

**VIRGINIA WORKFORCE COUNCIL**  
**Agenda Item (I. b)**

**January 7, 2011**  
**Patrick Henry Building**  
**1111 East Broad Street**  
**Richmond, Virginia 23219**

The Virginia Workforce Council meeting convened at 8:45 a.m. on Friday, January 7, 2011.

**Members Present:**

Huey Battle, Chair  
Mark Dreyfus, Vice-Chair  
Delegate Kathy Byron  
Doris Crouse-Mays  
Dr. Glenn DuBois  
Barry Duval  
Dr. Robert P. Leber  
Christine Kennedy  
Delegate Daniel Marshall III  
Senator Yvonne B. Miller  
Rumy Mohta  
Doyle Rasnick  
Toney Rigali  
D. Robin Sullenberger  
William Thumel  
Tim Tobin  
Raul D. Vargas  
Brett Vassey  
Andrea Wooten

Members Absent:

Commissioner John Broadway  
Secretary James Cheng  
Roozbeh Dadabhoy  
Secretary William Hazel  
Mayor Linda Johnson  
Senator A. Donald McEachin  
Guillermo Meneses  
Rita Ricks  
Secretary Gerard Robinson

## **CALL TO ORDER**

**Dr. Robert P. Leber, Chair**

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

## **ROLL CALL**

**Paula Scott Dehetre**

Ms. Paula Scott Dehetre called the roll. The quorum was confirmed.

## **MINUTES**

- Action recommended: Approval of the minutes for the October 21-22, 2011 meeting. The Council approved the minutes as submitted.

## **PUBLIC COMMENTS**

There were no public comments.

## **REPORTS**

### **Chairman's Report – Dr. Leber**

- Transition of Chair: Governor Robert McDonnell has appointed a new Chair to the Virginia Workforce Council, Huey Battle

Chair Leber introduced Mr. Battle. Mr. Battle is a current member of the Council and is familiar with the business and mission of the Council. As the newly appointed Chair to the Virginia Workforce Council (VWC) he will manage the business of the Council, its strategic plan and mission.

- Appreciation to Outgoing Chair, Dr. Robert P. Leber

Chair Battle acknowledged the services of Dr. Leber as the outgoing Chair to the Council and thanked him for his tireless efforts and service to the Commonwealth and the Council. Mr. Battle commended Dr. Leber for his vision and dedication to education, economic and workforce development, and noted that Dr. Leber's service will continue on Council in his role as Senior Advisor to the Governor for Workforce.

### **Governor's Update- Dr. Leber**

- Budget and legislative initiatives that were being presented for the General Assembly  
The Virginia General Assembly will convene on January 12, 2011. Bob Sledd, Senior Economic Advisor to the Governor briefed the Council on the legislative and budget initiatives that relate to workforce and economic development as well as education, that will come before the legislature this Session.
- The draft Workforce Development Strategic Plan has been forwarded to Governor McDonnell  
The State Code requires the development of a strategic plan for the statewide delivery of workforce development and training programs and activities. The strategic plan has been drafted and sent to the Governor for review.

### **Keynote Speaker:**

Jane Kusiak, Executive Director, Council on Virginia's Future

A Perspective on Workforce System Indicators:

Ms. Jane Kusiak addressed the VWC, giving a perspective on workforce system indicators, as depicted through the VA Performs website, a scorecard for the Commonwealth. Ms. Kusiak briefed the Council on Virginia Performs system, and its performance outcomes involving education, economic and workforce development. This presentation is available upon request.

## **BUSINESS**

- Integration and Alignment: What do we mean by “training?”

In follow up to the October 21-22, 2010 meeting a webinar was held on December 16, 2010 to continue the discussion regarding Workforce Investment Act (WIA) Title I funds that local workforce investment boards devote to training, how funding levels are determined, and how training is defined.

The webinar training conducted by Workforce Development Staff and David Hunn briefed members on what is meant by “training” in the context of the WIA, and implications within the larger workforce development system. The presentation is available upon request.

Chair Battle opened the floor to discussion regarding this training and suggested that Council consider an Ad hoc group of the Council to form the core group to include the Local Workforce Investment Boards (LWIB) and other workforce partners to continue to explore the issue of training funds from all sources.

