

**VIRGINIA WORKFORCE COUNCIL
BUSINESS MEETING
January 7, 2010
James Monroe State Building
101 N. 14th Street
Virginia Department of Education, Jefferson Room
Richmond, Virginia 23219**

The Virginia Workforce Council meeting convened at 12:10 p.m. on Thursday, January 7, 2010 in the Virginia Department of Education-Jefferson Room, located at 101 North 14th Street, Richmond, Virginia.

Members Present:

- Robert P. Leber, Chair
- Mark Dreyfus, Vice-Chair
- The Honorable Daniel G. LeBlanc
- The Honorable Kathy Byron
- Dr. Glenn DuBois
- Commissioner Dolores Esser
- Rick Gonzales
- The Honorable Patrick Gottschalk
- Hugh Keogh
- James McClain
- Hiawatha Nicely, Jr.
- Rita Ricks
- Toney Rigali
- D. Robin Sullenberger
- James Underwood
- Brett Vassey

Members Absent:

- Huey Battle
- Elwood Boone
- Roozbeh Dadabhoy
- The Honorable Linda Johnson
- James Leaman
- The Honorable A. Donald McEachin
- Guillermo Meneses
- The Honorable Yvonne B. Miller
- The Honorable Thomas Morris
- The Honorable Marilyn Tavenner
- Andrea Wooten

CALL TO ORDER

Dr. Robert P. Leber, Chair

Dr. Leber called the meeting to order and welcomed the public.

ROLL CALL

Jean Thomas-Banks

Ms. Thomas-Banks called the roll. The quorum was confirmed.

MINUTES

- Action recommended: Approval of the minutes for the October 14, 2009 meeting. The Council approved the minutes as submitted.

PUBLIC COMMENTS

There were no public comments.

REPORTS

Chairman's Report – Dr. Leber

- Overview of HIRE Education Conference

Chair Leber commended the success of HIRE Education Conference held December 9-11, 2009 in Hot Springs, Virginia. He recognized the increased number of attendees, vendor showcase training opportunities and presentations, over 350 conference guests, 30 sponsors, and 65 session presenters. Survey results and feedback from conference participants were positive - 96.2% of respondents felt that the conference met or exceeded their expectations, 92.3% of respondents agreed that the sessions were useful and extended their understanding of the topic presented, 96.1% of respondents agreed that the presenters were knowledgeable and well-prepared, and 90.4% of respondents agreed that the information gained from the conference will enable them to be more effective in their job. Chair Leber stated that the three training sessions from LERN, KeyTrain, and WIN were all excellent.

- Career Pathways Update

Chair Leber gave a brief history of the Career Pathways System Initiative, Executive Order 96, and its progress. The Commonwealth of Virginia created a statewide career pathway system to link education, workforce, and economic development to address all education and training levels. Career Pathways System is an approach by which regions align supported services and programs to build a workforce customized to the needs of local labor markets. This Executive Order end date is December 31, 2011, unless Governor-Elect McDonnell decides to change or eliminate the Executive Order. It will outlast Governor's Kaine's administration.

Progress to date of the Career Pathways Working Group involves the designation of Virginia Workforce Council Committee liaisons to the Career Pathways Task Force. The Working Group is chaired by the Secretary of Education, Thomas Morris. Additionally, the group consists of representatives from the offices of Secretary of Commerce and Trade, Senior Advisor for Workforce to the Governor's Office, Virginia Community College System, Department of Education, State Council of Higher Education of Virginia, Virginia Department of Social Services, Virginia Employment Commission, and Virginia Economic Development Partnership.

One current project of the Career Pathways team has been the submission of a proposal to the Ford Foundation.

- Transition to Next Governor

Chair Leber noted that the transition of the administration is moving forward and General Assembly 2010 Session begins on Wednesday, January 13, 2010.

- Appreciation to Outgoing Council and Cabinet Members

Chair Leber acknowledged outgoing members of the Council and thanked them for their tireless efforts and service to the Commonwealth and the Council.

