

Board of Directors

The Franklin Center, Rocky Mount, VA
Friday, June 25, 2010

Minutes

I. Call to Order

Board Chair **Carroll Gentry** called the meeting to order at 9:03 a.m.

II. Roll Call and Introductions

Sherry Dean called the roll. Members present:

Carroll Gentry, Tanglewood Estates
Steven Anderson, Integrated Textile Solutions
Naomi Powers, Carilion Franklin Memorial Hospital
Hiawathia Nicely, New Century Consultants
Bill Jones, Hometown Bank
Lew Bishop, National College
Joyce Kessinger, Boxley Materials Company
Jerry Barnett, Virginia Employment Commission, Roanoke
Joe Brinley, JATC/NECA, IBEW Local 26
Ted Edlich, TAP This Valley Works
Jill Loope, Roanoke County
Larry Overbay, Virginia Department of Rehabilitative Service
Paul Paradzinski, Craig County
Jim Poythress, Virginia Western Community College
Gary Keener for Richard Teaff, Dabney S. Lancaster Community College
Jane Conlin, Roanoke City Department of Human & Social Services

Members absent:

Wayne Flippen, Small Business Development Center
Teresa Hammond, Alleghany Highlands Chamber of Commerce
Lawrence Musgrove, LCM Corporation
Mark Stockwell, MeadWestvaco
Curtis Hicks, Salem City Public Schools
Robert Myers, Laborers' Local Union #980
Bruce Phipps, Goodwill Industries of the Valleys
Kathy Hodges, Franklin County Workforce Development Consortium

Staff present:

Doloris Vest, president
Sherry Dean, accountant/office administrator
Angie Williamson, grant writer/program director
Vincent Randall, program specialist

Visitors present:

Linda Matthews, Goodwill Industries of the Valleys
Kim Moore, Goodwill Industries of the Valleys
Joe Annarino, Stanley Steamer
Deb Squire, Virginia Employment Commission
Chris Whitlow, Franklin County
Tim Fojren, Arbor Company

A quorum was present.

III. Approval of Consent Agenda

Mr. Nicely moved to accept the consent agenda:

1. Minutes from April 2 meeting
2. Budget Report: May 31, 2010
3. Youth Council Appointments: Dee Lupiya, Jill Barnett
4. Workforce Center Re-chartering:
 - a. Comprehensive: Roanoke Valley Workforce Center
 - b. Satellite: Covington VEC, The Franklin Center, Jobs Campus

Ms. Powers seconded. The motion passed on a voice vote.

IV. Workforce System Report

1. **Center Report: Ms. Moore** reported center traffic has decreased to an average of 3,500 visitors per month which is normal for this time of year and is in line with traffic volume of two years ago. Center managers participated in a conference call, on advice from executive director's across the state, and shared contact and best practice information. Centers have received Accessibility for Disabilities, Equal Employment Opportunity and Chartering reviews with recommendations.
2. **WIA programs: Ms. Matthews** reported
 - a. **Program placements** 188 program participants have gained employment in the last year. Occupations include, machine workers, welder, teaching assistants and registered nurse. Employers have included Mod-U-Kraf, Nurses Touch, Alleghany School System, Atlas Logistics, General Electric and Integrated Textile Solutions. More than 20 participants in the 2009 Youth Summer Employment have entered employment.
 - b. **Average Wage** for PY2009:
 - Adult Program: \$10.30
 - Adult Program ARRA: \$8.50
 - Dislocated Worker: \$11.36
 - Dislocated Worker ARRA: \$11.59
 - Older Youth: \$9.98
 - c. **Virtual Career Exploration Service Grant:** Goodwill International, through Goodwill Industries of the Valleys, received U.S. Department of Labor grant to provide Virtual Career Exploration Service in the Covington, Roanoke, Franklin County and Charlottesville workforce centers. The grant will provide video conferencing, laptops and a portion of the Roanoke Valley Workforce Center manager's salary.
3. **Do It Yourself Proposal (DIY):** a pilot program will assist individuals interested in self employment. Mr. Edlich suggested TAP partner on the project. Its entrepreneur program includes business plan assistance and up to \$35,000 in start-up funding.

