



*Building partnerships to create workforce opportunities that cultivate business,  
grow jobs, develop people, and build community.*

**Joint Meeting of the SVWD Board of Directors and Chief Elected Officials  
October 10, 2019, 10:00 a.m. – 12:00 p.m.  
Harrisonburg City Hall Council Chambers  
409 S. Main Street, Harrisonburg, VA**

**Call to Order and Welcome**

Chair Jeff Stapel called the meeting to order at 10:00 a.m. The roll was called. A quorum of the Board was not present.

**Private Sector Members Present:** Jeff Stapel, Jo Lee Loveland Link, Robin Sullenberger, Samuel Insana, Wes Dove

**Public Sector Members Present:** Amy Judd, Gary Keener, Clay Stein (for Jackson Green), Jay Langston, John Jackson, John Jacobs, Kai Degner, Amy Judd, Gary Keener, Katy Parrish, Sandy Rinker for Kevin Hutton, Michelle Bixler, Tony Milionta

**Chief Elected Officials Present:** Kristina Ramsey, Bev McCray, Morgan Phenix, Sam Crickenberger, Brian Shull

**Guests Present:** John Link, Seth Marsh, Tom Roberts, Jenny Wright, Shasta Robertson, Kevin Coffman, Mary Ann Gilmer, Magaly Quinones Guzman, Travis Messick, Gabrielle Wenos, Kaystyle Madden, Chris Pope, Barbara Trujillo, Debbie Melvin, Alicia Corral, Bonnie Zampino, Kristopher Stubler

**SVWDB Staff Present:** Sharon Johnson, Cathi Michie, Debbie Berry, Debby Hopkins, Joan Hollen, Sean McCusty, Tristan Meadows, Heidi King, Vanessa Robison, Matt Green

**Introduction:** Sharon Johnson introduced Tristan Meadows, the new Youth Program Manager for the SVWDB. Tristan will be developing a new youth program for the board. Tristan previously worked for Goodwill Industries of the Valleys as the Harrisonburg Center Manager.

**Prior Meeting Minutes:** Due to the lack of a quorum, the minutes from the July 11, 2019 SVWDB Board of Directors meeting were deferred to the January 9, 2020 meeting.

**Welcome:** Chair Stapel welcomed meeting attendees and shared the vision of the SVWDB. The Board is a WIOA requirement comprised of regional leadership to guide talent pipeline development and provide people with the resources needed to integrate into the workforce and elevate themselves economically. The mission of the board goes beyond WIOA and includes working with school systems on work based learning initiatives and providing services to support employers and people with barriers to employment. The Board is one of the only regional organizations that represents all stakeholders. Through collaboration, we have the ability to make an impact by leveraging and integrating resources and stakeholders.

The board is accepting recommendations for private sector board members and for current board members that may be interested in serving on the Executive Committee.

**Partner Presentations**

**State of the Manufacturing Workforce in the Shenandoah Valley – Apprenticeship and Work Based Learning – Thomas P. Miller and Associates (TPMA):** Sharon Johnson introduced Kristopher Subler, Project Consultant with TPMA. TPMA was selected to update *The Changing Manufacturing Workforce in the Shenandoah Valley* study to evaluate manufacturing workforce needs, registered apprenticeship and work based learning. The study will also prepare the board to pursue any future funding opportunities.

Mr. Subler provided an overview of TPMA, a multi-faceted economic and workforce development research and evaluation firm. TPMA, in partnership with Board staff, are conducting a survey and focus groups with regional manufacturers and conducting labor market data research to evaluate the state of manufacturing in the SVWDB region. The study covers the SVWDB region and is broken down into three sub regions; the northern region, the central region, and the southern region. A handout was provided with labor data showing a sub-regional breakdown of population data by age group, household demographics, industry employment and manufacturing occupation data. Preliminary findings show:

- Manufacturing is a stronghold in the Shenandoah Valley with some of the highest paying occupations with low educational requirements (high school diploma or GED and on-the-job training).
- Manufacturing employers are experiencing common challenges due to low unemployment. They have positions available for skilled talent. Employees will change jobs for a 25 cent pay increase.
- The manufacturing workforce includes an aging population and the study will evaluate how employers are preparing for the retirement of workers and knowledge transfer to younger workers.

Mr. Subler answered questions from meeting attendees. The final report will be released in January.

### **Cued-In – Seth Marsh**

Chair Stapel introduced Seth Marsh the developer of Cued-In, a web and app-based platform where career seekers research careers to discover their potential and find best-fit careers. Cued-In also enables educators to reach the future workforce and empowers employers to recruit and engage the right talent. The app is designed to connect students with career pathway information and work based learning or job opportunities provided by employers. A demonstration of the software was provided. Mr. Marsh answered questions from meeting participants.

