



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

**Board of Directors Meeting  
September 27, 2018, 10:00 a.m. – 12:00 p.m.  
Harrisonburg City Council Chambers  
409 South Main Street, Harrisonburg, VA**

**Call to Order**

- Roll Call
- Introduction of New Board Members
- Introduction of Guests

Jeff Stapel  
Joan Hollen  
Jeff Stapel

**Prior Meeting Minutes**

- May 10, 2018 Board Minutes

Jeff Stapel

**WIOA Operations**

- Workforce Center and Staff Updates
- Performance Dashboards

Sharon Johnson

**WIOA Governance and Administration**

- SVWDB Bylaws Revision
- Chief Elected Officials Consortium Agreement/Bylaws
- Virginia Career Works Branding Update
- SVWDB Communications Outreach Report

Jeff Stapel  
Sharon Johnson  
Joan Hollen  
Karen Lawrence

**Valley to Virginia (V2V) Advisory Council Meeting**

- Approval of V2V Advisory Council minutes
- AAI Grant Status Update
- Successes Story – The Hershey Company

Debby Hopkins

**Committee Reports**

- Executive Committee
  - ETP Provider and Program Certifications
  - Goodwill Performance Improvement Plan
  - Reduced Funding Allocations
- Finance Committee
  - Financial Statements – July 2018
  - Conflict of Interest Form

Jeff Stapel

Jo Lee Loveland Link

**Other Business**

- Board Meeting Evaluation

Jeff Stapel

**Public Input (Rules and Guidelines attached)**

Jeff Stapel

**Adjournment**

Jeff Stapel

***Next SVWDB Board Meeting:  
November 8, 2018, 10:00 a.m. – noon, Location TBD***

## **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 SVWDB office the Monday prior to the Board meeting.



*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**

**Program Year July 1, 2017-June 30, 2018  
Year End - June 30, 2018**

<b>Total all Centers</b>				
<b>PROGRAM INFORMATION</b>				
<b>Participant Metrics as of June 30, 2018</b>	<b>Adult</b>	<b>Dislocated Worker</b>	<b>Youth</b>	<b>Totals</b>
Carryover from Previous Program Year	<b>140</b>	<b>97</b>	<b>107</b>	<b>344</b>
Enrollments	<b>Actual 167/Goal 257</b>	<b>Actual 44/Goal 23</b>	<b>Actual 79/Goal 115</b>	<b>Actual 290/Goal 395</b>
In Training	<b>83</b>	<b>39</b>	<b>14</b>	<b>136</b>
Credential Earned	<b>Actual 86/Goal 124</b>	<b>Actual 51/Goal 56</b>	<b>Actual 37/Goal 56</b>	<b>Actual 174/Goal 236</b>
Placed in Employment	<b>Actual 109/Goal 100</b>	<b>Actual 87/Goal 64</b>	<b>Actual 76/Goal 60</b>	<b>Actual 282/Goal 224</b>
Youth in Work Experience			<b>25</b>	<b>25</b>
Median Placement Wage	\$13.61	\$17.02	\$11.00	
Center Traffic Count				12,157

Year to Date Program Dashboard  
Program Year July 1, 2018 - June 30, 2019

Winchester Workforce Center				
PROGRAM INFORMATION JULY 1, 2018 - AUGUST 31, 2018				
Participant Metrics	Adult	Dislocated Worker	Youth	Totals
Carryover from Previous Program Year	30	13	9	52
Enrollments	8	1	3	12
In Training	16	8	0	24
Credential Earned	0	1	0	1
Placed in Employment	4	3	1	8
Youth in Work Experience			5	5
Median Placement Wage	\$12.25	\$15.11	\$11.50	
Center Traffic Count				800

Page Workforce Center				
PROGRAM INFORMATION JULY 1, 2018 - AUGUST 31, 2018				
Participant Metrics	Adult	Dislocated Worker	Youth	Totals
Carryover from Previous Program Year	19	2	13	34
Enrollments	1	0	2	3
In Training	9	1	5	15
Credential Earned	1	0	0	1
Placed in Employment	1	2	1	4
Youth in Work Experience			5	5
Median Placement Wage	\$8.00	\$12.00	\$16.44	
Center Traffic Count				86

Harrisonburg Workforce Center				
PROGRAM INFORMATION JULY 1, 2018 - AUGUST 31, 2018				
Participant Metrics	Adult	Dislocated Worker	Youth	Totals
Carryover from Previous Program Year	53	5	44	102
Enrollments	9	0	3	12
In Training	46	4	10	60
Credential Earned	2	0	2	4
Placed in Employment	7	0	10	17
Youth in Work Experience			5	5
Median Placement Wage	14.67	0	11.25	
Center Traffic Count				1418

