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The Honorable Maurice Jones
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Richmond, VA 23219

The Honorable Daniel Marshall III
Virginia House of Delegates
P.O. Box 439
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Human Resources Generalist
The Babcock and Wilcox Company
1570 Mt. Athos Rd.
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The Honorable John Miller
1st Senate District
12284 Warwick Blvd. Suite 2G
Newport News, VA 2360

Bruce Phipps
President and CEO
Goodwill Industries of the Valleys
2502 Melrose Ave NW
Roanoke, VA 24017

Carole Pratt
Senior Advisor/Confidential Assistant
Virginia Department of Health
Office of Minority Health and Health Equity
109 Governor Street
Suite 1016 E
Richmond, VA 23219

The Honorable John Harvey
Secretary of Veteran and Defense Affairs
Patrick Henry Building
1111 East Broad Street
Richmond, VA 23219
Virginia Local Workforce Investment Areas

1. Southwest Virginia
2. New River / Mt. Rogers
3. Western Virginia
4. Shenandoah Valley
5. Piedmont Workforce Network
6. Region 2000 / Central Virginia
7. South Central
8. Capital Region Workforce Partnership
9. Northern Virginia
10. Alexandria / Arlington
11. Bay Consortium
12. Greater Peninsula
13. Crater Area
14. Hampton Roads
15. West Piedmont
The Virginia Board of Workforce Development will meet on July 21-22, 2014 in Roanoke, Virginia. The meeting schedule is as follows:

**Monday July 21, 2014**

1:00 p.m. – 2:00 p.m.  
Tour of Goodwill Jobs Campus

2:00 p.m. – 4:00 p.m.  
**Performance and Accountability Committee**  
Suite A Board Room  
Chair, Brett Vassey

2:00 p.m. – 4:00 p.m.  
**Advanced Technology Committee**  
Suite A Training Room  
Chair, Jeanne Armentrout

2:00 p.m. – 4:00 p.m.  
**WIA Committee**  
Suite B Training Room  
Chair, Nathaniel Marshall

2:00 p.m. – 4:00 p.m.  
**Military Transition Assistance Committee**  
Suite B Conference Room  
Chair, David Garcia

5:30 p.m. – 7:30 p.m.  
Reception  
Hotel Roanoke, Pocahontas Room

**Tuesday July 22, 2014**

8:30 a.m. – 12:30 p.m.  
**Full Business Meeting**  
Suite A Training Room

12:30 p.m.  
**Lunch Meeting of Executive Committee**  
Chair, Danny Vargas
Virginia Board of Workforce Development
2014-2015
R. Danny Vargas, Chair
Mark Herzog, Vice Chair

Virginia Board of Workforce Development Committees

Advanced Technology Committee
Jeanne Armentrout, Chair
Ted Raspiller
Barry DuVal
Danny Hunley
Anne Holton
Senator John Miller
Toney Rigali
Brian T. Warner

Executive Committee
Danny Vargas, Chair
Jeanne Armentrout
Delegate Kathy Byron
David Garcia
Mark Herzog
Nathaniel Marshall
Senator John Miller
Secretary Maurice Jones
Brett Vassey

Military Transition Assistance Committee
David Garcia, Chair
Secretary John Harvey
Delegate Danny Marshall
Toney Rigali
Danny Vargas

Performance and Accountability Committee
Brett Vassey, Chair
Delegate Kathy Byron
Mark Dreyfus
Secretary Maurice Jones
Carrie Roth
Morton Savell

WIA Committee
Nathaniel Marshall, Chair
Mark Herzog
Doris Crouse-Mays
Bruce Phipps
Carole Pratt
Senator Frank Ruff
Directions to Goodwill Industries of the Valley

From I-581 take the Orange Avenue / US 460 West exit, exit #4W. Turn right on Orange Avenue. Continue on Orange Avenue NW for 1.6 miles. Keeping to the left Orange Avenue turns into Salem Turnpike, stay on Salem Turnpike for .1 mile. Bear right on Melrose Avenue, NW and go .4 miles. 2502 Melrose Avenue NW is on the left.
1:00-2:00 p.m.  Tour of Goodwill Jobs Campus

2:00-4:00 p.m. Committees

**Performance & Accountability**

**Chair:** Brett Vassey  
**Staff:** Jeffrey Brown, Virginia Employment Commission  
Leo Campos, Virginia Community College System  
Vanessa Rastberger, Virginia Community College System

- Introduction of New Members, Committee Staff, and Purpose of the Committee
- Workforce Report Card
- “Burning Questions” in Education and Workforce for VLDS
- State Benchmark for Workforce Credentials
- Talent Supply and Demand Dashboard
- Priorities for 2014-2015
- Business Services

**Advanced Technology**

**Chair:** Jeanne Armentrout  
**Staff:** Megan Healy, Office of the Secretary of Education  
Randall Stamper, Virginia Community College System

- Introduce New Members, Committee Staff, and Purpose of Committee
- Input into Workforce Credentials Agenda
- Priorities for 2014-15
- Recommend policy or budget strategies to increase business engagement
WIA

Chair:  Nathaniel Marshall
Staff:  Valaryee Mitchell, Virginia Community College System
       Elizabeth Creamer, Office of the Secretary of Commerce and Trade

- Introduce New Chair and Members, Staff, and Purpose of Committee
- One Stop Center Certifications Update
- Eligible Training Provider Policy
- Update on Common Intake Form
- WIOA Summary/Proposed waiver requests
- Partnerships for Regional Workforce Solutions
- Priorities for 2014-15
- Survey of Local WIBs

Military Transition Assistance

Chair:  David Garcia
Staff:  Carol Agee, Virginia Employment Commission
       Annie Walker, Department of Veterans Services

- Introduce New Chair and Members, Staff, and Purpose of Committee
- Veterans Demonstration Grant
- VEC Veterans Programs
- Veterans Affairs Priorities
- Priorities for 2014-15

4:30 p.m.  Check-in at Hotel Roanoke

5:30-7:30 p.m.  Reception: Pocahontas Room

Welcome: Danny Vargas, Chair, Virginia Board of Workforce Development
Opening Remarks: Danny Vargas, Chair, Virginia Board of Workforce Development

Roanoke Region Customer Panel Shares Success Stories
Full Business Meeting

1. Call to Order
2. Welcome
3. Roll Call
4. Approve Minutes of April 10, 2014
5. Public Comment Period
6. Greeting by Bruce Phipps, CEO, Goodwill of the Valleys
7. Approve Meeting Calendar for 2014-2015
8. Governor’s Update
9. Chairman’s Report
10. Committee Report Out
   a. Performance and Accountability
   b. WIA
   c. Advanced Technology
   d. Military Transitions
11. Input into Governor’s Plan for Workforce Development
   ❖ What is the problem that most needs to be solved?
   ❖ How do we increase private sector involvement?
   ❖ How do we expand effective regional solutions?
   ❖ What do we want to measure?
   ❖ What is the best use of funds available?

LUNCH: Box lunches available to carry out or enjoy on site

12. Adjournment

Next meeting: October 10, 2014: Staunton

Lunch Meeting of Executive Committee

❖ Introduce New Members, Staff, and Purpose of Committee
❖ Solicit Agenda Items for Oct Meeting
VIRGINIA BOARD OF WORKFORCE DEVELOPMENT

TITLE: Virginia Board of Workforce Development Meeting Calendar for 2014 – 2015

BACKGROUND:
The proposed dates for the 2014-2015 Virginia Board of Workforce Development meetings are:

October 10, 2014        Staunton
November 20, 2014       Richmond
April 16, 2015          Richmond
June 25, 2015           Northern Virginia

ACTION RECOMMENDED: The Virginia Board of Workforce Development approve the 2014-2014 meeting calendar.

PREVIOUSLY REVIEWED BY: Virginia Board of Workforce Development Members and Staff

RESOURCE PERSON:
Paula Dehetre
VCCS Workforce Development Services
804-819-1687
TITLE: New Staff to VBWD Committees

BACKGROUND:

With the implementation of HB 1009, the Virginia Board of Workforce Development (VBWD) now has four standing committees, in addition to the Executive Committee. During the past few months, the Office of the Secretary of Commerce and Trade has been working with education and workforce agencies and with the state Career Pathways Work Group to identify staff support to the new Performance and Accountability, Advanced Technology, WIA, and Military Transition Committees. This is the first of a series of actions in revising VBWD processes and staff support to meet the new, broader mission of the Board.

The goal in selecting staff to the new committees was to ensure cross-agency, cross-program strategic and operational support for the Board. This reflects the charge to the Board to drive change and outcomes across many education and workforce programs under four Secretariats. Additionally, the Governor’s Workforce team charged with the task of staffing the new committees wanted to ensure that agency subject matter experts available to committees could offer a broad and diverse set of knowledge and skills to move forward the current and future work plans of each committee. A minimum of two staff members has been assigned to each committee to provide more diversity of experience and expertise.

In addition to these new committee staff members, staff support to the Council will be supported on an as needed basis by the state Career Pathways Work Group. The Governor’s Chief Workforce Officer, Secretary of Commerce and Trade Maurice Jones, is sending a letter to agency heads that calls on the state Career Pathways Work Group, representing eight agencies and 24 education and workforce programs, to assist VBWD and its committees as needed. Thus, supplemental and additional staff support stands ready to assist as needed when a topic arises for which additional expertise, information, or resources may be required. There will be additional news about VBWD staff in the near future.

