



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

**Board of Directors Meeting
April 11, 2019, 10:00 a.m. – 12:00 p.m.
JMU Ice House Room 117
127 W. Bruce Street, Harrisonburg, VA**

Call to Order and Welcome

Vice-Chair Brown called the meeting to order at 10:00 a.m. The roll was called. A quorum of the Board was present.

Private Sector Members Present: Kim Wilbur (for Annette Medlin), Brian Brown, Cara Major, Jo Lee Loveland Link, Julie Suijk, Kip Brannon, Mary Staubus, Pat Ohleger, Sharon Baroncelli, Steve Douty, Wes Dove

Public Sector Members Present: Amy Judd, Bill Pence (for Jeanian Clark), Gary Keener, John Jackson, John Jacobs, Kai Degner, Katy Parrish, Kevin Hutton, Lorne Seay, Tony Milionta

Chief Elected Officials Present: Sal Romero (City of Harrisonburg), Rachel Moore (City of Buena Vista), Morgan Phenix (Page County)

Guests Present: Emily West, Kathy Kalisz, Jimmy Price, Chris Pope, Magaly Quinones Guzman, Vashon Canty, Eric Kennedy, Gabrielle Wenos, Tristan Meadows, Juanita Spurlock, Medalyn Diaz, Toyosi Afisy, Kevin Coffman, Kevin Ratliff, Samantha Greenfield, Bonnie Zampino, Hali Wilkerson, Debbie Melvin, Cathy Hamilton, Coral Barnes

SVWDB Staff Present: Sharon Johnson, Cathi Michie, Loretta Snow, Debbie Berry, Debby Hopkins, Matt Green, Joan Hollen

Prior Meeting Minutes

There were two corrections to the January 10, 2019 minutes. Under Chief Elected Officials/ Alternates Present, Sal Romero's name was spelled incorrectly and John Jacobs was listed twice in the attendance log. The errors were corrected. Motion by John Jacobs to approve the minutes from the January 10, 2019 Board of Directors meeting as corrected. Second by Pat Ohleger. Motion passed unanimously.

WIOA Operations

Touch Point Dashboards: The PY 2019 year-to-date dashboards were discussed. Traffic at all centers has increased over the same period last year. We are now tracking touch points, including social media, web traffic, outreach, and center traffic, to align our metrics with metrics being reported to Congress by the NAWDB. Sharon Johnson noted that tracking metrics through dashboards is important to effectively show our services through numbers due to impending funding cuts. The monthly January-March 2019 dashboards and training reports were reviewed.

Center Updates: Melanie Blosser reported that the centers are fully staffed with the exception of the Center Manager position at the Harrisonburg Center which was recently posted. Outreach services are being provided in Page County at the Luray Library every Wednesday and to the Rockbridge County area at Byers Technical Institute and Dabney S. Lancaster Community College several days a week. The Harrisonburg Center has been reconfigured and VEC will be moving into the space vacated by Skyline Literacy. Skyline Literacy is using a smaller space in the center. Center staff are holding workshops, job fairs and conducting outreach to high school students.

Communications and Outreach Report: The Communications and Outreach report was presented. The new web site www.vcwvalley.com went live at the end of December and January was the first month of web statistics for the new site.

Workforce Center Staff Recognition: Sharon Johnson recognized workforce center staff as the heart, soul, and guts of workforce service delivery at Virginia Career Works Centers. Center staff works with program participants, addresses the needs of walk in traffic, works with employers, and conducts outreach for center programs. They coordinate activities with community partners, school systems, state agencies, businesses, and board staff to serve participants. Last year, they delivered outstanding performance exceeding goals across all three programs. The Board recognized each center staff member with a certificate of appreciation for their work that changes lives and makes a difference in our communities.

WIOA Governance and Administration

Chief Elected Officials Consortium Agreement Update: The Chief Elected Officials Consortium Agreement is being updated by an attorney with experience in local government law to address the statutes that local governments consider when signing such an agreement. When the update is complete, the agreement will be sent to the Chief Elected Officials of each member jurisdiction for approval.

Local Plan Update: At the end of the second year of the four year plan, the LWDA IV Local Plan was updated in conjunction with Chief Elected Officials and placed for public comment. No public comment was received and the updated plan was submitted to the Governor for approval.

Board Input Questionnaire Results: A questionnaire was developed and distributed to Board members to determine areas of board governance the directors would like to learn more about. A summary of the top 2 to 3 responses to each survey question was provided. The information received through the survey will be used to design board meeting topics for the next year.

Executive Committee Report

Operations Policies: Vice-Chair Brian Brown reported that the Executive Committee approved updates to the OP 12-12 Youth Policy to allow more flexibility in serving youth and the OP 14-01 Incentives Policy to remove incentives for dislocated workers and focus all available incentives on youth.

Eligible Training Provider Programs and Recertification: Sharon Johnson reported that the Executive Committee approved two new training programs at LFCC, CompTIA Network and CompTIA Security. Four Training Providers whose programs met all state requirements for completers and credential attainment were recertified.

