



**WAKE COUNTY HUMAN SERVICES
WAKE AREA BUSINESS ADVISORY COUNCIL**

ANNUAL REPORT
FY 05/06

The mission of the Wake Area Business Advisory Council is to develop and promote employment opportunities and resources for participants of Wake County's employment and training programs through partnering with area businesses.

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ATTACHMENT

Attendee Evaluation – *Changing Faces Conference*

I. Overview

Mission

In 1997, the Wake Area Business Advisory Council (BAC) was created through a partnership with Wake County Human Services (WCHS) and private sector representatives. The BAC's mission is to develop and promote employment opportunities and resources for participants of Wake County employment and training programs through partnering with area businesses.

The BAC promotes employment as a means to economic self-sufficiency and personal responsibility. Membership in the BAC is comprised of local businesses and representatives from various employment and training programs within and outside Wake County Human Services.

Members enjoy many benefits:

- Access to a diverse, often untapped pool of potential employees
- An opportunity to network with other business representatives
- Education regarding services available through local, state, and federal governments
- A forum for business representatives to identify workforce needs and solutions
- An opportunity to contribute to those in the community through outreach such as job skills workshops.

Membership meetings are held the fourth Thursday of every month (except for the months of July, November and December) at 9:00 am. The July meeting is reserved for the BAC Executive Committee to meet for annual goal setting. The November and December meetings are combined and held the first week in December. This meeting serves as an Open House and membership drive. Each month, guest speakers are invited to speak with the membership on various employment and training issues including employment resources, legal updates and professional development topics.

The BAC is a part of Vocational Services, a division of Wake County Human Services, and is staffed by this division's Workforce Development Coordinator. Financial support for the BAC includes membership fees, fees charged at BAC-sponsored events (e.g. job fairs, conferences) and Wake County general funds.

Membership

The BAC enjoys a membership comprised of private and public sector representatives from a variety of organizations and businesses. Members are actively involved in projects sponsored by the BAC and most consistently attend monthly meetings.

Annual membership fees are \$50.00. These fees are used to promote programs and activities sponsored by the BAC such as job fairs and workshops. Expenses include such items as printing (brochures; flyers), refreshments for vendors and participants, achievement awards, facility rental and other administrative costs.

Membership fees are due by July 31st of each year. Prospective members may attend three meetings prior to paying fees. For those joining after December, membership fees are prorated. A special “3-years for the price of 2” was offered for the 2006/2007 membership drive in celebration of the BAC’s 10-year anniversary.

The following is a list of BAC members for FY 05/06 (bold denotes new member):

- Adecco Employment
- Bogier Consulting
- **Capital Area Workforce Development Board**
- CLP Resources
- Community Alternatives (RESCARE)
- Community Partnerships, Inc.
- ECPI
- GCF Global Learning Center
- **John Hancock Financial Services**
- Kelly Home Services
- Luhn Food Systems
- Marriott International
- McLaurin Parking
- N.C. Division of Employment and Training
- NC Division of Services for the Blind
- NC State University -HR/UTS
- News & Observer
- North Central Family Resource Center
- Prism Publishing, dba Carolina Job Finder
- Progress Energy
- Raleigh Lions Clinic for the Blind
- Raleigh-Wake HRMA
- Rex Healthcare
- **the HUMAN approach**
- United Energy (Handee Hugo)
- **Unlocked Potential Training and Development, LLC**
- **Wake County – Human Resources**
- Wake County Economic Development
- **Wake Enterprises – Human Resources**
- Wake County Work First Program
- Wake JobLink Career Center Swinburne
- Wake Technical Community College
- Waste Industries
- WCHS - Vocational Services
- Zebulon Chamber of Commerce

II. Highlights

Committees

During the program year, BAC members carry out their work through committees including: Job Skills Workshops, Marketing and Membership, and Program. Committees conduct meetings and communication via e-mail or phone for planning purposes (depending on projects, deadlines, etc.) and chairs report their progress at monthly BAC meetings. The following is a brief explanation of each committee:

- Job Skills Workshops Committee – This committee is responsible for organizing and presenting monthly workshops at the Wake County Human Services Center–Swinburne. BAC members or partners, including private sector businesses and agencies, present a variety of informative workshops. In 2005-2006 180 JobLink customers, other job seekers, staff, employers, BAC members and the general public attended the following 12 workshops:
 - Stressed for Success
 - Work Ethics & Social Skills
 - Labor Market Information - Removing the Mystery
 - Employer Panel
 - Transition from High School
 - Ex-Offenders
 - Domestic Violence - Impact on Employment
 - Anger & Stress Management
 - Employer Panel
 - Employer Windmills
 - Anger Management
 - Gold Star Customer Service