The new staff to VBWD committees are as follows:

Performance and Accountability:
Dr. Jeffrey Brown, Director, Workforce Services Division, VEC
Leo Campos, Project Manager and Data Analyst, Workforce Data Quality Initiative, VCCS
Vanessa Rastberger, Workforce Services Consultant, VCCS
Advanced Technology

Dr. Megan Healy, Virginia STEM Director, Office of Secretary of Education for Governor Terence R. McAuliffe
Randy Stamper, Assistant Vice Chancellor Career Pathways and Workforce Programs, VCCS

WIA

Elizabeth Creamer, Advisor for Workforce Development, Office of Secretary of Commerce and Trade for Governor Terence R. McAuliffe
Valaryee Mitchell, One Stop Services Coordinator, VCCS

Military Transitions

Carol Agee, Chief, Special Programs, VEC
Annie Walker, Director, Veterans Education, Training, and Employment, Virginia Department of Veterans Services (VDVS)

ACTION RECOMMENDED: No action required.

PREVIOUSLY REVIEWED BY: Office of the Secretary of Commerce and Trade

RESOURCE PERSON:

Elizabeth Creamer
Advisor for Workforce Development
Secretary of Commerce and Trade
Office of Governor Terence R. McAuliffe
804 692 2563 (office)
elizabeth.creamer@governor.virginia.gov
VIRGINIA BOARD OF WORKFORCE DEVELOPMENT
Performance & Accountability Committee

TITLE: Workforce System Report Card Changes and Updates

BACKGROUND:

The Commonwealth’s workforce development system is multi-layered and involves many partners, including secondary and postsecondary institutions, private and public sector workforce groups, community organizations and human services providers, not to mention the large investments most firms make in internal worker training. Measuring the performance of such a complex system presents a significant challenge.

The Workforce System Report Card was developed in 2012 as a tool for assessing that performance -- and represents one step in a long-term process of research, dialogue, and ongoing refinement. The Report Card was developed by the Council on Virginia’s Future through extensive input by Virginia Board of Workforce Development (formerly the Virginia Workforce Council), the Governor’s office, agencies, and industry.

Report Card Changes: Since its debut in late 2012, the Workforce System Report Card has been updated twice. New metrics just introduced in the 2014 report card below include STEM-H Dual Enrollment credits and AP Exams (STEM-H Pipeline), High School Graduation (Secondary Educational Attainment), and Algebra II (Career and College Readiness).

Trend changes from last year’s report card are as follows:

- Employment (people employed) and Establishments (number of businesses) went from Maintaining to Improving
- Postsecondary enrollments and AP exams changed to Maintaining (from Improving)
- Labor force participation and Dual enrollment credits dropped to Worsening (from Maintaining)

Next Steps: Staff seek input from members of the VBWD on enhancements to the Workforce Report Card in three key areas:

1. Refining Metrics in Manufacturing: A Focus on workforce metrics related to a particular industry is a fundamental part of the report card’s design; recognizing education and training needs vary across industry sectors. Currently, the report card features workforce measures related to manufacturing. The ten indicators included on the report card were developed through a focus group with industry representatives and state agency data experts. To ensure its relevance for business and workforce professionals, the current metrics related to manufacturing need to be refined and updated, accordingly. Interested members of the Performance and Accountability Committee as well as manufacturing members on the Virginia Board of Workforce Development will help to evaluate the current manufacturing measures and provide suggestions for revisions as necessary.
2. Identifying a New Industry Sector: In addition to updating the manufacturing section of the report card, workforce measures for a new industry sector (healthcare, information technology, etc.) will be featured on the report card. Interested members of the Performance and Accountability Committee will work in collaboration with industry members and state agency experts to develop workforce measures for the new industry. Based on data from the Virginia Employment Commission and other sources, healthcare is recommended for this new sector.

3. Assessing Demand-Focused Workforce Solutions: Over the past six months, a small work team with staff from the Governor’s Office, the Council on Virginia’s Future, the Virginia Community College System, the Virginia Economic Development Partnership, and the State Council of Higher Education for Virginia has been working to validate an approach for assessing regional collaboration to close workforce gaps for key occupations in an industry that contributes to the region’s overall prosperity. This model will assess regions along a continuum of stages on their work to identify and address business needs for occupations in one industry as a starting point (ongoing work will expand collaborative approaches to additional industries). Virginia is a composite of diverse regional economies each with a unique mix of industries and occupations. This assessment approach is founded on the belief that workforce is best addressed through regional approaches. Interested members of the Performance and Accountability Committee will work with staff from the Council on Virginia’s Future to refine this assessment approach for implementation at the beginning of 2015.

**ACTION RECOMMENDED:** Staff seek volunteers to provide input into the development of these items which is expected to occur over the next 6 months.

**PREVIOUSLY REVIEWED BY:**
Council of Virginia’s Future Staff

**RESOURCE PERSON:**
Name: Kim McKay, Council on Virginia’s Future
Title: Research and Policy Analyst
Contact: 804.371.2346  klm9y@virginia.edu

Name: Wendy Kang, State Council of Higher Education for Virginia (SCHEV)
Title: Director of Higher Education Innovation
Contact: 804.225.4416 wendykang@schev.edu
VIRGINIA BOARD FOR WORKFORCE DEVELOPMENT
Performance & Accountability Committee

TITLE: Business Services

BACKGROUND:
The “Business Easy Button” (BEB) project was developed to have Local Workforce Investment Areas (LWIAs) create an easy process for businesses to navigate the workforce system. The focus of this project is to increase efforts on the demand side of workforce in order to seamlessly connect businesses with qualified, skilled talent.

In October, VCCS staff presented a draft policy for Council approval that required LWIAs to develop an improved process for businesses services with key requirements such as, the development of a shared vision and strategy document signed by all business services partners, the development of a measurable framework as evidenced in a written communication plan that includes standard timeframes, expected levels of customer service, and a method to collect LWIA business services data and ensure business satisfaction to demonstrate continuous improvement. Further, the policy required that LWIA business services partners must have clear, convenient, and easily accessible content and outreach materials (including web-based content) for business customers. These requirements were approved by the Council and VWC Policy #13-01, Business Services Requirements for Local Workforce Investment Areas was adopted at the October 10, 2013 meeting. The LWIAs were required to demonstrate minimum standards as outlined in Policy #13-01, and identify challenges of implementation.

Actions Taken to Date:

- Staff provided an update on LWIA progress on meeting the expectations of Policy #13-01 at the April committee meeting. One main concern was inter-agency cooperation and the committee recommended that the Governor’s office issue guidance to agencies to support the requirements of VWC Policy #13-01.
- Guidance is being developed in partnership with agency representatives on the Career Pathways workgroup and is expected to be released mid-summer.

Next Steps:

- VCCS staff will continue to provide technical assistance to the LWIAs and share promising practices through the Business Services Network group and WIB Director monthly calls. VCCS staff will issue additional guidance, as needed, to ensure that all LWIAs are meeting the business services requirements and are aware of any additional minimum standards or metrics established by the committee.

PREVIOUSLY REVIEWED BY:
VCCS Workforce Development Services Staff

RESOURCE PERSON:
Name: Vanessa Rastberger
Title: Workforce Services Consultant
Contact: 804.819.1683; vrastberger@vccs.edu
TITLE: Workforce Investment Act Committee – Virginia Workforce Center Certification Update

BACKGROUND:

The aim of the Workforce Investment Act is to create a comprehensive workforce investment system in all states. This system is intended to be customer-focused, helping career seekers access the tools they need to manage their careers through information and high quality services, and helping businesses find skilled workers. The cornerstone of WIA is the one-stop service delivery method, which unifies numerous training, education and employment programs into a single system in each community, via one-stop centers. In Virginia, one-stop centers are Virginia Workforce Centers.

VWC POLICY 10-01:
Virginia Workforce Council Policy 10-01 – One-Stop Service Delivery System, conveys that the WIA administrative entity will periodically lead an evaluation of local workforce areas to determine certification of comprehensive one-stop centers. As WIA administrative entity, VCCS developed a Virginia Workforce Center certification process to assist local workforce areas in preparing for evaluation and certification. There are currently 25 comprehensive Virginia Workforce Centers, and 43 information or satellite centers in the state. The certification process is used to ensure each local workforce investment area in Virginia has at least one comprehensive Virginia Workforce Center that has been determined to meet uniform standards such that businesses and job seekers can expect to encounter a high level of quality services regardless of location.

Certification Standards:

- Partners will agree on a shared vision for a customer-driven service delivery system
- The physical lay-out of the Virginia Workforce Centers reflects an integrated approach to customer services
- Operational decisions will be designed with customer needs in mind
- Each Virginia Workforce Center will be a high-performance workplace with staff that have visible passion for quality service
- Each Virginia Workforce Center will implement the local WIB’s common marketing strategy; marketing will reflect an integrated approach to customer service
- Virginia Workforce Centers will be driven by customer needs and customer feedback, and continually look for ways to “raise the bar” to keep the center a leader in customer satisfaction
- Quality customer service will be delivered at all levels of services
- Quality core services will provide job seekers with relevant and up-to-date informational resources and connect job seekers to appropriate services
- Quality job seeker services will be delivered at intensive and training levels
- Quality business services will be delivered to businesses
• Virginia Workforce Center staff will participate in professional development activities
• Continuous quality improvement will occur throughout the Virginia Workforce Center

UPDATE ON CERTIFICATION PROCESS:
Virginia Workforce Center certification was implemented in two phases. The initial phase entailed a desk review to self-assess compliance with the basic requirements of Policy 10-01. Phase two of the certification process included on-site reviews by a multi-disciplinary team to validate quality indicators outlined in Policy 10-01. The goal of phase two is to ensure a culture of continuous improvement within the workforce system. Staff has identified three levels of certification, with Level 1 representing achievement of all benchmarks related to Policy 10-01, Level 2 representing achievement of at least 80% of benchmarks, and Level 3 representing achievement of less than 80% of the benchmarks. Currently, a total of five LWIAs have already attained Level 1 Certification (LWIA 2 – New River/Mt. Rogers, LWIA 6 – Piedmont, LWIA 8 – South Central, LWIA 11 – Northern Virginia, and LWIA 14 – Greater Peninsula).

