



Upstate Workforce Board

Meeting Minutes

March 20, 2017

8:30 a.m.

Spartanburg Regional Healthcare System Corporate Campus Boardroom

Board Members Present

Mr. Curtis Anderson, Chair
Mr. Wade Ballard
Mr. Bill Brasington
Mr. Jay Coffey
Mr. Jim Cook
Ms. Tammy Cooley
Mr. Robert Faucett
Ms. Elizabeth Guzzo
Mr. Craig Jacobs
Ms. Pamela Kennedy
Ms. Cherie Pressley
Mr. Carter Smith
Ms. Jennie Thomas
Mr. David Wall
Ms. Martha Young

Board Members Absent

Mr. Shelley Blount
Mr. Ryan Childers
Mr. Chuck Ewart
Mr. Wayne Gregory
Ms. Marianne Van Fossen

UWB Staff Present

Ms. Ann Angermeier
Mr. Brent Bishop
Ms. Alice Lang
Ms. Simone Mack-Orr
Ms. Dana Wood

Guests Present

Ms. Kathy Bell
Ms. Rochelle Brown
Ms. Jasmine Buckmire
Mr. Luke Connell
Ms. Johnnie-Lynn Crosby
Mr. Isaac Dickson
Ms. Susan Griffith
Ms. Michelle Hawkins
Mr. Zach Nickerson
Ms. Katherine O'Neill
Mr. Jay Sinsley
Mr. Michael Uhrinek

Welcome

Mr. Curtis Anderson, Chair of Upstate Workforce Board, called the meeting to order at 8:40 a.m.

Approval of Meeting Minutes

The minutes of the January 23, 2017 meeting were reviewed. ***Ms. Martha Young made a motion to accept the minutes as written. Mr. Jim Cook seconded the motion. There were no abstentions and the motion carried.***

Marketing Presentation by The Palladian Group

Mr. Luke Connell, Mr. Jay Sinsley and Mr. Michael Uhrinek of The Palladian Group gave a PowerPoint presentation about using Google advertising to promote workforce issues in the Upstate. They used the Spartanburg County website as an example of how they are helping the County to attract businesses and individuals to relocate here. They pointed out that using Google Display, they can target specific people who visit the website and serve them with delineated advertisements or campaigns on specific workforce

needs. This method has been used by companies, but not by county governments. Also, if a person uses a mobile device in the area and connects to the Internet, they can send them an advertisement. It is easier if the person has an Android phone as the person's data is available. If they have an iPhone, it is necessary to buy the data. The Palladian Group has purchased access to iPhone data, so they could make this available to us if we chose to use their advertising services for workforce issues, using predictive analysis based on platform or search usage. Katherine O'Neill, Spartanburg County Administrator, shared that they are using this technology to find new deputies and correctional officers. Carter Smith said that the Economic Futures Group is looking into using the technology for talent recruitment. Chairman Curtis Anderson said we still have a problem with kids in high school thinking that the only avenue to success is going to college. How do we get the word out that you can make \$60,000 a year without going to college? Ms. Angermeier pointed out that we are also having a hard time getting people in the door at SC Works for training. The Palladian Group said they could create Google advertising to solve these issues.

One Stop Committee Report

Mr. Craig Jacobs, Committee Chair, reported on behalf of the One Stop Committee. The committee met on March 6, 2017. Overall the budget for ResCare is in good shape. ResCare has submitted a plan as to how to spend training money. A solicitation was released for \$75,000 worth of Incumbent Worker Training. The Board is working to secure training for Cherokee, Spartanburg and Union SC Works staff to help them improve customer service. ResCare has cut its mileage reimbursement rate to 0.32 per mile, which is much lower than the federal mileage reimbursement rate of 0.54 per mile. The committee discussed the issue and agreed that it was important to make the mileage rate the same as the federal rate in order to retain staff and encourage them to get out in the community and make the necessary business contacts. ***The committee recommended that the Board make it a requirement in ResCare's contract that they refund mileage for their employees at the federal government rate going forward. The Board voted unanimously to make it a requirement in funded contracts that they refund mileage for their employees at the federal rate going forward.***

Executive Committee Report

Mr. Curtis Anderson, Committee Chair, reported for the Executive Committee. The committee met on March 13, 2017. The financials for the Upstate Workforce Board are in good shape and are tracking well. The committee discussed spending on consulting and advertising. They did a review of an updated Financial Reporting policy. ***The committee recommended the approval of the updated Financial Reporting policy. The Board voted unanimously to approve the updated Financial Reporting policy, with no abstentions.***

For the RFP, there was only one proposal, from ResCare, submitted. It is being scored and discussed with our counterparts in Greenville. We will need to take a poll vote later on to approve the awarding of the contract.

Youth Committee Report

Mr. Curtis Anderson, Committee Chair, reported for the Youth Committee. The committee met on March 8, 2017 at the YouthStop. Tracking is going well for the monthly budgets. There was a Work-based Learning update. Numbers are still low, but both the ACHIEVE and YouthStop programs assured Board

staff that they will spend their WBL funds before the year is out. SCDEW issued the monitoring report, and there were no disallowed costs. One social security number was found, but it was on an external document. It was noted that our youth expenditures are higher than the state average. Our response highlighted the reasons. First of all, there is a tremendous expense in transporting students. Secondly, the programs are very intense and offer many things that other programs in the state do not offer.

Mr. Anderson presented a Budget Modification request. Highlights include moving money to professional development to allow staff to attend the Spring SETA Conference and attend training with SC THRIVE. ***The committee recommended approval of the Budget Modification Request as requested. The Board voted unanimously to approve the Budget Modification Request with no abstentions.***

Disabilities Committee Report

Ms. Jennie Thomas, Disabilities Committee Chair, reported on behalf of the Disabilities Committee. The committee met on March 14, 2017. The committee is firming up plans for an Employer Event which will train business leaders about removing the barriers to employing people with disabilities. The date has been set for Friday, May 19, 2017 from noon to 1:30 p.m. They are working on how to establish educational credits for HR staff. They will be looking for speakers and panelists who have already been successful in employing people with disabilities. The committee is developing a list of businesses to contact. They will blast out the news through the Chamber of Commerce. The HR Association will be a partner and promote the event. They are trying to secure Senator Tim Scott as the keynote speaker.

RFP/IWT Update

Ms. Dana Wood reported that only one proposal was received for One Stop Operator/Service Provider, although other potential bidders had expressed an interest. The review committee will score the proposal. A poll vote will be held for the Board to approve the proposal. Some areas will need to be negotiated, including staff positions, after a cost analysis is completed. Ms. Wood also reported that for IWT, SC Works notified Cherokee, Greer, Spartanburg & Union Chambers of Commerce, SCC, the Economic Futures Group, SCMEP, the Upstate Alliance and Ten at the Top. SC Works has also sent press releases to local newspapers in all three counties. The deadline was Friday and 16 applications were received for over \$245,000. Only \$75,000 is available. The state had repurposed \$600,000 for IWT, so the Board will be granted up to \$38,734 in additional funds for IWT. Ms. Johnnie-Lynn Crosby assured board members that the ranking process will be much simpler this time around.

Executive Director Update

Ms. Ann Angermeier, Executive Director, reported that we need to do a Strategic Planning session. The last one was held before the WIOA law was implemented. Ms. Angermeier will meet with Board Chairman Curtis Anderson to get a Strategic Planning session scheduled.

Adjournment

With no other business or discussion, the meeting was adjourned at 10:02 a.m.

Next meeting date: May 22, 2017