- Marketing and Membership Committee – The function of this committee is to develop strategies and tools for publicizing the BAC and to make private sector employers aware of the benefits of membership on the Council. This committee is responsible for keeping the BAC brochure updated, putting together membership notebooks, and sponsoring an annual Open House event. Additionally, this committee represents the Council at business expos, publicizes BAC activities and conducts introductory mailings to new and existing industries in the area. Through contacting new members and guest attendees to obtain feedback, the following meeting enhancements were recommended and adopted:
 - Adding a “Wake County economic update” to the BAC meeting agenda
 - Deleting committee work time from meeting agenda
 - Holding 2005 BAC Open House in the afternoon versus morning
 - Adding a “job seeker profile” to the meetings for 2006-2007
 - Adding a “networking break” to the meetings for 2006-2007

- Program Committee – This committee is responsible for scheduling guest speakers to conduct brief informational training sessions for the BAC. These training sessions are scheduled for each monthly meeting and cover a variety of employment-related topics. The purpose of the training sessions is to provide the members with opportunities to increase their knowledge and skill base as this relates to employment and training issues or to offer professional development for members. Each fall, this committee surveys the membership, requesting feedback on desired areas/topics of interest for training. Guest speakers covered the following topics:
 - Unlocking the Potential in YOU: Maximizing Your Performance
 - Personal Branding
 - Event Centered Public Relations
 - Facilitated Focus Groups (Business and Agency)
 - Selecting the Best Fit in a Language Service Provider
 - Do's & Don'ts of Interviews
 - Dealing with Difficult People
 - Career Pathing
 - Wake County Update: Wake County Board of Commissioners Chair, Tony Gurley

Business Days and JobLink OnLine

Each month at the Wake JobLink Career Center--Swinburne, employers are given an opportunity to conduct Business Days (on-site recruitment) to screen and/or select qualified candidates to fill their job vacancies.

During the program year, 1,304 job seekers attended 124 Business Days. Twenty-four (24) of these were hosted by BAC members.

BAC members announced and posted a total of 387 job leads during monthly BAC meetings and/or on the JobLink OnLine system. This electronic jobs database is part of JobLink's web site and allows companies to post job orders on-line at any time. Job seekers visiting the JobLink Center or anyone with Internet access can view these postings.

Business Expos/Job Fairs

In the fall of 2005, BAC members participated in the Hurricane Katrina Job Fair held specifically to assist Katrina evacuees with finding employment in The Triangle. Members also participated in the Capital Area JobLink Job Fair in the spring of 2006.

The BAC and JobLink shared a booth at the Greater Raleigh Chamber of Commerce Small Business Expo where benefits and services of the BAC and JobLink were shared with small and large business attendees.

Business Advisory Council *Awards of Excellence Luncheon*

On November 4, 2005 the BAC was pleased to host the third annual *Awards of Excellence Luncheon* at the McKimmon Center. The purpose of the event was to recognize and honor excellence in workforce development. The event also served as a “signature project” for the BAC, offering an ideal opportunity to present the BAC to business colleagues and others who might have an interest in becoming involved with the Council.

BAC Chair, Heather Collier, opened the Luncheon. Wake County Deputy Manager, Joe Durham provided welcoming remarks and encouraged business leaders who were not already involved with the BAC to consider joining. Following a delicious lunch and musical entertainment by Danny Jones, Wake County Human Services Customer Service Supervisor, Commissioner Harold Webb of the Wake County Board of Commissioners presented the awards. Nominations for the awards were solicited from the following programs:

- Community Partnerships, Inc.
- NC Division of Services for the Blind
- NC division of Vocational Rehabilitation
- NC Employment Security Commission
- JobLink Career Center – Swinburne
- Wake County Homeless Services
- Wake County PRO-Familia
- Wake County Work First – TANF
- Wake County Workforce Investment Act (WIA)
- Wake County Working for Kids
- Wake Technical Community College

BAC members voted on the award nominations and made final selections.

Handsome engraved awards were presented in the following categories:

- Outstanding Employee—Carolyn Beatty (WIA Program)
- Outstanding Partnership—NC Justice Center: Immigrants Legal Assistance Project
- Outstanding Employers
 - McLaurin Parking Company (BAC Member)
 - Time Warner Cable
- Outstanding Participants
 - James Cooley (Working for Kids Program)
 - Ana Lillian Olortequi (PRO-Familia Program)

Certificates of Merit were also awarded in each of the categories to persons who had received the second highest number of votes.

Over one hundred (100) BAC members, award winners and their guests, and staff representing employment and training programs attended the Luncheon. The response to the event was overwhelmingly positive and plans for the fourth annual event are already underway.