PREVIOUSLY REVIEWED BY:
Industry Sectors/Career Pathways Committee

RESOURCE PERSONS:
Valaryee Mitchell, MPA
Virginia Workforce Center Statewide Coordinator
Workforce Development Services
Virginia Community College System
804-819-1669
vmitchell@vccs.edu
TITLE: WIA Eligible Training Provider Policy

BACKGROUND:

Individual training accounts (ITA) are a primary, although not the only, vehicle through which local Workforce Investment Boards (WIBs) expend WIA funds for occupational education and training to prepare eligible WIA participants for workforce and postsecondary education credentials to help them obtain jobs. In order for a WIB to issue an ITA, the provider to whom the ITA is to be issued for payment of participant tuition and fees has to be certified by a local WIB for inclusion on the VCCS maintained state Eligible Training Providers (ETP) list. There are currently 406 public and private education and training providers on the state ETP list.

Currently, the Virginia Workforce Council Policy 00-7 governs the local WIB “Certification Process for WIA Training Providers”. However, beginning in Summer 2013, the VCCS (and local workforce investment board representatives) became aware that VWC Policy 00-7 does not clearly stipulate that a postsecondary institution or school, as defined in the Code of Virginia, needs to be either (1) certified by the State Council of Higher Education (SCHEV) or (2) certified by another state agency or entity with certification authority for select occupational education and training, such as the Department of Health Professions for many health occupations or (3) exempt, through state statute, from the requirement to obtain certification. Because the current VWC Policy 00-7 stipulates that a training provider can be included on the state ETP list solely through registration with the State Corporation Commission and subsequent review and certification by a local WIB there have been instances in which training organizations that had been placed by local WIBs on the state ETP list were notified by the state agency with authority for state certification of that training program that the training provider would need to pursue state certification to continue to offer postsecondary education level training in the Commonwealth. In response to this issue and because there was also a need to update ETP policy to reflect new training content and delivery methods and because WIA regulations specifically charge the Governor to establish eligibility criteria for providers to become initially eligible for inclusion on a state ETP list, the Governor’s Office, in Fall 2013, convened a state level Workgroup to fully consider the policy concerns and revise the current ETP policy.

The Workgroup was comprised of representatives from state, regional and local stakeholders including the Governor’s Office, local WIB directors, public and private training providers, and SCHEV.
During its first meeting, the Workgroup established two primary objectives for drafting a new ETP policy:

1. Objective I - Implement a statewide WIA training provider process that allows for a comprehensive and diverse state list of Eligible Training Providers; and,

2. Objective II – ensure that WIA training providers can demonstrate effective delivery of training and participant outcomes sufficient to establishing a minimum standard of customer service protection

The currently proposed and revised state policy is an effort to ensure that the Virginia Board of Workforce Development (VBWD) policy related to Eligible Training Providers meets the two objectives cited above, correlates with all sections of state code, and describes, as current policy does not, the options available to local WIBs for contract training, use of trainers for employability skills development, use of out of state training providers, and describes types of training providers and the correlating certification requirement for that training provider type.

The revised ETP policy for consideration by the VBWD is included in the informational packet for the VBWD’s July 21-22 meeting at which the Board will vote on the new policy. The Executive Committee of the Board previously reviewed, in Dec 2013, an earlier (and different) version of the proposed ETP policy. One concern voiced about the new proposed policy in that Dec meeting is that its provisions would inhibit the number of eligible training providers to which WIBs can provide ITAs. However, of the 406 training providers currently listed on Virginia’s Eligible Training Provider list, 349 or nearly 86% are already either certified as a postsecondary education or training school through SCHEV, are certified through another authorized state entity or are exempt, as stated by the Code of Virginia, from certification authority. A review of the state’ ETP list reveals that only 5% of the providers currently on that list ETP may need to be certified by a state certifying authority. This is 21 training providers, and research indicates that none is providing training content that cannot be provided by another training provider. Examples of the training provided by the 5% of current providers that are not certified by the state or apparently exempt from such requirement includes IT certification training, project management, cosmetology, and phlebotomy, all of them content areas with multiple state eligible providers.

OUTCOME:

The Ad Hoc Work Group convened to review and revise the VBWD’s ETP policy has concluded additional research and revision of the policy following the Dec 2013 Executive Committee meeting that first addressed this issue, and submits the policy to the Board for a vote. The proposed policy has been researched, vetted through state and local stakeholders, and posted for public comment for 30 days. It is informed by federal regulation, state code, and an extensive review of the number and characteristics of current eligible training providers.

ACTION REQUESTED:

Approval of the new Occupational Skills Training Policy (to replace VWC Policy 00-7
RESOURCE:

Elizabeth Creamer
Advisor for Workforce Development,
Secretary of Commerce and Trade, Governor Terence R. McAuliffe
Contact: 804.692.2563
Elizabeth.Creamer@governor.virginia.gov
Purpose:

This policy establishes rules governing Workforce Investment Act (WIA) funded occupational skills training, as required by WIA Section 122. This policy is applicable to providers of occupational skills training services for adults, dislocated workers and other populations covered by waiver authority, as defined by WIA.

References:

- P.L. 105-220, Workforce Investment Act, Sections 122, 123, and 134.
- Federal Register, April 15, 1999 (Volume 64, No. 72), U.S. Department of Labor Workforce Investment Act; Interim Final Rule 20 CFR, Part 663, Subpart E.
- WIA Section 122 (c) (5) waiver granted to Virginia by USDOL, dated December 2012.
- Virginia Workforce Network Policy 00-8 – Virginia’s Training Voucher System under WIA
- Virginia Workforce Network Policy 02-04 – Incumbent Worker Training
- Virginia Workforce Letter 05-08 – Individual Training Accounts for Out-of-School Youth
- Virginia Workforce Letter 08-11 – Adult and Dislocated Worker Work Experience
- Virginia Workforce Letter 12-04 – Entrepreneurship and Self-Employment Training

Customer Choice Requirement:

Occupational skills training shall be provided in a manner that respects customer choice in the selection of training for regionally in-demand occupations, while also ensuring prudent use of public funds in the selection of such providers.

Types of Occupational Skills Training:

For the purpose of this policy, a program of occupational training leads to: 1) a workforce credential including an industry recognized certification, license, apprenticeship credential, college certificate, associate degree, or baccalaureate degree, 2) the vocational or technical skills or competencies needed for a specific job or jobs, an occupation, occupational group or generally for many types of jobs or occupations as recognized and identified in collaboration with employers prior to training, or 3) training that leads to self-employment. As used in this policy, training shall mean those activities which are described in WIA Section 134(d)(4)(D). These training activities may include:

4. Occupational skills training
2. On-the-job training;
3. Programs that combine workplace training with related instruction, which may include cooperative education programs, internships, and apprenticeships;
4. Training programs operated by the private sector;
5. Skills upgrading and retraining;
6. Entrepreneurial training;
7. Customized training conducted with a commitment by an employer or group of employers to employ an individual upon successful completion of the training; and,
8. Adult education and literacy activities provided in combination with any of the services described in 1-7.

This policy is not intended to address intensive services, supportive services, or other similar services. While employability skills, or “soft” skills, training is often cited by employers as a critical competency for employment and retention in an occupation, such education is not included in the definition of training provided by WIA. However, employability or soft skills training is allowable under WIA, and is specifically addressed by other policies.

**Occupational Skills Training Provided Through a Contract:**

Generally, occupational training for individual participants is handled through an Individual Training Account (ITA). However, occupational skills training may be provided through a contract with a training provider for an individual or group of eligible customers. This method may be used, in accordance with applicable procurement policy, if the requirements for customer choice are met and if the training meets one of the following criteria:

1. On-the-job training provided by an employer;
2. Customized training;
3. The local board determines there are an insufficient number of eligible providers of training services in the local area involved to meet the workforce needs of local business and industry.
4. The local board determines that there is a training service program of demonstrated effectiveness offered in the local area by a community-based organization or another private organization to serve special participant populations that face multiple barriers to employment, including one or more of the following categories:
   a. Individuals with substantial language or cultural barriers;
   b. Individuals who are ex-offenders;
   c. Individuals who are homeless;
   d. Individuals with a disability;
   e. Individuals who are veterans; or,
   f. Other such populations as defined by a Local Workforce Investment Board.

**Occupational Skills Training Provided Through Individual Training Accounts:**

Occupational skills training may also be provided through the use of individual training accounts, which shall be provided to eligible individuals as defined by the Workforce Investment Act (see Virginia Workforce Network Policy 00-8 for additional details)

**Eligible Training Provider List for Individual Training Accounts:**
WIA legislation requires that in order to provide occupational skills training supported through Individual Training Accounts, training providers and their specific programs must be included on the state maintained eligible training provider list. WIA sets forth the requirements and general process by which training programs can be included on the state eligible training provider list, which is maintained for the purpose of assisting customers who have been determined eligible for a WIA individual training account by validating that all listed providers and their programs have met minimum state standards. It is important to note that the requirement to be included on the state eligibility list for training providers paid through individual training accounts does not apply to training provided through a contract.

Local Workforce Investment Boards have the responsibility, under federal law, for reviewing and approving training providers and their programs, and then providing required information to the state WIA administrative entity for inclusion of that provider in the state-maintained Eligible Training Provider system of record. The state, through the Virginia Community College System’s Workforce Development Services Division, is responsible for maintaining the statewide list of WIA training providers that have been locally approved.

Training providers are required to submit an initial application for approval with at least one local workforce investment board to initiate the process of placement on the state eligible training provider list. A training provider approved by any local workforce investment board has reciprocal approval as an eligible training provider with all workforce investment boards. However, there are ultimately multiple factors used in determining a training solution tailored to individual and local workforce needs and resources. Thus, inclusion of any training provider and program on the state eligible training provider list does not guarantee a provider that any specific Virginia Workforce Center will provide individual training accounts on behalf of customers to that provider’s program.

