



*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

July 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

Chair Jeff Stapel 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: Annette Medlin, Brian Brown, Cara Major, Jeff Stapel, Jo Lee Loveland Link, Kip Brannon, Pam Snyder, Robin Sullenberger, Samuel Insana, Steve Douty, Wes Dove

Public Sector Members Present: Amy Judd, Jeanian Clark, Gary Keener, Clay Stein (for Jackson Green), Jay Langston, John Downey, John Jackson, John Jacobs, Kai Degner, Robert Goldsmith, Tony Miliotta

Chief Elected Officials Present: Morgan Phenix, Page County; Greg Hitchin, City of Waynesboro

Guests Present: Shasta Robertson, Jenny Wright, Morgan Lamere, Kathy Kalisz, Lauren Fernstein, Magaly Quinones-Guzman, Selyna Velez, India Slade, Bonnie Zampino, Samantha Greenfield, Kaystyle Madden.

SVWDB Staff Present: Cathi Michie, Debbie Berry, Debby Hopkins, Joan Hollen, Sean McCusty

Prior Meeting Minutes: The minutes from the April 11, 2019 SVWDB Board of Directors meeting were presented.

Motion by Brian Brown to approve the minutes of April 11, 2019 as presented. Second by Jo Lee Loveland Link. Motion unanimously approved.

WIOA Operations

Touch Point Dashboards: Melanie Blosser reviewed the PY 2018-19 year end Dashboards. The centers are now tracking services in addition to WIOA enrollment. These services include core services and job search. Chair Stapel stated that we need to track a broader view of our services to show our value and how we impact people's lives.

Center Updates:

All centers are fully staffed and the new resource room coordinator in Harrisonburg is bilingual. Outreach provided at the Page County library has been successful and is now a permanent event on Wednesdays. Outreach to Rockbridge County at Byers Technical Institute has been successful.

Communications and Outreach Report: The Communications and Outreach report was included in the meeting packet. Hershey Boot Camp promotions caused a spike in web traffic. The web site will be updated to include the contacts of all center partner staff.

VCCS Restructuring: Robin Sullenberger reported on restructuring in the Virginia Community College System, which will make WIOA administration more interactive and provide more flexibility in program administration.

WIOA Governance and Administration

Chief Elected Officials Consortium Agreement Update: The Chief Elected Officials Consortium Agreement revision has been completed and the agreement sent to the Chief Elected Officials of each member jurisdiction for approval. SVWDB staff will be attending public hearings and meetings to provide information on SVWDB and answer questions about the Chief Elected Officials Consortium Agreement. Seven local government meetings have been scheduled to date.

Local Plan Update: The Local Plan update was reviewed by the VCCS and one deficiency was found. Strategies to address pipeline gap issues and aging population issues were unclear or incompletely addressed. The deficiencies were addressed and the Local Plan was resubmitted to the Governor for approval.

SVWDB Board Member Certification: The SVWDB is required to certify the Board of Directors every two years. The Board Certification documents were included in the meeting packet. SVWDB met all requirements for board membership representation. The Certification will be submitted to the state as presented.

Executive Committee Report

Called Meeting: The Executive Committee and Finance Committee held a called meeting on June 28, 2019 to conduct a budget review in preparation for developing the FY 2020 budgets.

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 12-09 Work Based Learning (formerly On the Job Training)
- OP 12-11 Unlikely to Return to Work
- OP 16-01 Self Sufficiency
- OP 15-03 Conflict of Interest
- OP 15-01 Outreach and Tagline

Finance Committee Report

Finance Committee Chair Jo Lee Loveland reported that the Executive Committee approved the proposed FY 2020 budget which ensures programs will meet program objectives while reserving adequate carryover funds for FY 2021. In other Finance Committee business, the annual audit has been set for September 23 and the committee recommended John Jacobs to fill a vacancy on the Finance Committee. Mr. Jacobs was approved by the Executive Committee to serve on the Finance Committee.

