



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

**SVWD Board of Directors Meeting
July 9, 2020, 10:00 a.m. – 12:00 p.m.
Virtual Zoom Meeting**

Call to Order and Welcome: Chair Jeff Stapel called the meeting to order at 10:00 a.m. and read the notice of electronic meeting.

We are operating under a state of emergency, and the Executive Committee cannot meet physically because of social distancing requirements. We are holding this meeting electronically via Zoom. HB 29, Amendment 28, section (g), among other authority, permits the Executive Committee to hold this meeting. Notice of this meeting was provided on the Board's social media pages and on its website. The public has access to this meeting through the Zoom software. This meeting is being recorded and will be available upon request. We will have a public comment period at the end of the meeting. In order to comment, members of the public must submit an e-mail requesting the opportunity to the address jhollen@vcwvalley.com. Comments will be limited to 3 minutes per person. When Executive Committee members or staff speak, please be sure to identify yourselves in advance. One speaker at a time, please. All votes will be by roll call and recorded in the minutes. If anyone leaves the meeting early or arrives late, please announce yourselves so that the Secretary can record this in the minutes. Does anyone have any questions about the process?

The roll was called and a quorum of the Board was present. Roll call attached.

Recognition of Renewing and New Board Members: Chair Stapel recognized the following board members renewing their terms on the SVWDB Board of Directors:

Katy Parrish, Shenandoah Initiative for Adult Education (S.H.I.N.E.)
Kevin Hutton, Massanutten Technical Center
John Albert, IBEW Local 50
John Downey, Blue Ridge Community College
Pam Snyder, Comsonics
Steve Douty, Green Forest Surveys
Pat Olegher, Munters

Chair Stapel recognized the following new SVWDB Board members:

Roy Norville, Shenandoah Organics
Elizabeth Savage, Valley Health
Sallie Wolfe-Garrison, Friendship Industries
Courtney Thompson, Greater Augusta Chamber of Commerce
Chris Pope, Virginia Employment Commission
Randall Doyle, Holtzman Corporation
Yolanda Shields, YesBuilds

Private Sector Members Present: Andrew Breeding, Cara Major, Courtney Thompson, Elizabeth Savage, Jeff Stapel, Jo Lee Loveland-Link, Pam Snyder, Pat Olegher, Randall Doyle, Robin Sullenberger, Roy Norville, Wes Dove, Yolanda Shields

Public Sector Members Present: Amy Judd, Chris Pope, Gary Keener, Jackson Green, Jeanian Clark, John Jackson, Katy Parrish, Kevin Ratliff for John Downey, Patrick Barker, Rob Goldsmith, Sallie Wolfe-Garrison, Sharon Barancelli

Chief Elected Officials Present: Morgan Phenix, Page County; Kristina Ramsey, City of Buena Vista, Brian Shull, City of Harrisonburg, Jenna French, Shenandoah County, Sallie Wolfe-Garrison, Rockingham County, Andrea Oaks, City of Staunton.

Guests Present:, Kevin Coffman, Jenny Wright, , Magaly Quinones Guzman, Onesimo Baltazar Corona, Vashon Canty, Michael Okuley, Christina Jones, Holly McVeigh, John Rainone, Julie Zigler, Kristopher Subler, Megan K., Rebecca Sprague, Samantha Greenfield

SVWDB Staff Present: Sharon Johnson, Cathi Michie, Tristan Meadows, Debbie Berry, Debby Hopkins, Joan Hollen, Matt Green, Heidi King, Scott Carlson, Bonnie Zampino, John Jacobs, Kara Rill, Kaystyle Madden, Juanita Spurlock

Approval of Minutes: The minutes of the July 11, 2019 and October 10, 2019 SVWDB Board of Directors meetings were presented for approval. Motion by Pat Olegher to approve the minutes of the July 11, 2019 and October 10, 2019 SVWDB Board of Directors meetings. Second by Pam Snyder. Motion passed on a vote of 18 in favor and 5 abstentions (Savage, Doyle, Norville, Wolfe-Garrison, Shields).

Executive Committee Reports

Eligible Training Provider/Program Certification: Chair Stapel reported that the Executive Committee voted to approve the Blue Ridge Community College Advanced Cyber Security + training program application. A training provider application from a new training provider was placed on hold until additional information can be collected.

WIOA Program Changes: Sharon Johnson reported that the Executive Committee met four times recently, after continued discussions over the past three years, regarding changes to the Workforce Innovation and Opportunity Act (WIOA) Title I Adult, Dislocated Worker and Youth programs. Background information was provided and discussions evolved around what the board wants to accomplish through the service delivery program. On behalf of the Executive Committee, the following Service Delivery Goals were presented.

1. Delivery of a higher quality of customized services (job seekers and employers).
2. Build capacity and increase the number of job seekers served.
3. Provide services to a larger geographic area within the SVWDB service region.
4. Use technology and innovation to be less dependent on traditional bricks and mortar workforce centers.
5. Develop a team of service-facing staff to implement innovative service delivery practices.

