be **Tuesday, August 31, 2021 at 3:30pm.**

Meeting adjourned 4:15pm.



Chairperson, Dr. Kimberly Gregory

04 / 14 / 2022

Date