Fishersville/Rockbridge Workforce Center				
PROGRAM INFORMATION JULY 1, 2018 - AUGUST 31, 2018				
Participant Metrics YTD	Adult	Dislocated Worker	Youth	Totals
Carryover from Previous Program Year	63	19	24	106
Enrollments	3	1	2	6
In Training	20	7	9	36
Credential Earned	3	0	1	4
Placed in Employment	3	3	0	6
Youth in Work Experience			4	4
Median Placement Wage	\$17.03	\$16.07	\$10.50	
Center Traffic Count				70

Total all Centers				
PROGRAM INFORMATION JULY 1, 2018 - AUGUST 31, 2018				
Participant Metrics	Adult	Dislocated Worker	Youth	Totals
Carryover from Previous Program Year	165	39	90	294
Enrollments	21	2	10	33
In Training	91	20	24	135
Credential Earned	6	1	3	10
Placed in Employment	15	8	12	35
Youth in Work Experience			19	19
Median Placement Wage	13.46	15.59	11.37	
Center Traffic Count				2374



July Program Dashboard

July 1 - 31, 2018

Winchester Workforce Center				
PROGRAM INFORMATION JULY 2018				
Participant Metrics	Adult	Dislocated Worker	Youth	Totals
Carryover from Previous Program Year	30	13	9	52
Enrollments	7	1	0	8
In Training	7	1	0	8
Credential Earned	0	0	0	0
Placed in Employment	4	2	1	7
Youth in Work Experience			2	2
Median Placement Wage	\$12.25	\$15.72	\$11.50	
Center Traffic Count				351

Page Workforce Center				
PROGRAM INFORMATION JULY 2018				
Participant Metrics	Adult	Dislocated Worker	Youth	Totals
Carryover from Previous Program Year	19	2	13	34
Enrollments	0	0	2	2
In Training	1	0	0	1
Credential Earned	1	0	0	1
Placed in Employment	0	1	0	1
Youth in Work Experience			2	2
Median Placement Wage		\$12.00		
Center Traffic Count				51

Harrisonburg Workforce Center				
PROGRAM INFORMATION JULY 2018				
Participant Metrics	Adult	Dislocated Worker	Youth	Totals
Carryover from Previous Program Year	53	5	44	102
Enrollments	6	0	3	9
In Training	11	3	1	15
Credential Earned	0	0	2	2
Placed in Employment	4	0	4	8
Youth in Work Experience			3	3
Median Placement Wage	\$11.37		\$11.50	
Center Traffic Count				676

Fishersville/Rockbridge Workforce Center				
PROGRAM INFORMATION JULY 2018				
Participant Metrics	Adult	Dislocated Worker	Youth	Totals
Carryover from Previous Program Year	63	19	24	106
Enrollments	2	0	0	2
In Training	1	0	2	3
Credential Earned	2	0	1	3
Placed in Employment	1	1	0	2
Youth in Work Experience			2	2
Median Placement Wage	\$18.00	\$15.07	\$10.50	
Center Traffic Count				32

Total all Centers				
PROGRAM INFORMATION JULY 2018				
Participant Metrics	Adult	Dislocated Worker	Youth	Totals
Carryover from Previous Program Year	165	39	90	294
Enrollments	15	1	5	21
In Training	20	4	3	27
Credential Earned	3	0	3	6
Placed in Employment	9	4	5	18
Youth in Work Experience			9	9
Median Placement Wage	\$12.25	\$15.07	\$11.50	
Center Traffic Count				1110

August Program Dashboard  
August 1-31, 2018

Winchester Workforce Center				
PROGRAM INFORMATION AUGUST 2018				
Participant Metrics	Adult	Dislocated Worker	Youth	Totals
Carryover from Previous Program Year	30	13	9	52
Enrollments	1	0	3	4
In Training	9	7	0	16
Credential Earned	0	1	0	1
Placed in Employment	0	1	0	1
Youth in Work Experience			3	3
Median Placement Wage		\$14.50		
Center Traffic Count				449

Page Workforce Center				
PROGRAM INFORMATION AUGUST 2018				
Participant Metrics	Adult	Dislocated Worker	Youth	Totals
Carryover from Previous Program Year	19	2	13	34
Enrollments	1	0	0	1
In Training	8	1	5	14
Credential Earned	0	0	0	0
Placed in Employment	1	1	1	3
Youth in Work Experience			3	3
Median Placement Wage	\$8.00	\$12.00	\$16.44	
Center Traffic Count				35

Harrisonburg Workforce Center				
PROGRAM INFORMATION AUGUST 2018				
Participant Metrics	Adult	Dislocated Worker	Youth	Totals
Carryover from Previous Program Year	53	5	44	102
Enrollments	3	0	0	3
In Training	35	1	9	45
Credential Earned	2	0	0	2
Placed in Employment	3	0	6	9
Youth in Work Experience			2	2
Median Placement Wage	\$18.00		\$11.00	
Center Traffic Count				742

