

**VIRGINIA WORKFORCE COUNCIL**

**June 9, 2011**

**Patrick Henry Building**

**West Reading Room**

**1111 East Broad Street**

**Richmond, Virginia 23219**

The Virginia Workforce Council meeting convened at 8:45 a.m. on Thursday, June 9, 2011.

**Members Present:**

Huey Battle, Chair  
Delegate Kathy Byron  
Doris Crouse-Mays  
Dr. Glenn DuBois  
Dr. Robert P. Leber  
Delegate Daniel Marshall III  
Senator Yvonne B. Miller  
Rumy Mohta  
Doyle Rasnick  
Rita Ricks  
Secretary Gerard Robinson  
William Thumel  
Tim Tobin  
Raul D. Vargas  
Andrea Wooten

**Members Absent:**

Commissioner John Broadway  
Secretary James Cheng  
Roosbeh Dadabhoy  
Mark Dreyfus  
Barry Duval  
Secretary William Hazel  
Mayor Linda Johnson  
Christine Kennedy  
Senator A. Donald McEachin  
Guillermo Meneses  
Toney Rigali  
Don R. Sullenberger  
Brett Vassey

## **CALL TO ORDER**

**Huey Battle, Chair**

Mr. Battle called the meeting to order and welcomed the public.

Mr. Battle reminded Council that there were two action items on the agenda that required a vote, January 7<sup>th</sup> meeting minutes and local workforce investment boards' (LWIB) incentive awards. Mr. Battle announced the next date for Council meeting is scheduled on Wednesday, October 12, 2011.

Mr. Battle opened the floor to Dr. Glenn DuBois, Chancellor, Virginia Community College System (VCCS), to introduce new staff to the Council, Dr. Craig Herndon.

Dr. DuBois introduced Dr. Craig Herndon, as the interim Vice-Chancellor for Workforce Development Services. Dr. DuBois stated that Dr. Herndon will take on the rolls and responsibilities formerly managed by Peter Blake. Mr. Herndon will serve as Vice-Chancellor to Workforce in an interim position during Mr. Blake's interim role at SCHEV as executive director.

Mr. Battle thanked Drs. DuBois and Herndon.

## **ROLL CALL**

Ms. Jean Thomas-Banks called the roll. The quorum was not confirmed at 9:01 a.m.

## **MINUTES**

- Action deferred until quorum confirmed:
- Quorum confirmed at 12:52 p.m. and January 2011 meetings minutes were approved.

## **PUBLIC COMMENTS**

### **Chair Battle opened the floor for public comments and acknowledged Mr. William Mann.**

Public comments were received from William Mann, Executive Vice-President and Chief Operating Officer, Peninsula Council for Workforce Development, Local Workforce Investment Board XIV.

On behalf of Sybil Wheatley, WIB Chair, and Jim Icenhour (incoming Chair), Local Workforce Investment Board (LWIB) with supporting documents presented to Chair Battle and members of Council, Mr. Mann addressed concerns regarding correspondence to local workforce investment boards on October 1, 2010. The communication identified as Notice of Obligation (NOO), the language prohibited the use of the Adult and Dislocated Worker Formula Funds, being provided under the NOO, for expenditures incurred prior to the effective date of the notice; the effective date being October 1<sup>st</sup>.

Mr. Mann addressed the immediate effect of this action, all of the Adult and Dislocated Worker expenses incurred during the first Quarter of PY '10 and drawbacks, needing to set into action a process that will meet the budgetary demands from the new language included in the communication. Mr. Mann noted that until this communication NOOs issued by the state to its local areas allowed Adult and Dislocated Worker Formula Funds, obligated under either the July 1<sup>st</sup> or October 1<sup>st</sup> NOO to be used to cover all allowable costs incurred anytime during the program year for which the funds had been appropriated.