V. Staff Report

1. **Staff Certification Recognition:** Ms. Vest recognized **Ms. Laura Stevens**, with Virginia Western Community College (VWCC), for obtaining the Workforce Professional Certification from the Virginia Workforce Council. Since inception of the certification, 103 partner participants have received certifications in Area III.
2. **Grants Update: Ms. Williamson** reported
 - a. **On-going grants** include:
 - i) **Green Energy Training** Grant (CREATES): Mr. **Vincent Randall** started May 24 as the Program Specialist recruiting green grant participants.
 - ii) **Americorp:** Ms. Williamson attended training last week on recruiting five volunteer participants to work direct services for Area III.

iii) **Apprenticeship:**

- Three breakfasts with the state's Department of Labor and Industry and local businesses introduced registered apprenticeship requirements to local businesses.
- The next phase of the program will include a pre-apprenticeship course using materials provided by the grant.

iv) **Virginia Workforce Council Incentive**

- **Career Futurist:** This project to introduce high school students to new and growing occupations will continue in the fall with events at Franklin County and the Alleghany Highlands. Inclement weather postponed these events earlier this year. The grant has also provided a new youth Job Readiness curriculum and Reality Store one-year license

b. **Active applications** include:

- Job Readiness/Work Skills for Homeless
- SHARE sites
- Healthcare
- STEM training/exploration
- Apprenticeship
- Career Futurist

Ten additional grants are under consideration.

Ms. Vest recognized Ms. Williamson for outstanding results in the board's first-year grant program efforts, representing an approximate four to one return on funding for programs' currently the board has six grant applications outstanding and

3. Board Office Expansion: Ms. Vest reported the board office has rented the room next door to provide a small conference room space and space for new staff and Americore staff.

VI. Committee Reports

1. Workforce Center Oversight Committee:

a. **Training Providers:** Ms. Vest presented the committee's

i) **Recommendation to revise board policy WVWDB 03-112:** Training Provider Certification to eliminate the two-tier system. The policy describes the board's federally mandated certification process not meeting minimum requirements were listed on the second tier. The recommendation addresses providers who may have a variety of programs but are stuck in Tier II because of other programs thereby excluding a program that may be needed by an individual. **Mr. Nicely moved the Workforce Center Oversight Committee recommendation as presented. Mr. Anderson seconded. The recommendation passed on a voice vote.** Following a discussion of the quality and appropriateness of training Mr. Edlich asked staff to provide a report on the impact of this decision at the December meeting.

ii) **Recommends approval of PY2010 Training Provider list as presented.** The motion passed on a voice vote.

b. **Request for Proposal (RFP) PY2010 Programs:** Ms. Vest reported three applicants submitted responses to the Request for Proposal issued for PY2010 WIA program services:

- i) **Arbor:** all programs
- ii) **Goodwill:** all programs
- iii) **TAP:** youth and dislocated worker programs

The RFP Committee recommended awarding the WIA PY2010 Adult, Dislocated Worker Youth program and Operator contracts to Goodwill Industries of the

Valleys. The committee noted the efficiency of a single contract, that the cost per cost per participant did not vary much among the three applicants.

Mr. Anderson moved to accept the recommendation, Ms. Powers seconded The motion passed on a roll call vote: Yes: Gentry, Anderson, Powers, Nicely, Jones, Bishop, Kessinger, Barnett, Loope, Overbay, Paradzinski, Poythress. No: None. Abstain: Brinley, Edlich.

Mr. Nicely noted Goodwill does not credit the workforce boards as funding many programs, for example in the last annual report. He added that because a board reporting to the state, proper credit will improve transparency. Ms. Vest noted language in the contract requires the programs be branded as the Virginia Workforce Network and credit the board for funding. Ms. Matthews reported phones at the Jobs Campus will start being answered as Virginia Workforce Network and the board will receive recognition for funding it provides.

c. **Economic Interest Form:** Ms. Vest noted a Statement of Economic Interest form has been sent to all board members for completion. Please complete and return the form to board office as it is required by the federal government.

2. **Finance Committee:** Ms. Vest reported the committee has been working on the workforce special event to be held September 30 to recognize workforce professionals, businesses and volunteers who have made a difference in the workforce of Area III. Mr. Phipps has obtained the Chief Executive Officer of Carilion as a speaker. This event will assist the board with applying for grant funds as it will assist in establishing the board as a significant part of the solution to the problem.

Mr. Anderson moved the FY2011 budget presented for approval, Mr. Edlich seconded. The motion passed on a roll call vote: Yes: Gentry, Anderson, Powers, Nicely, Jones, Bishop, Kessinger, Barnett, Brinley, Edlich, Loope, Overbay, Paradzinski, and Poythress. No: any.