**Initial Approval Process:**

There are four categories of providers who can apply for approval to be included on the state maintained eligible training provider list:

1. A postsecondary educational institution that is eligible to receive federal funds under Title IV of the Higher Education Act of 1965 and that provides a program that leads to certification or license or college certificate, associate degree, or baccalaureate degree.
2. A postsecondary school that offers formal instructional programs with curricula designed primarily for students who have completed the requirements for a high school diploma or its equivalent. Such schools include programs of academic-vocational, vocational, and continuing professional education that may lead to a certification or licensure. This category excludes avocational and adult basic education programs.
3. An entity that carries out related instruction under the Virginia Voluntary Apprenticeship Act or,
4. A provider of a program of occupational training services that under Section 23-276.2 of the Code of Virginia is exempt from certification as a postsecondary school such as a professional or occupational training program regulated by another state or federal governmental agency other than the State Council of Higher Education for Virginia (SCHEV), any school, institute, or course of instruction offered by any trade association or any
nonprofit affiliation of a trade association on subjects related to the trade, business, or profession represented by such association.

Providers and programs operating in Virginia under all categories shall submit an application for approval to the local board for the localities in which the provider desires to offer training to WIA customers. This application must include the information outlined in Attachment A. Also, programs and providers under categories 1 and 2 must be certified to operate or must have program approval from an applicable state agency (a list of such agencies/entities can be found here) in order to be considered for approval by a local workforce investment board to offer training services to WIA customers through the individual training account method. As noted previously, this requirement does not apply to programs and providers offering training services to WIA customers through a contract.

Distance and Online Training Providers (no in-person training):
Workforce Investment Act funds may be used for programs that are conducted in a completely online format. In these instances, training providers must follow the same initial approval process as outlined above for training providers operating programs in Virginia.

Annual Renewal and Program Update Process:
To ensure the state eligible training provider list includes current information, the list must be updated on an annual basis. The local workforce investment board shall determine the process for such annual updates, ensuring that at a minimum, the information outlined in Attachment B is maintained and kept current with the VCCS System Office. Local areas should also factor state and locally-defined performance elements into the subsequent approval process. The annual renewal and program update requirement does not apply to programs and providers offering occupational skills training to WIA customers through a contract, although it remains critically important that local boards assess and report the outcomes of all training provided through WIA funds, whether through individual training accounts or a contract for training.

Virginia is currently operating under a waiver granted by the U.S. Department of Labor which postpones the implementation of data collection during the years following initial eligibility determination for Eligible Training Providers as described in WIA Section 122. The rationale for this waiver is that it helps to ensure high levels of continued participation in education and training and customer access to a wider array of training options; however, it is expected that all local WIBs will assure quality, as measured through participant outcomes, of all training providers that the local WIB adds or maintains on the state Eligible Training Provider list.

Out-of-State Training Providers (in-person training):
Workforce Investment Act funds may also be used for approved programs from other states. Approved providers and programs based in other states are not required to complete an application for approval in Virginia. In order for an eligible customer to obtain training through an out-of-state provider, the local workforce investment board must first agree to use the provider and the provider’s program. If the local workforce investment board agrees, it must then enter into a formal written agreement with the specific training provider before an individual training account can be used by the customer. Additionally, the training provider must be listed on a state maintained eligible
training provider list from another state. Eligible training provider lists in other states can be located here: http://www.careeronestop.org/wiaprovidersearch.asp.
Attachment A - Initial Approval Application Information

Providers and programs operating in Virginia under all categories shall submit an application for approval to the local board for the localities in which the provider desires to offer training to WIA customers. This application must include the information outlined below. Also, programs and providers under categories 1 and 2 must be certified by an applicable state agency (a list of such agencies/entities is provided below) in order to be considered for approval by a local workforce investment board to offer training services to WIA customers through the individual training account method. As noted previously, this requirement does not apply to programs and providers offering training services to WIA customers through a contract.

1) Contact information
2) Evidence of certification to operate unless training provider is exempt from state statutory requirement for certification or is recognized as a training provider through the Virginia Voluntary Apprenticeship Act
3) Evidence of approval to license (if applicable)
4) Evidence of employer demand for training program
5) Training curriculum/skills
6) Courses or classes & descriptions
7) Credential to be issued
8) Duration of training
9) Training program costs
10) Evidence of ability to collect and report performance outcome data
11) Any other information required by the local WIB

List of Certification/Accreditation Agencies/Entities:

The following State agencies can provide approval for Occupational Skills Training programs (please note this is not an all-inclusive list):

- Criminal Justice Services Department
- Department of Health Professions (DHP)
- Department of Medical Assistance Services (DMAS)
- Department of Motor Vehicles
- Department of Professional and Occupational Regulation (DPOR)
  a. Board for Barbers and Cosmetology
  b. Board for Contractors
  c. Fair Housing Board
  d. Real Estate Board
  e. Real Estate Appraisers Board
  f. Tradesmen
  g. Board for Waste Management Facility Operators
  h. Board for Waterworks and Wastewater Works Operators and Onsite Sewage System Professionals
- State Council of Higher Education for Virginia (SCHEV)
- Virginia Board of Pharmacy
- Virginia Board of Nursing
Attachment B - Annual Renewal and Program Update Format

To ensure the state eligible training provider list includes current information, the list must be updated on an annual basis. The local workforce investment board shall determine the process for such annual updates, ensuring that at a minimum, the information outlined below is maintained and kept current with the VCCS System Office. Local areas should also factor locally-defined performance elements into the subsequent approval process.

1) Evidence of certification to operate
2) Evidence of approval to license
3) Contact information (if any changes)
4) Employer demand
5) Enrollment (current/projected)
6) Outcomes (completion & employment)
7) Any other information required by the local WIB
Attachment C - Accuracy of Information and Appeals Process

I. Enforcement
The Commonwealth has the responsibility for maintaining the statewide certified training provider list and as such, will have final responsibility to ensure that the list is accurate and is an honest reflection of the training opportunities available in Virginia.

A. ACCURACY OF INFORMATION- If after consultation with the WIB involved, it is determined that an eligible provider or individual supplying information on behalf of the provider intentionally supplies inaccurate information, the Commonwealth may terminate the eligibility of the provider to receive WIA funds for any program for a period of time that is not less than 2 years [Section 122 (f) (1)].

B. NONCOMPLIANCE- If the Commonwealth, or the WIB working with the Commonwealth, determines that an eligible provider substantially violates any requirement under this Act, the Commonwealth, or the WIB working with the Commonwealth, may terminate the eligibility of such provider to receive WIA funds for the program involved or take such other action as the Commonwealth or WIB determines to be appropriate [Section 122 (f) (2)].

C. REPAYMENT- A provider whose eligibility is terminated under paragraph (A) or (B) for a program shall be liable for repayment of all WIA funds received for the program during any period of noncompliance [Section 122 (f) (3)].

D. CONSTRUCTION- These penalties shall be construed to provide remedies and penalties that supplement, but do not supplant, other civil and criminal remedies and penalties [Section 122 (f) (4)].

II. Appeal Process for Denial of Placement on or Subsequent Removal from an Eligible Training Provider List

Section 122 (g) of the Workforce Investment Act (WIA) requires that the Commonwealth of Virginia have in place a procedure for training services providers to appeal denial of eligibility by the WIB, a termination of eligibility or a denial of eligibility for an on-the-job training provider by a one-stop operator. Such a process must, at a minimum, include an opportunity for a hearing and the prescription of appropriate time limits to ensure a prompt resolution of the matter.

Process
The training provider shall have thirty (30) calendar days from the date the denial notification was provided to file a request for reconsideration to the WIB. The appeal request must be submitted in writing and signed. At a minimum, the appeal must identify the training program and location(s) denied and must clearly state the reasoning for the appeal. Within thirty (30) calendar days of receipt of the request for reconsideration, the WIB shall review the request and issue a written decision that either upholds or reverses the original.
Attachment D – Exemptions

§ 23-276.2 of the Code of Virginia allows the following exemptions from certification:

1. Public institutions of higher education in Virginia
2. Educational offerings or activities that meet the following:
   a. A nursing education program or curriculum regulated by the Board of Nursing;
   b. A professional or occupational training program regulated by another other state or federal governmental agency;
   c. Those courses or programs of instruction given by or approved by any professional body that are principally for continuing or professional education and for which no degree credit is awarded;
   d. Those courses or programs offered through approved multistate compacts, including, but not limited to, the Southern Regional Education Board's Electronic Campus;
   e. Those courses offered and delivered by a postsecondary school that is accredited by an entity recognized by the U.S. Department of Education for accrediting purposes, if such courses are provided, solely on a contractual basis for which no individual is charged tuition and for which there is no advertising for open enrollment;
   f. Any school, institute or course of instruction offered by any trade association or any nonprofit affiliate of a trade association on subjects related to the trade, business or profession represented by such association;
   g. Any public or private high school accredited or recognized by the Board of Education;
   h. Tutorial instruction delivered and designed to supplement regular classes for students enrolled in any public or private school or to prepare an individual for an examination for professional practice or higher education.
   i. Religious Institutions whose primary purpose is to provide religious or theological education.

§ 23-276.4 C of the Code of Virginia allows institutions of higher education formed, chartered or established in the Commonwealth, that have maintained a main or branch campus continuously for at least 20 calendar years under the same ownership and are fully accredited by an accrediting agency that is recognized by the United States Department of Education to be exempt from certification.