Mr. Mann acknowledged that in response to their concern, Workforce Development Services' (WDS) Staff had informed the new restrictive language did not originate at the state level but was the result of a question

that had been submitted to the Department of Labor (DOL), Employment and Training Administration's (ETA) Region II Office, which resulted in some additional guidance in appropriated funds by Congress, the first available for obligation on July 1<sup>st</sup>, the second available on October 1<sup>st</sup>, and that the funds obligated as of October 1<sup>st</sup> could not be used to cover costs incurred prior to the dates specified (more explicitly, those costs incurred during the first quarter of the current program year).

Mr. Mann stated that per Ms. Wheatley, "this is a disturbing turn of events, as the flow of customers into our local One-Stop Centers, seeking help to upgrade or acquire new occupational skills has not abated. Putting these individuals on "hold" until we can access the larger part of our allocations next October is, I believe, inconsistent with Congressional intent as expressed through the provisions of the Workforce Investment Act and puts bureaucratic rulemaking ahead of common sense and good customer service."

The Local Workforce Investment Area 14 request before Council: Area 14 leadership requests that the state workforce council investigate this matter to ascertain the validity of this new requirement and its equal application across other states both within and outside of DOL Region II. If this requirement is sustained, requests that VCCS Workforce Services Staff provide local areas with such technical assistance and support, as may be necessary, to prevent or minimize future disruption of training services to customers.

George Taratsas, WDS Staff, responded regarding the language, percentages, and the cyclical effects of the process.

Mr. Mann thanked Council and staff for time and attention to this matter.

Chair Battle thanked Mr. Mann and acknowledged the request presented and that it will be followed up by Workforce Development Services' Staff.

## **REPORTS**

### **Chairman's Report**

- Communications Update

Chair Battle introduced Lauren Von Herbulis, WDS Staff to present information on the annual report and revised Virginia Workforce Network webpage.

### **Virginia Workforce Council Annual Report**

The Council, in accordance with the Code of Virginia, is required to provide an annual report to the Governor and General Assembly highlighting the workforce development system in Virginia. Ms. VonHerbulis informed Council that the formal call for submission was sent on June 1, 2011 and at this time Members of Council, are asked to submit information regarding programs snapshots, pilot programs, local workforce areas, customer and business profile success stories, etc. The Call for Submission deadline is June 30, 2011

### **New! Virginia Workforce Network website**

The Virginia Workforce Network website under the VCCS banner website has been revamped. Lauren VonHerbulis presented the webpage during the meeting and invited Council to visit the website (<http://vwn.vccs.edu>) to review and provide feedback. The webpage is active and up at this time with an announcement to the public to be made in August.

Several members of Council immediately posed some thoughts regarding resource links, access, public communication, and the population that does not respond to electronic data.

Mr. Battle asked each member to take the time to review the web link and send questions or suggestions to Lauren Von Herbulis ([lvonherbulis@vccs.edu](mailto:lvonherbulis@vccs.edu)). Mr. Battle asked staff to Council to provide an active demonstration as an update at the next meeting, scheduled on October 12, 2011. Delegate Marshall inquired about the mechanism that determines the average percentages of hits to the link and whether it is possible to determine the target population percentages.

Mr. Battle thanked Ms. VonHerbulis for the information, reminded Council of the Call for Submission deadline of June 30, 2011, as well as review of web link to provide feedback.

- Honor Outgoing Member, former Chair, Dr. Robert P. Leber

Chair Battle acknowledged the services of Dr. Leber as the outgoing Chair to the Council and thanked him for his tireless efforts and service to the Commonwealth and the Council. Mr. Battle presented to Dr. Leber, Certificate of Recognition from the Office of the Governor, and a certificate from the Virginia Workforce Council for his services as a member and Chair to the Council.

Chair Battle opened the floor to comments; additional members of Council acknowledged and thanked Dr. Leber for his vision and dedication to education, economic and workforce development, and support towards apprenticeship and skill trainings.

Mr. Battle opened the floor to Dr. Leber for comments. Dr. Leber thanked Council, Local Workforce Investment Boards, business partners and all those who have made his contribution a success.

- Workforce Development System Resource survey

Mr. Battle opened the floor to discuss the results of the Workforce Development System Resource survey and introduced George Taratsas to present this information.

