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VIRGINIA BOARD OF WORKFORCE DEVELOPMENT

January 6th 2014
Virginia BioTechnology Research Park
800 East Leigh Street
Richmond, VA 23219

The Virginia Board of Workforce Development meeting convened at 10:00 am on Tuesday January 6, 2015 at The Virginia BioTechnology Research Park in Richmond, VA.

Members Present:

Mr. Danny Vargas, Chair
Mr. Mark Herzog, Vice Chair
Ms. Jeanne Armentrout
Del. Kathy Byron
Ms. Doris Crouse-Mays
Mr. Mark Dreyfus
Mr. Barry DuVal
The Honorable Anne Holton
Ms. Mary Hynes
The Honorable Maurice Jones
Delegate Daniel Marshall
Mr. Nathaniel X. Marshall
Senator John Miller
Mr. Bruce Phipps
Ms. Carole Pratt
Mr. Edward "Ted" Raspiller
Mr. Toney Rigali
Ms. Carrie Roth
Senator Frank Ruff
Mr. Brett Vassey
Mr. Brian T. Warner
Mr. Tom Walker

Members Absent:

Mr. David Garcia
Mr. Danny Hunley
Mr. Morton Savell

Others Present:

Ms. Elizabeth Creamer
Ms. Leslie Frazier
Ms. Dietra Trent

DRAFT

OPENING

Call to Order

Mr. Danny Vargas, Chair called the meeting to order at 10:00 AM

Welcome

Ms. Carrie Roth welcomed the Board to the Virginia BioTechnology Research Park (Virginia BioTech). Ms. Roth stated she has been with Virginia BioTech as interim president for 13 months and was brought on permanently in September. She gave the Board a brief background on Virginia BioTech. The Research Park was formed 20 years ago as a partnership between Virginia Commonwealth University, the Commonwealth of Virginia and the City of Richmond. Virginia BioTech is home to 55 different companies, nonprofits and state facilities. They are currently housing 10 life sciences startups, who use the services available by Virginia BioTech to make their startups prosper.

Approve Minutes of November 10, 2014

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

“THE VIRGINIA BOARD OF WORKFORCE DEVELOPMENT APPROVES THE MINUTES AS PRESENTED.”

The motion passed.

PUBLIC COMMENT

No Public Comment

Demand and Supply Dashboard | Reference: [Supply and Demand Presentation](#)

Mr. Leo Campos, Data Analyst, VCCS gave the Board a presentation on the quarterly supply and demand dashboard. He stated they currently use two systems to look at job demand; internal demand taken from the Virginia Workforce Connection and the external demand comes from web spiders. He discussed the current job orders and how they relate to the skills and training done through WIA.

Mr. Campos also reported that the EleVAte Virginia site (elevatevirginia.org) had been updated with a quarterly version of performance measures for Wagner-Peyser, The Trade Act and the Workforce Investment Act (WIA). He stated the dashboard has the potential to grow to include performance measures for the rest of the workforce system programs.

Mr. Campos presented suggestions to improve the Board's dashboard; he stated that the next steps would be for the Performance and Accountability committee to finalize the design and for the committee staff to start identifying sources of data.

Mr. Mark Dreyfus inquired if there is a sense of cost per person for training done under WIA. Mr. Campos responded that that information is on the website and is broken down by costs, total person served and cost per person.

DRAFT

Mr. Dreyfus asked if the presented information only looks at WIA program participants. Mr. Campos responded that this is correct and added that there is a lot of missing data. As an example he stated that if a participant went from the One Stop Center to ECPI the VCCS would not have access to that data.

Ms. Creamer noted that proprietary schools have been voluntarily giving data.

Ms. Mary Hynes commented that if we are only looking at WIA money and people are judging performance by that data we risk disadvantaging the regions that are doing their jobs. The Board needs to find a way to integrate the other programs

Mr. Vargas commented that he would like to identify gap analysis and have a discussion about the data we aren't able to access.

Mr. Campos responded that there may be a national aggregate for the data we can't access, but that would require some research and could serve as a project for the P&A committee.

JLARC Report

Ms. Tracey Smith, project leader for the JLARC Review of Virginia Workforce Programs presented the Board an abbreviated presentation on the findings of the JLARC Report. She stated that in the interest of time she will be focusing her presentation on the shortcomings discovered in the report; however the full 100 page report highlights several positive aspects of workforce development.