Fishersville/Rockbridge Workforce Center				
PROGRAM INFORMATION AUGUST 2018				
Participant Metrics YTD	Adult	Dislocated Worker	Youth	Totals
Carryover from Previous Program Year	63	19	24	106
Enrollments	1	1	2	4
In Training	19	7	7	33
Credential Earned	1	0	0	1
Placed in Employment	2	2	0	4
Youth in Work Experience			2	2
Median Placement Wage	16.06	17.07		
Center Traffic Count				38

Total all Centers				
PROGRAM INFORMATION AUGUST 2018				
Participant Metrics YTD	Adult	Dislocated Worker	Youth	Totals
Carryover from Previous Program Year	165	39	90	294
Enrollments	6	1	5	12
In Training	71	16	21	108
Credential Earned	3	1	0	4
Placed in Employment	6	4	7	17
Youth in Work Experience			10	10
Median Placement Wage	16.06	14.5	13.72	
Center Traffic Count				1264

## Education and Training Dashboard

July 2018

<b>Program</b>	<b>Adult</b>	<b>DW</b>	<b>Youth</b>	<b>Total</b>
Welding	13		1	14
Licensed Practical Nurse	2	1		3
Cosmetology	2			2
CDL/Heavy Equipment	2			2
Registered Nurse	1	1		2
Pharmacy Technician			1	1
Multi Craft		1		1
Medical Terminology	1			1
Information Technology		1		1
Medication Aide	1			1
Business Management	1			1
Phlebotomy			1	1
<b>Total</b>	<b>23</b>	<b>4</b>	<b>3</b>	<b>30</b>

<b>Training Provider</b>	<b>Adult</b>	<b>DW</b>	<b>Youth</b>	<b>Total</b>
Byers Technical Institute	9			9
Lord Fairfax Community College	2	1	1	4
Blue Ridge Community College	2		1	3
Massanutten Technical Center	2	1		3
Dabney Lancaster Community College	1	2		3
Romans Hair Empire/Beauty Academy	2			2
Romans Hair Empire/Beauty Academy	1			1
Juliannes Health Academy	1			1
Valley Career and Technical Center	1			1
Virginia Western Community College	1			1
Fast Track Health Care			1	1
Salon 11	1			1
<b>Total</b>	<b>23</b>	<b>4</b>	<b>2</b>	<b>30</b>

## Education and Training Dashboard

**August 2018**

<b>Program</b>	<b>Adult</b>	<b>DW</b>	<b>Youth</b>	<b>Total</b>
Licensed Practical Nursing	27	1	12	<b>40</b>
Welding	9	1	4	<b>14</b>
Certified medical Assistant	5	1	5	<b>11</b>
Dental Technician	7	1	2	<b>10</b>
CDL/Heavy Equipment	4	2	3	<b>9</b>
Certified Nursing Assistant	3	1	3	<b>7</b>
Paralegal	1	2		<b>3</b>
Cosmetology	3			<b>3</b>
MOS Certification	1	1		<b>2</b>
Phlebotomy	1		1	<b>2</b>
Maintenance And Repair Worker			2	<b>2</b>
Human Resources	1			<b>1</b>
Medication Aide	1			<b>1</b>
Pharmacy Technician			1	<b>1</b>
Multi Craft		1		<b>1</b>
Electricity	1			<b>1</b>
HVAC				
<b>Total</b>	<b>64</b>	<b>11</b>	<b>33</b>	<b>108</b>

<b>Training Provider</b>	<b>Adult</b>	<b>DW</b>	<b>Youth</b>	<b>Total</b>
Massanutten Technical Center	29	1	12	<b>42</b>
Lord Fairfax Community College	9	3	9	<b>21</b>
Byers Technical Institute	11	1	4	<b>16</b>
Valley Career and Technical Center	7	1	3	<b>11</b>
Page County Technical Center	2		2	<b>4</b>
Blue Ridge Community College			3	<b>3</b>
James Madison University	2	1		<b>3</b>
Romans Hair Empire/Beauty Academy	2			<b>2</b>
Dabney S. Lanaster Community College		1		<b>1</b>
All State Careers	1			<b>1</b>
Virginia Western CC		1		<b>1</b>
Julians Health Adcademy	1			<b>1</b>
Fast Track			1	<b>1</b>
Shippers Choice		1		<b>1</b>
<b>Total</b>	<b>64</b>	<b>10</b>	<b>34</b>	<b>108</b>

## Communications & Outreach Program Report September 2018

### 2<sup>nd</sup> & 3<sup>rd</sup> Quarter 2018 Highlights

The following communications and outreach tasks were accomplished:

- Published and shared content on social media highlighting training opportunities, job fairs, success stories, workforce staff activities and accomplishments, as well as partner programs and registered apprenticeship information.
- Posted five blog posts on the topics of Virginia Career Works Branding Changes, Dream It. Do It Academy, V2V Pre-Apprenticeship Milestone, Summer Boot Camps, and V2V Programs for Filling Skills Gaps.
- Completed a Q2 & Q3 newsletters.
- Issued press releases about the VCW branding and V2V Milestones.
- Completed VCW branding changes to social media channels, email templates, and Google My Business.

