



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

**Board of Directors Meeting
January 11, 2018, 10:00 a.m. – 12:00 p.m.
JMU Ice House Room 117,
127 W. Bruce 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 not present.

Private Sector Members Present: Andrew Breeding, Tish Blackwell (for Carrie Chenery), James Campbell, Jeff Stapel, Kip Brannon, Robin Sullenberger, Steve Douty, Lisa Grant (for Todd Shail), Wes Dove

Public Sector Members Present: Amy Judd, Gary Keener, George Homan, Jackson Green, Jeanian Clark, John Downey, John Jackson, Julie Goodlick, Katy Parrish, Kevin Hutton

Chief Elected Officials/Alternates Present: Jay Scudder, Carolyn Bragg

Guests Present: Kevin Ratliff, Lara Hoke, Melanie Blosser, Kathy Kalisz, Stephanie Hoer, David Dax, Magaly Quinones Guzman, Martell Bonet, Mary Ann Gilmer, Shasta Robertson, Jenny Wright, James Hall

SVWDB Staff Present: Sharon Johnson, Debby Hopkins, Cathi Michie, Matt Green, Heidi King, Debbie Berry, Charles Peacock, Scott Carlson, Joan Hollen

Consent Agenda

Jeff Stapel

The consent agenda was postponed due to lack of a quorum.

- Prior Meeting Minutes (November 9, 2017)
- Valley Workforce Center WIOA Dashboard Reports (November/December)
- November Financial Statements
- SVWDB Communications Outreach Report – January 2018

SVWDB Workforce Initiatives:

Jeff Stapel

One Stop Certification Validation

Sharon Johnson

Sharon Johnson provided an update on the Harrisonburg Workforce Center certification application that was approved by the SVWDB Board at the November 9th board meeting. The application was submitted to the state WIOA Title I Administrator for review and a follow up, surprise validation visit to the center was conducted by the VCCS. The center certification process is complete and has been verified by the state.

Local workforce boards are required to have one certified workforce center to be WIOA compliant. Board members were asked to consider moving forward with certification at the Winchester Workforce Center which will be a board driven initiative and not required as part of WIOA compliance.

Eligible Training Provider Recertification**Sharon Johnson**

Sharon Johnson explained that certifying Eligible Training Providers (ETP) is a function of the Board. Training providers must apply to be eligible to provide training to WIOA participants. Additionally, each program must be approved. This process assures that our region has qualified training providers and programs. An annual recertification of Eligible Training Providers is now required to be conducted by local workforce boards.

Career Pathways for Individuals with Disabilities (CPID) for Manufacturing**Sharon Johnson**

SVWDB worked in partnership with CPID to develop a manufacturing career pathway. The career pathway will be used as a visual tool by front line staff in Valley Workforce Centers to show people there is a career pathway in manufacturing. The manufacturing career pathway has been reviewed by numerous stakeholders including the state Career Pathways Workgroup, the Governor’s office, the Virginia Board of Workforce Development, a local Career and Technical Education group, and the Manufacturing Employer Advisory Committee at Wilson Workforce and Rehabilitation Center.

The Manufacturing Career Pathway was presented to the board for review and feedback. Two questions were raised regarding the manufacturing career pathway:

1. Are salaries realistic? Job seekers and case managers want a realistic but sometimes different view of salaries. Those promoting education in manufacturing want to show the salary potential of a manufacturing occupation (high end of salary). Workforce center case managers need to show a lower end salary expectation to avoid setting expectations too high for job seekers. A salary range was included for each level of the pathway to address salary concerns.
2. Are the occupation labels accurate? The group discussed the term “unskilled labor” and whether different terminology could be used to label this occupation level.

The following was discussed:

- Is there significance to the career pathway having six levels which could indicate a limit to the levels of a pathway? It was suggested that an arrow or something to show that the pathway can continue be added to the document.
- Add Adult Education under #4.
- Correct the wage difference on level 4 on page 1 and 2.

