

VIRGINIA BOARD OF WORKFORCE DEVELOPMENT

April 16th 2015
Woodrow Wilson Rehabilitation Center
243 Woodrow Wilson Ave
Fishersville, VA 22939

Members Present: Mr. Danny Vargas, Chair
Mr. Mark Herzog, Vice Chair
Ms. Jeanne Armentrout
Mr. William "Bill" Bell
Delegate Kathy Byron
Ms. Doris Crouse-Mays
Mr. Mark Dreyfus
Mr. Barry DuVal
Secretary Maurice Jones
Delegate Daniel Marshall
Mr. Nathaniel X. Marshall
Senator John Miller
Mr. Bruce Phipps
Ms. Carole Pratt
Mr. Edward "Ted" Raspiller
Ms. Carrie Roth
Senator Frank Ruff
Mr. Brett Vassey
Mr. Brian T. Warner
Mr. Tom Walker

Members Absent: Secretary Anne Holton
Ms. Mary Hynes
Mr. Toney Rigali
Mr. Morton Savell

Others Present: Ms. Elizabeth Creamer
Ms. Sara Dunnigan
Ms. Leslie Frazier

OPENING:

A. Call to Order

Mr. Danny Vargas, Chair called the meeting to order at 10:42 a.m.

B. Welcome and Introductions

Mr. Vargas introduced new Board member Mr. William "Bill" Bell who will be taking the term of recently retired Board member Danny Hunley. Mr. Bell is the Vice President of Human Resources and Administration for Newport News Shipbuilding.

Mr. Vargas also welcomed Ms. Sara Dunnigan to her first Board meeting in the role of Executive Director to the Board.

Finally Mr. Vargas announced that Mr. David Garcia has resigned from his position on the Board to serve as Secretary of Information Technology for the state of Maryland.

C. Roll Call

Mr. Vargas asked Ms. Sara Dunnigan to call role. A quorum was present.

D. Public Comment Period

No public comment.

E. Welcome to Woodrow Wilson Rehabilitation Center; Rick Sizemore, Director

Mr. Sizemore welcomed the Board, staff and WIB directors to the Woodrow Wilson Rehabilitation Center. He pointed the Board members attention to the pictures on the wall of the meeting room that showcase recipients of the RN Anderson award winners, an award given to those who have demonstrated excellence in service to persons with disabilities.

Finally, Mr. Sizemore informed the Board that on July 1st the Woodrow Wilson Rehabilitation Center will change its name to the Wilson Workforce and Rehabilitation Center to reflect its mission of creating workers and to align with the Governor's Executive Order 23.

F. Approve January 2015 Meeting Minutes

A motion was made by Mr. Mark Dreyfus and seconded by Mr. Bruce Phipps that:

"THE VIRGINIA BOARD OF WORKFORCE DEVELOPMENT APPROVES THE MINUTES AS SUBMITTED."

The motion passed.

G. Virginia Board of Workforce Development By-Law Revisions

Mr. Vargas reported that these by-law revisions align with the new legislative action, accommodate more frequent committee meetings, and address retiring members. These revisions were previously reviewed by the executive committee and supported for passage by the full board. (APPENDIX I)

A motion was made by Delegate Danny Marshall and seconded by Mr. Bruce Phipps that:

"THE VIRGINIA BOARD OF WORKFORCE DEVELOPMENT APPROVES THE 2015 VBWD BY-LAW REVISIONS AS SUBMITTED."

The motion passed

H. Committee Report Outs

Performance and Accountability

Mr. Brett Vassey reported that the Performance and Accountability committee decided to move two of its discussion items, Making Strategic Investments in Workforce Training in Virginia and the Financial Literacy Training Update, to a separate committee meeting prior to the Board's June meeting. They will also have a discussion on professional development at that time.

Mr. Vassey continued on to report that he committee began their meeting with an update on the Virginia Workforce System Report card, a high level report card of the workforce system that looks at 7 goals developed by Virginia Performs and informed by the Committee.

The committee then discussed the development of a new internal facing dashboard that would have the goal of being done by next year. This new dashboard would be in the form of an infographic. It will be a major project that will be undertaken by Ms. Dunnigan with a goal of being complete by the end of the year.

The committee discussed creating a common set of data qualitative satisfaction survey for business services development of a common set of data for the Business Services.

Finally the committee discussed the standardization of program definitions to improve workforce system alignment. Standardizing definitions will also help Board members adopt common language to use when communicating with the public.

Advanced Technology Committee

Ms. Jeanne Armentrout reported that there were no action items from the Advanced Technology committee.