Hugh Keogh, Virginia Chamber of Commerce, The Honorable Daniel LeBlanc, Senior Advisor to the Governor for Workforce, The Honorable Patrick Gottschalk, Secretary of Commerce and Trade, The Honorable Thomas Morris, Secretary of Education, and The Honorable Marilyn Tavenner, Secretary of Health and Human Resources.

Chancellor's Update- Dr. Glenn DuBois

Chair Leber opened the floor to Dr. Glenn DuBois, VCCS Chancellor.

Dr. DuBois summarized the Achieve 2015 Strategic Plan for Virginia's Community Colleges and emphasized its commitment to the Commonwealth and raising the bar across the state in providing access, affordability, student success, workforce, and job creation. Dr. DuBois acknowledged the economic forecast was still under the scope and raising at least \$550 million in cumulative gifts and grants to support the mission of Virginia's Community Colleges was a key goal.

Dr. DuBois noted that the Career Coaches Program has played a pivotal role and these successes were notably with minimal general fund dollars. Career Coaches program reported funding resources were from private funds and Workforce Investment Act funding. Dr. DuBois furthered stated that Virginia's Community Colleges were dedicated to serving Virginians and Virginia communities.

Chair Leber thanked Dr. DuBois.

Governor's Update, The Honorable Daniel G. LeBlanc

Chair Leber opened the floor to the Senior Advisor, Mr. LeBlanc.

Mr. LeBlanc acknowledged the Council and its Members for their service under the current administration.

Mr. LeBlanc then introduced Dr. Camille Miller to provide the updates for Comprehensive One-Stops. Dr. Miller summarized the current status and acknowledged the opening of the Danville One-Stop Center, which opened to the public on January 7, 2010. There are currently plans to have at least five additional centers open in late spring and several with contract negotiations pending. The latest of the scheduled openings is tentatively set for June 1 in Hampton, Virginia.

Mr. LeBlanc commended Dr. Miller for her commitment and collaboration with each of these areas to complete the goal and get contract negotiations settled. These areas worked towards a central goal, which was not always easy.

Chair Leber thanked Mr. LeBlanc and Dr. Miller.

NEW BUSINESS

- Workforce and Economic Recovery: A Capitol View **The Honorable Robert Scott**

Chair Leber welcomed guest speaker, Congressman Scott. Congressman Scott discussed *Workforce and Economic Recovery: A Capitol View*.

Congressman Scott gave a brief summary regarding the current unemployment numbers in Virginia and across the United States. Congressman Scott noted one primary concern is the shortage of proposals

received that would create jobs immediately. While jobs have been created, the numbers are not at the maximum expected.

Congressman Scott pointed out some initiatives that require the Council to collaborate and move forward to seal partnerships within the Community College System and recognized business partners, to solidify workforce, education, reduction in crime, re-entry to work, competitive fuels, and green initiatives for energy. He discussed wind turbines as an energy resource abroad, but there is an interest in exploring this industry in the United States. Congressman Scott also stated establishing a competitive edge in the auto industry as another objective.

Congressman Scott discussed the Healthcare Reform, modeling curriculum development for demand fields, utilizing the educational institution to advance learning, realizing each step is a learning step to move up, the importance of apprenticeship programs, cost of tuition, and the degree to which higher education is affected when the economy is in a downfall.

He commended the move forward with Workforce Investment Act, and the initiatives that were fostered under the Bush administration with Faith-based and Community initiatives as partners. With the business partners Congressman Scott reinforced that workforce development is much bigger than the Workforce Investment Act (WIA) and that it was a small portion of the many tools available.

Congressman Scott asked Council, *What do we need to address on the Federal Level? What are recognized demands that should be focused upon? What ideas have been presented for job creation?*

Chair Leber thanked Congressman Scott and informed Congressman Scott that the Council responses would be submitted at a later date. Chair Leber charged staff with the task of providing this information.