V2V Advisory Council Meeting**Debby Hopkins**

Debby Hopkins reported that V2V Registered Apprenticeship enrollments are on track to meet grant goals but getting employers to turn in their grant reimbursement requests is becoming a challenge. A training session with employers may be required to get reimbursements on track.

The V2V grant is entering the second phase where it will be expanded to other parts of Virginia. Sean McCusty, SVWDB Business Development Manager, will be rolling out V2V Registered Apprenticeship opportunities to manufacturers throughout the state. The V2V team is working to make the process as easy as possible. Please refer any companies interested in Registered Apprenticeship to Debby Hopkins or Sean McCusty. Grant statistics and highlights of grant activities are included in the V2V Apprenticeship Advisory Council Agenda which is included in the January 11, 2018 meeting packet.

Executive Committee Report:**Jeff Stapel****Local Area Sub-award Funding Next Steps**

As a follow up to the letter SVWDB sent to VCCS requesting a review of the sub-award process for WIOA Title I program funds to local workforce areas, Sharon Johnson reported that discussions are still ongoing

and a meeting with VCCS and Local Workforce Board Directors will be set in the next two months. The request is being made to achieve greater transparency in the process by which funding awards are made to assure informed and realistic decisions by local boards when budgeting for the use of WIOA Title I funding.

Audit June 30, 2017

There were no material findings or deficiencies found in the audit. The Evans case was resolved with no issues that impacted the audit.

Board Development

Sharon Johnson

To provide a foundation for the Board of Directors Retreat on March 8, Sharon Johnson presented the 13 Functions of Local Workforce Development Boards. The 13 functions of Local Workforce Development Boards are:

- Local Plan Development in Partnership with Chief Elected Officials
- Workforce Research and Labor Market Analysis
- Convening, Brokering and Leveraging
- Employer Engagement
- Career Pathway Development
- Identify and Promote Proven and Promising Practices
- Using Technology to Maximize Accessibility and Effectiveness
- Program Oversight
- Performance Measure Negotiations
- Selection of Service Provider and One Stop Operator
- Coordination with Training Providers
- Budget and Administration
- Accessibility for Individuals with Disabilities

Chair Stapel noted that there is responsibility associated with being a board member and it is important to be educated and engaged. The Board retreat will focus on drilling down on the initiatives in the Local Plan to identify high priority initiatives important to the SVWDB region.

Other Business:

Jeff Stapel

National Integrated Business Services Cohort Award

Sharon Johnson

SVWDB applied to participate in a U. S. Dept. of Labor National Integrated Business Services Cohort and was one of nine state or regional groups selected to participate. The project will identify best practices in integrating business services across workforce, education and economic development. The SVWDB has put together a team to participate in the national cohort and will share information from the cohort with all business services partners.

Virginia Workforce System Branding

Sharon Johnson

The new Virginia workforce branding, Virginia Career Works, was revealed. Virginia Career Works was developed through an inclusive collaborative state effort to brand the entire Virginia public workforce system. Valley Workforce will cease to exist and the Harrisonburg Center will be called Harrisonburg Career Works. The Board name will become Shenandoah Valley Career Works. Guidance and financial support to implement the brand is forthcoming from VCCS.

GO Virginia Update**Sharon Johnson**

GO Virginia will be accepting proposals for an upcoming funding round. The application due date is February 7, 2018. Lessons that were learned from the first round of proposals are that healthcare projects won't be funded because healthcare is a non-traded sector and to avoid scholarship based projects. Information on the next funding round and upcoming GO Virginia Region 8 Council meetings will be sent to SVWDB Board members.

Board Meeting Evaluation**Sharon Johnson****Public Input (Rules and Guidelines attached)**

There was no public input.

Adjournment

The meeting adjourned at 11:50 a.m.

Respectfully submitted,
Joan Hollen

Next SVWDB Board RETREAT: March 8, 2018, 9:00 a.m. – 3:00 p.m.
Ice House Room 117, 127 W. Bruce Street, Harrisonburg, VA