Employment Works Newsletter

The *Employment Works* newsletter is written, published and distributed by the Vocational Services Workforce Development Coordinator. The purpose of *Employment Works* is to provide useful workforce information to job seekers. Job seekers involved with Wake County Human Services' employment and training programs also share success stories on getting a job and becoming economically self-sufficient, with the goal of encouraging and motivating others to do the same. During the program year, BAC members contributed to the newsletter by writing articles with tips and advice for job seekers. BAC members also ran advertisements for company job fairs, and posted company website/job line information and job vacancies.

Employment Works was published four times in 2005-2006. The newsletter is distributed electronically across the Wake County Human Services agency. A limited number of hard copies (2,000) are sent out to various Wake County facilities and some non-profit agencies in the community where a high volume of consumers receives services (e.g., Wake County Courthouse; Wake County Human Services: Swinburne Building, Public Health Center, Mental Health Center; shelters and transitional housing programs).

Featured themes for articles were:

- Ex-Offenders (job search resources and tips)
- GCF Global Learning (free on line computer training)
- Transportation (Job Access and Reverse Commute—JARC--transportation grant details)
- Taxes (tax credits and preparation sites)
- Anger Management (coping during the job search and the holidays)

BAC Officers for 2005-2006

Heather Collier, Waste Industries - Chair

Christine Harrington, NC Division of Services for the Blind - Vice-Chair/Chair-Elect

Kate Wickers, Adecco Employment - Past-Chair

Committee Chairs for 2005-2006

Teresa Johnson, NC Division of Employment & Training – Job Skills Workshops

Sandra Harrison, McLaurin Parking - Membership & Marketing

Mark Parbus, Unlocked Potential - Programs

Special Project

The 2006 conference *Changing Faces: Issues in Workforce Diversity and Human Resources* was held in partnership with Raleigh-Wake Human Resource Management Association and JobLink Career Center--Swinburne. In addition, the Greater Raleigh Chamber of Commerce actively supported the event.

There were four keynote speakers and 18 concurrent breakout sessions. These were organized around the following three concurrent tracks:

- Small Business / Owner-Operators
- First Line Supervisors
- Human Resource Professionals

This event was held May 3rd and 4th, 2006. The event was held at the McKimmon Center, North Carolina State University in Raleigh.

The goal of developing and implementing an affordable, high quality, comprehensive event was tackled head-on with outstanding results. Over one hundred seventy (170) attendees, speakers, sponsors and volunteers were involved in the two-day conference.

Corporate sponsorships helped to defray event costs and included:

- Conference bags (Clayton Properties)
- Conference CDs with speaker handouts/resources (Blue Cross and Blue Shield of North Carolina)
- Print publicity and announcements (Greater Raleigh Chamber of Commerce)
- Web site hosting (Raleigh-Wake Human Resource Management Association)
- Credit card processing (Raleigh-Wake Human Resource Management Association)
- Neck wallets (North Carolina Division of Vocational Rehabilitation)
- Resource Room (Jackson Lewis, LLC)
- Volunteer T-shirts (Manpower, Inc.)
- AV equipment (North Carolina State University—Computer Training Unit)

Conference registration fees varied depending upon membership status and date of registration, and ranged from \$95 - \$175. These fees covered the costs of the facility, food and materials.

Feedback from attendees validated that conference goals of affordability and quality were met or exceeded. (Summary Attached)

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Evaluation Summary: 2006 Changing Faces: Issues in Workforce Diversity and Human Resources

1. Rating the Conference - Overall						
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Response Average
Met Needs/Objectives	0% (0)	1% (1)	1% (1)	58% (39)	39% (26)	4.34
Organized/Managed Well	0% (0)	0% (0)	0% (0)	40% (27)	60% (40)	4.60
Comfortable Setting	0% (0)	11% (7)	17% (11)	48% (31)	23% (15)	3.84
Offered Ideas to Use @ Work	0% (0)	0% (0)	2% (1)	58% (38)	40% (26)	4.38
Interested in Attending Similar Events	0% (0)	0% (0)	2% (1)	42% (27)	57% (37)	4.55
Recommend Event to Others	0% (0)	0% (0)	2% (1)	41% (26)	58% (37)	4.56
Total Respondents						67
(Skipped this question)						0

2. Rating These Items:						
	Poor	Fair	Good	Excellent	N/A	Response Average
Opening Keynote: Kevin Henry	0% (0)	17% (11)	50% (33)	23% (15)	11% (7)	3.07
Day One Lunch Keynote: Dudley Flood	0% (0)	0% (0)	3% (2)	94% (63)	3% (2)	3.97
Day Two Opening: Bob Crouch	0% (0)	7% (4)	48% (29)	39% (24)	7% (4)	3.35
Day Two Lunch Keynote: Susan Hite	0% (0)	0% (0)	14% (9)	78% (49)	8% (5)	3.84