Postsecondary institutions that to not meet any of the exempt categories are required to certify.
TITLE: Governor’s Workforce Credential Initiative

BACKGROUND:
The Commonwealth of Virginia’s enduring economic growth necessitates a comprehensive workforce credentials initiative to identify, increase, and accelerate the availability of a workforce with a diverse and advanced skill set that sustains and attracts businesses. Prospective workforce expansion through credentials is critical because specialized, skilled, and technical jobs comprise about 45% of Virginia’s labor market—and will help drive business growth. To drive a significant increase in workforce credentials attainment levels, by Virginians of all ages, will require cutting edge occupational training beyond a high school diploma or its equivalent. The requisite occupational training for these jobs is most commonly acquired through community college degrees and certificates as well as through apprenticeships, certifications, licensures, and other career-related credentials endorsed by business and industry. Career opportunities in fields such as Advanced Manufacturing, Information Technology, Energy, Logistics, and Health Care offer the prospect of good jobs in high growth industries and are readily accessible to those who are trained, credentialed, and ready to work. As the demand for new workers with specialized skills and training exceeds supply, the Commonwealth of Virginia must act to address industry requirements and fill the workforce gap.

As a first step in a statewide campaign to drive workforce credential attainment rates, and the capacity of Virginia’s workforce system to deliver these credentials, Secretary of Commerce and Trade Maurice Jones, the Governor’s Chief Workforce Officer, will shortly be issuing a letter to agency heads with administrative responsibilities for one or more of the 24 federal or state funded programs comprising the Commonwealth’s Workforce System. A letter with specific deliverables will also be sent to local Workforce Investment Boards (WIBs) and to other leaders of principal agents in the workforce system. Agencies and other principals reviewed and provided input into the list of deliverables through the state Career Pathways Work Group and meetings with the Secretary’s Office. The charges to these public sector workforce partners will provide the foundation to ensure that Virginia offers businesses the highest skilled employees in the nation and affords its workforce the career readiness to excel in a globally competitive economy, in part through increased attainment levels of those credentials in demand by employers.

Below is a list of action items that are being requested
Actions to Drive Workforce Credential Attainment Rates

Agencies, local WIBs, and key partners will take the following actions:

1. **Establish annual goals and identify opportunities to increase statewide attainment rates of credentials that align with employer needs in targeted industry sectors.**
   
   By October 31, 2014, the Virginia Community College System (“VCCS”), Virginia Department of Education (“VDOE”), Virginia Department of Labor and Industry (“VDOLI”), Virginia Department for Aging and Rehabilitative Services (“VDARS”), and Virginia Department of Social Services (“VDSS”) will each produce a report for the Governor’s designated Chief Workforce Officer, the Secretary of Commerce and Trade. The report will incorporate a) FY2013 workforce credential attainment levels for business and industry credentials, b) an annual goal for each of the next three years to increase attainment rates of these credentials through each agency’s education and workforce programs, and c) the identification of barriers to increased credential attainment, data tracking and validation methods, and strategies for improving credential attainment rates and reporting. Further, the reports will identify opportunities for changing state policies or applying for federal waivers to increase credential rates. Credentials reported should include, as relevant to each agency’s programs, industry certifications, licensures, apprenticeship credentials, and community college certificates and associate of applied science degrees.

2. **Prioritize workforce credentials and levels of attainment to meet regional industry needs.**
   
   By October 31, 2014, each local WIB working with business and industry, local chambers of commerce, and local community colleges will deliver a report to the Secretary of Commerce and Trade that identifies and prioritizes the workforce credentials most in demand by employers in the WIB’s region. Additionally, each WIB will report on FY13 levels of workforce credential attainment through WIB programs or activities. Each report will also a) provide an annual numeric goal for each of the next three years for the number of participants receiving training and attaining a workforce credential, b) produce a three-year plan for increasing the percentage of WIA funds expended on workforce training that correlates with the workforce needs of regional employers. Such training may include occupational skills training, registered apprenticeships, and on the job training, as well as other education and training models with proven outcomes in attainment rates of workforce credentials and jobs.

By December 31, 2014, to support WIBs in repurposing a larger percentage of their funds to support training and credential attainment, the Virginia Board of Workforce Development will
produce recommendations to the Secretary of Commerce and Trade for reducing local WIB operational costs. All state agencies that are required partners of Virginia’s Workforce Network Centers will provide support to the Board as it recommends policies and strategies for reducing WIA operational costs supported through federal funds to meet industry needs for skills development, job training, and on the job learning. The Board’s recommendations will target elimination of duplication and replication of administrative functions and core WIA services between state agencies charged with administering these roles.

3. **Undertake measures to increase attainment of apprenticeship credentials and the alignment of apprenticeship and community college programs to create stackable credentials.**

By October 31, 2014, VDOLI and VCCS will submit a joint report to the Secretary of Commerce and Trade that summarizes FY2013 levels of apprenticeship credential attainment and the number and types of Virginia businesses employing apprentices. The report will identify impediments to expanding registered apprenticeships and apprenticeship completions, recommend solutions to overcome these barriers, and include baseline data on the number and percentage of apprenticeship-related instruction programs providing college credits towards community college certificates and degrees. In addition, the report will include annual goals for each of the next three years for increasing the number and percentage of apprenticeship related instruction programs that articulate into community college certificate and degree programs.

4. **Evaluate and improve upon the Commonwealth’s ability to identify those workforce credentials that matter to employment and career progression.**

By October 31, 2014, the Virginia Employment Commission (“VEC”) will report to the Secretary of Commerce and Trade on strategies through which the VEC, supported by the Commonwealth’s Labor Market Information (“LMI”) System, can better identify and report on real time labor market demand for certifications, licensures, and other workforce credentials that are valued by employers as referenced in job postings and on other sources of current and developing jobs qualifications data. The report will also recommend strategies through which workforce credentials can be integrated into data available through VEC’s LMI.

5. **Amplify awareness of the value of workforce credentials for employment and career progression through an online annual wages scorecard.**

By October 31, 2014, the State Council of Higher Education (“SCHEV”), in cooperation with VDOLI and the VCCS, will submit to the Secretary of Commerce and Trade a plan for launching an online Commonwealth Scorecard of Economic Opportunity through Education to be hosted by SCHEV. The new scorecard will build on the success of SCHEV’s current online Economic Opportunity Metrics website that provides students, parents, and counselors with data on post-graduation wages, by program of study, for associate and baccalaureate degrees, by college and university. The new scorecard will
provide data on post-graduation wages of Virginians attaining apprenticeship credentials and community college certificate programs as well as college and university degrees.

6. **Maximize the acquisition and use of federal funds for workforce development – and the goal of elevating workforce credential attainment rates across programs.**

   By October 31, 2014, Virginia’s Career Pathways Work Group (i.e., representatives from eight agencies administering workforce and Career and Technical Education (“CTE”) programs), will submit recommendations to the Secretary of Commerce and Trade for increasing collaboration among employers, local WIBs, and the agencies comprising Virginia’s Workforce System to maximally secure federal workforce grants. Additionally, the Virginia Board of Workforce Development will make recommendations for policy and administrative action, including applications for federal waivers, to increase the Commonwealth’s flexibility in the use of federal grants for jobs and credentials attainment. The Board report will also include recommendations for encouraging partnerships and resource sharing between workforce partners, including private partners in the System, and for streamlining state programs, as needed, to ensure the most effective and efficient use of government resources.

7. **Ensure cross-agency, cross-program staff support for the Governor’s Office and the Virginia Board of Workforce Development in their efforts to reform the workforce system.**

   No later than August 31, 2014, agency heads from VDOE, VCCS, SCHEV, VEC, VDOLI, VEDP, VDSS, and VDARS will confirm or make new appointments to Virginia’s Career Pathways Work Group, comprised of representatives of all these agencies. The expanded mission of the Virginia Board of Workforce Development will require staff support for the Board from multiple agencies. These agency and program representatives to the Career Pathways Work Group will assist the Office of the Secretary of Commerce and Trade by providing staff support to the Board and will recommend to the Board policy and administrative actions to foster a cohesive, efficient, and effective workforce system.

8. **Establish a statewide benchmark for workforce credential attainment that correlates with evolving business needs.**

   The Council on Virginia’s Future and the Virginia Business Higher Education Council in collaboration with the Secretaries of Commerce and Trade and Education, SCHEV, VCCS, and other stakeholders are trying to update Virginia’s higher education target with a broader emphasis on workforce that would include non-degree postsecondary credentials that are valued by employers.

9. **Formulate common performance metrics for all career and technical education as well as workforce programs in the Commonwealth.**
By December 31, 2014, the Secretary of Commerce and Trade will approve a plan for implementing new statewide common metrics and methods of measuring each workforce program. The Commonwealth’s drive to produce the skilled workers in demand by industry requires coordination by diverse agencies and programs operating within Virginia’s workforce system. Currently, the only established performance metrics for most of Virginia’s publicly funded workforce programs are those imposed by various federal agencies, with metrics varying from program to program. To better align Virginia’s career and technical education and workforce programs to a common state goal and ensure that publicly funded workforce programs are achieving the outcomes the Commonwealth needs for economic development, the state will, for the first time, introduce common statewide performance metrics for all publicly funded programs in the workforce system.

**ACTION RECOMMENDED:** No action required. However, the Governor’s Office is encouraging the Board to recommend additional action to drive credential attainment rates for those workforce credentials that count.

**PREVIOUSLY REVIEWED BY:** Secretary of Commerce and Trade; State Career Pathways Work Group; WIB Directors

**RESOURCE PERSON:**

Name: Elizabeth Creamer  
Title: Advisor for Workforce Development  
Secretary of Commerce and Trade,  
Office of Governor Terence R. McAuliffe  
Contact: elizabeth.creamer@governor.virginia.gov/  804 692 2563
DOLETA Waiver Request Interests for Virginia-LWIA & Staff Input

**Purpose:** Increase flexibility and available funding to support training and the ability of the local Workforce Investment Boards to serve business needs for skills development of future and current workers.