Mr. Taratsas presented the results of a survey comparing funding available for various programs comprising the workforce development system within the Commonwealth of Virginia. The survey was conducted to obtain financial information for programs that support workforce development activities in partnering state agencies. The survey included information on federal and state funding sources.

Mr. Taratsas stated that this effort provides a more comprehensive picture of the resources available to make sure resources are aligned with the Governor's Workforce Development Strategic Plan.

Mr. Battle thanked Mr. Taratsas for the report and opened the floor to questions and comments.

**Keynote Speaker:**

Chair Battle introduced and welcomed Dr. Paul E. Harrington, Director, Center for Labor Markets, Drexel University, PA

Dr. Harrington addressed the Council on the budget and labor market environment both in Virginia and nationally. Dr. Harrington presented some workforce strategies to consider in the current environment, including some best practices and approaches to implement.

Dr. Harrington prepared two presentations for Council. These presentations can be viewed/printed from <http://www.vwn.vccs.edu/>

Chair Battle thanked Dr. Harrington and opened the floor to questions and comments. Chair Battle opened the floor to Business agenda items and Dr. Najmah Thomas.

## **BUSINESS**

- Measuring Success: Workforce Data Quality Initiative

Dr. Thomas provided a follow-up discussion on the grant award for Workforce Data Quality Initiative (WDQI) from the US Department of Labor. The purpose of the grant is to develop a workforce longitudinal data system. This award builds on a major (\$17.5m) state longitudinal data system (SLDS) initiative for Virginia funded by the US Department of Education and focuses on an educational data system. The basic functionality of the grant-

- Outcomes of the grant:
- Partners and programs: As mentioned, this initiative data will build the SLDS, which includes secondary and postsecondary data. This initiative will add workforce data to the system, which will allow workforce and education to match data across programs. Partners of the workforce initiative include:
  - Virginia Employment Commission (co-direct on grant): Unemployment wages and benefits, Wagner-Peyser, Trade Act, and other labor market data
  - Department of Labor and Industry: Registered Apprenticeship
  - Department of Rehabilitative Services: Vocational Rehabilitation
  - Department of Social Services: SNAP Employment and Training and VIEW (in TANF)
  - Virginia Department of Education: WIA Title I Adult Education
  - Virginia Community College System: WIA Adult, Youth, and Dislocated Worker programs
  - Potential additional partners based on time and resources available with the grant:  
Department of the Blind and Vision Impaired, Department of Correctional Education and Department for the Aging
- Benefits and expected outcomes of the system:
  - Ability to match data across workforce and education programs in a secure manner
  - Ability for users to access a web-based portal to request data and use on-line tools, including GIS mapping to view output data
  - Measurement of program and system performance
  - Development of scorecards
  - Identification of how Virginian's access workforce programs and where services may overlap

Status Update:

Team staffing complete with the hiring of a grant manager and data analyst to support the project; agency/stakeholder meetings held one-on-one with each partner; research and review of practices complete; Workgroup convenes June 2011 (report pending); profiles in development; and initial data merge expected April 2012.

Chair Battle thanked Dr. Thomas for the update and opened the floor to discussion. With no discussion, Chair Battle opened the floor to James Rothrock, Commissioner, Virginia Department of Rehabilitative Services,

- Measuring Success: Workforce Performance Snapshot: Virginia Department of Rehabilitative Services  
This is a continuation in a series of performance snapshots provided by partners in the Virginia Workforce Network. A snapshot of federal Workforce Investment Act (WIA) common measures and data on Virginia's performance under these measures was provided to the Council in January. Commissioner Jim Rothrock, with the Virginia Department of Rehabilitative Services presented an overview of the Vocational Rehabilitation (VR) program and its performance indicators.

Chair Battle thanked Commissioner Rothrock for his discussion on Vocational Rehabilitation program and performance. With no discussion, Chair Battle opened the floor to Wendy Kang, WDS staff.

- Measuring Success: Business Measures Update  
Ms. Kang gave an update regarding VWC Performance and Accountability with the workgroups recommendations to improvement measurements. These recommendations included, move from the 17 core performance measures under WIA to the 6 common measures; implementation of a credential matrix for career pathway model/certification (i.e. Career Readiness Certificate) and a subset of system measures that relate to employer services and repeat customers.