Comments:

Most Helpful:	
1.	Inspirational tales by Dr. Flood & Ms. Hite and all the wonderful learning opportunities.
2.	Ability to choose sessions and variety.
3.	The multi-national info-diversity amongst cultures and how to handle.
4.	Keynote speakers, topics -lots of info to use in my job.
5.	Great examples provided in each session-motivated speakers.
6.	Liked the workshop options and being able to choose.
7.	Good variety of topics.
8.	Understanding culture and language, inspiring others.
9.	Unemployment speaker & Dudley Flood
10.	Lunch speakers were excellent. Workshops on multi-cultural issues were most helpful for me.
11.	Unemployment workshop.
12.	The level of the speakers.
13.	Great organization, wonderful speakers, great location and layout.
14.	"Tolerance to Productivity" workshop
15.	Excellent topics would like to attend additional conferences.
16.	All the information and statistics on the Hispanic population in NC.
17.	Meeting people and networking.
18.	Lunchtime presenters were fabulous. The conference covered a wide array of topics.
19.	ESC session cultural language session.
20.	Finding different ways to communicate the need for help. Contacts made at the conference.
21.	Opportunity to attend the sessions I was most interested in.
22.	Liked HR professional speakers.
23.	Resources
24.	The conference was tailored to actual things that happen daily in the workplace. Seeing others new and fresh ideas "Stop beating the dead horse". Rewarding and motivational.
25.	The diverse topics.
26.	Variety of topics. McKimmon Center is a good facility for this type of conference.
27.	Excellent speakers and topics.
28.	Cultural Diversity and Lunch Speakers.
29.	Variety of topics.

30.	Presenters were knowledgeable and informative of subject matter. Minority/Diverse presenters.
31.	Good advise, guidance in dealing w/ common HR issues and some not so common.
32.	I thought the conference was great!
33.	The CD - thanks! Keynote speakers were great; ESC was good. Handling difficult conversations was great!
34.	The vast area of topics on diversity
35.	Keynote addresses - esp. Dr. Flood & Susan Hite
36.	Honest and situational stories about how they utilized skill sets to manage workplace issues
37.	Opportunity to hear real-life examples & to share ideas with other HR professionals - very helpful when you are in a one-person HR Dept.
38.	Good variety to choose from
39.	Usable, real world take aways from each speaker/presenter.
40.	The topics! Dr. Flood was absolutely awesome!
41.	Keynote speakers (Flood & Hite)
42.	The topics covered were useful
43.	Gave great information on how to handle employees yet get an employees perspective
44.	Culture & Language in the Workplace workshop & HITE day 2-lunch speaker.
45.	Actual experience & examples on how to "develop" a value of differences.
46.	Breakout sessions great
47.	The discussions were interesting
48.	Diversity not centered on race relations. Diversity encompasses all differences.

Additional Comments:	
1.	Thank You! Well run-stayed on time!
10.	Great conference.

10.	Great conference.
11.	Rooms too air-conditioned.
12.	I have really enjoyed the conference. I am motivated, feel empowered. I have ideas to use in the workplace "dealing with difficult situations and people. Understanding differences in diversity and the generation gap. This seminar will help e reevaluate discussions, processes and people i life as well as the work place.
13.	HR Room could present more info. Dr. Dudley flood was outstanding and so was Susan Hite. Break service could have included more fruits, veggies cheese and crackers.... more healthy options.
14.	Great conference at a reasonable price! Conference staff well informed and helpful.
15.	Congratulations to all organizers! Great conference!
16.	Session speakers were outstanding. Great value for the \$\$
17.	Great overall! Excellent Lunch speakers!
18.	The rooms were too cold.
19.	Conference was great! However, I heard several complaints aobut room temperature and how uncomfortable the chairs were.
20.	Good experience!
21.	This conference is more dynamic than other SHRM conferences I have attended. Speaker/Presenters were entertaining rather than dry and only informational. This conference.... was very informational. Some rooms were cold.
22.	Overall conference was excellent! Appreciated the HR Resource room. Would have loved some healthier choices ... fruit, yogurt. These items have been offered at the facility before. Henry: great info, just a little dry; Flood: Awesome; Crouch: really good; Overall break service: nice to not be too rushed between sessions; Italian buffet: just OK certainly not "bad"; healthier options would have been a plus for the break service.
23.	Decaf coffee would be good (not instant) & lower fat snacks.
24.	Performance problem training could of been longer
25.	Great conference! (Rooms a little cold)
26.	Overall excellent experience. I'm thankful I learned of this conference. I'm not from Raleigh and was able to attend.