

MINUTES OF THE 30 APR 2014 ECONOMIC DEVELOPMENT COMMITTEE MEETING

Members in Attendance

Lt. Gen. Gary McKissock
Cresswell Elmore
Joy Thrash (via teleconference)

Others in Attendance

Dan Oliver, Deputy Director, Jacksonville Onslow Economic Development
Jeremy Schmidt
Ron Massey
Kimberley Lindsay, City of Jacksonville Human Resources
Scott Dorney
Beth Barton
Ilario Pantano
Darryl Black (via teleconference)

Progress/Update of New Initiatives:

- General McKissock met with Society of Human Resource Managers (SHRM) two weeks ago in Charlotte
- US Chamber of Commerce
- Hiring Our Heroes, job fairs
- NC Military Foundation
- Military Community Coalition: 3 communities: Bragg, New River and Cherry Point mayors
- Executive Order creating Veterans Working Group, MajGen Cornell Wilson, Chair, Ilario Pantano, Vice Chair, with interagency cooperation to resolve issues

Discussion Topics:

- Presentation by Dan Oliver, Economic Development, Onslow County: MOS/MOC Transition for purposes of recruiting businesses. Myth: We did not have enough skilled labor to draw business. Data – from CL indicating four years of MOS data and sharing that data with business to attract them to the area.
- Jeremy Schmidt gave an MOS project overview. Data must be tracked, i.e., job availability and job matching with the intent of education, employment and entrepreneurship.
- Cresswell Elmore commented that the issue is three-pronged: 1) the State not bringing industry in and selling the workforce (a focus of economic development, to attract industry); 2) identifying available jobs; and, 3) connecting jobs to separating military.
- Kimberly Lindsay, Chief Human Resource Officer of the City of Jacksonville addressed the importance of employer awareness of the value that veterans bring to the organization in driving business results. Presently the focus is on the service member, for example, through

Transition Readiness Seminar (TRS), which teaches job search techniques, resume-writing and interviewing skills, MOS skills translation. The employer, however, not understanding the value of what the veteran can bring to the business, is not hiring these individuals. Ms. Lindsay talked about a model successfully implemented in the state of Virginia that includes a partnership with the Society for Human Resource Management and education of the strategic leadership within organizations across the state. Ms. Lindsay added that programs like Virginia Values Vets and Vets Strong programs do not adequately put the HR industry to use.

Panelists discussed the possibility of having the Governor produce short, awareness “video messages” on hiring and assistance to transitioning military, funding for lobbyists and funding for a PR firm to take the “news buzz” to the Department of Defense.

- Scott Dorney of NCMBC stressed that the process begins with the transition assistance personnel and installation leadership. The reenlistment NCO one year prior to end of service term should filter information and resources in North Carolina to separating military for the sake of retention of a workforce.
- Ilario Pantano, Assistant Secretary of Division of Veterans Affairs gave a presentation using power point slides to illustrate the function and membership of the Governor’s Working Group on Veterans, Service members and their Families. This Group will be a monthly effort to make federal, state and community services more “vet-centric.” He emphasized the need for intra-agency reform and inter-agency reform using a slide to illustrate partnerships between agencies. Mr. Pantano discussed the \$6.36B underreported in the impact model, and briefed on the success of the NC Women Veterans Summit & Expo in April. He discussed veteran service organizations that are often overlooked.

Chairman McKissock added that in front of an audience with interest in the subject matter, you would find willing volunteers to participate in working groups, apart from the Commission and the Committee.

Joy Thrash commented that connecting all resources is priority, but marketing that central website is equally important and that website management will be exhaustive. The Committee recommended by consensus a single website or portal for military personnel/veterans users and human resource departments of hiring companies, specifically endorsed by the State. The Committee commented on the availability of multiple websites and resources for the military spouse seeking employment (e.g., FMEAP, MSCN, CASY), but pointed out the need to determine and track the success rate of those programs.

This meeting was adjourned at 1630.