Financial Statements: As of May 31, 2019 expenditures were at 67% program, 28% personnel, 3% operations and 2% travel. Budget verses actual expenditures showed WIOA 75% expended and the American Apprenticeship Initiative grant 83% expended, The CPID grant is 16% expended and the Rebranding grant 100% expended. CPID expenditures are low due to Academies that are planned but have not yet taken place. Goodwill expenditures as of May 31, 2019 show an impressive 50% program, 47% personnel, 2% operation and 1% travel expenditures.

Cathi Michie reviewed WIOA PY2017 year two of two budget verses actual expenditures which expired June 30, 2019 with a 98.59% expenditure rate. WIOA PY2018 year one of two funding, which expires on June 30, 2020, shows a 10.81% expenditure rate. The Statement of Financial Expenditures as of May 31, 2019 shows the SVWDB in good financial position.

PY 2020 Budget: The proposed PY 2020 Budget was presented and discussed.

SVWDB staff has been proactive in seeking additional funding sources in light of upcoming WIOA budget cuts. The following efforts to secure additional funding to align resources have been undertaken:

- A contract has been secured with Lord Fairfax Community College to provide consulting services on a G3 grant.
- A Workforce Services Expansion to Increase Economic Equity Grant application has been submitted to VCCS, in partnership with the Virginia Career Works - Piedmont Region, to support outreach and service delivery approaches for workforce training and job placement support programs for out-of-work subpopulations.
- SVWDB is a partner with five other Workforce Development Boards in Virginia to secure funding through the Appalachian Regional Commission to coordinate all available resources to develop a talent pipeline in our five ARC communities (Rockbridge, Buena Vista, Lexington, Bath and Highland). If awarded, the grant will provide a part time navigator and business services representative in ARC communities to implement the grant program.
- Virginia received a State Registered Apprenticeship Expansion Grant of \$1.6 million, which will increase promotion of Registered Apprenticeship in the state.

Motion by John Jacobs to approve the proposed PY2020 budget. Second by Pam Snyder. Motion unanimously approved.

Valley to Virginia (V2V) Advisory Council Meeting: The V2V Council convened and the agenda and minutes from the previous meeting were presented. An update on V2V grant metrics shows 871 apprentices have been registered through 83 company sponsors to date. Debby Hopkins reported that the Hershey Boot Camp received local media coverage and was showcased nationally in the Society for Human Resources Management Spring 2019 *HR Magazine*.

An RFP for proposals to update the 2016 Shenandoah Valley Manufacturing Study resulted in three proposals being received. SVWDB staff will review the proposals and award the contract, which includes employer surveys, employer focus groups in the northern, central and southern regions to obtain real-time information on the state of manufacturing, and a Workforce Summit to report the findings in the study.

V2V policy addendums were discussed. The policy addendums need to be in place to guide the operations of the V2V grant to align with the approved, established SVWDB policies. 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 the Incentive, Incumbent Worker Training, Individual Training Account and Supportive Services policies. It was the consensus of the Council to approve the policy addendums.

Chair Stapel noted that Registered Apprenticeship is transformative and can be sustained by companies. It is changing lives and getting more people into the manufacturing pipeline. This information needs to be shared with others as often as possible.

Eric Fitzgerald, Director of Career and Technical Education for Rockingham County Public Schools asked the Board if they have ideas on ways SVWDB can collaborate with Career and Technical Education. He welcomes collaboration with SVWDB.

Board Member Questionnaire Results: I want to know more about the Virginia Career Works Centers.

Panel Discussion: A Day in a Virginia Career Works Center.

Panelists:

Melanie Blosser, Director of Workforce Training Services, Goodwill Industries of the Valleys

John Jacobs, Manager, Virginia Employment Commission, Harrisonburg and Fishersville

Amy Judd, LFCC, Adult Basic Education Program Manager, Office of Academic and Student Affairs

John Jackson, Counselor Manager, Department for Aging and Rehabilitative Services, (Harrisonburg/Winchester)

Kathy Kalisz, Manager, Virginia Employment Commission, Winchester

Bonnie Zampino, Manager, Virginia Career Works – Winchester

Melanie Blosser began the panel discussion by explaining that people coming to a Virginia Career Works Center sign in at the front desk upon entering the center. The need of the person seeking assistance is assessed and they are referred to the resources/partners with expertise to serve their need. Resources include a resource room with computers for job search and resume preparation, workshops, classes, unemployment assistance, job marketing, registration in the Virginia Workforce Connection, labor market information, and Reemployment Services and Eligibility Assessments (RESEA).