Ms. Kang outlined the state of the project.

Item 1 Common Measures: On July 1, 2010 US DOL approved Virginia's waiver to measure performance through the common measures. To assist local areas with this shift, VCCS staff provided two regional trainings to local areas on the definitions and tracking of these measures in the software system. Staff followed with site visits to each local area to provide additional support. In addition, VCCS staff visited one-stop centers and youth contractors across the state to provide programmatic support to local areas.

Item 2 Business Measures: VCCS staff reviewing local area activities related to these measures as described in their annual plans. Staff formed a follow-up workgroup of WIB directors to gain additional guidance on methods to collect the measures listed. Staff developed a draft guidance letter that provides services local areas should provide to businesses. Staff plans to develop metrics to measures these by July 1, 2011.

Item 3 Credential Attainment: Staff developed a draft guidance letter that aligns with the current national and state level goals to increase credential attainment. In addition, VCCS will continue to track Career Readiness Certificate attainment.

Item 4 System Measure Related to Employers: VCCS reviewed practices in other states that track these measures and found that the data sources originate through services offered by local employment

commission offices as a part of the federal Employer Services program. Staff plans to work with the Virginia Employment Commission to obtain these data.

Chair Battle thanked Ms. Kang for the updates pertaining to business measures and asked her to continue her discussion for next agenda item referencing incentive awards and the report of the Workforce Investment Board Workgroup lead by Council Member, Andrea Wooten and the Chair.

- Measuring Success: Incentive Awards

This report was submitted as an action item and required a majority vote.

Virginia Workforce Council offers incentive awards to local workforce investment areas annually. These awards recognize the hard work of local areas to meet past performance standards and offer an incentive to local areas to increase partnerships both locally and regionally to meet the changing needs of the economy and Virginia's workforce and to improve performance through WIA common measures. The awards are available through four major areas: (1) regional collaboration, (2) local coordination, (3) exemplary performance, and (4) most improved. The first two focus on methods to improve local and regional partnerships within and across WIB areas, while the last two focus primarily on past performance.

Based on review of the workgroup, this year the regional collaboration and local coordination grants included changes in the amount of the awards and in the application process. Up to \$300,000 was available to local areas through four grant awards (two awards of up to \$75,000 for local coordination and two awards of up to \$75,000 regional collaboration). In addition, the application process requested local areas to provide more detailed information on their planned activities, expected outcomes, and budget than in prior years. The goal of these changes was to allow the Council to gain a better understanding of the overall expected impact of the proposed activities on the region and the workforce system.

Detailed information is provided in the grant guidelines and the VCCS website ([www.vccs.edu/workforce/grants](http://www.vccs.edu/workforce/grants) under WIA Incentive). Additional questions may be sent to [wkang@vccs.edu](mailto:wkang@vccs.edu).

Chair Battle thanked Andrea Wooten and the other members of Council that participated in the workgroup. Members include: Romy Mohta, Danny Vargas, and Bill Thumel. Chair Battle thanked WDS staff for the report and measure outcomes to distribute incentive awards upon Council's approval. Chair Battle opened the floor to the next agenda item pertaining to Career Pathways Taskforce and WDS staff, Elizabeth Moran.

- Supply and Demand: State Career Pathways Taskforce Update

Ms. Moran presented to Council an update on the state's Career Pathways Taskforce which is guiding the delivery of the goals of Virginia's multi-year plan for development of a career pathways system. Ms. Moran acknowledged partner participation with the Virginia Community College System (VCCS) includes Virginia Department of Education (VDOE), State Council for Higher Education in Virginia (SCHEV), Virginia Economic Development Partnership (VEDP), Department of Labor and Industry (DOLI), and the Office of the Secretary of Education, Commonwealth of Virginia, the Taskforce expanded in Fall 2010 to include the

Virginia Department of Social Services (DSS), Department of Business Assistance, and Virginia Employment Commission (VEC).