Sharon Johnson has been communicating with Cued-In regarding development of the app for the past year and from a workforce board perspective believes it is a valuable tool for talent pipeline development. For more information visit <https://cued-in.com/>.

### **WIOA Operations**

**Touch Point Dashboards:** Center Dashboards for the month of July 2019 and PY2019 year to date were presented and reviewed. Center traffic counts have been outstanding, particularly in Winchester where construction is obstructing the entrance to the center. Goodwill is tracking people served that are not enrolled due to the amount of time invested in assisting people who don't enroll. Those served but not enrolled are included in the Dashboard traffic count. In the current environment of low unemployment, service is directed to the hardest to serve.

Outreach in Page County and Rockbridge County is working well. In Fishersville, center traffic was 52 for the period and outreach was 201. All outreach in Rockbridge is provided at Byers Technical Institute. Of the 12 enrollments, 10 were through outreach at Byers where Virginia Career Works is provided free office space. With potential budget cuts next year it is important to evaluate the effectiveness of outreach as a service delivery model.

**Communications and Outreach Report:** The Communications and Outreach report was included in the meeting packet providing a summary of communication and outreach efforts as well as web analytics for August and September.

**Virginia Career Works – Winchester Success Story:** Bonnie Zampino, Center Manager at the Virginia Career Works – Winchester center presented a success story about the IT Academy for students with disabilities organized by the Career Pathways for Individuals with Disabilities, SVWDB and VCW staff. The Information Technology Academy provided participants with a week-long exploration of careers in Information Technology (IT). Students were able to determine interest and aptitude in the IT field and understand what types of jobs are available and what education and skills are necessary for success in an IT career. Partners assisting with the academy included the Virginia Department for Aging and Rehabilitative Services, Virginia Department for Blind and Vision Impaired, Goodwill, Lord Fairfax Community College and Shenandoah University. Seven students diagnosed with autism participated in the academy and developed relationships that continued after the academy through text and online gaming. One mother thanked Ms. Zampino in tears for the opportunity because her daughter, who was socially isolated, made friends at the academy. The mother of one participant is seeking a work experience for her daughter and one student has decided to enroll in Shenandoah University.

## **WIOA Governance and Administration**

**Chief Elected Officials Consortium Agreement Update:** Joan Hollen reported that 15 of the 16 local governments have signed the SVWDB Chief Elected Officials Consortium Agreement. Ms. Hollen will present the agreement to the Winchester City Council on October 22.

**Center Partner MOU and Infrastructure Funding Agreement:** Sharon Johnson reported that the board is responsible for executing a MOU and Infrastructure Funding Agreement (IFA) for the Virginia Career Works Centers. The VCCS provides a MOU and IFA template for developing the agreements. Under the MOU all partners are required to contribute financially to the cost of operating workforce centers based on common spaced used by partners. These agreements take time to execute because some agencies have issues with signing the agreements.

**Request for Proposals for Adult, Dislocated Worker, Youth Programs and One-Stop Operator:** The three-year Adult, Dislocated Worker, Youth and One Stop Operator contracts are ending in June 2020 and new RFPs need to developed to advertise for these services. There is a new requirement for an "Opportunity Youth Strategic Plan" which will be incorporated into the new RFPs. SVWDB is re-evaluating the Youth service delivery model and researching unique models for youth programming for out of school youth with barriers.

SVWDB staff will write the RFPs and a committee is needed to review the RFPs and RFP development process. Committee members do not need to be Board members. The review process will begin in January 2020. Anyone wishing to volunteer should contact Sharon Johnson.

## **Committee Reports**

**Executive Committee Meeting:** The Executive Committee met prior to the Board meeting and conducted the following business.

### **Operations Policies:**

The Executive Committee approved the following policy updates. Updates were made to policy terminology and to align the policies with current regulations and practices.

- OP 12-01 Confidentiality
- OP 12-02 Customized Training
- OP 12-05 Grievances and Complaints
- OP 12-10 Out of Area Assistance/Relocation Services
- OP 13-01 Registration for Selective Service
- OP 13-03 Priority of Service
- OP 14-01 Incentive Policy
- OP 15-02 Whistleblower
- OP 19-01 Personal Identifying Information

**Eligible Training Provider (ETP) Certification:** ETP re-certifications for Blue Ridge Community College, Lord Fairfax Community College and Byers Technical Institute approved by the Executive Committee. All three training providers met the completion and credentials metrics required.

**Resource Development:** Sharon Johnson reported that the SVWDB received a \$500,000 Workforce Services Expansion to Increase Economic Equity grant from the Department of Labor Employment and Training Administration. The grant funding will target out-of-work populations as identified in the 2018 Weldon Cooper Center for Public Service study [Who is Out of Work in Virginia](#). SVWDB will partner with the Piedmont Workforce Development Board (PWDB) on the program, with the SVWDB serving as the lead agency, grant project manager, and fiscal agent. The grant will target people age 25-34 who are out of work, disabled, living in poverty, on social benefits, returning citizens and those suffering from substance abuse. The grant will provide an opportunity to evaluate and develop new service delivery models. Emphasis will be placed on collaboration with Departments of Social Services and incorporating successful programs such as PluggedIn and Network2Work. Jo Lee Loveland Link commended board staff for seeking and receiving additional resources for service delivery.

