



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

**Board of Directors Meeting  
May 10, 2018, 10:00 a.m. – 12:00 p.m.  
Harrisonburg City Council Chambers  
409 S. Main Street, Harrisonburg, VA**

**Call to Order:**

Chair Stapel called the meeting to order at 10:00 a.m. The roll was called and introductions were made. A quorum of the board was present.

**Private Sector Members Present:** Andrew Breeding, Brian Brown, Carrie Chenery, Janice Shanks, Jeff Stapel, Jo Lee Loveland Link, Cara Major, Julie Suijk, Kip Brannon, Pam Snyder, Robin Sullenberger, Samuel Insana

**Public Sector Members Present:** Amy Judd, Brooke Shehan (for Gary Keener), George Homan, Jackson Green, Jeanian Clark, John Downey, John Jackson, Chris Pope, Kai Degner, Katy Parrish, Sandy Rinker, Robert Goldsmith

**Chief Elected Officials/Alternates Present:** Carolyn Bragg, Rachel Moore, Brian Shull, Morgan Phenix, Casey Armstrong, Jenna French

**Guests Present:** Kevin Ratliff, Lara Hoke, Melanie Blosser, Stephanie Hoer, David Dax, Magaly Quinones Guzman, Isa Martel, Kate Arbaugh, Sharon Baroncelli, John Barlow, Wendy Cullen-Lawhorne, Angela Carter, Cathy Hamilton, Thea Campbell, David Silcox, Shasta Robertson, Jenny Wright, Alicia Corral Clark, Christopher Walker

**SVWDB Staff Present:** Sharon Johnson, Debby Hopkins, Cathi Michie, Matt Green, Kevin Martin, Heidi King, Debbie Berry, Charles Peacock, Joan Hollen, Sean McCusty

**Consent Agenda**

**Jeff Stapel**

Chair Stapel asked if there were any items in the consent agenda that needed to be removed prior to the vote. There were no requests to remove items from the consent agenda.

- Prior Meeting Minutes (March 8 Board Retreat Minutes)
- Valley Workforce Center WIOA Dashboard Reports (March/April 2018)
- March 2018 Financial Statements
- SVWDB Communications Outreach Report – May 2018

Motion by George Homan to approve the consent agenda as presented. Second by Rob Goldsmith.

Chris Pope asked if the Valley Workforce Center WIOA Dashboard information for the Central region includes the Harrisonburg and Fishersville center traffic. The Central region report includes Harrisonburg, Fishersville and Rockbridge Center traffic.

Motion passed unanimously.

**SVWDB Workforce Initiatives:**

**Jeff Stapel**

**Strategic Plan Update**

**Sharon Johnson**

**Integrated Business Services Team**

**Sharon Johnson**

Sharon Johnson introduced the Shenandoah Valley Team members that participated on the U.S. Department of Labor and Training Administration’s Integrated Services-System Delivery project, *Integrating Business Services Across A Region*. Participating on the Integrated Business Services Cohort gave the Shenandoah Valley Team an opportunity to learn about other state and regional models for integrated business services and provided direction in developing a regional framework for delivering business services.

There are two Shenandoah Valley Business Services teams established, one in the northern region and one in the southern region. The teams are made up of workforce partners that provide services to businesses. The regional teams will be developed to provide consistent and quality integrated services to regional business. The action plan developed by the Shenandoah Valley team was reviewed. The presentation can be viewed at the following link:

[https://www.valleyworkforce.com/assets/images/general/IBST\\_SV\\_Business\\_Services\\_Action\\_Plan\\_final\\_April\\_2018.pdf](https://www.valleyworkforce.com/assets/images/general/IBST_SV_Business_Services_Action_Plan_final_April_2018.pdf).

The SVWDB needs to determine how to fund business services without relying on program funds. In Virginia, Rapid Response funds are not used to support business services like they are in many other states. In the past, SVWDB used discretionary grant funding to support business services but those funds are now limited. Virginia recently released a business services policy and is in the process of forming a state business services team.

Sharon Johnson reported that board staff is in preliminary discussion to extend outreach to businesses and youth through the development of an app to connect regional businesses to workforce services and youth to work experience opportunities. Online center orientation and program applications are also being considered as a way to use technology to serve more individuals and businesses.

**Expanding Service Delivery – Functional Alignment of Programs**

Sharon Johnson reported that the SVWDB will begin an assessment of the functions of services provided at the workforce centers to determine how they work. This will be a large project that will impact everything we are doing. The *Expanding Service Delivery Through Functional Alignment* presentation can be viewed at the following link:

[https://www.valleyworkforce.com/assets/images/general/Functional\\_Alignment\\_Summary\\_05.10.18.pdf](https://www.valleyworkforce.com/assets/images/general/Functional_Alignment_Summary_05.10.18.pdf)

**Workforce Center Updates**

Sharon Johnson reported that the board is constantly reviewing performance metrics and space requirements of the workforce centers. A status report of each center was provided in the meeting packet.

**V2V Advisory Council Meeting**

**Debby Hopkins**

Debby Hopkins reported that the V2V grant is in the second phase where it is being expanded to other parts of Virginia. The Registered Apprenticeship Model was explained as an employer’s program of

structured training programs that includes on-the-job training, one-to-one mentorship, job related instruction, a wage increase and national credential. The quarterly performance metrics were reviewed.