OLD BUSINESS

- Ex-Offenders Challenges to Employment: The Pivotal Role of Community Workforce Development Partners in Decreasing Offender Recidivism Through Successful Post-Release Employment
Panel Members: Gwynne Cunningham, Sam Abed, and Rodney White

Chair Leber introduced Rita Ricks, Workforce Services Committee Chair. Ms. Ricks introduced the panel. The panel discussed the basic foundation of the presentation to address key challenges of post-release employment and recidivism. The panel presented an overview of workforce development services delivered by the correctional system, cost-benefits, and impact on recidivism.

In summary, the panel reported that conclusive research finds that investing in vocational educational programs and training has an immediate connection to employment and supportive services, which impacts recidivism.

Rodney White shared his personal story as an ex-offender. Mr. White gave his experience of the system, the challenges he experienced, and the complexity of an incarcerated individual's attitude.

The panel presented recommendations to the Council and requested its support on ways it can help reduce recidivism. To review the entire presentation visit the website: (www.vccs.edu/workforce)

Chair Leber thanked Rita Ricks, the Workforce Services Committee, and guest presenters-Gwynne Cunningham, Sam Abed, and Rodney White for the information provided to Council as it addresses challenges of serving the Hard-to-Serve population.

COMMITTEE CHAIRPERSON REPORTS

The meetings of the committees to the Council were held prior to the full Council session, 9:30-11:30a.m.

Chair Leber opened the floor to Hiawatha Nicely, Jr. to present a summary for the Performance and Accountability Committee.

Performance and Accountability Committee

Huey Battle

Huey Battle, Chair to the Performance and Accountability Committee, could not be present at the Council meeting and asked Hiawatha Nicely (member of the committee) to provide the report. Mr. Nicely directed the Council to page 25 of the Council Business Meeting packet in which it provides an overview of the Program Year (PY) 2008 Incentive Award categories.

- PY 2008 Incentive Awards Process

Mr. Nicely indicated that the amount available for PY 2008 will be up to \$400,000 and in accordance with Council Policy 05-02, *Incentives for Local Workforce Investment Board (WIBs)*. The four categories that will be considered are:

1. Exemplary Performance
2. Most Improved Performance
3. Local Coordination
4. Regional Cooperation

Mr. Nicely explained that the WIBs that meet or exceed the state performance measures are eligible to receive funds in the exemplary category. WIBs that improved most in its performance against the negotiated Workforce Investment Act (WIA) performance measures compared to the previous year will be eligible to receive an additional allocation in the most improved program performance. Mr. Nicely explained that the local coordination and regional cooperation categories require an application and will be evaluated on their ability to address effectively local and regional efforts that seek to develop creative solutions to address the core mission of the WIA while addressing the goals of the Governor's Workforce Development Strategic Plan.

Strategic Planning Committee

Mark Dreyfus

Chair Leber opened the floor to Mark Dreyfus.

Chair Mark Dreyfus indicated that the Strategic Planning Committee discussed two items in committee: the Workforce Resources Report and the U.S. Department of Labor Waiver Approvals. Mr. Dreyfus explained that the Workforce Resources Report was in response to the October 2009 meeting in which Council members had questions about the use of Rapid Response funds. Mr. Dreyfus asked George Taratsas to provide to the Council the Workforce Resource Report.

- Workforce Resources Report

Mr. Taratsas directed the Council to pages 26 and 27 of the packet in which he explained the chart on page 27 as a listing of the Workforce Development programs in the state. Mr. Taratsas also indicated that he

reported in committee that he conducted a survey of WIBs to determine their usage of WIA Dislocated and Adult formula funds, and their need for additional funds.

Several local workforce areas reported that although their expenditure rates do not reflect a need for additional funds, they have committed most of their available WIA funds (both the annual formula funds and Recovery Act funds) and are facing significant challenges in making future Individual Training Account (ITA) commitments.

Mr. Taratsas stated that staff would release up to \$3.5 million in additional Rapid Response Funds to assist localities.