Employers are assisted through introduction to and registration in the Virginia Workforce Connection and offered recruitment assistance including job fairs and space for interviews with potential employees. The Winchester and Harrisonburg Centers have formalized Business Solutions Teams made up of center partners that invite employers to meetings to learn about their employment challenges. As follow-up, the employer receives a personalized proposal of services to support their needs.

There are two types of workforce centers, Comprehensive and Affiliate. The Shenandoah Valley region has one Certified Comprehensive Center in Harrisonburg where partners are co-located at the center or nearby. The Winchester Center is a Certified Affiliate Center and the Fishersville Center is an Affiliate Center that is not certified. Affiliate Centers have relationships with partners, but not all partners are on site or located nearby. WIOA requires partner representation from all four Titles of WIOA. It was the consensus of the panel that it takes all partners working together to serve people and businesses. Each panelist explained the services provided by their agency or organization.

WIOA Title I: Title I funds Adult, Dislocated Worker, and Youth programs. WIOA funding comes through the Virginia Title I Administrator, which is the VCCS to the SVWDB. SVWDB contracts with a procured service

provider, which is Goodwill Industries of the Valley, to provide Title I services. Services include Virginia Career Works (VCW) operations, resource room, and career and employment specialists providing employment services. **WIOA Title II, Adult Education and Literacy:** In the northern Valley, Title II services are provided by Lord Fairfax Community College through the Northern Shenandoah Valley Adult Education program. Services include GED, literacy and civics education. The LFCC Adult Education Program is located in the VCW – Winchester Center. In the southern Valley, Adult Education programs are provided by the Shenandoah Initiative for Adult Education (S.H.I.N.E.). S.H.I.N.E. partners with various educational organizations and the VCW Centers to provide instructional services, GED, literacy, and ESL/citizenship services.

WIOA Title III – Wagner-Peyser Employment Program: The Virginia Employment Commission (VEC) provides Title III employment services, which includes job search, referral and placement assistance for job seekers and recruitment services for employers, labor market information, unemployment insurance assistance and Reemployment Services and Eligibility Assessments (RESEA). VEC is co-located in all three VCW Centers in the Shenandoah Valley Region. VEC helps staff career center resource rooms.

WIOA Title IV Vocational Rehabilitation: Title IV provides employment programs and services that assist individuals with disabilities and the aging. The Virginia Department for Aging and Rehabilitative Services (DARS) and the Department for the Blind and Vision Impaired (DBVI) provide Title IV services. DARS and DBVI are partners of VCW Centers making and receiving referrals and participating on Business Solutions Teams. DARS is located near VCW Centers in Winchester and Harrisonburg and provides staff support at the centers. DBVI is located in the Fishersville Center.

Other required partners include the Virginia Department of Social Services (VIEW, SNAPET, TANF), Senior Community Services Employment Program (SCSEP), Carl D. Perkins Career and Technical Education, Rapid Response, National Farmworker Jobs Program (Telamon), and Jobs Corp. Magaly Quinones-Guzman from the Telamon Corporation explained that Telamon can co-enroll with WIOA to provide supportive services, translation and assistance with credential validation for refugees.

Agencies and organizations are working under the new VCW brand where the focus is on customer centered services and not the agency providing the service, John Jacobs commented on how the integration of the Virginia workforce system has shifted the partners/agencies from working in silos to now working in their own lane of expertise. Melanie Blosser commented that the agencies still have the challenge of operating under different data systems that do not communicate with each other.

Challenges: The following challenges were discussed.

- Center space and consistency in layout.
- State systems that are not integrated.
- Serving the hardest to serve.
- Getting businesses to engage with center partners.
- Getting the word out about available services.
- Connecting with K-12 to serve qualified youth.

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 11:55 a.m.

Respectfully submitted,
Joan Hollen

Next SVWDB Board Meeting: October 10, 10:00 a.m. – noon
Location: Harrisonburg City Hall Council Chambers