



**Shenandoah Valley Workforce Development Board
Chief Elected Officials Consortium Meeting
January 31, 2017**

**9:00 a.m. – 11:00 p.m. - Augusta County Government Center, Verona, VA
2:00 p.m. – 4:00 p.m. - Winchester Regional Airport, Winchester, VA**

The Shenandoah Valley Workforce Development Board Chief Elected Officials Consortium held two regional meetings to review the proposed SVWDB Local Workforce Area IV Plan 2017-2021. Meetings were held in the southern region and northern region for the convenience of the Chief Elected Officials.

Attending Southern Region:

Stephanie Lillard, Alternate - Page County
Sam Crickenberger, Alternate - Rockbridge County
Brian Shull, Alternate – City of Harrisonburg
Carolyn Dull, Mayor – City of Staunton
Amanda Glover, Alternate – Augusta County
Sharon Johnson, SVWDB
Camille Miller, The Virginia Group (facilitator)
Joan Hollen, SVWDB

Attending Northern Region:

Linda Glavis, Chair, Warren County
John David Smith, Jr., Mayor, City of Winchester
Eden Freeman, Alternate, City of Winchester
Bradley Polk, Alternate, Shenandoah County
Len Capelli, Alternate, Clarke County
Patrick Barker, SVWDB Board of Directors
Camille Miller, The Virginia Group (facilitator)
Joan Hollen, SVWDB

A simple quorum of 9 Chief Elected Officials and Alternates were present.

Southern Region Plan Review and Discussion

Call to Order and Meeting Overview

Sam Crickenberger

The meeting was called to order at 9:00 a.m. Chair Crickenberger explained the purpose of the meeting was to review the draft SVWDB Local Workforce Development Area IV Plan (Plan), provide feedback and provisional approval. The draft Plan may be edited based on feedback.

Sharon Johnson reported the plan was developed based on the guidelines outlined in Virginia Workforce Letter #16-01 requiring each Local Workforce Development Board to develop and submit, in partnership with the Chief Elected Officials, a comprehensive four-year local plan to the Governor. The document includes an empirical analysis of the state of the region’s workforce and outlines SVWDB’s WIOA compliance procedures and alignment with Virginia’s combined state workforce plan.

The SVWDB Executive Committee has taken the Plan to the strategic level by developing strategic goals and objectives supporting the foundation of the Plan. The Strategic goals and objectives are included at the beginning of the Plan. The first five goals are required by the State. Goal 6 was added by the SVWDB Executive Committee.

The floor was opened for discussion:

Amanda Glover provided an observation on Goal #5. She has received employer feedback supporting the need for training provider collaboration to deliver a quality service to employers. Employers are being contacted by multiple service providers that are implementing similar programs. Employers are confused by this approach and do not clearly understand the training opportunities and if they build on each other or if the training providers are providing duplicative programs.



A suggestion was made to get the issue before the Community College and Technical Center Presidents and to include them in developing a process for how a Business Services Team would work in the Valley. Staff to review successful models in the state for Business Services Team development.

Sam Crickenberger asked about metrics for Business Engagement. WIOA and Virginia are working on Business Engagement metrics. Current metrics are not capturing all credential programs.

Sharon reported that the Department for Aging and Rehabilitative Services is partnering with SVWDB to develop career pathways in manufacturing for individuals with disabilities. Once the career pathway is developed for manufacturing, the group will develop career pathways for individuals with disabilities in additional occupations. The state is requiring that each Workforce Development Board develop one career pathway and one sector strategy.

Sharon noted that the SVWDB Board can define how Individual Training Accounts (ITA) are managed and can connect the ITAs to high growth industries. Defining the ITA focus guides the expenditure of training funds.

A question was asked about how grant funding for workforce development is tracked, by employee place of residence or by employer place of business. Workforce funding from discretionary grants is tracked by employer place of business.

The following changes were made to Strategic Plan items: Move Objective 4.7 to 4.4 and renumber the remaining objectives as follows: 4.4 becomes 4.5, 4.5 becomes 4.6 and 4.6 becomes 4.7.

The group discussed the [Virginia Values Veterans \(V3\) Program](#) and state initiatives to further advance the program. The state will be reaching out to higher education and localities to get them V3 certified. Lord Fairfax Community College is going to assist companies with registering for the V3 program.

Add the following under Strategic Plan Item 4.6: Inform regional economic development contacts about the V3 program and provide them with marketing materials to promote the V-3 program.

The group discussed Objective 4.1 and identified “high school students going directly into the workforce” as a priority work based problem to investigate and implement as a priority initiative. The City of Waynesboro was cited as an example of a school system where 34% of graduates go directly into the workforce. Capturing a percent of this population to educate on career pathways opportunities would increase the workforce pipeline and guide graduating seniors into occupations that provide access to middle-class income opportunities. The following suggestions were made:

- Develop K-12 Career Pathways campaign and promote to high school seniors
- Use Career Coaches to reach this target population
- Identify the optimal time to engage this population as out of school youth making them eligible for WIOA funding
- Take into consideration major changes coming to K-12 education



Sharon Johnson discussed Objective 5.5 and referenced a pilot pay-for-performance service delivery program at the Northern Virginia Skill Source Group WDB designed to serve WIOA young adults. A suggestion was made to investigate this pilot program and how it could align with Objective 4.1.