They received a brief on the Workforce Investment and Opportunity Act (WIOA) from George Taratsas and how it will be applicable to their committee work.

They then heard a panel about best practices used by The Shenandoah Valley Partnership in an employment drive in response to Valley based businesses struggles to find quality employees. The yearlong campaign began in early April and the panel will keep the committee up to date with outcomes.

WIA Committee

Mr. Nat Marshall reported the WIA committee has three action items to bring to the Board.

Initial Local Area Designations

The initial local area designations were discussed in the committees March 20th WIA Committee meeting. WIOA requires the Governor approve requests for initial designation for any area in good standing that was designated as a local area for the purpose of the Workforce Investment Act of 1998 for a two-year period preceding the enactment of WIOA. This initial designation will be in place for the first 2 full program years following the date of enactment of WIOA. Local areas did not request any changes to their service area. (APPENDIX II)

A motion was made by Mr. Marshall and seconded by Mr. Phipps that:

“THE VIRGINIA BOARD OF WORKFORCE DEVELOPMENT APPROVES ALL LOCAL AREA DESIGNATION REQUESTS.”

The motion passed.

State Certification of Boards

Mr. Marshall reported that the State Certification of Local Workforce Board policy describes the purpose and criteria for establishing and certifying a local Workforce Development Board under WIOA. The policy was released for public comment and has undergone several revisions and the committee now submits the policy for full approval to the Board. (APPENDIX III)

A motion was made by Mr. Nathaniel Marshall and seconded by Mr. Danny Marshall that:

“THE VIRGINIA BOARD OF WORKFORCE DEVELOPMENT APPROVES THE REVISED STATE CERTIFICATION OF LOCAL WORKFORCE DEVELOPMENT BOARDS POLICY AS SUBMITTED.”

The motion passed.

QUALITY STANDARDS FOR ONE STOP CENTERS

Mr. Marshall reported that the purpose of this policy is to describe the operating principles and standards for the One Stop Career Center and Partners. The Virginia Board of Workforce Development (VBWD) Performance and Accountability Committee reviewed the policy during the January 2015 VBWD meeting. The policy was released for public comment and the WIA Committee reviewed the revised policy during the March WIA Committee meeting. (APPENDIX IV)

A motion was made by Mr. Nathaniel Marshall and seconded by Mr. Bruce Phipps that:

“THE VIRGINIA BOARD OF WORKFORCE DEVELOPMENT APPROVES THE REVISED QUALITY STANDARDS FOR THE ONE STOP CAREER CENTERS.”

The motion passed

Mr. Marshall reported that the committee held a discussion about criteria for use of WIOA funds for incumbent worker training.

They committee also discussed criteria for eligible training providers and opened the floor to hear concerns from the local WIB directors.

Military and Transition Assistance Committee

Stepping in as interim committee Del. Danny Marshall gave the committee report.

The committee heard about five major pieces of legislation from Ms. Leslie Frazier, Policy Director for Secretary of Veterans and Defense Affairs.

The committee received an update on the US Department of Labor Veterans Demonstration grant. The components of the grant are being split between the Virginia Employment Commission and the Virginia Community College System.

Finally, the committee heard from Martina Murray, Assistant Director, State Approving Agency for Veterans Education and Training about barriers of entry to licensure and certification for veterans.

Currently, veterans cannot use their GI benefits to take a course that would prepare them for a licensure or certification exam. The Code of Federal Regulations only allows approval of programs that lead to a diploma or degree. In order to allow veterans and their dependents access to test perpetration their needs to be a change in federal regulations. (APPENDIX V)

A motion was made by Del. Danny Marshall and seconded by Mr. Bruce Phipps that:

“THE VIRGINIA BOARD OF WORKFORCE DEVELOPMENT CONTACT ITS FEDERAL DELEGATION BY LETTER, ASKING FOR THEIR SUPPORT IN CHANGING THIS LEGISLATION TO BETTER ACCOMMODATE THE NEEDS OF VIRGINIA'S

SERVICE MEN AND WOMEN TO RECEIVE TRAINING THAT WILL ALLOW THEM TO ATTAIN NEEDED INDUSTRY-RELEVANT CREDENTIALS.”

The motion passed.

Additionally Del. Marshall reported that the committee is seeking to find members to fill out its roster.

Quarterly Supply and Demand Report

Mr. Leo Campos, data analyst, VCCS presented the board with the quarterly supply and demand report for the quarter. The supply numbers are from the Virginia One Stop System and the demand numbers are pulled from Virginia1mi.com. At the request of the board the data was broken out by WIA expenditures. ([Presentation Here](#))

Hershey’s Extends Real Opportunities to Succeed (HEROS) Panel Discussion

The Board heard from a panel of employees from the Stuarts Draft Hershey Plant about how they created a program to extend employment opportunities for individuals with disabilities. They received the model of the project and the steps the management team took. During launch of program the plant developed strong relationships with DARS and WWRC. They currently have 6 employees with disabilities at their plant and have had an 83% retention rate.