JLARC staff were tasked with reviewing the transparency of spending, performance and success ensuring Virginians possess skills desired by employers and the adequacy of governance and accountability structures.

Overall, they found that employers have difficulty navigating workforce programs for assistance and many employers do not use them. Programs could make better use of labor market data and the Virginia Board of Workforce Development needs more authority to develop policies and set priorities.

Ms. Smith reviewed the Board JLARC's findings and recommendations for program spending, effectiveness at meeting employer's needs, challenges with local program implementation and state oversight. She included key recommendations for the Board to consider.

Mr. Barry DuVal thanked Ms. Smith and her staff for their work and commented that the members of this Board should take the results of the report as motivation to improve.

Ms. Smith responded that they interviewed workforce staff in other states and they agreed that across the board all states are struggling with similar issues.

Del. Kathy Bryon commented that she was around for the last JLARC report and legislators have used that to conduct their own studies. And while everyone is struggling, she believes the biggest challenge in workforce is reaching back to K12 and that is where we need to go back and do the work.

She continued that she has seen a tremendous amount of work from the Board in the last couple of years, and this report will help the Board continue to move forward. She concluded that she believed the report will continue to be a priority for the Board as well as the Governor's Office.

DRAFT

Secretary Anne Holton inquired if Ms. Smith could share a couple of key findings of what the system is doing right that the Board should be promoting as they speak with businesses.

Ms. Smith reported that many of their positive findings came from their research in the eight regions they were able to visit. Many regions are taking workforce development beyond WIA funds and have been more strategic about workforce development in their region. One recommendation JLARC included is to collect those best practices and share them across the states.

Ms. Hynes stated that, speaking from her position in local government, the legislators and Board are careful that in the process of helping struggling regions they don't inadvertently make it hard for regions that are performing to keep performing.

Ms. Smith responded that one of their recommendations to create greater uniformity across regions is the creation of regional councils. The Board would start with regions that are doing well and have them make improvements and then have those improvements reflect what each region should look to incorporate.

Ms. Roth inquired on how the regional councils would relate to the WIB boards.

Ms. Smith responded that that is a complicated matter they haven't fully figured out. It does not replace WIBs, because they're necessary, but how they are used would vary from region to region. There were many areas where they believe the WIB would be that council and take on that lead role. Then there are other areas where the community college has taken the lead and would be the natural convener.

Governor's Update

New Virginia Economy Plan and Governor's Workforce Agenda | Reference Materials: [New Virginia Economy Plan](#) and [Governor's Workforce Agenda for Commerce and Trade](#)

Mr. Vargas welcomed Secretary of Commerce and Trade, Maurice Jones to review the New Virginia Economy Plan with the Board.

Secretary Jones stated that the public sector will play a valuable role in Virginia's economic development. The most important thing Virginia can do to make sure they are the best prepared state for an opportunity is to have best prepared workforce.

The economic development strategy focuses on five priorities; enhancing the economic development infrastructure, growing strategic industry sectors, promoting a competitive business climate, nurturing a sustainable environment for entrepreneurs and to equip the workforce with in demand skills to meet the needs of business and industry.

Secretary Jones concluded by telling the Board that the plan is like a living organism and will evolve as we learn more and find more opportunities.

Sec. Jones spoke briefly on the workforce legislation in the upcoming General Assembly session. He highlighted an apprenticeship bill that would move the state administration of the program from

DRAFT

the Virginia Community College System and to the Department of Labor and Industry. This bill will save 400,000 dollars a year and also put a focus on the business side of apprenticeships.

Career Readiness Certificate (CRC) Video Showing

Ms. Mindy Fast, Coordinator of Noncredit and Customized Training gave the Board an update on the Career Readiness Certificate website. The website is being revised to offer the user a more robust description of the CRC and its value. The final website should go live by January 2015.

Posted on the website will be a prepared video by Gov. Terry McAuliffe promoting the value of the CRC. She then showed the prepared video to the Board.

CHAIRMAN'S REPORT

Mr. Vargas spoke briefly on his participation in the U.S. Chamber of Commerce forum in Washington D.C.