The group discussed Goal 6 and how to create opportunities to evolve the Board of Directors to a strategic Board and create opportunities for Board member involvement. Highlights from the discussion were:

- Focus on the role of the Chief Elected Officials and how to educate them about SVWDB and make meetings worthwhile.
- Chief Elected Officials need more involvement and could contribute to identifying grant opportunities.
- One issue is finding Chief Elected Officials with time to participate.
- Current Boards of Supervisors and City Councils have little or no knowledge about SVWDB.
- Chief Elected Officials and Alternates are not reporting back to Boards and Councils on SVWDB initiatives.
- Promote the funding for workforce development that SVWDB programs bring to the localities.

The question was raised about the need for two stand-alone Chief Elected Official's meetings per year. Currently the Chief Elected Officials meetings are held twice a year in conjunction with the Shenandoah Valley Partnership Marketing Committee meeting. Chief Elected Officials and Alternates are invited to all SVWDB board meetings. It was the consensus of the group that the Chief Elected Officials meetings need to be combined with the SVWDB Board meetings.

Sharon Johnson provided an overview of a Valley Workforce Forum planned for May. The Forum will be promoted to generate publicity for SVWDB and the studies that have recently been completed.

The SVWDB Local Workforce Development Area IV Plan will be a living document that provides direction for moving the SVWDB forward. It was noted that the draft Plan may be edited based on feedback. The group was asked for comments and unanimously expressed support for the proposed plan.

Motion by Brian Shull to affirm and adopt the draft SVWDB Local Workforce Development Area IV Plan 2017-2021 contingent on feedback from Chief Elected Officials and Alternates in the Northern region. Second by Carolyn Dull. Motion passed unanimously.

There being no further business, the meeting adjourned at 10:30 a.m.

Public Input (Rules and Guidelines Attached): No public input.

Northern Region Plan Review and Discussion

Call to Order and Overview of Meeting

Camille Miller

The meeting was called to order at 2:00 p.m. Camille Miller explained the purpose of the meeting was to review the draft SVWDB Local Workforce Development Area IV Plan (Plan), provide feedback and consider provisional approval. It was noted that the draft Plan may be edited based on feedback. The group was also asked to provide guidance on engaging the Chief Elected Officials in the Northern region. Discussion focused on the six strategic goals in the Plan. Highlights of the discussion include:



- Regional Economic Development people are key partners in developing a Business Services Team because they have direct lines of communications with employers. SVWDB is evaluating Business Services models and suggestions are welcome.
- The term “barriers to employment” was defined as including transportation, childcare, language barriers and over qualified people with credentials and licenses from other countries that are not transferrable.
- In discussing Objective 4.1, it was reported that some local K-12 school systems cannot provide a list of high school seniors on a technical track. This will make it difficult to reach the senior population going directly into the workforce from high school.
- In discussing Goal 6, evolving to a more strategic Board, it was noted that the SVWDB has moved to using a consent agenda to move quickly through routine agenda items, leaving time during the meeting for strategic discussions.
- A Board and Chief Elected Officials orientation process and materials are needed to educating the Board and Elected Officials about the SVWDB.
- A succession plan for Board leadership is needed.

The group was asked to affirm and adopt the draft SVWDB Local Workforce Development Area IV Plan 2017-2021. By unanimous agreement, the plan was approved.

The group discussed issues at the Winchester Workforce Center that are a result of the Goodwill service provider contract being managed by Goodwill Horizons at the Winchester Workforce Center and managed by Goodwill of the Valleys in the rest of the region. The SVWDB wants to see consistent service throughout the region and is taking steps to assure that new contracts for service providers address this issue. It was noted that the Winchester Center could use some publicity about location and services.

When asked for ideas on engaging the Northern Valley Chief Elected Officials, Board members and partners, the following suggestions were made:

- Rotate meetings throughout the service region instead of holding all meetings in Harrisonburg.
- Survey the Board of Directors on engagement ideas and meeting locations.
- Engage Chief Elected Officials by providing information on the monetary value SVWDB brings to their locality.
- People do not know who Valley Workforce is or what services they provide.
- Improve explanation of services on the web site and add the locality that each Board member represents to the web list of Board members.
- Localities can help spread the word about Valley Workforce services.
- Testimonials are good marketing tools.
- Investigate options for absent members to call in to meetings.
- SVWDB could present to local government councils/boards on initiatives and services.

There being no further business, the meeting adjourned 3:15 p.m.

Public Input (Rules and Guidelines Attached) - No public input.

Respectfully submitted,
Joan Hollen



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 SVWIB office the Monday prior to the Board meeting.