**Goals and focus for next reporting period:** Complete the transition to VCW branding and promote National Apprenticeship Week.

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### Media

Media coverage during the 2<sup>nd</sup> & 3<sup>rd</sup> quarters 2018 included:

- [Agency collaboration set to advance American Job Center services](#), Augusta Free Press, April 11, 2018.
- [V2V American Apprenticeship Initiative achieves pre-apprenticeship milestone](#), Augusta Free Press, April 11, 2018.
- [Pre-apprenticeship program prepares individuals with disabilities for work](#), WHSV, April 12, 2018.
- [Greater Augusta Area Celebrates Low Unemployment Rate, Favorable Economy](#), (Dennis Burnett Award), WHSV, June 20, 2018.
- [Virginia educators stress workforce readiness at business summit](#), News Virginian, August 14, 2018.
- [Free books, tuition at BRCC?](#) News Virginian, August 21, 2018.
- [Program helps manufacturing students cover school costs](#), WHSV, August 23, 2018.
- [Hearing Looks at On-the-Job Training to Bridge Skills Gap](#), Society for Human Resource Development, September 7, 2018.

**Goals and focus for next reporting period:** Continue consistent media announcements of workforce activities and accomplishments.

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### Email

Email outreach for Q2-3 included:

- An update to the outreach email lists.
- Q2 email newsletter was distributed with above average engagement at a 28.9% open rate, 4.9% click rate.
- Overall list average remains solid with a 34.7% open rate, 5.1% click rate. (As compared to the industry average of 23.5% open rate and 3.1% click rate.)

**Goals and focus for next reporting period:** Maintain consistent and pertinent newsletter distribution. Continue to build newsletter list.

**Social Media**

Steady organic growth of followers/engagement continued across VCWSV social media channels during this reporting period. Highlights include:

- Ran social media advertising to promote the manufacturing boot camps in early June.
- Facebook showed an increase of 7.48% in Likes during the reporting period.
- Top posts on all channels included pictures of events, reposting of local news stories, and VCWSV accomplishments.
- Website traffic generated by social media increased from 1.8% to 3.8% during this reporting period, likely because of the Facebook advertising.

**Goals and focus for next reporting period:** Continue organic growth through strong content and best social media practices. Add an Instagram channel in Q4.

**Website**

New content published:

- [AGENCY COLLABORATION SET TO ADVANCE AMERICAN JOB CENTER SERVICES](#)
- [DREAM IT. DO IT. VIRGINIA/CPID COMPUTER NUMERICAL CONTROL MANUFACTURING ACADEMY SET FOR JUNE](#)
- [V2V AMERICAN APPRENTICESHIP INITIATIVE ACHIEVES PRE-APPRENTICESHIP MILESTONE](#)
- [SUMMER MANUFACTURING BOOT CAMP OPPORTUNITIES](#)
- [V2V PARTNERSHIPS PRODUCING INNOVATIVE PROGRAMS FOR FILLING SKILLS GAPS](#)
- Calendar, staff and success stories updates.

**Analytics**

**Reporting period 4/1/18-9/20/18**

5,005 unique users  
 3.09 pages per session/ 3:03 minutes  
 21,511 page views  
 86.7% new visitors  
 Sources: organic search 63.4%  
       referral 12.3%  
       direct 20.7%  
       social 3.8%

**Analytics for Qtr. 1**

**Reporting period, 1/1/18-3/31/18**

2,461 unique users  
 3.48 pages per session/ 3:42 minutes  
 11,859 page views  
 83.9 % new visitors  
 Sources: organic search 67.7%  
       referral 7%  
       direct 23.4%  
       social 1.8%

**Goals and focus for next reporting period:** Complete new branding tasks, ensuring all channels are properly linked. Clean up any link problems on the web.