He then gave the Board a brief overview of the discussions of the Executive Committee meeting earlier in the morning. The committee discussed the bylaws and changes to the bylaws are forthcoming and will be e-mailed to the Board. There were three tiers of changes:

- Changes to align with HB1009
- Changes to quorum calculations paypal
- Policies regarding attendance and retirements of Board members.

There will also be revisions to the mission statement of the Board. These are currently in drafts and it will be voted on in the next meeting.

Finally, he announced in conjunction with the Governor's Office they are currently in the process of bringing on an executive director for the Board.

Annual Report | Reference: [Virginia Board of Workforce Development Annual Report](#)

Mr. Vargas called Ms. Paula Dehetre, Interim WIA Administrator, VCCS to report on the Virginia Board of Workforce Development Annual Report. Ms. Dehetre reported that the Annual Report is required by the code of Virginia for submission to The General Assembly and Governor of Virginia and it fills a requirement to report CRC performance measures.

The report used Workforce System Report Card as a framework and is constructed around the theme, Skills for Jobs and Business Growth. Once the report has been approved it will go to the Governor's Office and General Assembly.

A motion was made by Mr. Danny Vargas and seconded by Mr. Mark Herzog that:

"The Virginia Board of Workforce Development approves the Virginia Board of Workforce Development Annual Report as submitted."

The motion passed.

Chamber Presentation | Reference: [Virginia Chamber Foundation Press Release](#)

Mr. Barry DuVal, Board member and President of the Virginia Chamber of Commerce spoke with the Board about an employer survey being done by the Chamber Foundation's Public Policy Center

DRAFT

in partnership with the Virginia Employment Commission. The survey will collect labor market data from businesses representing all sizes, industry and geographic regions to identify future job needs,

Mr. DuVal stated that the survey is still in the design phase and they are currently negotiating on a timeline.

Mr. Vargas asked Mr. DuVal to keep the Board updated. He stated the Board should be intermediately involved and engaged in the process to avoid parallel activities happening.

COMMITTEE REPORT OUTS

Committee Report Out | Performance & Accountability Committee

Mr. Vassey reported that the Performance & Accountability first looked at the implementation report on the Quality Standards for One Stop Operators. The committee had a robust discussion about training and development. They felt this should be referred through the new executive director and will meet on this at the Spring meeting.

The Committee received an update on version #3 of the Workforce Report Card. The Performance and Accountability Committee will continue to collaborate and advise on metrics to include in the Report Card.

Committee Report Out | Advanced Technology

Ms. Armentrout reported the committee first discussed their workplan and given the new JLARC report some items may change. They then received a presentation from Ms. Sara Dunnigan of SJ Dunnigan Consulting on soft skills, the non-technical career skills and work habits required to gain employment and advance in the workplace.

The committee gave feedback on a proposal for the competitive grants for business-led, regional workforce solutions.

The committee concluded by discussing the criteria for STEM-H credentials as part of the Governor's goal of 50,000 STEM-H credentials, licenses, apprenticeships and associates degrees.

The Advanced Technology Committee Recommended that:

**“The Virginia Board of Workforce Development endorses the three year stretch goals proposed by the 15 local workforce investment boards as they align to the criteria for STEM-H credentials outlined by the Governor’s office as amended in committee.
Passed unanimously on a voice vote**

The motion was made seconded by Ms. Roth. The motion carried.

DRAFT

Committee Report Out | Workforce Investment Act

Mr. Marshall reported that the committee would have a conversation on Professional Staff certification at its next meeting.

The committee then reviewed the quality standards for local workforce investment boards. They did not make any substantial changes to the quality standards. The standards will be posted for 30 days for WIBS to have a chance to review.

Committee Report Out | Military Transition Assistance

Ms. Annie Walker, Virginia Department of Veteran Services led the committee in Mr. David Garcia's absence. Ms. Walker reported that the committee first heard from Dr. Ellen Davenport, Assistant Vice Chancellor for Government Relations, VCCS on the revised version of the VCCS' military academic credit legislation.

The committee then heard from Leslie Frazier about the V3 Performance Grant Program. The program incentivizes companies to become V3 certified and hire veterans who have recently transitioned out of service.

