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The Executive Committee of the Virginia Workforce Council convened on December 3, 2013 at 9:08 PM
in the James River Conference Room, James Monroe Building, 101 North 14th Street Richmond, Va.

Members Present: Danny Vargas, Chair

Del. Kathy Byron

Matthew Cobb

Elizabeth Creamer

Carrie Roth

Sen. Frank Ruff

Javaid Siddiqi

Tim Tobin

Brett Vassey

Staff Present: Amanda Christopher

Katherine Coates

Paula Dehetre

Wendy Kang

Randy Stamper

George Taratsas

Najmah Thomas

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Welcome & Introduction

The Chair welcomed Mr. Javaid Siddiqi, who has taken on the role Secretary of Education since the departure of Ms. Laura Fornash from the Governor's Office. The Chair then announced that Mr. Tim Tobin will be resigning from the Council in lieu of his retirement. Finally, he thanked the representatives from the Governor's office for their commitment and work on the Council as a new administration transitions into office.

Branding Update

Dr. Najmah Thomas introduced Ms. Celina Shands from Full Capacity Marketing (FCM) to present on FCM's analysis of the current Virginia Workforce Network brand. Overall they discovered there was very little comprehension, value and engagement with the VWN brand. Ms. Shands presented the committee with two options for rebranding:

- 1) Keep the current VWN brand and develop a more concerted effort for execution, as well as reposition the brand to reflect both service delivery and the partnerships/policy initiatives that align to the governor's workforce development priorities.
- 2) Replace the VWN brand completely with a new brand that reflects both service delivery and the partnerships/policy initiatives that align to the governor's workforce development priorities.

The Committee discussed the importance of each option and on how improving the level of service along with the brand will be key. In order to make a substantial change, they will have to do more than just change the name.

Ms. Creamer suggested potentially keeping the name Virginia Workforce Network but using a new slogan and branding.

The Chair decided a small ad hoc committee will be pulled together to further look at the different options. The group's membership will consist of people from education, economic development, local stakeholders, the Virginia Jobs Investment Program (VJIP), the Governor's Transition Team and businesses.

Website Redesign

Ms. Wendy Kang reported that the Virginia Workforce Network website, vwn.vccs.edu, will be redesigned by The Hodges Partnership. Currently, they are in the business requirements gathering phase. The Career Pathways group, along with other Stakeholder groups is being surveyed about their needs during the month of December. Website development should begin in early February with a site launch expected in June.

The Chair asked the committee for any interim modifications for the website. The committee agreed they would like to see the Council have a webpage with a unique URL not associated with the VCCS, content refresh and updated minutes available on the website.

Ms. Kang also noted the website can be accessed from the unique URL, vaworkforcecouncil.com

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Annual Report

Ms. Paula Dehetre presented the Committee with a draft of the Virginia Workforce Annual Report. She thanked the members of the committee who submitted stories and anecdotes that are included in the report. She noted that the structure of the report is focused on the Virginia Workforce System Report Card. Each section of the Annual Report is a response to a goal on the report card.

Mr. Vargas inquired when the report would be submitted to the Governor's Office and Ms. Dehetre responded it will be sent to him by December 10th.

Communication Plan for VCU Report & Brochure

Ms. Elizabeth Creamer presented the committee with the revised VCU report on the Virginia workforce as well as an accompanying pamphlet entitled, Virginia Workforce Development Overview that was created from the report.

She gave a brief summary of the report and suggested the Council create an ad hoc group to dive deeper into the report and see what meaningful pieces of information the Council can take out of it and use. Mr. Vargas assigned the report to the Performance and Accountability committee.

Mr. Vargas asked that each member make any minor changes they saw fit to the Virginia Workforce Development Overview brochure and give them to Mr. Stamper. Additionally, he decided to take the word "system" off the front, meaning the front of the pamphlet will now read "Virginia Workforce Development Overview" instead of "Virginia Workforce Development System Overview."

The committee was pleased with the finished product and Ms. Carrie Roth noted the survey was part of a campaign promise. At this time, Mr. Vargas noted he would like to arrange a press release and photo opportunity with the Governor about the report.

A motion was made by Mr. Vargas and seconded by Mr. Vassey that:

The Virginia Workforce Council Executive Committee approve the final version of the Mapping the Virginia Workforce System: A Status Report on Workforce Programs in the Commonwealth and accompanying brochure pending minor editorial changes."

The motion passed.

Eligible Training Provider Policy Approval

Elizabeth Creamer presented the council with the policy revision in reference to eligible training providers. The change is a result of notifications from State Council for Higher Education in Virginia that the VWC Policy 00-7 is in conflict with the Code of Virginia as it pertains to operations within Virginia of private postsecondary education and training providers.

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After discussion over the language of the change and that the federal and state law are not equal, it was decided to defer a decision until there is a discussion with SCHEV and the attorney's general's office.

Certified Work Ready Community

Mr. Stamper reported that Southern Virginia would like to position their region to earn the designation of a Certified Work Ready Community. To be considered certified by the ACT, they will need to be certified by a certifying body and the question is if the Virginia Workforce Council can be that certifying body.

After discussion of the resources and time needed to delegate certification authority, it was decided the decision should be taken up with the next administration.

There being no further business, the committee adjourned at 12:02 PM