## \$ by Economic Locality

Locality	AAI Grant
Other Virginia \$38.5	\$ 679,969
Augusta \$35.3	\$ 530,236
Rockingham \$43.0	\$ 204,890
Harrisonburg \$14.3	\$ 79,500
Waynesboro \$3.6	\$ 55,650
Frederick \$9.9	\$ 52,700
Shenandoah \$13.7	\$ 37,100
Warren \$2.3	\$ 25,764
Rockbridge \$8.6	\$ 11,910
Winchester \$3.3	\$ 10,600

TOTAL \$ 1,691,116  
 SVWDB Region \$ 1,011,148  
 Total Expenses Paid: \$317,600

### V2V Grant Performance

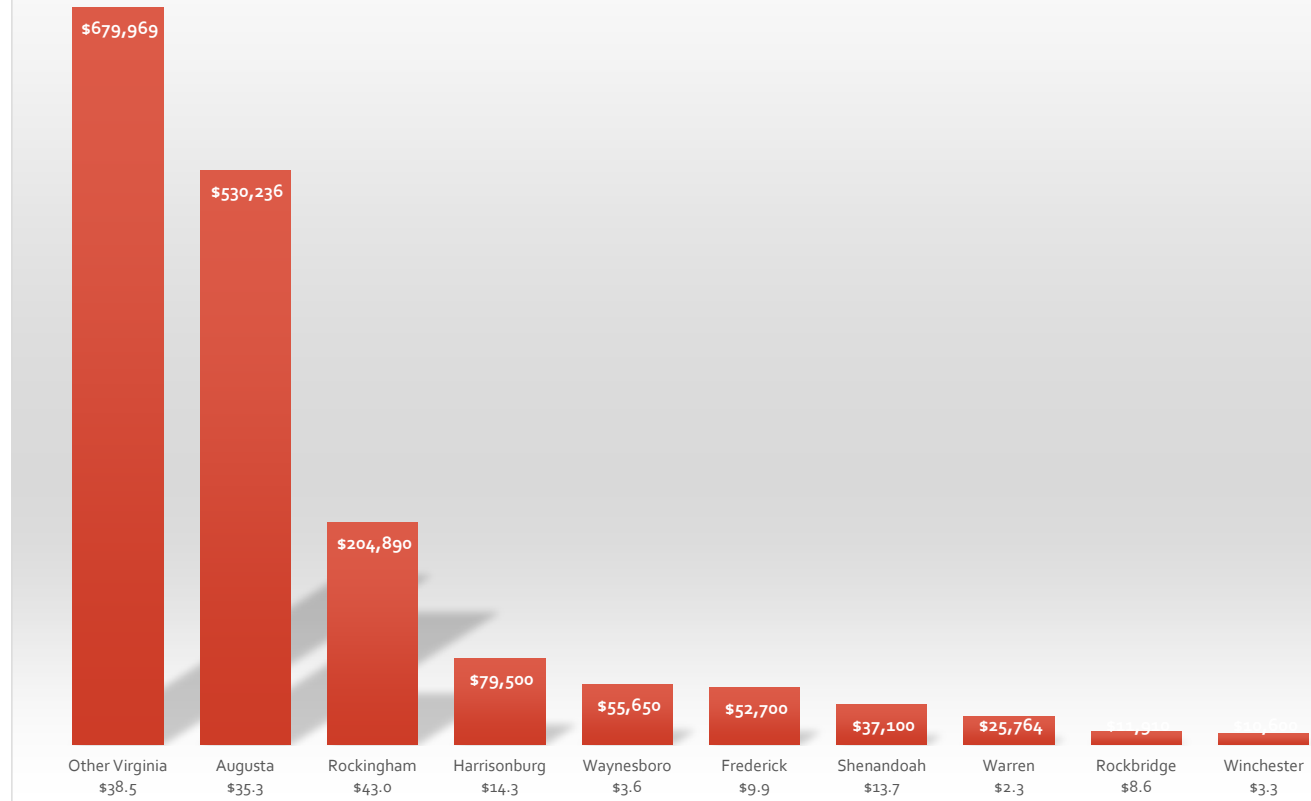
GOAL	CURRENT	
600 apprentices	628	105%
175 employers	79	45%
18 new programs	20	111%
37 expanded occupa	46	124%
150 target demographic	256	170%
218 pre-apprentices		

34 apprentice occupations

Related Instruction provided by:

MTC, VCTC, LFCC, DSLCC, BRCC, CATEC, NCCER,  
 ToolingU, BR Tech College WV, Penn Foster, In House

V2V American Apprenticeship Grant  
 \$ Obligations to Businesses by Locality as of 9/20/2018



## V2V Apprenticeship Advisory Council

### MINUTES – May 10, 2018 Meeting

1. Approved minutes from 1/11/2018 (3/6/2018 Retreat; no Council Meeting)
2. Reviewed Quarterly performance 3/31/2018. Presentation slides: Half time for grant:

Metric	Grant Goal	Actual	% Grant Goal
# apprentices	600	334	55.7%
# employer sponsors	175	62	35.4%
# new programs	18	14	77.8%
# expanded occupations	37	37	100%
# completed	200	18	9%
# Target Population*	150	114	76%

\*women, minorities, veterans, individuals with disabilities, and low skilled (less than H.S.)