The committee recommended:

“The Virginia Board of Workforce Development endorses the V3 Performance Grant and asks that Board members contact their local legislators to inform them of the Board’s support.”

The motion passed.

Abstention: Del. Kathy Byron

There being no further business, the Virginia Board of Workforce Development adjourned at 3:00PM

DRAFT

VBWD - Military Transition Assistance Committee |MINUTES

*Meeting date January 6, 2015 | 12:30 p.m. | Meeting location
Virginia Biotechnology Research Park, Richmond*

Meeting called by	Annie Walker acting on behalf of David Garcia, Chairman
Members present	Delegate Danny Marshall Dietra Trent, Education Deputy Secretary Toney Rigali Danny Vargas
Others present	Leslie Frazier, Policy Director, SVDA Andrew Schwartz, V3 Program Manager, DVS Allan Fryman, VTAP Program Manager, DVS Dr. Ellen Davenport, Asst. Vice Chancellor, Government Relations, VCCS Dr. Craig Herndon, Vice Chancellor, Workforce Development, VCCS Staff: Annie Walker, Virginia Department of Veterans Services

DRAFT

AGENDA

Agenda topic: *Reading of the Minutes* | **Presenter:** *Annie Walker* |
Reference: *Minutes dated November 10, 2014*

Discussion:

A motion was made and seconded to approve the minutes from November 10, 2014. There was no discussion.

Conclusion:

The motion passed unanimously.

Agenda topic: *V3 Employment Grant Program* | **Presenter:** *Leslie Frazier, Policy Director, Secretary of Veterans and Defense Affairs* |

Reference: *Legislative Proposal Background Paper and §58.1-609.3. Commercial and industrial exemptions*

Discussion:

Leslie Frazier gave the Board a presentation on the V3 employment grant program.

Delegate Marshall inquired about the grant's target population: does the grant apply to the unemployed or the currently employed veterans who want to change jobs? Ms. Frazier explained that the grant is intended for veterans recently discharged from service (one year or less) and previously unemployed. The committee discussed how to disseminate the message to companies and veterans.

Mr. Andy Schwartz, V3 and Mr. Alan Fryman, VTAP joined in the discussion to assist the committee in understanding how the employment grant fits into the overall strategies of the V3 and VTAP programs.

Conclusion:

A motion was made and seconded to forward the V3 Employment Grant Program to the full board for endorsement and asking the members to contact their local legislators to inform them of the board's support. There was no further discussion and the motion passed unanimously.

DRAFT

Agenda topic: Award of Academic Credit for Military Training|
Presenter: *Dr. Ellen Davenport, Asst. Vice Chancellor, Government Relations, VCCS* | **Reference:** §23-220.7. *Award of Academic Credit for Military Training Applicable to the Student's Certificate of Degree Requirements*

Discussion:

This presentation was a follow up to the November 10, 2014 presentation to the committee. The committee asked VCCS to change the language in the policy to state US military instead of military.

Conclusion:

A motion was made and seconded to forward the Award of Academic Credit for Military Training policy update to the full board for endorsement and asking the members to contact their local legislators to inform them of the board's support. There was no further discussion and the motion passed unanimously.

Agenda topic *Looking Forward to 2015* | **Presenter:** *Annie Walker*

Discussion:

The committee discussed areas of focus for 2015. Chairman Vargas asked what the Board should be doing to promote entrepreneurship. Ms. Leslie Frazier shared that the Secretary of Veterans and Defense Affairs will be introducing legislation for a pilot entrepreneurship program for FY17 and FY18. She recommended that the committee schedule a presentation on the legislation.

Mr. Andy Schwartz suggested the committee find a way to increase private sector businesses on military installations.

Ms. Dietra Trent discussed how we ensure a seamless approach to education for transitioning service members.

Conclusion:

Discussion purposes only

DRAFT

Advanced Technology Committee

|MINUTES

Meeting date *1/6/2015 12:58 PM* | Meeting location *Virginia BioTechnology Research Park*

Meeting called by	Ms. Jeanne Armentrout
Members present	Ms. Jeanne Armentrout, Chair Mr. Brian Warner Senator John Miller President Ted Raspiller Mr. Tom Walker
Others present	Mr. Randy Stamper, VCCS Dr. Megan Healy, Governor's Office Ms. Mindy Fast, VCCS Elizabeth Creamer, Governor's Office Ms. Dee McGuirl, VCCS Mr. James Andre, VCCS

AGENDA

Agenda topic: *Approve November Meeting Minutes* | **Presenter:** *VBWD Staff* | **Reference:** *November Meeting Minutes*

Discussion:

Copies of November committee meeting minutes were provided on page 20 of the agenda book.