Following Mr. Taratsas, Mr. Dreyfus asked Brian Davis to come forth to explain the U.S. Department of Labor Waiver Approvals.

- U.S. Department of Labor Waiver Approvals

Mr. Davis directed the Council to pages 28 and 29 of the packet. He indicated that six waivers were approved by the Department of Labor and that two of the waivers were changed from the original request. The two changes were:

Waiver to allow WIBs to exceed to 30% limit in transferring between adult and dislocated worker training:

Condition of Waiver: The WIBs transfer ability is increased to 50% (not the 100% level requested or approved in prior years).

Waiver to permit local areas to use a portion of local funds for incumbent worker training:

Condition of Waiver: Approval limited to 20% of an area's dislocated worker funds; and only as part of a lay-off aversion strategy. Training must be restricted to skill attainment activities.

Chair Leber thanked Mr. Dreyfus, Mr. Taratsas, and Mr. Davis.

Workforce Services Committee

Rita Ricks

Chair Leber opened the floor to Ms. Ricks

Ms. Ricks stated the agenda for the Workforce Services Committee included three items, One-Stop Service Delivery System Policy Revision, which requires an action; General Educational Development (GED) updates, and One-Stop Staff Certification report.

- One Stop Service Delivery System Policy Revision

Ms. Ricks directed the Council to the pages 30-35 and introduced a motion on behalf of the Workforce Services Committee regarding existing policies:

00-4: One-Stop Service Delivery System

00-9: One-Stop Chartering Process

07-02: Mandatory Certification for Front-Line Staff in the Virginia Workforce Network

The recommendation is that the above policies be streamlined and that this action would recommend 00-4, 00-9, and 07-02 be rescinded and adopt policy 10-1, as the amended policy.

- Action recommended: That Council rescind policies 00-4, 07-02, 00-9 and adopts 10-1: One Stop Service Delivery System, following discussions with the following additions:

In the Section, Policy Statement: in the first sentence, add the word, “training”.

In the Section, Certification for the Virginia Workforce Center: in the second paragraph add a new sentence in response to Department of Rehabilitative Services’ (DRS) request to clarify language on the Americans with Disabilities Act (ADA).

The sentence shall read as follows: *“To be certified, a comprehensive center must also be first determined to meet Americans with Disabilities Act (ADA) accessibility standards.”*

The motion was presented by Mr. LeBlanc, properly seconded by Mr. Sullenberger and approved by Council.

Chair Leber stated that the ADA compliance for center certification is applicable to the new comprehensive one-stop centers.

- General Educational Development (GED) Outcomes in Local Workforce Areas
- One-Stop Staff Certification Report

Ms. Ricks commended VCCS staff, Aida Pacheco, for providing the Committee with a progress report on the GED & Life Long Learning Awareness Campaign Learning and the Staff Certification Initiative and referred to pages 36 and 37 for the full report.

Chair Leber thanked Ms. Ricks and the Workforce Services Committee for the report.

Business Services Committee

D. Robin Sullenberger, Jr.

Chair Leber opened the floor to Mr. Sullenberger.

Mr. Sullenberger restated the Committee’s commitment to ensuring that the Virginia Workforce Council is prepared to make policy decisions that will increase the quantity and quality of available workers to meet the skill demand of the business community. Mr. Sullenberger thanked guest speakers to the Committee on the below agenda topics. These agenda items were summarized.

- Manufacturing Career Coaches

Mr. Sullenberger thanked Elizabeth Creamer, Virginia Community College System (VCCS). Ms. Creamer presented information on VCCS’ Manufacturing, Engineering, and Technology (MET) Coaches project, which is being funded by Workforce Investment Act (WIA) funds made available under the American Recovery and Reinvestment Act (ARRA). VCCS has initiated five new \$50,000 grant awards to support MET Coaches at Blue Ridge, Danville, Tidewater, Thomas Nelson, and Virginia Western Community Colleges.