#### Activity Highlights since last meeting:

- a. Addition of Scott Carlson, Grant Coordinator - Sherry Pinto replacement
  - b. Phase 2 Expansion throughout Virginia has begun:
    - i. Sean McCusty, Business Development Manager working with DOLI Apprenticeship consultants throughout Virginia
    - ii. LWDB activity: WWVDB-Presentation to Roanoke area businesses and workforce partners, and meeting with Roanoke Economic Development and new WWVDB staff; New River/Mt Rogers presentation to businesses, community colleges, and other workforce partners.
    - iii. Company visits with DOLI Apprenticeship Consultants
  - c. Presentation to Shenandoah Valley Builders Association
  - d. Presentation to CTE Educators - BRCC Work Based Learning Forum
  - e. Developing Pre-apprenticeship and “Boot Camp” models to help develop a talent pipeline to manufacturing employment and apprenticeship
    - i. Wilson Workforce Rehabilitation Center/CPID/DARS Partnership for the WWRC Manufacturing Technician Training program (MTT); podcasts of student successes; presentation with Rick Sizemore and Chris Hall (participant) at a national Vocational Rehabilitation forum in Dallas, TX
    - ii. Hershey – Apprenticeship Registration of first WWRC Pre-Apprenticeship student-Chris Hall. Production Boot Camp scheduled June 18-29, 2018
    - iii. Design Electric Pre-Apprenticeship pilot including students from International Rescue Committee (IRC)
    - iv. MTC Manufacturing, Production Career-Readiness Boot Camp
3. Preparation for June U.S.DOL Monitoring
  4. Focus on Virginia expansion, Boot Camps and Pre-Apprenticeship, Performance Metrics

#



## V2V Apprenticeship Advisory Council

### AGENDA – September 27, 2018 Meeting

1. Review May 10, 2018 meeting minutes
2. Review Quarterly performance 6/30/2018:

Metric	Grant Goal	Actual	% Grant Goal
# apprentices	600	445	74%
# employer sponsors	175	67	38%
# new programs	18	15	83%
# expanded occupations	37	37	100%
# completed	200	21	11%
# Target Population*	150	174	116%