Conclusion:

The November meeting minutes were approved with edits

Agenda topic *Credentials to Compete* | **Presenter** *Dr. Megan Healy*

Discussion:

Dr. Healy provided an overview of the criteria developed by the administration to identify those credentials that count. Mr. Warner commented that a clarification is needed between “middle class wages” and “prevailing wages”. Staff noted that a clarification will be made in the language. At the conclusion of the explanation of the criteria, discussion focused on identification of quality credentials and review patterns to ensure that credentials identified continue to carry currency regionally or statewide.

Ms. Armentrout inquired if there is anything that needs to be added to the criteria; Mr. Warner commented that these are the basic, minimum requirements; should be stated that way. The Committee discussed the importance for WIBs and colleges to reflect demand at the local/regional level to show business needs being fulfilled.

Dr. Healy stated there will be a shift in language to reflect current/anticipated demand.

Conclusion:

The Advanced Technology Committee of the Virginia Board of Workforce Developments Recommends the Board endorse the three year stretch goals proposed by the 15 local workforce investment boards as they align to the criteria for STEM-H credentials outlined by the Governor’s office as amended in committee. Passed unanimously on a voice vote.

Agenda topic *Funding for Regional Business –led Consortia* |
Presenter *Dr. Ted Raspiller*

Discussion:

Dr. Raspiller briefed the committee on behalf of Elizabeth Creamer. The Governor’s Office is looking for suggestions from business regarding how to make business-led consortia grants attractive to businesses and better secure their participation; how do we get more on the job training?

Mr. Brian Warner inquired if the million dollar match needed to be cash or in-kind. Business would be attracted to in kind, time and materials, and other options for the match. What about companies that are located in multiple regions – would they need to contribute in multiple applications?

Mr. Tom Walker inquired about how you can ensure that small businesses access this so that one or two large companies don’t soak up all the access?

DRAFT

The committee also discussed:

- If employees are sent to apprenticeship academies, how will time and salary and “c-o-b” count toward the match.
- Coordination across businesses in an industry, as well as public options already accessed, would be key
- Sector overlap – how do you define sectors
- How do companies who are already contributing in this manner access the process
- A small group would be needed for a pilot.

Conclusion: Discussion item. Many details were identified that should be considered for an RFP.

Agenda topic *Research and Report on Employability Skills* |
Presenter *Mr. Randy Stamper*

Discussion:

Mr. Stamper explained briefly the completion of a research project on employability skills and next steps in developing a plan to respond to the findings. Randy stated that progress was being made on several items; work on item 3 will begin soon, and changes in the plan are anticipated in light of the JLARC report and upcoming legislation. The committee will be kept apprised of progress.

Conclusion:

Information Item

DRAFT

WIA Committee | MINUTES

Meeting date *January 6, 2015 | 12:30 p.m.* | Meeting location *Virginia Biotechnological Research Park*

Meeting called by Mr. Nathaniel Marshall

Members present Mr. Nathaniel Marshall,
Chair

Ms. Mary Hynes

Mr. Mark Herzog

Mr. Bruce Phipps

Ms. Carole Pratt

Senator Frank Ruff

Others present Ms. Elizabeth Creamer, staff

Ms. Valaryee Mitchell, staff

Ms. Paula Dehetre

Mr. George Taratsas

Ms. Morgan Romeo

Mr. Brian Davis

Mr. Bill Mann

Mr. Darrell Blankenship

Mr. Ronnie Martin

Mr. Ben Bowman

Ms. Sharon Johnson

Ms. Debra Crowder

Ms. Christin Jackson

Mr. David Remick

Mr. Shawn Avery

Mr. Joe Ashley

DRAFT

AGENDA

Agenda topic *Quality Standards for Local Workforce Investment Boards* | **Presenter** *George Taratsas, VCCS* | **Reference** *Draft Policy State Certification of Local Workforce Development Boards*

Discussion:

George Taratsas presented the draft policy State Certification of Local Workforce Development Boards. The purpose of the policy is to describe the purpose of and criteria for establishing and certifying a local Workforce Development Board under the Workforce Innovation and Opportunity Act (WIOA). The policy describes local Board composition, appointment process, functions, conflict of interest, and certification. The major required change to local board membership is the addition of community college representation. The policy is also intended to create more business driven Boards. WIOA adds flexibility at the local level to provide incumbent worker training and transitional jobs as allowable activities and promotes work-based training.