- American Recovery and Reinvestment Act (ARRA) 2009-Competitive Grants for Green Jobs

Mr. Sullenberger announced that Virginia’s proposal for \$6 million in ARRA funding to support the Virginia Energy Sector (VES) program was submitted to the U.S. Department of Labor in October. If funded, this initiative will establish an energy sector training program within each of Virginia’s 15 workforce areas to create training and employment opportunities for dislocated workers, incumbent workers, and job seekers. An award notice is anticipated in January 2010.

- State Board of Education Academic and Career Plans

Mr. Sullenberger thanked Elizabeth Russell, Virginia Department of Education (DOE). Ms. Russell presented information to the Committee about the State Board of Education's requirement that all middle and high school students have a personal learning plan that aligns academic and career goals with the student's course of study. The Academic and Career Plan is designed to be a working document that maximizes student achievement by having the student accomplish goals in middle and high school that lead to postsecondary and career readiness. The Business Services Committee identified correlations between the requirements of Virginia's Career Readiness Certificate (CRC) and DOE's Workplace Readiness Skills.

- 2008-2009 VCCS Nursing Report

Mr. Sullenberger thanked Bill Hightower, Virginia Community College System (VCCS). Mr. Hightower presented to the Committee an update on the changes and improvements that VCCS has made to address the need for additional registered nurses in the workforce, as outlined in the 2008-2009 VCCS Nursing Report. Mr. Sullenberger directed the Council to pages 44-67 to review the full report, which is also located on the VCCS website: www.vccs.edu.

- VCCS Advanced Manufacturing Skills Project

Mr. Sullenberger thanked Gloria Westerman, Virginia Community College System. Ms. Westerman presented information regarding VCCS Advanced Manufacturing Skill Project, which received WIA statewide funds to support a skilled and credentialed workforce in advanced manufacturing through Virginia's Community Colleges.

- Update on Career Readiness Certificate (CRC) Program

Mr. Sullenberger informed the Council that a 2009 annual report of Virginia's Career Readiness Certificate Program was transmitted to the Virginia General Assembly in December. This report included information about the CRC public service announcement, the gap-training software licenses that have been purchased and the CRC Summit that took place in October. The recommendation was also made that Virginia State agencies embrace the CRC in their hiring practices.

Chair Leber thanked Mr. Sullenberger, Committee Members, and the presenters to the Committees for the information presented.

Communications Committee

Hiawatha Nicely, Jr.

Chair Leber opened the floor to Mr. Nicely.

- Marketing the Virtual One Stop (VOS) and Employment Guide

Mr. Nicely stated that the Communications Committee is currently reviewing the VOS System as a tool to provide regional training, and pursue partnerships with Society of Human Resource Management (SHRM), and expand the utilization of existing relationships such as SHARE Network partners to develop marketing for VOS in a broader arena of service delivery.

The Committee continues to review methods to promote the Statewide Employment Resource and Quick References Guides.

- VWC Newsletter

Mr. Nicely reported that Communications Committee continues to seek partners to support the production of the Virginia Workforce Connection. The Committee discussed rebranding the newsletter and changing the name of the newsletter. The Committee is considering marketing the newsletter to tie into VOS marketing and one of the initial steps will be to include an article on VOS in the first newsletter of 2010.

Mr. Nicely reminded members of the Council that funding sources are being sought to fund future editions of the newsletters.

Chair Leber recognized that Old Business had been resolved with the Panel presentation.

ANNOUNCEMENTS

Chair Leber opened the floor to Paula Dehetre, Virginia Community College System.

Ms. Dehetre asked that members respond to Jean Thomas-Banks regarding availability for the next Council meeting dates.

Council was reminded to review National Association of Workforce Boards (NAWB) 2010 Registration information. Members were asked to complete the Financial Disclosure and return by January 15, 2010. Please return completed travel expense reimbursement and evaluations forms to Jean Thomas-Banks.

Adjournment

Chair Leber thanked Council and staff for their continued diligence.

Motion to adjourn and properly seconded; and the meeting was adjourned.
The meeting adjourned at 3:35 p.m.