The SVWDB has been providing workforce services under the same model since the implementation of the 1998 Workforce Investment Act (WIA) through numerous contracted vendors to provide Adult, Dislocated Worker and Youth programs. The following service delivery challenges were discussed.

1. Inconsistent and erratic service delivery practices.
2. Disregard for the implementation of current state and local policies and program requirements.
3. Excessive staff turnover and lack of training and support.
4. Inability to manage budget obligations and expend contracted budget amount.
5. Inability to enroll job seekers.

Based on goals articulated and challenges identified, board staff began investigating different service delivery models to address the identified goals and challenges. A service delivery model in Charlottesville called Network2Work was identified that has achieved great success in working with job seekers and employers. The model uses technology and networks to identify and work with people in poverty to get them employed and provide support to move them from poverty to Asset Limited Income Constrained Employed (A.L.I.C.E.) and then to self-sustaining family wages. The SVWDB submitted a grant to the Commonwealth of Virginia based on the Network2Work model and was awarded an Economic Equity Initiative grant to develop the Network2Work model as a service delivery model for WIOA Title I services.

Simultaneously, the SVWDB's 3 year service provider contract for Adult and Dislocated Worker programs was set to expire at the end of June, 2020 and a request for proposal was developed based on the Network2Work model and released to procure a service provider. One proposal was received as a result of the request for proposals. That proposal was reviewed by a diverse review panel. The proposal received a low score and was not approved by the Executive Committee. Due to no viable proposals being received, SVWDB staff prepared a waiver request to the state to take over providing WIOA Title I Adult and Dislocated Worker program services. The waiver request was approved by the Title I Administrator and Governor's office in June and on July 1, 2020, SVWDB became the

service provider for WIOA Title I Adult and Dislocated Services. The SVWDB will also be delivering Youth Program services through a waiver approved by the SVWDB Board of Directors and Chief Elected Officials Consortium.

Upon approval of the waivers, a staffing model for service delivery was developed by Board staff. Position profiles were developed and ten positions were advertised in June and the positions filled. Board staff began training front line staff the first week of July and implemented an ongoing mentoring and shadowing program to support front line staff working with job seekers.

Chair Stapel noted that the new service delivery model is a monumental shift in how workforce services have been delivered. A layer of organizational structure has been removed that inhibited the Board's ability to control how services are delivered, giving the board direct impact on consistency and continuity in service delivery. This is an opportunity for more effective, efficient, and proactive service delivery.

SVWDB Organization Chart: Sharon Johnson presented the new organization chart showing the new staffing model. Chief Elected Officials, at the top of the organization chart, provide oversight of SVWDB as directed by WIOA. The Chief Elected Officials Consortium is made up of the Mayor or Chair of the Board of Supervisors, or their designee, of the 16 local governments in the SVWDB region. The Consortium appoints SVWDB board members, reviews the annual budget and provides input on the development of the Local Plan for LWDA 4. Under the new service delivery model, Chief Elected Officials will play a critically important role in program oversight. Program metrics will be reported to the Consortium and the Chief Elected Officials will determine annually if SVWDB will continue to provide service delivery or go out to bid for a service provider.

Under the new staffing plan, Tristan Meadows is the Workforce Services Director, overseeing the Program Operations Unit, Workforce Equity Manager and Wagner Peyser Outreach and Engagement Specialist. The Workforce Equity Manager is a pilot position to reach out to the underrepresented population that would not normally walk into the center, build network relationships to reach more job seekers and employers and develop specific programs for the barrier population and enroll individuals for program services. The Wagner Peyser Outreach and Engagement Specialist is a new position to oversee Wagner Peyser career services. Due to the workload VEC is experiencing from the high volume of unemployment claims, the Virginia Employment Commission contracted with Workforce Boards throughout the state to provide Wagner Peyser Career Services through December 2020.

Program Coordinator, Debbie Berry, will provide hotline support and mentoring to Job Coaches and Life and Career Coaches along with eligibility review and approval and obligation tracking. Job Seeker Coaches and Life and Career Coaches will be located in Fishersville, Harrisonburg and Winchester. Job Seeker Coaches will work with individual job seekers that do not have many barriers to employment. Life and Career Coaches will work with the hard to serve populations to get them ready to enter employment.

An Employer Network Director will be located in Harrisonburg and Winchester. The Employer Network Directors will work with employers to identify jobs and will be reaching out to employers in all sectors. The Provider Network Director is a regional position that will develop a network of service providers to assure access to all available resources and supports needed to address barriers to employment.

The Chief Financial Officer and Grant Accountant will handle the expanded finances, procurement and operations of service provision under the new model.

The Network2Work model was originally developed and implemented in Charlottesville by Ridge Schuyler. The Network2Work model received the attention of the Governor and Mr. Schuyler is now working with the Governor's Office to support implementation of the Network2Work model in four local workforce development areas in Virginia; the Shenandoah Valley, Richmond, Hampton Roads/Norfolk and Newport News, and expanded services in Charlottesville.