There was discussion as to the policy requirement for local Boards to collaborate with the VEC on selecting One-Stop operators. This issue was a concern for the local Board directors who were not members of the WIA committee but invited to contribute their perspectives on the proposed policy. Various revisions to the policy were suggested. The committee discussed the need to approve the policy in a timely manner.

Mark Herzog recommended, and the committee approved, adding a requirement to the Certification policy that the local WIB annually provide to the VCCS and VBWD information on members, to include contact information, and a summary of budget expenditures from the previous fiscal year. There was discussion around the certification process. Mary Hynes suggested that the state provide training or guidance for CLEOs on the process and necessity of Board certification by the Governor. Local WIB Directors who were present in the audience were concerned that local Boards might have to be completely reconstituted and inquired about current Board members staying on the Board.

Conclusion:

The committee recognized the need to make changes to the policy and post for 30 days for public comment. The committee agreed to recommend a revised policy, to reflect changes requested by Board members, to the full VBWD at the April 16 meeting and agreed to meet to approve the final version of the policy to go before the full Board at a special meeting to be called prior to the next full VBWD meeting.

Agenda topic *Virginia Workforce Development Professional Staff Certification Update* | **Presenter** *Valaryee Mitchell, VCCS* | **Reference** *VWC Policy 10-01, VWL 11-10*

Discussion:

Valaryee Mitchell provided an update on the Virginia Workforce Development Professional Staff Certification. She gave an overview of the staff certification requirements. A nationally recognized Workforce Development Professional Certification along with the online Virginia Specific Course are the two elements required to achieve front-line staff certification. To date a total of 261 individuals across the state have achieved certification. 218 front-line staff employed in Virginia Workforce Centers have achieved certification. The chart below illustrates the current percentage of front-line staff certified in each local area. According to the most recent information available, 5 areas (42% of all LWIAs in Virginia) are meeting the required minimum level for professional certification of front-line staff established by the Virginia Board of Workforce Development. Ms. Mitchell shared some challenges reported by local areas to achieving the goal of 60% of Virginia Workforce Center staff attaining certification. These challenges include lack of funding, frequent change in One-Stop Operators, and lack of partner participation.

Joseph Ashley with DARS shared DARS' interest in the Rehabilitation Counselor Certification having full reciprocity with the Workforce Development Professional Certification. Currently, the Rehabilitation Counselor Certification has partial reciprocity with the Workforce Development Professional Certification. Ms. Mitchell noted that Adult Career Coach staff have initiated a similar discussion on reciprocity between the Career Coach Certification and the Virginia Workforce Development Professional Staff Certification. The committee discussed offering reciprocity between certifications endorsed by various workforce agencies serving as Workforce Center partners, and asked Ms. Mitchell to prepare a report on the alignment between certifications, any data as to positive impact of the certifications, and the pros and cons of revising the policy to include such reciprocity.

Conclusion:

The committee decided to delay action until various reciprocity options could be researched.

Agenda topic *Review Board Work Plan for Action Items* | **Presenter** *Elizabeth Creamer, Office of Governor Terence R. McAuliffe* | **Reference** *VBWD Work Plan*

Discussion:

The committee reviewed the Board Work Plan and determined the committee is on task. The WIA Committee is responsible for the following items:

- Provide policy advice to the Governor on workforce and workforce development
- Provide policy direction to local workforce investment boards

DRAFT

- Develop WIA incentive grant applications and approve criteria for awarding incentive grants
- Develop and approve criteria for the reallocation of unexpended WIA funds from local workforce investment boards
- Create procedures, guidelines, and directives applicable to local workforce investment boards and the operation of One-Stops, as necessary and appropriate to carry out the purposes of this article
- Review performance of workforce investment boards in meeting Career Readiness Certificate performance goals

The VBWD will revisit the plan in the near future.