3. **Youth Council:** Mr. Paradzinski reported additional council members are needed. The council functions as an idea center for youth programs. A Youth Provider Orientation program will be held in mid-September where youth providers can make a three to five minute presentation on services offered to youth through their programs.

4. **Election of Officers:** The nominating committee presented a slate of officers:

- Carroll Gentry-Chair
- Hiawatha Nicely-Vice Chair
- Naomi Powers-Secretary
- Steve Anderson-Treasurer

Mr. Edlich moved to close the nominations and accept the slate as presented. Ms. Kessinger seconded. The motion passed on a voice vote.

VII. Old Business

1. **Executive Session-Staff Performance and Compensation:** Mr. Gentry asked to table the item until the next meeting.

VIII. New Business

1. **Local Planning:** Ms. Vest reported Area III submitted the state's local plan on June 15. Mr. Phipps suggested the board use the state plan as a foundation to build a traditional strategic plan. Mr. Nicely noted the board needs a plan that includes more outside funding than currently being received. Mr. Gentry instructed Ms. Vest to email the plan to the board, have board members comment, and then the board can appoint a committee to write a plan.

2. **TAP Grants:** Mr. Edlich reported TAP has been awarded

- A \$200,000 grant from the Veterans Administration to assist unemployed veterans

find employment. Additionally, TAP has been awarded

- A Promised Neighborhood grant and will focus on the Hurt Park area by helping all in the neighborhood rise to the highest level possible.

- 3. Grants Discussion:** Ms. Williamson noted most stimulus grants have been awarded, although the U.S. Department of Human Urban Development (HUD) may solicit additional proposals. Board staff is looking at private and corporate foundation grants. Mr. Poythress noted VWCC has applied for a grant in alternative energy lab, solar and wind. The grant would provide for a demonstration lab to the community on campus and installation for training to assist CREATES grant.
- 4. State Incentive Grants:** Mr. Nicely, who also serves as a member of the Virginia Workforce Council, reported Area III will receive awarded \$40,000 from the state in incentive grant funds. Total incentive grants awarded across all state regions was \$420,000.
- 5. New State Workforce Advisor:** Gov. Bob McDonald has appointed Virginia Workforce Council chair Dr. Robert Leber as senior advisor to the governor for workforce beginning July 6.
- 6. Green Energy Training Program Specialist:** **Mr. Randall** reviewed the CREATES (Construction, Retrofitting, Energy-Efficiency, Assessment, Training and Employment Systems) grant. The program is a, U.S. Department of Labor ARRA grant to recruit and train the underemployed or unemployed in energy efficient, solar, or geo thermal energy training. Mr. Randall will use local media to recruit participants who will receive career assessments and counseling Individuals completing the one- day to two-semester long programs. Will receive job placement assistance Board members can assist by sharing information with prospective participants or employers. **Mr. Poythress** noted VWCC will be purchase \$400k of green-energy training equipment for its four-tier career studies program qualifying individuals to seek national certification testing **Mr. Keener** noted Dabney S. Lancaster Community College is partnering in a similar grant with the Shenandoah Workforce Board.
- 7. Trade Adjustment Act and WIA Dislocated Worker Coordination:** Ms. Vest explained the relationship between the Trade Adjustment Act program operated by the Virginia Employment Commission and the Board's WIA Dislocated Worker program: The WIA program serves all qualified individuals who have been laid off; TAA serves those whose job loss has been determined related to overseas competition. All TAA participants co-enroll in the WIA program and receive services from both programs and staffs. Careful coordination is required to reconcile conflicting processes in the two programs to prevent participants from losing or not receiving applicable benefits. Mr. Bishop asked that the board study the state mandate to co-enroll Trade and WIA participants and make recommendations to the state council for improvements.

IX. Announcements

- Youth Council Meeting, August 12, 9 a.m., Roanoke Valley Workforce Center
- CLEO Consortium, July 29, noon, Roanoke Higher Education Center
- Executive Committee, July 22, 8:30 a.m., Roanoke Valley Workforce Center
- Board of Directors, August 6, 9 a.m., Roanoke Higher Education Center.

X. Adjournment

The meeting was adjourned at 10:30 a.m.

Dolores E. Vest

President

July 23, 2010

Date