Governor’s Update

2015 General Assembly Report

Secretary Maurice Jones gave the Board an update on the 2015 General Assembly session and the Governor’s Agenda. HB1986 and SB 1372 patroned by Board members Del. Kathy Byron and Sen. Frank Ruff will provide common metrics and reporting to better align the 24 programs in the workforce system.

He noted that with the exception of one vote, all workforce legislation was passed unanimously. Budget items included a Governor’s amendment for 1.1 million for financial aid for non-credit programs and repurposing 4.5 million for regional education and training programs.

Response to JLARC Recommendations

Ms. Elizabeth Creamer, Advisor for Workforce Development, Secretary of Commerce and Trade presented the Board with a summary of actions that have taken place since the JLARC report to the Governor and General Assembly on Virginia’s Workforce Development Programs was released. She reported that 17 of the 30 recommendations created by JLARC have had actions taken on them.

Additionally Ms. Creamer informed the Board that:

- The Governor’s Office will release an RFP for regional competitive grants to business driven consortia to develop and expand workforce solutions.
- Virginia has been awarded a 22 million dollar federal grant to help increase skills training for SNAP recipients.

Chairman's Report

Legislative Session

Mr. Vargas extended thanks to the legislators for their work on HB1986 and SB 1986, the two bills allow the Board better align itself with the coordination of workforce development and training programs and activities statewide.

Sector Strategies- Call for a Special Work Group

Sector Strategies have been identified as a viable and desirable approach to meet the needs of employers in regions. Mr. Vargas would like to develop a statewide framework for sector engagement and provide input into a Sector Strategies Toolkit to be disseminated to workforce system partners.

Mr. Vargas put out a call to the Board for members to join the Sector Strategies Workgroup by giving notice to Ms. Dunnigan.

Ms. Jeanne Armentrout volunteered to join the Workgroup.

Special Recognition of Paula Dehetre

In recognition of her years of service to the Board and the Virginia workforce system Mr. Vargas presented a certificate of appreciation to Ms. Paula Dehetre as she retires from her current position and will take on the role of Project Director for the Workforce Innovation Fund. Dr. Craig Herndon accepted the award on her behalf.

Executive Director's Report

Ms. Sara Dunnigan gave an overview of her activities in her first 75 days.

She announced staffing changes:

- Vanessa Rastberger has departed from the VCCS to join the Virginia Manufacturer's Association
- Megan Healey will be moving to the VCCS as Assistant Vice Chancellor of Academic Programs
- Tim Kestner, Economist, VEC will be staffing the Performance and Accountability Committee
- Robert Ashby, Chief of Compliance, VEC will be staffing the Military Transition Assistance Committee

Virginia Board of Workforce Development Strategy and Workplan

Ms. Dunnigan reported that as a result of HB1986 the Board should have a more strategic approach to their workplan. She recommended that consideration be given to the Board's 4 primary strategic objectives and activities that help the Board fulfill its role as an impactful policy advisor to the Governor on matter that elevate the effectiveness and efficiency of the workforce system in Virginia.

She presented the Board with two options for the development of the strategic plan.

A staff led plan can be created around Board priorities and then come back to the Board for approval. Alternatively, a workgroup of the executive committee can convene to develop a strategic plan.

Mr. Barry DuVal inquired what the timeline would be for the strategic plan.

Ms. Dunnigan responded the best solution would be to fast track a draft.

It was decided the most effective way to create the plan was to have a combination of both strategies; they will create a staff driven draft and the executive committee will meet to review it.

Other Business

Ms. Dunnigan announced the next meetings of the VBWD will be:

June 23, 2015 in
December 3, 2015
September 10, 2015

Roundtable

Mr. Vargas opened the table for members to bring forth any news

Ms. Carole Pratt spoke briefly about the importance of economic development she sees in her on the Governor's Task Force on Prescription Drug and Heroin Abuse the importance of economic development. Many of the communities affected by substance abuse need economic development.

Mr. Vassey stated that the goal of the Board to prioritize resources. He stated he thinks it is great to focus on credentials but it is important they not lose site of the importance of the soft skills and work readiness skills.

Adjournment

There being no further business the meeting adjourned at 2:30 PM

A handwritten signature in black ink, reading "R. Danny Vargas.", is written over a horizontal line.

R. Danny Vargas, Chairman