Go Virginia Update: Sharon Johnson reported that the SVWDB presented an abstract of a GO Virginia proposal to the Region 8 Go Virginia Council that would be a transformational workforce development initiative if approved. The Region 2 Go Virginia Council (Roanoke) has provisionally approved their involvement in the grant application, which would make the application a competitive statewide application that would need approval by Region 8, Region 2 and the state Go Virginia Board. The grant application amount will be contingent on the ability to leverage matching funds.

Finance Committee Report

Financial Statements: Financial statements as of February 28, 2019 were reviewed. Strong current and total net assets were reported. Adjustments were made to the budgets to provide funding for outreach and center staff training, to adjust personnel expenses, and increase Incumbent Worker Training funds. Funding allocated for the purchase of new computers, center moving expenses, and professional services were reallocated in the budget and a request will be made to move \$75,000 from the Dislocated Worker program to the Adult program.

A question was asked about how much of the 68% program expenditures are for personnel. Within the program amount, 45% of the WIOA budget goes to personnel of the service provider as agreed to within their contract, 2% of the balance goes to operating expenditures and the remaining 53% goes to direct participant expenses. A suggestion was made to focus on showing outcomes of those served. A story was shared about a participant with

a disability that was given an opportunity to get a CDL license giving her the potential to earn a \$50,000 to \$60,000 annual salary.

Economic Interest Disclosure Statements for Board Members: Board members that have not returned their Economic Interest Disclosure Statements were reminded of the deadline to submit statements.

RFP to Procure Auditor for 2019: Finance Committee Chair Link provided an overview of the RFP process to procure an auditor. The SVWDB has had the same auditor for 20 years and the committee thought it would be good practice to receive and consider proposals for audit services. The Auditor Selection Committee received six proposals to provide audit services to the SVWDB. The proposals were narrowed to three and interviews were conducted. The RFP selection process went well and the process was well documented. Following interviews, the committee recommended Robinson, Farmer, Cox and Associates as the choice for SVWDB auditor.

Motion by Wes Dove to accept the recommendation of the Finance Committee to accept Robinson, Farmer, Cox and Associates as the auditor for the SVWDB. Second by John Jacobs. Motion passed unanimously.

Tax Form 990: The 2017 Form 990 for fiscal year end June 30, 2018 was approved by the Executive Committee and presented to the board.

Valley to Virginia (V2V) Advisory Council Meeting: Debby Hopkins opened the V2V Advisory Council meeting with an update on V2V grant metrics. The grant has currently sponsored 780 apprentices working with 83 company sponsors, surpassing the goal of 600 apprentices. Twenty one of the 83 company sponsors are new to registered apprenticeship. RA occupations have been expanded to include Industrial Manufacturing Technicians. The SVWDB and SVP are working with WHSV on the InDemand campaign that highlights apprenticeship occupations where possible.

Debby Hopkins has been presenting at various national conferences on Registered Apprenticeship and the Boot Camp model. People at the conferences want to know how to work with one-stops to help companies find talent.

Hershey Model Next Steps: Following the success of the first Hershey Boot Camp, SVWDB and Hershey are planning a second Boot Camp in June. The boot camp will consist of preparation classes taught by Hershey instructors, an assessment conducted by SVWDB staff, and a paid orientation and work experience at Hershey. Successful completers of the Boot Camp will be employed by Hershey through a temporary agency with a potential for full time employment with Hershey as an Industrial Manufacturing Technician Apprentice earning more than \$19.00/hr. SVWDB has developed an extensive outreach campaign to promote the Boot Camp with a goal of 45 hires for the Hershey Company.

Riddleberger Brothers Inc. Recognition: In January 2019, Riddleberger Brothers, Inc. (RBI) was recognized by the Virginia Department of Labor and Industry for 72 years as an Apprenticeship Sponsor. RBI President, Daniel Blosser, spoke about the benefits of registered apprenticeship to employees and the employer. For the company, having the best and most well-trained employees providing quality workmanship increases productivity and builds a good reputation. Employees benefit from training and job growth opportunities that equate to higher wages. Investing in their employees through Registered Apprenticeship shows the employees that RBI cares about them which helps with recruiting and retention. Helping the employees grow in turn helps the company grow.

Other Business: Kevin Hutton, director of Massanutten Technical Center, shared information on the Youth Apprenticeship signing for six MTC students that will be employed as apprentices with local employers following graduation. MTC is working with LSC Communications to develop a Boot Camp based on the Hershey Boot Camp model. The Boot Camp is focused on high school seniors and students will be excused from school to participate in the Boot Camp.

Public Input: There was no request for public input.

Adjournment: There being no further business to come before the Board, the meeting adjourned at 11:45 a.m.

SVWDB Board of Directors Meeting Minutes April 11, 2019

Respectfully submitted,
Joan Hollen

Next SVWDB Board Meeting: July 11, 10:00 a.m. – noon, Location TBD