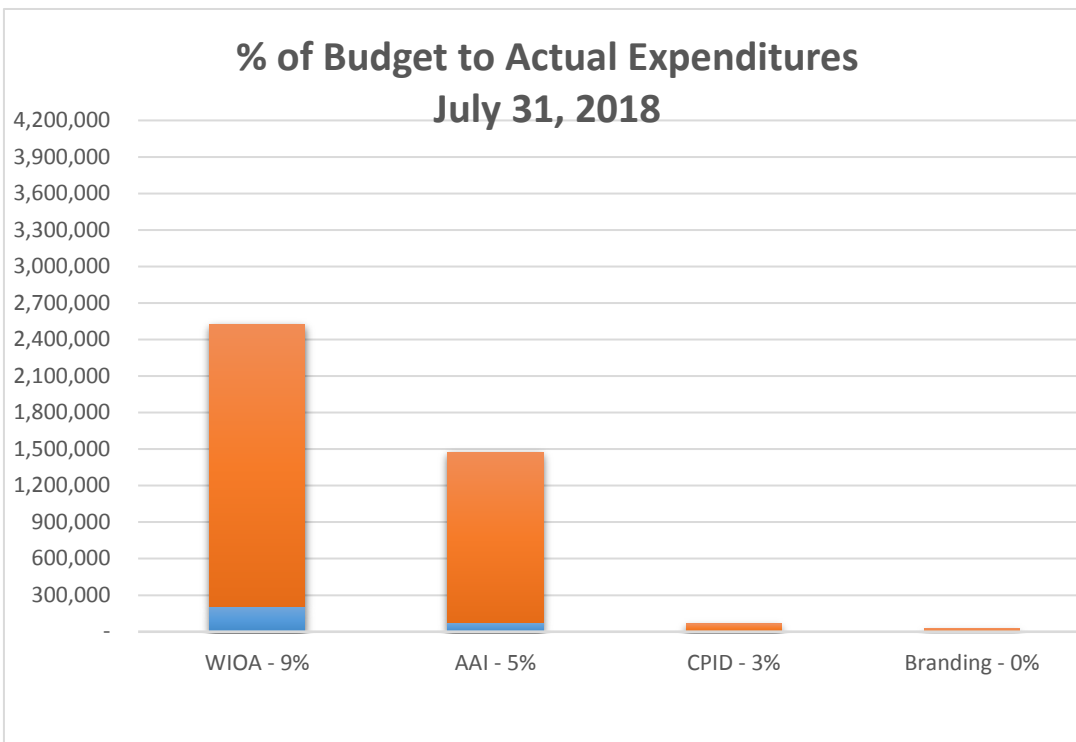
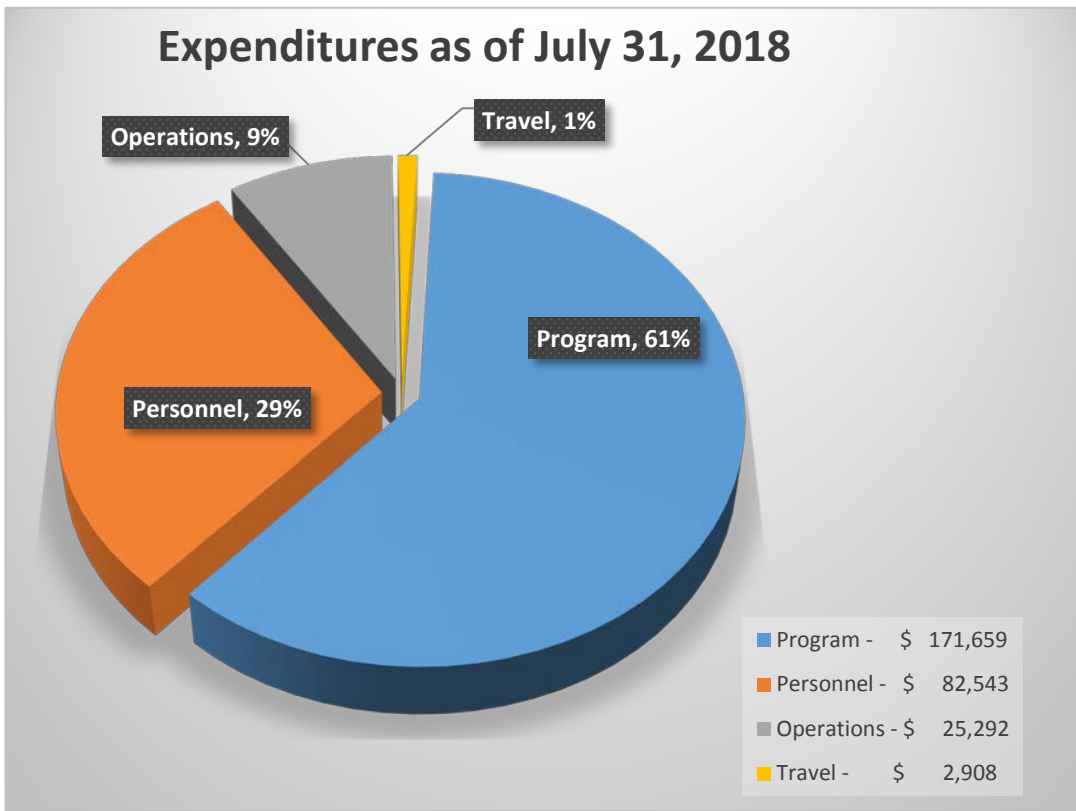
\*women, minorities, veterans, individuals with disabilities, and low skilled (less than H.S.)

3. Activity Highlights since last meeting 5/10/2018:
  - a. Monitoring by U. S. DOL June 25-28, 2018
    - i. Site Visits & Participant Interviews: Danone N.A., VPGC, WWRC, Hershey
    - ii. Result: No Findings
  - b. Site Visit by U. S. Office of the Inspector General
    - i. Selected for review to support OIG audit ETA’s processes for AAI Grants
  - c. Hershey Boot Camp for Production Operatives – Registered Apprentices
  - d. Sub Committee testimony on work based learning featuring V2V Initiatives
4. Phase 2 Expansion; Achieved grant participant goal (600)!
  - a. Pre-Apprenticeship: BRCC Mechatronics Launched, status LFCC, MTC, VCTC
  - b. Expansion throughout Virginia in full gear
5. Next Steps:
  - a. Submit plan to US DOL for low spending; pursue grant modification
  - b. National Apprenticeship Week activities – November 12-17, 2018
  - c. Virginia Manufacturers Association Workforce Symposium
  - d. Hire Ed Conference – Live Podcast with WWRC
  - e. NAWDP Youth Symposium, speaker with U. S. Dept of Labor, Office of Disability Employment Policy
  - f. Continued expansion with DOLI and LWDBs

NEXT MEETING: NOVEMBER 8, 2018

#

**Shenandoah Valley Workforce Development Board, Inc.**  
**As of July 31, 2018**



**Shenandoah Valley Workforce Development Board, Inc.**  
**Statement of Financial Position**  
**As of July 31, 2018**

*Unaudited*

**Assets**

Current Assets

Cash and cash equivalents	\$	105,286
Accounts receivable		215,937
Prepaid expenses		-

