

**West Central Workforce Development Board Minutes  
February 10, 2022**

**TEAMS Meeting**

**WDB members present:** Greg Black, Tanif Crofts, Aleah Davis, Allan George, William Neil Golden, Lisa Green, Neal Harrington, Jimmy Hart, Karen Hofford, Jeremy Hughes, Cynthia Lanphear, Wendy Lopez, Tammy Passafiume, Dr. Lewis Shepherd, Jr., Bill Weston

**WDB members absent:** Jonathan Bibb, Karen Breashears, Larry Carr, Darla Crump, Kelli Embry, Herman Grayer, Mike Lipton, Nicole McGough, Margot McLeod, Alan Nolan, Scott White

**WCAPDD staff present:** Margaret Dearmon, Cora Easterday, David Moore, Dwayne Pratt and Carrie Pratchard

**Guests:** Joyce Akidi, Chad Brown, Kim Darling, Dawn Fitch, Ashley Gallagher, Andy Hightower, Becky Hutchison, Rick Neal, Justin Neel, John Pallasch, Thomas Pittman, Bill Ritter, Tammy Rowland, Andrew Ruh, Lori Strumpf, Ashley Williams

Ms. Dearmon took roll call and turned the floor over to Mr. Weston who called the meeting to order at 10:32 a.m. Mr. Weston gave the invocation.

**Agenda Item 1 – Chair Comments**

Mr. Weston said the first items was the to review and approve the unofficial minutes from the December meeting. He asked if there were any additions or changes to the minutes. **Mr. Crofts motioned, seconded by Dr. Shepherd to approve the minutes.** Mr. Weston asked Ms. Dearmon to take roll call and she asked if we wanted to go ahead and do the excused absences request at the same time and do one roll call to approve them. Mr. Weston stated that the following people have requested to be excused from today's meeting: Karen Breashears, Larry Carr, Darla Crump, Herman Grayer, Margot McLeod and Alan Nolan. **Mr. Crofts amended his motion to include the request for excused absences, seconded by Dr. Shepherd, Ms. Dearmon took roll call from each member and the motion carried unanimously with none opposed.**

Mr. Weston went over the budgets and asked if there were any questions or concerns on the budgets and there were none.

**Agenda Item 2 – Committee Reports**

*Executive Committee* – Mr. Weston said the board needs to ratify the Executive Committee's vote to approve and send a support letter for the Clark County Workforce Training Group. They were needing our support. It was approved in the meeting and Mr. Carr completed and signed the letter thereafter. He asked David if he had any comments. Mr. Moore said that this is not the first time the board has had to sign a support letter and probably won't be the last. Mr. Weston asked for a motion to ratify the Executive Committees' vote. **Mr. Harrington, motioned, seconded by Mr. George to ratify the executive Committee's vote. Ms. Dearmon took roll call from each member and the motion carried with none opposed.**

*Youth Standing Committee* – Ms. Dearmon brought up the Work Experience policy that was tabled at the last meeting. Ms. Dearmon discussed the time frame for work experience and the Special Circumstance part of the policy. Mr. Golden said that after talking some employers and with Stephanie at the State and he would like to recommend a 2-year time frame for the youth work experience. Discussion followed.

**Ms. Passafiume motioned, seconded by Ms. Hofford to change the time period of work experience to 2 years. Ms. Dearmon took roll call from each member and the motion carried with none opposed.**

### **Agenda Item 3 – Informational**

Mr. Weston turned the floor over to Mr. Hightower to give the One Stop Operator. Mr. Hightower went over the OSSO Report that was in the packet that covered Partner Engagement Activities – Creating center management teams in the Hot Springs, Russellville and Malvern centers. We identify opportunities for process and system improvements and how we are going to implement those processes and improvements. Currently, those improvements include creating an electronic customer feedback system. That feedback should really drive the way we operate as well as collect data that you are gar to see about how many people are being served at the centers and in what ways. We have started address an issue with the landlord there because they had separated with the janitorial service and the staff was having to clean the building. That issue has been solved now and a person is in place to keep it as clean as it can be. Mr. Hightower went over some other issues that they are having with the Malvern center. Mr. Hightower reported that they are beginning the discussion on the MOU/IFA. WIOA ask for a negotiation for the MOU/IFA, so on February 17<sup>th</sup>, we are having a partner meeting with the agenda of what the process should look like and what we hope to obtain as outcomes, which includes recognition of services that are common throughout the system and a common way of financing them. It is a process, and we want to have it available to the board in June. Ms. Strumpf said they sent notices out to the MOU signatory partners. Some of you may have gotten that notice. Not everyone on the board was invited to that partner meeting Just those that represent the leaders of the partners, so if you are interested in attending that meeting, Ms. Strumpf said to just email her, and she would be happy to send you the material we sent out to everybody.