Workforce Center Reopening: In mid-March, Virginia Career Works Centers closed to the public due to COVID and front line staff began working remotely. A virtual enrollment process was developed and staff continued to enroll new job seekers and follow up with existing job seekers. The comprehensive Virginia Career Works – Harrisonburg Center will reopen on July 14. Center hours will be reduced to 10:00 a.m. until 3:00 p.m. by appointment only using appointment scheduling software. Staff is working closely with the Virginia Employment

Commission to coordinate the center reopening to assure that all safety protocols are in place including security guards that are being provided by the VEC.

Finance Committee Report

Finance Committee Chair Jo Lee Loveland Link reported that the Finance Committee met to review financial statements and the 2021 budget. She noted that the Expenditure pie charts for May 31, 2020 show a shift to the new service model resulting in our ability to do more programming with less funding under the new model. Finance Committee Chair Loveland Link welcomed interested board members to consider joining the Finance Committee.

Financial Statements: Cathi Michie, CFO, reviewed the Financial Statements as of May 31, 2020. Budget to actual expenditures show WIOA 70% expended, the American Apprenticeship Initiative grant 78% expended, the Career Pathways for Individuals with Disabilities 100% expended and completed, the G3 grant 119% expended and completed, the Rapid Response Covid-19 Small Business Support Grant 0% expended and the Economic Equity grant 17% expended. The G3 grant, which is unrestricted funds, is a little over budget and has a balance of \$15,000 unrestricted funds at the end of the grant. We did not have a budget for the Rapid Response Covid-19 Small Business Support grant so those expenditures are listed at zero, although approximately \$21,000 has been expended. We have not spent as much of the Economic Equity grant as anticipated due to COVID but that money will carry over to the next fiscal year.

The Statement of Financial Position shows a strong cash position and strong net asset position as of the end of May. The Statement of Activities was reviewed and Adult and Dislocated Worker program funding met the required 40% expenditure and Youth program funding met the required 20% expenditure. Personnel Expenses have increased due to adding staff to provide job seeker services.

FY 2021 Budget: Cathi Michie presented the FY 2021 Budget which was reviewed and approved by the Executive Committee. Each grant has a different definition of Administrative costs used to develop the budget. Administrative costs for the AAI are higher due to additional administrative costs to close out the grants as the grant comes to an end. Administrative costs are still below the 10% cap. The breakdown of projected cost expenditures for grants and program services was reviewed.

Chair Stapel called for questions and hearing none, thanked Cathi and the Finance Committee for being good stewards of the SVWDB finances.

SVWDB State of the Manufacturing Workforce Report: Debby Hopkins reported that the SVWDB engaged Thomas P. Miller & Associates (TPMA) to conduct the third evaluation of the Valley's manufacturing workforce. Previous studies were conducted in 2013 and 2016. Debby introduced Kristopher Stubler from TPMA who presented the findings of the study. The purpose of the study was to develop a comprehensive analysis of the manufacturing industry sector through qualitative and quantitative analysis to provide the board with information to prioritize how to better meet the needs of manufacturing employers. The study included a survey of Valley employers and employer focus groups to validate the data. The study is available on the SVWDB web site at https://vcwvalley.com/wp-content/uploads/State-of-the-Manufacturing-Workforce-2019-2020_final.pdf.

SVWDB will use the study to support future grant applications and to determine areas of focus for workforce initiatives.

Other Business: There was no other business.

Public Input: There was no request for public input.

Adjournment: There being no further business to come before the Board, the meeting adjourned at 12:23 p.m.

Respectfully submitted,
Joan Hollen

Next SVWDB Board Meeting: October 8, 2020, 10:00 a.m. – noon
Location: Virtual by Zoom

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

TDD: VA Relay Center: 711 or 800.828.1120

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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.

Board Roll Call 07.09.20

First Name	Last Name	Present	Not Presnet	Public/Private
Andrew	Breeding			Private
Cara	Major	x		Private
Carolyn	Clark			Private
Corey	Berkstresser	x		Private
Courtney	Thompson	x		Private
Elizabeth	Savage			Private
Jeff	Stapel	x		Private
Jo Lee	Loveland-Link	x		Private
Lisa	Grant			Private
Mary	Staubus			Private
Pam	Snyder	x		Private
Pat	Ohleger	x		Private
Randall	Doyle	x		Private
Robin	Sullenberger	x		Private
Roy	Norville			Private
Samuel	Insana	x		Private
Steve	Douty			Private
Steve	Burnette			Private
Wes	Dove			Private
Yolanda	Shields	x		Private
Total Private		11		20/10 quorum
Amy	Judd	x		Public
Chris	Pope	x		Public
Gary	Keener	x		Public
Jackson	Green	x		Public
Jay	Langston			Public
Jeanian	Clark	x		Public
John	Albert			Public
John	Downey	x		Public
John	Jackson	x		Public
Kai	Degner	x		Public
Katy	Parrish	x		Public
Sandy	Rinker (for Kevin Hutton)	x		Public
Lorne	Seay			Public
Michelle	Bixler			Public
Partick	Barker			Public
Rob	Goldsmith			Public
Sallie	Wolfe-Garrison	x		Public
Sharon	Baroncelli	x		Public
Celest	Williams	x		Public
Total Public		13		19/10 Quorum