- Supply and Demand: Critical Workplace Skills for Virginia’s Economic Vitality

Achsah Carrier and Meredith Gunter, Representatives from the Weldon Cooper Center, University of Virginia, presented the current findings regarding the importance of skilled workers and how it relates to Virginia’s economic vitality. This presentation is available upon request.

- Supply and Demand: State Health Workforce Development Implementation Grant

Dr. Kathy Wibberly, Director of the Division of Primary Care and Rural Health with the Virginia Department of Health

Virginia received a \$1.9 million grant as part of the state health professions grants awarded under six health professions programs administered by the federal Department of Health and Human Services’ Health Resources and Services Administration (HRSA). The purpose of the grant is to facilitate the development of a statewide health professions pipeline that identifies, educates, recruits, and retains a diverse, appropriately geographically distributed and culturally competent quality workforce for all Virginians.

The Virginia Workforce Council’s role will be that of an advisory Council in the implementation of the grant, along with the Department of Health Professions, Virginia Health Care Foundation, Virginia Area Health Education Centers, Virginia Community Health Care Association and Virginia Academy of Family Physicians. Members will be appointed, and Council members will be asked to be a part of the committee. This presentation is available upon request.

- Supply and Demand: Career Readiness Certificate 2010 and Action Plans for Expanding CRC  
Mac McGinty, Virginia’s Career Readiness Certificate Strategic Goals 2011-2012

The Council was briefed on the progress and future plans for Career Readiness Certificate (CRC).

Several activities have been initiated to grow the recipients statewide

-New database and website, and increased access.

-Stronger marketing, including video, public service announcement from the Governor that will be distributed in the media, schools, businesses, agencies, and throughout communities to assist in the outreach and explanation of the CRC

-Virginia Community College System (VCCS) and Community Colleges Workforce Alliance (CCWA) will establish a statewide advisory council to include representatives from community colleges, workforce investment boards, economic development, employers, and school division, which will include adult education, secondary education, and technical education programs

-Continue to urge incorporation of the CRC in state agency hiring process, or as a tool to assess and increase skills. Council input is desired. This presentation is available upon request.

- Measuring Success: Workforce Data Quality Initiative

Virginia Community Colleges System (VCCS) was awarded a Workforce Data Quality Initiative (WDGQI) Grant from the Department of Labor. The purpose of the grant is to develop a workforce longitudinal data system. This award builds upon the state longitudinal data system (SLDS) funded by US Department of Education.

The objectives discussed were outcomes of the grant, partners and programs of the grant, benefits and expected outcomes of the system, and timelines.

- Measuring Success: Workforce Investment Act Performance Snapshot

Wendy Kang presented snapshots of ongoing progress involving the transition of the 17 performance measures to common measures. Ms. Kang noted that the adult and dislocated worker performance measurements had a minimal impact; the youth program measures had more significant changes.

## **ANNOUNCEMENTS**

Chair Battle opened the floor to Elizabeth Creamer, WDS Staff, to introduce Valaryee Mitchell, One Stop Coordinator. Ms. Creamer introduced Ms. Mitchell.

Chair Battle opened the floor to Paula Dehetre, WDS Staff, to provide administrative announcements to the Council.

-Members were asked to respond to Jean Thomas-Banks regarding availability for the next Council meeting dates.

-Council was reminded to review National Association of Workforce Boards (NAWB) 2011 Registration information. This 2011 NAWB Forum will be held February 5-8, 2011 at the Renaissance Hotel-Washington D.C.

-Members were asked to complete the Financial Disclosure and return by January 14, 2011.

-Members are to return completed travel expense reimbursement and evaluations forms to Jean Thomas-Banks.

## **Adjournment**

Chair Battle again acknowledged Dr. Leber's service to the Council, and opened the floor to Dr. Leber. Dr. Leber thanked Council and staff for their continued diligence and support during his tenure as Chair.

Chair Battle called for a motion to adjourn the meeting. Motion to adjourn was rendered and properly seconded; and the meeting was adjourned.

The meeting adjourned at 2:05 p.m.