**Background:** In May of 2014, Local Workforce Investment Areas (LWIA) were provided with waiver research detailing all waiver requests submitted to the United States Department Of Labor Employment and Training Administration (DOLETA) by states and territories including the category of waiver (*Administration/Performance/Reporting, Funding, Training Providers/Community Colleges, and Youth*), the specific types under those categories, description of the type, and the status, which informed them of the success rate in receiving the waiver. LWIAs were also provided with the current list of waivers approved for the Commonwealth of Virginia and were solicited to provide feedback on what they would like to see as a continuing waiver request and what they would like to see pursuit of in the future. A list of their interests was gathered along with internal interests and forwarded to Virginia Community College System (VCCS) Workforce Development Services (WDS) staff for their feedback including a staff rating (between *Valuable, Neutral and Concerned*) and any comments. The following chart reflects the input received from both groups:

### CATEGORY: ADMINISTRATION/PERFORMANCE/REPORTING

<table>
<thead>
<tr>
<th>Not Currently Approved for Virginia-Would like to see pursuit</th>
<th>LWIA 12</th>
<th>Internal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public service employment</td>
<td>Waiver of the prohibition on the use of funds for public service employment to aid in economic recovery.</td>
<td>Staff Ratings: <em>No Clear Consensus</em>-Varied from Valuable to Concerned</td>
</tr>
<tr>
<td>Staff Comments:</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Valuable</strong> in that it opens up additional opportunities for employment but some concern as to whether WIA public service employment would supplant or support units of local government hiring with potential issues of nepotism, funding of positions (split between Workforce Investment Act (WIA) and local funds), functions that must be performed (mission critical or enhancing existing positions or new projects), requirements of state and local policies and prohibitions through both WIA and Workforce Innovation and Opportunity Act (WIOA).</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monitoring Activities</td>
<td>Waiver to conduct on-site reviews every two years. Current requirement is on an annual basis. This would reduce the administrative burden and cost.</td>
<td>Staff Ratings: <em>Concerned Consensus</em>;</td>
</tr>
<tr>
<td>Staff Comments:</td>
<td>Conducting on-site reviews less frequently than annually will pose a risk to the agency and the Commonwealth.</td>
<td></td>
</tr>
<tr>
<td><strong>Not Currently Approved for Virginia-Would like to see pursuit as a continuation from a grant</strong></td>
<td>LWIA 16</td>
<td>Internal</td>
</tr>
<tr>
<td>Business Capitalization</td>
<td>Waiver to permit the use of a limited amount of WIA funds to capitalize a small</td>
<td>Staff Rating Consensus: <em>No Clear Consensus</em>-</td>
</tr>
<tr>
<td>business in concert with entrepreneurial or small business training.</td>
<td>Varied from Valuable to Concerned</td>
<td></td>
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<tr>
<td>---------------------------------------------------------------</td>
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<td></td>
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</table>

**Staff Comments:**
No specific comments on **value** but **concerned** called for a suggestion, if decision is made to pursue, on the definition of “a limited amount” including a cap on the amount of funding that can be used.
### CATEGORY: FUNDING

#### Currently Approved & Needs Continuation for Virginia

| Adult-Dislocated Worker Funds Transfer | Waiver to increase the funds transfer limit between the Adult and Dislocated Worker programs. | LWIA 16 | Staff Rating Consensus: Valuable |

**Staff Comments:**

Valuable for the local areas to be able to utilize the funds where there is the most need. This waiver request has been submitted and is pending approval.

#### Not Currently Approved for Virginia—Would like to see pursuit

| On the Job Training (OJT) Employer Reimbursement | Waiver of the 50% limit on reimbursement to employers for OJT to permit local areas to use a sliding scale to increase the reimbursement based on the size of the business or other factors. | LWIA 2 LWIA 8 LWIA 13 LWIA 14 | Staff Rating Consensus: Valuable |

**Staff Comments:**

Valuable for local areas because the sliding scale allows LWIAs to optimize their OJT dollars and generate interest and involvement by the business community. Suggestion that policies related to the mechanics of this process (sliding scale) should be developed to allow for local differences in the number and type of employers participating in this process and the WDS monitoring processes. Sliding scale is addressed in WIOA.

| Customized Training Employer Contribution | Waiver of the requirement for a 50% employer match for customized training to permit local areas to use a sliding scale to reduce the match based on the size of the business. | LWIA 17 | Staff Rating Consensus: Valuable |

**Staff Comments:**

Valuable in that it would provide smaller businesses that are struggling with the opportunity to obtain training for employees that they might not otherwise be able to afford and decreasing the number of layoffs. Suggestion that policies related to the mechanics of this process should be developed to allow for local differences in the number and type of employers participating in this process and WDS monitoring processes.

#### Currently Approved (Dislocated Worker portion) but needs pursuit of Adult Funding

| Local Funds for Incumbent Worker Training (IWT) | Waiver to permit local areas to use a portion of local Adult and Dislocated Worker funds for IWT. | LWIA 16 | Staff Rating Consensus: Neutral |

**Staff Comments:**

Employed adults would still need to meet the self-sufficiency requirements. Currently Virginia has a waiver to use up to 20% of Dislocated Worker formula funds, this request will allow use of Adult formula funds and provide the local workforce areas the flexibility to use a combination of Adult and Dislocated Worker formula funds.

### CATEGORY: TRAINING PROVIDERS/COMMUNITY COLLEGES

#### Not Currently Approved for Virginia—Would like to see pursuit as a continuation from a grant

| Local Performance Exemption for Entrepreneurship Training | Waiver to exclude entrepreneurship training from local performance measures. | LWIA 16 | Staff Rating Consensus: Neutral |
**Staff Comments:**
Suggestion to review # of people participating in entrepreneurship training and paying particular attention to program design---how a customer is selected for participation, the assessment process, criteria for success, documentation of the process (business license) and sustainability of the business. We also need to see how results can be verified, how it would be entered into the Virginia Workforce Connection (VaWC) system (and meet the attendant requirements for entry) and how the Virginia Workforce Letters (VWL) on this topic address performance measures. This should be explored further in order to determine why entrepreneurship should be excluded if the training is being provided.

<table>
<thead>
<tr>
<th>CATEGORY: YOUTH</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Currently Approved &amp; Needs Continuation for Virginia</strong></td>
</tr>
<tr>
<td>Competitive procurement for youth program elements</td>
</tr>
</tbody>
</table>

**Staff Comments:**
May need to revisit the process for this as a result of the recent DOL review.

| Youth ITA’s | Waiver of the prohibition on the use of Individual Training Accounts (ITA) for youth for older and out of school youth. | LWIA 12 | **Staff Rating Consensus:** Valuable |

**Staff Comments:**
Agree if needed.

<table>
<thead>
<tr>
<th><strong>Not Currently Approved for Virginia—Would like to see pursuit (if able)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth Eligibility Requirements</td>
</tr>
</tbody>
</table>

**Staff Comments:**
DOL doesn’t waive eligibility requirements; this requirement only applies to In-School Youth and WIOA will have an increasing focus on Out-Of-School Youth and free lunch will be added to the low-income definition.
Meeting Minutes

April 10, 2014
The Virginia Workforce Council meeting convened at 8:30 a.m. on Thursday, April 10, 2014 at The Library of Virginia in Richmond, Virginia.

Members Present:  
Danny Vargas, Chair  
Jeanne Armentrout  
The Honorable Kathy Byron  
Elizabeth Creamer  
Mark Dreyfus  
Barry DuVal  
David Garcia  
Lolita B. Hall  
The Honorable Anne Holton  
Danny Hunley  
The Honorable Maurice Jones  
Nathaniel Marshall  
The Honorable John Miller  
Bruce Phipps  
Carole Pratt  
Toney Rigali  
Carrie Roth  
The Honorable Frank Ruff  
Morton H. Savell  
Brett Vassey  
Brian T. Warner

Members Absent:  
Mark Herzog  
Glenn DuBois  
Mayor Linda T. Johnson  
Christine Kennedy  
The Honorable Daniel Marshall III  
Rumy Mohta  
Debra Parson-Buchanan
Call to Order
Mr. Vargas called the meeting to order at 8:30 a.m.

Welcome
Mr. Vargas welcomed the public and thanked the Library of Virginia for hosting the Virginia Workforce Council. He then introduced and welcomed the newly appointed Council members, Secretary of Commerce and Trade, Maurice Jones, Secretary of Education, Anne Holton, Mr. David Garcia of NMR Consulting and Ms. Carole Pratt of the Virginia Department of Health, who will be the designee for Secretary of Health. He also welcomed Ms. Carrie Roth, who is returning to the Council in her new role at Virginia Biotech.

Roll Call
The Roll was called and a quorum confirmed.

Approval of Minutes
Action: Motion to approve the minutes was presented by Mr. Vargas and seconded by Mr. Nathaniel Marshall; none opposing or abstaining; the minutes were approved.

Visit by the Honorable Terence R. McAuliffe, Governor
Gov. Terence A. McAuliffe thanked the Virginia Workforce Council for their leadership and continued work in enhancing the Virginia workforce system. He spoke about his experiences on the campaign talking to employers and the importance of growth and diversity in the Virginia workforce and the key role community colleges play as a resource. Gov. McAuliffe stated that one of his top priorities will be to make the Virginia workforce system a model for the rest of the country.

Statements from The Honorable Maurice Jones, Secretary of Commerce and Trade and The Honorable Anne Holton, Secretary of Education
Mr. Vargas stated that the Council is very fortunate to have the leadership from the Governor’s office as part of the membership and invited Secretary of Commerce and Trade, Maurice Jones and Secretary of Education, Anne Holton to address the Council.

Secretary Jones began by stating that economic development will be the most important tool for the Council. Since his appointment, he has spoken with many business owners and they have told him they will stay in Virginia so long as there is a high quality trained and skilled workforce available. He then shared data and information about the economy and workforce in Virginia. Secretary Jones ended by saying that he sees his role in on the Council as the chief collaborator between state government and the private sector.

