



# 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

November 9, 2021

Zoom Meeting

3:30 pm

**Type of Meeting:** Regularly Scheduled Meeting

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

**Members attending:** Alvan Overton, Deputy Nathan Large

**Members absent with notification:** Lisa Brown

**Members absent without notification:**

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

**Other Attendees:**

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

Dr. Gregory called the meeting to order at 3:32 pm.

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

To give the committee time to review the September work session minutes, the minutes will be sent to the committee and voted on for approval at the January committee meeting.

#### III. Welcome new committee member – *Dr. Gregory*

New committee member Deputy Nathan Large was welcomed to the committee. Deputy Large works with the Currituck Sherriff's Department and serves as the Currituck High School Resource Officer.

#### IV. E3 Update

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

Rachel updated the committee on the progress of the digital marketing campaign, which is part of our E3 Youth Grant. We have begun our partnership with Content Commanders. They have done a study of our social media accounts which consisted of looking over our content and engagement, such as likes, shares, and how effective our hashtags are. They have created a strategy and metrics to be implemented over the next several months. The campaign theme is #MyFirstRealJob. They will be interviewing previous participants, and conducting success story interviews and videos. They will also create post to interact with and engage followers by inviting them to comment what was their first real job, how long did they stay, and what was the first thing they bought with the money they made. The goal of the campaign is

to bring more attention and exposure to our program and get the word out to a larger audience in order to reach disengaged youth.

We hope to make NextGen well known so more youth can benefit from our services. Content commanders will also assist with making twitter and TikTok accounts and getting more active on Instagram. We have recently invited 3000 people to like our NWDB Youth Services FaceBook page and have been getting more people subscribing to our page.

**b. B3 Opening - Dr. Gregory**

The B3 Pop-Up Coffee Shop has been running now for 2 full weeks. They are starting with brewed coffee and will be introducing new techniques as time goes on. The regular hours are Monday and Wednesday 9-11 am. Dr. Gregory invited everyone to stop by for the grand opening in the COA Wolves Den. The Grand opening is Thursday, November 18<sup>th</sup> from 9-11am for homecoming week. It will be on COA's gear or swag day. If anyone is interested in getting a B3 t-shirt they can email Dr. Gregory their size. The shirts cost \$10.

**c. 1<sup>st</sup> Cohort – Janaye**

We have 3 activities in work for the healthcare cohort, which is part of the E3 Initiative grant. We are planning to host the first workshop this month to allow the cohort to meet and discuss their career goals. The topic will be goal setting and creating vision boards. In December, we plan to invite a guest speaker in the health care field or a previous participant that is currently working in a healthcare setting to tell the cohort about their experience. In January we will plan to take the cohort on a business tour.

**V. Budget Request Form - Rachel**

Rachel reported that we will submit a budget request form for large events and trips. The committee reviewed items that were submitted last year to determine which ones we will revive this year and which ones will be postponed.

- A. NextGen Achievement Banquet \$2,500
- B. Annual Youth Summit \$11,500
- C. Washington DC Culture and Civic Trip
- D. Mentorship Program \$3,000
- E. Real World Simulation \$6,000

The achievement banquet would consist of hosting a semi-formal event to recognize our participant's achievements in the program. We would provide dinner and certificates or awards plaques, and congratulate them for their hard work. The committee provided feedback that they support this idea.

The annual youth summit was budgeted for 17 participants. Rachel will ask for an extension on submitting this budget item since the youth summit committee has not decided if they will have this event in-person or virtually. This item may also cost less if we do not have a group of 17 youth attending.

A culture and civic experience at the Washington DC Capital Mall was planned for 5 staff and 13 participants. Erica mentioned that there has been a shift in the participants since this activity was planned and we will need to survey our current participants to see if they would be interested. After conducting a survey, if we have at least 10 participants interested, then we can look at planning the trip for Summer 2022.

We planned to budget \$3,000 for a mentorship program for training and supplies. Rachel informed the committee that we may not need to include a mentorship program as a request item because we included mentorship as part of E3 initiative grant.

\$6,000 was planned to be budgeted for the Real World Simulation Event. The committee agreed that it would be good to look into venues that would allow the event to take place outside. Potential venues include Museum of the Albemarle located in Elizabeth City, Cooperative Extension, Camp Cale, Tyrrell County 4-H Center, and the Perquimans Recreation Center. Each school will be allowed to bring no more than 10 students.

#### **VI. Success Story – Erica**

Erica shared a success story on NextGen participant Tatiyanna. Tatiyanna enrolled in NextGen as a high school student, foster youth, and struggling with math, but she was motivated to make a good life, and had a bright spirit. She participated in tutoring at Sylvan, and completed a paid work experience at Bout Thyme Kitchen, and received transportation assistance. Tatiyanna attended work readiness, soft skills training workshops and hard skills classes hosted by NCWorks. She regularly participated in NextGen activities including career cafes, the youth summit, and business and college tours. She faced the challenge of finding a restaurant to allow her to complete her work-based learning hours for her course but she stayed after school with her instructor and dedicated evenings and weekends to complete her hours. She earned her Culinary Arts diploma in summer 2021 and is currently completing the Disney culinary program.

#### **VII. Observations on Youth in the Labor Market – Rachel**

Rachel shared insights as to what we have been seeing with young people in the workforce. From scholarly research and observations of our youth, we have learned that many youth are putting education on hold to pursue high wages that can be earned without credentials. This makes it difficult for them to see the benefit of achieving their educational and occupational training goals. Our career advisors have seen that youth are less engaged with our program because they are busy working and taking care of their responsibilities.

#### **VIII. Theme song! – Rachel**

Rachel asked the committee to email suggestions for a theme song that is youth related and appropriate to share at the upcoming NWDB board meeting.

There was no other business.

Meeting adjourned 4:29



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Chairperson, Dr. Kimberly Gregory

04 / 14 / 2022

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Date