Sharon Johnson attended the Virginia Advanced Studies Strategies (VASS), The Strategies Exchange Conference, in Norfolk in September. Jeff Stapel also attended with the BRCC Career Pathways Consortium. Conference attendees were given the opportunity to submit a project proposal and both the SVWDB and BRCC Career Pathways Consortium project proposals were accepted to partner with VASS on new talent pipeline projects. The SVWDB and BRCC Career Pathways Consortium proposals were discussed.

Applying for a Go Virginia grant is still an option and Board staff will continue to work on developing a proposal for a grant application. Chair Stapel asked the board to notify board staff if opportunities for collaboration or funding arise.

**Finance Committee Report:** Finance statements as of August 31, 2019 were reviewed. Budget versus actual expenditures show WIOA 11% expended, AAI 13% expended and CPID 98% expended. The CPID grant concluded on September 30. The Statement of Financial Position shows all line items within an acceptable variance.

Chair Loveland-Link reported that the Executive Committee approved a transfer request from Dislocated Worker program funding to Adult program funding in the amount of \$200,000. This fund transfer will provided services to 45 additional adult participants. Dislocated Worker funding has been reserved in case of a major layoff. Additionally, Dislocated Workers are supplemented by Trade Act funding.

The auditor conducted the audit the week of September 23. There were no findings or concerns. The audit report will be available next month.

**Valley to Virginia (V2V) Advisory Council Meeting:** The V2V Council convened and the agenda and minutes from the previous meeting were presented. Debby Hopkins reported the Department of Labor is allowing grantees to apply for an extension to the American Apprenticeship Initiative (AAI) grant. A nine month extension will be requested for the AAI grant. The extension period will be used to focus on sustainability of the grant initiative, facilitate completions of those currently enrolled in training, provide technical assistance and co-enroll with WIOA participants.

Hershey Boot Camps have concluded and additional Boot Camp efforts will be taken over by the Hershey Company. V2V staff screened 149 people to get 14 enrolled in the last Boot Camp. The Hershey Boot Camp was featured in the September issue of *Virginia Business*.

National Apprenticeship Week will take place the week of November 11-17. V2V will be promoting apprenticeship in Virginia Career Works Centers and recognizing apprenticeship initiatives and signings during National Apprenticeship Week.

**Other Business:** The 2020 SVWDB meeting dates were approved and distributed.

**Public Input:** There was no request for public input.

**Adjournment:** There being no further business to come before the Board, the meeting adjourned at 11:59 a.m.

Respectfully submitted,  
Joan Hollen

**Next SVWDB Board Meeting: January 9, 2020 10:00 a.m. – noon**  
**Location: TBD**

## **Public Input Rules and Guidelines**

- 1) Citizens desiring to speak during the public input period must sign in on the Public Input Sign-in sheet to provide information which includes printed name, organization (if applicable) and input topic. This will allow for citizens to be recognized by the Chairman of the Board during the Public Input period.
- 2) Individuals should stand when recognized by the Chairman of the Board; speak their name, organization (if applicable) and input topic.
- 3) Individuals should direct input to the Chairman of the Board.
- 4) Individuals are limited to no more than five (5) minutes. The time limit applies per individual and not per topic. Individual input to address multiple topics is limited to five minutes.
- 5) Individuals representing a group of citizens are limited to five (5) minutes; members comprising the group represented forfeit their individual time to speak.
- 6) When there are multiple individuals requesting time for public input on a single topic and the input is the same, at the Chairman of the Board's discretion, the number of speakers may be limited in order to make effective use of Board member's time and to allow an opportunity for input on multiple topics to be heard by the Board.
- 7) All citizens are strongly encouraged to put their comments in writing to the Board prior to the meeting for inclusion in the Board materials. Such written comments should be submitted to the SVWIB office the Monday prior to the Board meeting.

**The Shenandoah Valley Workforce Development Board is an Equal Opportunity Employer/Program  
Auxiliary aids and services are available upon request to individuals with disabilities**

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This workforce product was created using 100% of federal U. S. Department of Labor Employment and Training Administration Workforce Innovation and Opportunity Act (WIOA) award of \$1,460,148 (#AA-33260-19-55-A-51) made to Page County on behalf of the Shenandoah Valley Workforce Development Area by the pass-through entity, the Virginia Community College System. No costs of this product were financed by nongovernmental sources. The information contained herein does not necessarily reflect the official position of the U.S. Dept. of Labor.