Secretary Holton spoke on the importance of aligning the workforce supply with the workforce demand. She stated it is imperative that the Council close the gap and figure out how to successfully transition marginalized young people and at risk students from the school system to the workforce system.

Secretary Holton concluded by suggesting the Council look at the Collective Impact Model and other models to find a way to bring people from different sectors together to solve a social problem.
Workforce Report Card
Jane Kusiak, Executive Director of the Council on Virginia’s Future presented the Board with an update on the Virginia Workforce System Report Card. She began her presentation with the creation and purpose of the Workforce System Report Card. The Report Card was developed to create a common set of measures for workforce to capture progress beyond separate agency programs. Ms. Kusiak highlighted some new changes to the indicators of the report card and concluded with ongoing challenges and next steps.

LMI Information for Workforce Development
Don Lillywhite, LMI Director of the Virginia Employment Commission presented the Council with an overview of the most recent LMI data. He made a recommendation that the Council look at regional needs in deciding which industries to focus on and that they adopt economic development initiatives targeted at industry clusters.

Secretary Holton inquired where the biggest misalignment between people who are looking for jobs and the industry needs.

Mr. Lillywhite responded that they’d have to dig into the information to get those answers.

Credentials That Count: A Supply Chain That Works
Mr. Vargas introduced the panel and stated that after hearing from each of the panelist, the council will engage in a discussion on ways to fill the supply and demand gap. All comments and ideas will be noted by staff.

Mr. Vargas then introduced Mr. James Tyszko, senior director of education and workforce policy at the U.S. Chamber of Commerce Foundation to begin the panel discussion. Mr. Tyszko shared numbers and information on America’s current skills gap. He explained that there is a growing disconnect between what current and future employers need and what future employees are able to do. He recommended the Council raise common core standards and called for employer-driven system. He stated that employers can close the skills gap through the integration and application of supply chain management principles to education and workforce systems.

Mr. Vargas then introduced Council members, Ms. Jeanne Armentrout, Executive Vice President and Chief Administrative Officer of Carilion Clinic and Mr. David Garcia, CEO of NMR consulting to discuss credentials and the supply chain from the demand side.

Ms. Armentrout began by noting that Carilion Clinic employees 12,000 employees and hires 2,500 annually. Carilion experiences a high turnover in their food and environment services as many do not see those as career options but entry level and that is an idea she’d like to challenge.

She stated that the most important qualities in a new hire are critical thinking skills, soft skills and the ability to jump into the job on the first day. She noted that an RN coming straight out of nursing school would still take 3 months to train to do their job proficiently. Carilion would like to take on more partnerships for training or find a more flexible way to fund training. They currently spend about 6 million on training. A majority of that training is on the job training for nursing assistants.
Mr. Garcia shared his experience working in the IT field in the Northern Virginia area. He too recognized a drought of critical thinking skills. He stated having the basic writing and English skills along with training in a specific field can be more important than the degree at times. They are more likely to hire a veteran who has a few years’ experience and training over a recent graduate without either. He also stated that in Northern Virginia, having a government clearance can be key to getting hired. His company is always having issues with filling cleared positions.

On the Supply side of the equation, Lolita Hall, from the Director for the Office of Career and Technical Education (CTE) discussed and highlighted some data and facts from the CTE program. She stated that their mission to make certain all students have academic and technical skills ready for entry level once they graduate.

Deborah Wright, vice president for workforce at Thomas Nelson Community College shared the successes of the demand driven training programs in the Peninsula. They have partnerships and training programs with the area’s largest employers including Canon and Newport News Shipbuilding. Dr. Wright stated that the partnerships give them the robust tools to be conveyers of education and business stakeholders to find the strength of the region. Dr. Wright credited their success to an investment of public private dollars, talent time and leadership.

The panel concluded with Shawn Avery, vice president for the Peninsula Council for Workforce Development. He stated that career pathways are the cornerstone of workforce and echoed many of Dr. Wright’s statements and successes. He explained how the Peninsula and their partners develop road maps for success to win a grant that allows them to train 800 individuals. He ended by saying they are currently working on a state of the workforce to determine areas they need to focus on next.

Mr. Vargas opened the floor for a dialogue and discussion.

The members continued a discussion on the relationships between supply and demand, training, hiring practices and how to collect data on these items. All comments and ideas were written for transcription and future use.

**Chairman’s Report**

**Branding Recommendation from Ad Hoc Workgroup**

For the benefit of the new members, Mr. Vargas explained that in December 2013, the executive committee approved the process to create a new brand for the Virginia Workforce Network. Full Capacity Marketing began working with an ad hoc group comprised of Council members, staff and other stakeholders.

He announced that the group settled on the new brand name of *Elevate Virginia* with the tentative tagline *Workforce. Education. Economy.*

After concerns of the uniqueness of the name were discussed it was decided the brand name will need to always be with a tagline and should have a distinct logo that utilizes the ‘va’ in elevate to stand for Virginia.
Update and website redesign

Ms. Paula Dehetre shared with the Council wireframes for the newly redesigned Virginia Workforce Network website. The website will become a main source for Virginia Workforce Council and stakeholder information, but will also direct job seekers and employers to the proper channels. The new look and feel of the site is designed to give the website a more contemporary look. Once the new brand is approved it would be dropped into the new website.

Ms. Dehetre noted that a survey was e-mailed to all members regarding the website and comments on those surveys are still welcome.

Mr. Brett Vassey noted it may be a good idea to have all WIBs adopts the uniform site look and feel.

Public Comment Period

Mr. David Remick, speaking on behalf of the Virginia Association of Workforce Directors shared their optimism of the recently signed House Bill 1009 which would change the structure and scope of the Virginia Workforce Council. He stated that VAWB and the Council can work together to be successful in achieving the Commonwealth’s goal of insuring the delivery of high quality education, job training and employment services on behalf of both employers and citizens.

Industry Sectors and Career Pathways Committee Report Out

1. Executive Order 55 Summary Results: Commissioner Jim Rothrock, DARS

Ms. Jeanne Armentrout reported that the committee heard from Mr. Jim Rothrock who provided background on EO55 and highlighted the efforts and importance of partnering agencies. Mr. Rothrock outlined several recommendations for next steps with EO55. This item was informational only.

2. Virginia Workforce Center Certification Update

Ms. Armentrout reported that the committee was given a briefing from Ms. Valaryee Mitchell, One Stop Coordinator on the certification process for the workforce centers. Ms. Mitchell noted that currently three LWIAs have attained Level 1 Certification; Piedmont, South Central and Greater Peninsula. Ms. Mitchell outlined best practices, challenges and lessons learned from the process.

3. Update on Certified Work Ready Communities

Ms. Elizabeth Creamer reported that after conducting research and a number of meetings it was decided that the Governor and Secretary of Commerce and Trade would certify Work Read Communities.
4. Planning for Version 2.0 of CTE and Workforce Program Fiscal Reports

Ms. Dehetre reported that it was time to begin collecting for version 2.0 of the report card. There will be an ad hoc committee, focused on ensuring that the result of the survey and report be aligned to the Council’s key goals and can be used to base planning and recommendations on. Ms. Dehetre reported that an e-mail will be sent out looking for volunteers on the ad hoc committee.

5. Workforce Report Card Feature on Regional Collaboration for Workforce Solutions

Ms. Dehetre reported that an indicator for regional collaboration will be added to the workforce report card. Volunteers from the Virginia Workforce Council and its staff will be a part of the workgroup that will review regional collaboration. More information will be given at the June meeting.

6. VWC Work plan

Ms. Armentrout reported that Dr. Thomas reviewed the ISCP committee’s responsibilities under the Virginia Workforce Council work plan and gave an update on progress of each item.

Performance and Accountability Committee Report Out

1. ROI Study of WIA, Wagner-Peyser and Trade Act Adjustments

Mr. Vassey reported that the committee heard the results of an ROI study of the Workforce Investment Act, Trade Act and the Wagner-Peyser Act. The study showed the impact of traditionally disadvantaged groups on the economy.

2. Business Services Policy Update

Mr. Vassey reported that areas have been evaluated on compliance with Policy #13-01 that was approved by the Council in October. Based on the key challenges and technology needs the committee approved a recommendation that the full Council:

- Request that the Governor’s office direct mandated partner agencies to collaboratively develop and issue guidance to local field offices to provide technical assistance and support the requirements of VWC Policy #13-01, Business Services Requirements for Local Workforce Investment Areas by June, 2014.

It is recommended that guidance include the following:

- Common definitions so that all partner agencies are receiving the same guidance through standardization, such as, definitions of the minimum standards expected from business services in each of the LWIAs.
- Methods to share data/measures to reflect what businesses are being served throughout the regions and as a whole, and to track, measure and report on business services and satisfaction.
A template for sharing data across agencies for the sole purpose of ensuring collaboration and enhanced reporting capabilities in order to improve system wide service businesses while respecting state or federal protection laws

The motion was made by Mr. Brett Vassey and seconded by Ms. Roth. None opposing or abstaining; the motion was approved.

3. WIA Performance and State Measures Update

Mr. Vassey referred the council members to page 78-79 of the Virginia Workforce Council Agenda book to view the current rate of CRC attainments by Workforce Investment Boards (WIBs). He reported that WIBs would be allowed to negotiate a new, lower rate as long as that rate is not less than 80% of the state rate for the year and if they have one of the two justifiable circumstances.

4. WIA incentive awards update

Mr. Vassey reported that the current years incentive awards will be due May 1.

At this time Mr. Bruce Phipps and Ms. Jeanne Armentrout extended an invitation to Virginia Workforce Council to have their next meeting in Roanoke, Virginia.