**Total Assets** \$ 321,223

**Liabilities and Net Assets**

Current Liabilities

Accounts payable	\$	259,833
Payroll liabilities	\$	-
Accrued leave	\$	54,462

Total Liabilities \$ 314,295

Net Assets

Unrestricted	\$	232
Temporarily restricted	\$	6,696

Total Net Assets \$ 6,928

**Total Liabilities and Net Assets** \$ 321,223

Shenandoah Valley Workforce Development Board, Inc.  
Statement of Activities - With FY2019 Budget  
Unaudited

	For the period ended July 31, 2018			FY2019 Budget	% of Total Budget
	Unrestricted	Temporarily Restricted	Total		
<b>Changes in Net Assets</b>					
<b>Support and revenue</b>					
WIOA Grants	\$ -	\$ 207,383	\$ 207,383	\$ 2,318,720	9%
American Apprenticeship Grant	-	75,321	75,321	1,400,640	5%
Career Pathways Grant	-	1,575	1,575	61,885	3%
VA Career Works Branding	-	25	25	25,000	0%
Other revenue	-	4,794	4,794	-	0%
Satisfaction of Program Restrictions	282,402	(282,402)	-	-	0%
<b>Total Support and revenue</b>	<b>\$ 282,402</b>	<b>\$ 6,696</b>	<b>\$ 289,098</b>	<b>\$ 3,806,245</b>	<b>8%</b>

**Expenses**

**WIOA Grants Expenses**

Administration								
Personnel	\$	30,182	\$	-	\$ 30,182	\$	353,960	9%
Operations		3,629		-	3,629		10,120	36%
Office Operations		6,325		-	6,325		31,050	20%
Financial		801		-	801		8,430	10%
Travel		1,151		-	1,151		29,460	4%
Total Administration		42,088		-	42,088		433,020	10%
Program Services								
Adult contracts		80,951		-	80,951		670,000	12%
Dislocated worker contracts		12,076		-	12,076		250,000	5%
Youth contracts		50,298		-	50,298		670,000	8%
Goodwill One Stop Services		640		-	640		10,000	6%
VCW Centers (Leases, IT, etc.)		18,429		-	18,429		166,300	11%
VCW Centers Move		-		-	-		30,000	0%
Incumbent Worker Training		-		-	-		45,000	0%
Professional Services		-		-	-		20,000	0%
Purchase of new computers		-		-	-		10,000	0%
Board website, branding & outreach		1,000		-	1,000		14,400	7%
Total Program Services		163,394		-	163,394		1,885,700	9%
<b>Total WIOA Grants Expenses</b>		<b>\$ 205,482</b>	<b>\$</b>	<b>-</b>	<b>\$ 205,482</b>	<b>\$</b>	<b>2,318,720</b>	<b>9%</b>

**American Apprenticeship Grant Expenses**

Administration					
Personnel	\$ 51,220	\$ -	\$ 51,220	\$ 573,880	9%
Operations	5,860	-	5,860	15,990	37%
Office Operations	6,979	-	6,979	51,520	14%
Financial	1,365	-	1,365	12,030	11%
Travel	1,657	-	1,657	21,220	8%
Total Administration	67,081	-	67,081	674,640	10%
Total Program Services	8,240	-	8,240	726,000	1%
<b>Total American Apprenticeship Grant</b>	<b>\$ 75,321</b>	<b>\$ -</b>	<b>\$ 75,321</b>	<b>\$ 1,400,640</b>	<b>5%</b>

**Career Pathways Grant Expenses**

Administration					
Personnel	\$ 1,141	\$ -	\$ 1,141	\$ 46,100	2%
Operations	121	-	121	1,020	12%
Office Operations	183	-	183	3,130	6%
Financial	29	-	29	710	4%
Travel	100	-	100	2,850	4%
Total Administration	1,574	-	1,574	53,810	3%
Total Program Services	-	-	-	8,075	0%
<b>Total CPID Grant Expenses</b>	<b>\$ 1,574</b>	<b>\$ -</b>	<b>\$ 1,574</b>	<b>\$ 61,885</b>	<b>3%</b>

<b>VA Career Works Branding</b>					
Total Program Services	25	-	25	25,000	0%
<b>Total VA Career Works Branding</b>	<b>\$ 25</b>	<b>\$ -</b>	<b>\$ 25</b>	<b>\$ 25,000</b>	<b>0%</b>

<b>Total Expenses</b>	<b>282,402</b>	<b>-</b>	<b>282,402</b>	<b>3,806,245</b>	<b>7%</b>
<b>Change in Net Assets</b>	<b>\$ -</b>	<b>\$ 6,696</b>	<b>\$ 6,696</b>	<b>\$ -</b>	

<b>Net Assets, Beginning</b>	<b>\$ 232</b>	<b>\$ -</b>	<b>\$ 232</b>
<b>Net Assets, Ending</b>	<b>\$ 232</b>	<b>\$ 6,696</b>	<b>\$ 6,928</b>