Mr. Hightower stated the next item was the center certification. He said it is a process that the board is in charge of every three years. What happened is in 2019 when this process came through the last time, it was completed for Russellville, Malvern and Morrilton and then Covid hit, and the Hot Springs office moved. Those factors combined with bring in a One Stop Operator, the Hot Springs center is not currently certified, and it is over do so we are launching that certification process and beginning to fill up the required evaluation with the management team in Hot Springs and we will do that over the next couple of months. In April the Board will have to create a task force to come and evaluate the center and the work that we have put together and certify it. It is the boards responsibility to make that certification. Mr. Moore will be asking you to participate. The certification process isn't just about completing a checklist. It is a required evaluation of the way services are provided and we are going to use this opportunity with ourselves and with the partners to identify places where we are falling short, places we are doing well and things we can improve on. I hope as the task force is able to come look at the operations of the Hot Springs center, they will be able to see those things. Discussion followed.

Mr. Hightower turned the floor over to Ms. Strumpf to talk about two items in the packet today, which are board orientation and electronic comment card. Ms. Strumpf said part of our job is to look for ways to improve center operations and process improvements. Under the process improvement, part of that is making things more efficient and effective and the other part of that is being data driven. We are really focused on trying to figure out better ways to collect data and have accurate, reliable data that we can report to this board and so one of the key things about continuous quality improvements is the ability to collect and analyze customer satisfaction data. This proposal that we have in the packet is about implementing an electronic comment card, which is a method to collect data about a customer's experience. We have done this in many places. It would be electronic card for both, one for business and one for job seekers. It will be two separate comment cards that are put in place. The thing that we have found is that collecting customer feedback is important. WIOA even talks about doing it. When centers just have paper process, what happens is a paper form is filled out and sits on somebody's desk to be data entered. By the time the data is entered, the experience is long gone. There is also a chance of data entry errors, so you don't get reliable data around

that without doing some imagination around that. We have moved to electronic customer data collection. We are all about teaching digital literacy to people, so other businesspeople on this meeting can attest, if people can not use a computer and cannot fill out applications, etc. they are not going to get a job. So, for us, our technology approaches are not just for those who can use technology, but our is so case managers can use our technology solutions to help people learn how to use the technology. If you haven't electronic comment card and you have a case manager that says at the end that we would like for you to fill out our comment card and somebody says, I don't know how to use a computer, we expect and we are going to train case managers to say let me help you. It is about data literacy scaffold into a process to collect customer satisfaction. She said she is saying all that now, because we make bring other technology solutions to you to make process improvements. I know people will think that their clients don't know how to use technology. I think it is our job to teach them how to use technology. Ms. Strumpf went over the process to get the comment cards rolling out and the different reports that she will be sending weekly and quarterly to the board.

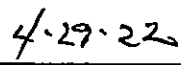
Ms. Strumpf then talked about the proposal to do new member orientation. We have material that we use already, and we are kind of are able to provide a new member orientation at a pretty reasonable price. It is called a new member board orientation, but all the members are invited to attend this orientation. Again, this is outside the time you pay for in our existing contract so David asked us to put together something that would just cover the time that it would take for us to do this. It will be schedule virtually once it is approved. Ms. Strumpf said that because you are approving two budgets that would add money to their contracts, that there could be a conflict of interest or perceived conflict of interest so Mr. Hightower and Ms. Strumpf will sign off before you took a vote and Margaret can let us back in once the vote is completed. Mr. Weston asked if there were any other questions before we take a vote. Mt. Weston asked Mr. Moore if he would recommend both, and Mr. Moore said yes. **Mr. George motioned, seconded by Mr. Black to approve the proposals. Ms. Dearmon took roll call from each member and the motion carried with none opposed.** Ms. Dearmon let both Ms. Strumpf and Ms. Hightower back into the meeting.

Mr. Weston turned the floor over to Ms. Easterday to introduce the speaker for Ready for Life. The Ready for life is and is and initiative ran through the Governor's office. Ms. Easterday said she believes that Russellville will be a pilot program. She introduced Mr. Rick Neel who gave the presentation on Ready for Life.

Mr. Weston asked if there was any new business to be brought before the board. Ms. Dearmon stated that we normally bring our initial Eligible Training Provider Applications to the committee and the board. Ms. Breashears has been out sick, and she asked me to just bring it before the board today because we only have two Providers with initial applications. ASU Three Rivers has made application for Truck Driving Training and Gateway Allied Health in hot Springs has made application for CNA Training. Discussion followed. **Mr. Weston asked for a motion and Judge Hart motioned, seconded by Lopez to approve both initial programs. Ms. Dearmon took roll call from each member and the motion carried with none opposed.**

Judge Hart motioned to adjourn the meeting and Mr. Weston adjourned the meeting at 11:59 a.m.

  
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William Weston, Vice Chair

  
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