Conclusion:

The committee did not take action on this item.

DRAFT

Performance and Accountability Committee | MINUTES

Meeting date *1/6/2015 12:00 PM* | Meeting location *Virginia
Biotechnology Research Park/J. Sargeant Reynolds*

Meeting called by	Brett Vassey
Members present	Brett Vassey Delegate Kathy Byron Secretary Maurice Jones Mark Dreyfus Carrie Roth
Others present	Jeff Brown, staff Leo Campos, staff Kim McKay, Council on Virginia's Future

AGENDA

Agenda topic *Update on Version 3 of Workforce Report Card* |
Presenter *Kim McKay*

Discussion:

Ms. McKay presented the significant points contained in Version 3 of the Report Card, emphasizing the review of the manufacturing study that was done. She also indicated that the Council was surveying young workers interested in internships in manufacturing.

Mr. Vassey indicated that manufacturers generally don't hire very young workers because of the nature of the work. Mr. Dreyfus suggested that the Council might consider measuring engagement in manufacturing skills at the post-secondary level. Mr. Vassey responded that there may be a "proxy" for work experience that could be identified to address under-employment of 18-20 year olds. Ms. Roth suggested promoting internship information at the Community College level.

Ms. McKay added that the Council is working with ECPI and the VCCS to obtain data on manufacturing interest among students, She then continued her presentation by indicating that the Council was incorporating Dashboard data with Report Card information to reflect manufacturing supply and demand. Additionally, the Council was using the Virginia Education Wizard to examine K-12 participation in health care and life sciences, examining nursing faculty and programs through the Virginia

DRAFT

Department of Health Professions, exploring healthcare entrepreneurship, and studying the quality of medical residencies to determine ways to retain highly trained professionals in Virginia.

Mr. Dreyfus said that his experience was that students generally tended to avoid exposing themselves to critical classes like chemistry and anatomy in, therefore taking themselves out of the running for high demand health care jobs and decreasing the “persistence rate” in nursing schools.

Del. Byron suggested that perhaps there were too many CTE offerings available to students, and that as a result, students might not always make the best choices. Sect. Jones recommended tying CTE course offerings to employer demand. Mr. Vassey recommended conducting a review of “benchmark” classes in high school that act as indicators of student success in the job market. Leo Campos asked whether it would be appropriate to do a VLDS study to find the “sweet spots” correlating class offerings to workforce success.

Mr. Vassey then asked whether there was a metric for financial literacy, and Kim McKay answer that she would begin looking for one. Going forward, Ms. McKay said that the Council for Virginia’s Future would not track labor participation rate for its reports to the Board; but she would continue to report on wages and unemployment rates. Additionally, the report would drop average weeks on Unemployment Insurance and add workforce supply and demand data; provide demand-focused workforce indicators; address 5 manufacturing indicators (instead of 10); and address academic and career planning.

Conclusion:

New Action items

VLDS Study CTE Course Offerings

Person responsible

Leo Campos

Deadline

4/16/2015 12:00 PM

Agenda topic *Quality Standards for One-Stops* | Presenter *Jeff Brown*

Discussion:

Jeff Brown presented a draft of Quality Standards for One-Stop Career Centers to the committee. Some discussion about the particulars of the draft document ensued; but in the interest of time Chairman Vassey asked the committee to consider referring the standards to the new Board executive director for her review prior to any action by the committee. Mr. Vassey asked several key questions about one-stops, asking the committee to consider what one-stops do, what their value is to workforce customers, how to increase the number of employers using one-stop services, whether there could be greater standardization across the system, and what standards for training and certification should exist.

Conclusion:

New Action items

Review of Quality Standards by Board Executive Director
Complete Work on Business Easy Button

Person responsible

New Executive Director
Jeff Brown

Deadline

4/16/2015 12:00 PM
4/16/2015 12:00 PM

DRAFT

New Action items

**Person
responsible**

Deadline

Standardize the Demand Plan for the VBWD

Leo Campos

Complete the VBWD Plan (on pg. 58 of the Board materials)

Members of the P&A

Cmte