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Training for Upward Mobility and Labor Market Value Action Team

May 12, 2020

11:30 AM

Meeting Minutes

Attendees: Cathey Ector, Tamara Perkins, Sterling Bowen, Kristin F., Amanda Salami, Stephanie Sims, Ani K, Lesley Brickhouse, Dalia Place, Frances Bisby, Richard Moore, Bernadette M.

Welcome & Acknowledgement of Members Present Cathey Ector, Sterling Bowen and Richard Moore, co-chairs

Member Check-In

Workforce Development (WFD) Month Planning

- Sterling Bowen suggested we focus primarily on WFD month planning.
- Verna Best wants to emphasize aiding people in recovery. It is also important to have language for the proclamation drafted and is due at the next month's meeting for the group to review. Dynasty Winters and the Wake County data office created last year's proclamation.
- We want to find and support industries and employers with opportunities during the pandemic and beyond. We also need to uplift resources to which we would like to connect people. We need to create a schedule soon and find ways to promote by sending it to all our different media outlets. Think creatively as we may need to conduct WFD month virtually.
- Dynasty Winters is serving a second term at SEV. Amanda Salami is the VISTA assigned to SE Raleigh, and she will help craft the proclamation this year as well.
- Sterling Bowen would like to re-connect with organizations who participated last year.
 - Jobs for Life-Francis Bisby will connect with Ryan Ray.
 - NCWorks Career Center-Sterling will reach out to Capital Area Workforce Development. Frances Bisby will contact Melinda Todd. Verna noted that Nikki McDougald works closely with Capital Area Workforce Development team. It may be helpful to allow her to be the contact. Verna Best will contact Nikki directly.
 - Carolina Small Business Center & Innovation Center-Richard Moore will touch base with both organizations. They may be looking at a few virtual opportunities. Sterling mentioned even if they don't do entrepreneur week, maybe we can collaborate to offer a few workshops on topics discussed at the last TUM meeting such as diversification, living wages, etc.
 - Living Wages -The group suggested a virtual panel. Kristin F is involved with Capital Area Food Network (CAFN) and their discussions around living wages as food is impacted by wages. CAFN is partnered with an organization called United for a Fair Economy that conducts training and workshops on living wages. They could potentially help TUM organize a panel.

- Sterling asked the group what we envision as our audience? Policy makers and business leaders. There are different levels of these administrators. We can look toward business certifications for living wage workshops. We can also think about state level advocacy for raising the living wage.
 - Cathey mentioned the City of Raleigh (CoR) is a portion of the Living Wage Capital Area Study. They are convening for a follow up to their study. [Cathey Ector](#) will have information if you would like to join.
 - Frances Bisby said that increasing business owner costs when some businesses can barely afford to reopen is not the best idea. Perhaps we can explore an educational workshop that details how to respond to crisis. In terms of living wage, we should protect employers as well.
 - Kristin F said if there are ways we can have both conversations, it would be wonderful. If we don't think about how to make that shift, then we will be just as unprepared in the inevitable next crisis. We can also discuss how we support, develop, and strengthen business plans that allow for a living wage.
 - Sterling Bowen mentioned that living wage discussions will attract our target audience. A higher-level study on why living wages are important for creating resiliency in our economy should be examined.
 - Verna Best mentioned inviting Dr. Brookins with NC State, Wake Tech and other organizations. As a committee, we can discuss which policy makers we would like to interview.
 - An organization named Launch Durham was discussing how to design a living wage forum. Perhaps they can do practical and tactical planning of budgets to make a long-term shift.
- Toastmasters is a group focused on professional development. They have transitioned to virtual meetings and it would be neat to allow WFD month members to participate. Verna Best will contact Toastmasters.
 - There are many Toastmasters' clubs in Wake County so this will be a wonderful way to raise awareness for WFD month.
- CoR-Cathey Ector will connect.
- The Racial Equity and Social Justice Action Team has mostly focused on defining diversity, equity, and inclusion and how it pertains to the overall work of SEV. The topics TUM discussed concern equity so these action teams will collaborate for an event.
- Verna Best wants to connect again with the Carver Center to hold an event in East Wake County. Last year Frances Bisby and her team were great speakers. Ani K is the VISTA for East Wake County, and she will be instrumental in helping plan the event.
 - Francis mentioned that it was difficult to attract people in the East. We need to think of another way to market. Sterling thinks more planning and advanced notice will help. He will make sure to reach out to trade and general contractors.
- Sterling will contact Wake Tech.
- TUM can contact Step Up and Raleigh Chamber of Commerce.
- Virtual job fairs are a possibility.
 - Should we conduct mock interviews and trainings?

- Verna Best wants to explore offering different workshops and opportunities to learn skills that allow you to work from home.
- Bernadette M mentioned Pathways to Working from Home is offered at Wake Tech, a class about starting a business and finding ways for people to work from home. Pathways to Being a Call Center Agent will be offered in the future at Wake Tech and you can register at hrd.waketech.edu . Classes will likely start in August.
- Frances Bisby wants to explore offering workshops on virtual interviews. Kristin F mentioned Step Up may have information on this.
- Verna wants to highlight and spotlight Human Resource Department skill workshops. WakeWorks and the apprenticeship program will help promote this as well. Email wakeworks@waketech.edu.

Community Needs and Resources: How Can We Help?

- Career development coordinators (CDC) are contacted by businesses when they have openings. Some begin in summer and fall. Lesley B will share this list as these positions are open to anyone.
- There are career cluster videos she can share as well. In the video businesses discuss what they do, give company and industry information and education. This can be useful to TUM. This can help students decide what they want to do and envision all that certain industries entail while exposing students to different careers.
- Sterling and Cathey wanted to address business diversification. We can discuss Plexi face mask shields and other tools and business models that exist to continue business during the pandemic. We can relate it to living wage discussions and how to build economic resiliency in business centers. We can also discuss what classifies you as a small business and what that means regarding services and supports. Richard Moore may have many resources to speak to these topics.
- Richard Moore mentioned that the CDC's OSHA guidelines are not adequate, and employers can differentiate themselves by valuing safety first for their employees and their customers. Whether OSHA says it or not, they need to make people safe. Safety has been a differentiator.
- Frances Bisby thinks it would also be beneficial to build a better relationship with local employers.
- VISTA Summer Employment Information can be found [online here](#).
- Marketing and Outreach can be tabled for the June meeting.

City of Raleigh: Raleigh Summer Youth Employment Program-Cathey Ector

- Last week it was decided to not have the program. There will be a virtual workforce development series in June, so students still have the opportunity to earn money by completing the series. 87% of youth in the program come from low to moderate income households so this will be beneficial to some students still.
- Partnership Raleigh funders have been very flexible and will likely offer that program in the fall or via virtual series.
- Kristin F. added that TUM should think about ways to continue our efforts beyond September and how to keep the momentum going.

- Francis suggested creating a message detailing our initiative and allow organizations to contact us. Verna Best wants to create marketing materials that detail who we are, the impact we've made, and how to impact the work going forward. It may be a time to rebrand.
- How is Crosby staying connected? We have gone virtual. Crosby was shut down. Small donations have been made to the Crosby Center such as dental items and detergent.
- Tamara Perkins mentioned that if you have families that need support, they can connect with Family Support Services Intake Line at 919-250-4597. Family Support Services has become more innovative and is using technology such as Facetime and Zoom to stay connected with colleagues and clients.

Adjourn

Next meeting: June 9, 2020