Adjournment
Having no further business, the Virginia Workforce Council meeting adjourned at 3:23 PM
## Minutes

### Agenda item: Virginia Executive Order 55 Activities Summary Report

**Discussion:**

Jim Rothrock, Commissioner of DARS, provided a report on fulfillment of the Council’s responsibilities under Executive Order 55, which was focused on improving employment for individuals with disabilities. Commissioner Rothrock provided background of the EO55 and stressed the importance of the leadership of council and administration in completing this initiative. He outlined partnering agencies in the initiative and activities that came out of the Order, and shared the key points of the workshops that were conducted around the commonwealth.

**Conclusions:**

The Commissioner outlined several recommendations to continue the successes of the Executive Order into the new administration.

### Agenda item: Virginia Workforce Center Certification
| Discussion: | Valaryee Mitchell provided an update on the one-stop certification process. She provided a brief background that explained the interagency nature of the on-site review teams, the process of review focused on 6 benchmarks. Reviews of at least one One Stop Center in each of the 15 Local Workforce Investment Areas were completed in October. Three areas reached Level 1 certification or 100% compliance – these include Piedmont (area 6), South Central (area 8), and Greater Peninsula (area 14). One, New River/Mount Rogers (area 2) is certified at level 2, or 80% compliance. |
| Conclusions: | Ms. Mitchell outlined some best practices and challenges that the review teams |

| Agenda Item: | Certification of Work Ready Communities in Virginia |
| Discussion: | Elizabeth Creamer shared an update about the ongoing Certified Work Ready Community pilot in Southside Virginia, which is led by the Dan River Regional Collaborative. Ms. Creamer explained the background of the initiative and the history of the request for the Council to be the certifying organization. While the Council did not come to a conclusion as to its authority or appropriateness to be the certifying agency, the new administration has indicated an interest in issuing certification upon the Region’s successful achievement of goals related to Career Readiness Certificates earned and businesses recognizing the CRC, as well as the percentage of adults who have a high school credential. The Secretary of Commerce and Trade’s office has researched the Work Ready Community project nationwide and the Governor’s office has elected to act as the certifying agent for this pilot region and any Virginia city, county, or region that wishes to participate in the project in the future. |
| Conclusion: | Informational Item |

| Agenda Item: | Planning for Version 2.0 of CTR and Workforce Program Fiscal Reports |
| Discussion: | Paula Dehetre updated the committee on the next version of the workforce system fiscal review, referencing the VCU report and system map that was |
shared with the Council at its October 2013 meeting. It is now time to start collecting the data for the second version of this report. The data for the initial report was generated by an online survey that was completed by participating agencies. The survey was shared with the committee, and members were asked to consider changes to the survey, common definitions, and other improvements for the next round of surveys. The committee was asked to consider seating an ad hoc committee to review and provide recommendations for changes to the survey and to make plans for what the Council should do based on the results of the next report.

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<th>Conclusions:</th>
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<td>There was a discussion among committee members about the outcomes of an ad hoc committee, focused on ensuring that the result of the survey and report be aligned to the Council’s key goals and can be used to base planning and recommendations on. A call for volunteers will be presented to the full Council.</td>
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<td>Workforce Report Card Feature on Regional Collaboration for Workforce Solutions</td>
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<td>Elizabeth Creamer briefly explained that a new indicator is being added to the Commonwealth’s workforce development pipeline. This new metric is focused on regional collaboration. Metrics and the application process were developed by members of the Council on Virginia’s Future and the Career Pathways Workgroup. Seven applications have been received; six of which were submitted by Workforce Investment Boards. Members of the Council, the Governor’s office, and the Work group have volunteered to review these applications and the metric will be included on the next version of the report card.</td>
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<td>Informational item, more information will be available at the June meeting of the Council.</td>
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**Agenda item:** Virginia Workforce Council Workplan

**Discussion:** Dr. Najmah Thomas reviewed the committee’s key responsibilities under the Council’s work plan. Most items identified with the ISCP committee have been completed, are ongoing, or are having begun recently due to the need or appropriateness of the action to the Council’s or Governor’s priorities.

**Conclusions:** Informational Update
**VWC – Performance and Accountability Meeting Minutes**

**Meeting called by:** Brett Vassey, Chair  
**Type of meeting:** Committee  
**Facilitator:** Wendy Kang, VCCS  
**Notes Submitted by:** Vanessa Rastberger, VCCS  

Members: Mark Dreyfus, Danny Hunley, Sen. John Miller, Nat Marshall  
Sen. Frank M. Ruff, Carrie Roth, Morton Savell  

Others in attendance: Katherine Coates (VCCS staff) Jeff Brown, Wendy Kang (VCCS staff)  
William Mann, Vanessa Rastberger (VCCS Staff) , David Remick

**Please read:**  
Pages 68-84 of the Virginia Workforce Council Agenda

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**Minutes**

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<th>Agenda Item</th>
<th>Presenter – Wendy Kang</th>
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<td>Return on Investment Study of Workforce Programs</td>
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In partnership with VCU, the VCCS and VEC an ROI study of the Workforce Investment Act, Trade Act and the Wagner-Peyser Act was conducted to better understand the value of public investment in workforce programs. |

**Discussion:**  
Wendy Kang shared key findings from an ROI study of Workforce Programs. She noted that those from hard to serve populations yield the highest ROIs. David Remick, Executive Director of the Alexandria/Arlington Workforce Investment Board stated that the study has received lot of interest from WIB members and they appreciate the state taking on the challenge to get this data.

**Conclusion:**  
This item was informational only. There will be a presentation by VCU on the ROI study in June.
**Agenda item:** Business Services and Measures  
**Presenter – Vanessa Rastberger**

The Business Easy Button was developed to create an easy process for businesses to navigate the workforce system. The focus of this project is to increase efforts on the demand side of workforce in order to seamlessly connect businesses with qualified skilled talent.

**Discussion:**  
Mr. Brett Vassey gave a background and general overview of the Easy Button project. He stated that it began as a result of his experience with businesses not using the workforce network. The goal is for businesses to receive a streamlined service from their Local Workforce Investment Areas that are similar to that of an employment agency.

Ms. Rastberger presented the committee with the steps taken to date on the implementation of business service requirements. At the October Virginia Workforce Council meeting VWC Policy #13-01 was approved that included a list of business services requirements. A survey was due from the LWIAs by Feb. 1 to indicate how they have met the business service requirements. Ms. Rastberger shared with the committee some of the key challenges and technology needs reported.

After receiving the report the committee had a discussion about how the WIBs are sharing leads and strategies with each other. They also discussed the importance of WIBs being allowed flexibility to fulfill the requirements of the policy.

**Conclusions:**  
Based on the challenges and innovation/technology needs reported in the business services survey Ms. Rastberger presented the Committee with a recommendation:

- Request that the Governor’s office direct mandated partner agencies to collaboratively develop and issue guidance to local field offices to provide technical assistance and support the requirements of VWC Policy #13-01, Business Services Requirements for Local Workforce Investment Areas by June 1, 2014.

  **Action:** A motion to pass the recommendation was made by Mr. Brett Vassey and seconded by Sen. Frank Ruff; none opposing or abstaining; the motion was passed.

Next Steps:

VCCS staff will work with the Governor's staff to develop and issue guidance. This could be supported by the Career Pathways Workgroup. An update on progress will be provided at the June committee meeting.

VCCS staff will develop criteria for a second round of funding from the remaining Business Service Capacity Building grants. This funding will serve to incentivize LWIAs meeting the requirements of VWC Policy #13-01, promote business engagement activities within the state, and encourage LWIAs with promising business services practice to enhance and expand and/or serve as mentors to other LWIAs.
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<th>Agenda Item:</th>
<th>WIA Performance Update and CRC Negotiations</th>
<th>Presenter – Wendy Kang</th>
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<td>Discussion:</td>
<td>Wendy Kang provided the committee with progress to date of the WIA performance. As of mid-year Virginia is currently meeting all negotiated state and federal performance measures. Ms. Kang continued that as a result of an inquiry about sanctions for failure to meet state approved measures and guidance from US DOL the VCCS informed WIBs that they can request to negotiate the CRC measure to a lower rate. Currently the state rate is 18% and to negotiate a lower rate WIBs must demonstrate either a significant loss of essential staff or significant events that increase the number of new participants, like a mass layoff. The negotiated rate must also be no less than 80% of the state rate for the year.</td>
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<td>Conclusion:</td>
<td>Ms. Kang recommended the committee discuss and approve at the committee level this approach to state measure negotiation process. Action: A motion was made by Senator Ruff and Seconded by Carrie Roth. The motion carried.</td>
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<th>Agenda Item:</th>
<th>WIA Incentive Awards</th>
<th>Presenter – Vanessa Rastberger</th>
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<td>Every year, based on VWC Policy #5-02, the Virginia Workforce Council offers incentive awards to local workforce investment areas. The first two awards focus on methods to improve local and regional partnerships and the second two are based on performance.</td>
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<td>Discussion:</td>
<td>Ms. Rastberger gave the committee an overview of the actions taken to date for the WIA incentive awards. She reported that the Request for Proposal (RFPs) for the two competitive awards has been released and proposals are due to VCCS staff by May 1.</td>
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<td>Conclusion:</td>
<td>This item was information only.</td>
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<td><strong>Additional Committee Discussion</strong></td>
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| The Committee discussed SB266, which allows recipients of unemployment benefits to extend their benefits through completion of a financial literacy course. They discussed how financial literacy can be used with job seekers as well as better ways to measure how well a job seeker learns.  

The committee discussed additional metrics that could be considered by the Council to measure performance. Mr. Vassey encouraged members to bring back their ideas for discussion at future meetings. Discussions will be encouraged to continue at the June meeting.  

A next step is that VCCS staff will research to see what behavioral assessments are being used widely.  

It was also noted that JLARC will present their work plan at the next Virginia Workforce Council meeting. |