

Workforce Center Oversight Committee

**Roanoke Valley Workforce Center
1351 Hershberger Road, Roanoke, VA**

Wednesday February 17, 2010

Minutes

I. Call to Order, Roll call

In Chair Flippen's absence, Ms. Vest started the meeting.

Members Present:

Joseph Brinley
Jane Conlin
Paul Paradzinski
Bobby Myers

Members Absent:

Wayne Flippen
Teresa Hammond
Rob Ledger
Naomi Powers

Staff Present:

Doloris Vest, President
Angie Williamson, Program/Grant Manager

Guest:

Kim Moore, Goodwill
Beverly Amburgey, Goodwill

II. Approval of Minutes

Mr. Brinley moved to approve minutes of the January 20, 2010 meeting. Mr. Paradzinski seconded. The motion passed on a voice vote.

III. Operator Report

A. Center Report:

1. Reports: Ms. Moore distributed the Board update and an update on partnership activities, which was requested by the Governor's Office.
2. Franklin and Covington: Ms. Moore met with Kathy Hodges of the Franklin Center and Kathy Holcomb of the Covington Center, and reported the following;
 - a. Franklin Center thrives as a center for education and conferences, although the workforce aspect is not the priority. The Center is owned and operated by Franklin County, thus falls under Franklin County's strategic plan which is not a workforce plan. Ms. Hodges agreed to work with Ms. Moore on increasing the presence of the Workforce Center within the Franklin Center and to better share information among partners. Both Ms. Moore and Ms. Vest sit on the Training Services Board, which will look at a strategic plan for the Center specifically. Unlike the Roanoke Valley Workforce Center, the Board contributes any funds to operate the Franklin Center through the WIA programs rent and to cover one front desk staff.
 - b. The Covington center, a VEC office, is much smaller than the other centers; the manager Kathy Holcomb works for the VEC. This is a satellite center housing WIA and SCSEP programs. This center focuses on Economic Development – trying to draw businesses to the area. The center has a small staff and draws a small number of people – very few new

visitors or walk-in traffic. They have remodeled the lobby, have great resources and more computers – however, they are often empty. Ms. Moore reported that Ms. Holcomb wants to increase communication with partners and will begin having joint staff meetings to share information. Ms. Moore will work with Ms. Holcomb to increase the Workforce Center presence.

3. Intake: Staff at the Roanoke Center were introduced to the new intake data form for the front lobby computers. Once fully functional this system will be great for referrals, tracking, pulling trend reports and querying by any field. The reports will give true numbers, unique visits, averages and more.
4. Closing Policy: Because the Roanoke Center depends on VEC staff to ensure full service to customers. Ms. Moore and Mr. Barnett (VEC Manager) communicate when the weather is bad to determine if sufficient staff will be able to come to work. As for holidays, the VEC is closed on all state and federal holidays, therefore the Center is also closed. Ms. Moore responded they will most likely be closed during the upcoming mandated state employee furlough days and will post the closing (as they do all closings) two weeks prior. Mr. Myers suggested explaining the reason for the furlough closure so the public will understand the impact of budget cuts. Ms. Moore indicated that center employees can get approval from their supervisor to work even if the Center is closed. Ms. Vest suggested opening early once a week to expand the time the Center is available.
5. Traffic Report: Ms. Moore discussed the traffic reports which show an increase of over 1,000 walk-ins in the Roanoke Valley center from December 2009 to January 2010. Yet comparing January 2009 to January 2010 the increase is just over 100. Ms. Moore noted that January is usually a high traffic month. Mr. Paradzinski asked if there was a way to determine how many online users there are in our region. The VOS (Virtual One Stop) system can identify by address and will assign the address to the closest Workforce Center, which may or may not be accurate.

B. WIA Program Report:

1. Ms. Amburgey distributed the performance report and noted that at the end of the second quarter, the programs had not met three of seventeen measures: Earnings for Youth (50%) Average Earnings for Adults (70%) and Older Youth Retention (78 %.) Ms. Amburgey reported that Older Youth measures are very volatile because they are such low numbers and one individual can skew the numbers. Also, many jobs usually for older youth are now being filled by adults. Ms. Vest noted that because of the cumulative nature of the measurements, most are on track at this point in the year. These numbers are important because the Board can qualify for incentive grants through the state for making the numbers and can apply for more funding if performance is exceeded.
2. Ms. Vest explained "Common Measures" will go into effect in July reducing the number of measures to eight. One of the "common measures" drawing concern is the "numeracy and literacy" measure which will hurt performance and limit youth services. Under this new measure all youth with basic skills deficiency must improve by two grade levels to be considered successful.
3. Ms. Amburgey announced that Goodwill will begin OJT (On the Job Training) which pays 50% of wages during the training period. OJT benefits the clients by putting them on the employer payroll during the training period which lessens the probationary period. Comparatively internships or work experience keep the client on Goodwill's payroll and their probationary period does not start until the client is hired full time by the employer.

Ms. Amburgey reported that four WIA clients are working at Integrated Textile Solutions (ITS) and the number will probably grow to ten clients. ITS has a long-term government contract to create large fabric tents and they're looking to train sewing machine operators, material welders and people for inspection and folding. Entry level wage is \$8.50 and the company is willing to work with people with little work history and with criminal backgrounds. Additionally this company provides transportation to and from the nearest bus stop.

4. Ms. Amburgey will begin providing the committee activity reports for the programs. She noted that in January they received approximately 500 inquiries and received 240-250 applications. There are eight staff working on WIA programs. Orientations for WIA programs are held weekly at the Jobs Campus, Roanoke Workforce Center and the Franklin Center. The activity report will look at who entered training, if they went to work in a field related to their training and if we're reaching the eligible population with our outreach.

IV. Old Business

- A. Policy Manual:** Ms. Moore thanked Ms. Conlin for reviewing the external policies and procedures. Ms. Conlin suggested they just be titled "policies" unless Ms. Moore's team decides to include procedures such as how to sign in. Ms. Moore also informed the committee that having any sign indicating that weapons are not allowed is beyond the center's authority according to the state. Ms. Conlin suggested having the Board write a letter to the state noting their concern and requesting this authority be granted to the Centers.

V. New Business

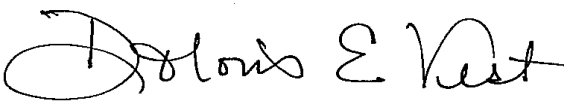
- A. Budget Update:** Ms. Vest updated the committee on the state audit report. The Board successfully bid out the remaining funds for the current program year and Goodwill will be the operator. In addition to the remaining funds, the Board received another \$700,000 in rapid response funds, more than half of which will be used for dislocated workers.

Ms. Vest and Ms. Amburgey described how the Trade Act co-enrollment is requiring a lot of staff time and supportive services dollars, but very few training dollars, which skews the WIA budget. Only about 10% of funds are going towards dislocated workers due to the Trade Act. Ms. Vest noted that the Board is mandated to co-enroll, and other WIB Directors are trying to convince the state to do away with this requirement.

- B. Pending Layoffs:** Upcoming or recent layoffs include ITT, Sam's Club, Salem VDOT, Six Wags Dog Park and Transcorp.
- C. Partners:** Ms. Vest reported that TAP has agreed to participate in the Center and has now paid all outstanding bills.

VI. Adjourn

The meeting was adjourned at 11:04 am.



President

February 24, 2010

Date