Debby Hopkins and Sharon Johnson attended the American Apprenticeship Initiative National Grantee Conference in Washington D.C. where Debby presented on the Valley 2 Virginia grant. Sharon Johnson commended Debby Hopkins on the success of the Valley 2 Virginia apprenticeship model that leverages resources of the board to further apprenticeships in Virginia.

Debby also attended a conference at the Job-Driven Vocational Rehabilitation Technical Assistance Center in Dallas, TX where she and Rick Sizemore from Wilson Workforce and Rehabilitation Center (WWRC) presented on pre-apprenticeship programs and comprehensive rehabilitation centers. They were joined by Chris Hall, a WWRC pre-apprenticeship success story. Listen to Chris' story here:

<http://vrworkforcestudio.com/hershey-vocational-rehabilitation-pre-apprenticeship-training-registered-apprenticeships/>

Jeff Stapel shared a success story of how Shickel Corporation used registered apprenticeship to create an academy to address employee skills gaps. Chair Stapel pointed out that involvement with the Board can give a company a competitive advantage by being aware of and utilizing programs to upskill workers. Both large and small companies can take advantage of these programs. He encouraged board members to spread the word about Valley Workforce programs.

V2V Policy Addendums were included in the meeting packet. The policy addendums need to be in place to guide the Valley 2 Virginia grant. Instead of having two sets of policies, one for the board and one for the V2V grant, policy addendums were developed to define how the grant is operationalized and aligned with SVWDB policies. Addendums were developed for OP 14-01 – Incentives, OP14-02 - Incumbent Worker Training, OP12-07 – Individual Training Account, and OP 12-08 Supportive Services.

### **Virginia Career Works Rebranding the Virginia Workforce System**

Sharon Johnson introduced Mason Bishop, Principal of WorkED Consulting, LLC. Mr. Bishop was a lead contractor for the statewide branding of the Virginia workforce system. Mr. Bishop explained the process used by the state to develop the Virginia Career Works brand. The state is allowing each workforce board a flexible schedule to roll out the Virginia Career Works brand within their region with implementation completed by September 3, 2018. The Virginia Career Works presentation can be viewed this link: [https://www.valleyworkforce.com/assets/images/general/VaCareerWorks\\_Story-Shenandoah2.pdf](https://www.valleyworkforce.com/assets/images/general/VaCareerWorks_Story-Shenandoah2.pdf)

### **Executive Committee Report:**

**Jeff Stapel**

Chair Stapel provided the following update on Executive Committee Business.

- A one year review of the three year Goodwill service contract is underway. Staff and Goodwill are working together to reach the goals set forth in the contract.
- The Virginia Career Works implementation plan, communication plan and implementation budget have been developed and sent to stakeholders to review. Positive feedback on the plan has been received and the plan will be submitted to the state by May 18, 2018.
- The Executive Committee has reviewed how SVWDB staff can be involved in Go Virginia and is sending a request to the Go Virginia Regional Council to be removed from the role of support organization due to accountability issues with funding sources. The SVWDB supports Go Virginia but is unable to serve in the capacity of support organization.

### **Finance Committee Officer and Member Election**

**Jeff Stapel**

Recommendations were made for the following Finance Committee officer and new committee members:

Jo Lee Loveland Link, Finance Committee Chair  
Amy Judd, Finance Committee member  
Julie Suijk, Finance Committee member

Motion by Brian Brown to approve the appointment of Amy Judd and Julie Suijk to the Finance Committee and to appoint Jo Lee Loveland link as Finance Committee Chair. Second by Kai Degner. Motion passed unanimously.

**Shenandoah Valley Workforce Development Board Slate of Officers**

**Jeff Stapel**

The following Slate of Officers was presented to the Board for consideration:

Jeff Stapel, Chair  
Brian Brown, Vice Chair  
Jo Lee Loveland-Link, Secretary/Treasurer

The Chair called for nominations from the floor. There were no additional nominations or discussion.

Motion by Robin Sullenberger to appoint the Slate of Officers as presented. Second by Pam Snyder. Motion approved unanimously.

**Executive Committee Member Election**

The current membership of the SVWDB Executive Committee is Jeff Stapel, Chair, John Downey, Jeanian Clark, Kip Brannon and Robin Sullenberger. Robin Sullenberger is stepping down from the Executive Committee to dedicate his time to being Chair of the Virginia Community College System State Board. Mr. Sullenberger will continue to serve on the SVWDB Board. The following nominations for Executive Committee Membership were presented:

Jo Lee Loveland-Link, Secretary Treasurer	Julie Suijk
Brian Brown, Vice Chair	Wes Dove

Chair Stapel called for nominations from the floor. Hearing no nominations, nominations were closed.

Motion by Pam Snyder to appoint members to the Executive Committee as nominated. Second by Kai Degner. Motion passed unanimously.

In closing, Chair Stapel advised the Board that the 2016 Tax Form 990 is available for review at the following link:

[https://www.valleyworkforce.com/assets/images/general/Final\\_2016\\_Tax\\_Form\\_990\\_-\\_SVWDB.pdf](https://www.valleyworkforce.com/assets/images/general/Final_2016_Tax_Form_990_-_SVWDB.pdf)

**Board Meeting Evaluation**

**Sharon Johnson**

A board meeting evaluation sheet was distributed to the meeting participants.

**Public Input (Rules and Guidelines attached)** There was no request for public input.

**Adjournment 12:00 p.m.**

Respectfully submitted,  
Joan Hollen

**Next SVWDB Board Meeting: September 27, 2018, 10:00 a.m. – 12:00 p.m.  
LOCATION: Harrisonburg City Hall Council Chambers**