Ms. Moran reported on awards distributed throughout the state to various locations and made possible by a grant funded by the Ford Foundation. These include awards of \$75,000 issued to the Peninsula Council for Workforce Development, Southside Virginia Community College, and Southwest Virginia Community College. Each of the three regional teams—Virginia Peninsula, Southside Virginia, and Southwest Virginia—are working to produce a regional career pathways system plan for a targeted industry sector: High Performance Manufacturing and Green Technologies on the Peninsula, Energy in the Southwest, and Corrections and Allied Health at Southside. The Virginia Peninsula is currently completing a job market analysis which will be presented at an upcoming regional summit for key regional leaders in business, government and education sectors. The Southwest Virginia Community College team is working on career ladders for lifelong learners and is also identifying roles and responsibilities of all of its key players in the region to develop green/sustainable energy pathways. Southside Virginia Community College has hired, trained, and deployed three adult career coaches and has created both the candidate selection and intake documentation required to identify students into selected career pathways.

A fourth regional career pathways system grant project, led by Lord Fairfax Community College in collaboration with the Shenandoah Valley Workforce Investment Board, was initiated in fall 2010. The project is funded through a US Department of Labor (DOL) Career Pathways grant in the amount of \$60,000. In May 2011, representatives from the Ford Foundation and the Secretary of Education attended the Career Pathways Taskforce Meeting where they learned that increased cooperation between the leaders on the state's career pathways taskforce has resulted in changes in policies and institutional practice.

Ms. Moran discussed state level indicators of progress towards the goals of Virginia's Career Pathways System plan that were referenced- new adult career coaches in key adult education programs, expansion of both Middle College and PlugGED In programs.

Detailed information is provided at the VCCS website ([www.vccs.edu/workforce/grants](http://www.vccs.edu/workforce/grants)). Additional questions may be sent to [emoran@vccs.edu](mailto:emoran@vccs.edu).

Chair Battle thanked Ms. Moran. Chair Battle opened the floor to Mac McGinty and Talibah Majeed to provide the update of Virginia's Career Readiness Certificate.

- Supply and Demand: CRC Update: Governor's Public Service Announcement  
Mr. McGinty introduced Talibah Majeed as the Career Readiness Certificate Coordinator. Mr. McGinty proceeded to provide the update for Virginia's Career Readiness Certificate (CRC). In summary, the colleges, along with the One-Stops, continue to promote the CRC in the service regions.

Mac McGinty, Virginia's Career Readiness Certificate Strategic Goals 2011-2012  
The Council was briefed on the progress and future plans for Career Readiness Certificate (CRC).  
Several activities have been initiated to grow the recipients statewide

-CRC database contract with Chmura and Associates July 2011



- Governor's CRC website and increased access.
- Outreach and marketing, including Governor's public service announcement (PSA) that will be distributed in the media, schools, businesses, agencies, and throughout communities to assist in the outreach and explanation of the CRC. Council viewed the Governor's Public Services Announcement.
- Projections

Chair Battle thanked Mr. McGinty. Chair Battle opened the floor to Dr. Kathy Hsu Wibberly, Director of the Division of Primary Care and Rural Health, Virginia Department of Health-Office of Minority and Health Equity. Dr. Wibberly updated the Council on the State Health Workforce Development Implementation grant.

- Supply and demand: State Health Workforce Development Implementation Grant

Dr. Wibberly gave a brief history of the grant.

In September of 2010, Virginia received a \$1.9 million grant as part of the state health professions grants awarded under six health professions programs administered by the federal Department of Health and Human Services' Health Resources and Services Administration (HRSA) and funded under the Affordable Care Act's Public Health and Prevention Fund. Virginia was the only state in the nation to receive an implementation grant (as opposed to a planning grant). The purpose of the grant is to facilitate the development of a statewide health professions pipeline that identifies, educates, recruits, and retains a diverse, appropriately geographically distributed and culturally competent quality workforce for all Virginians.

The Virginia Workforce Council will play a key role in the implementation of this grant, along with Department of Health Professions, Virginia Health Care Foundation, Virginia Area Health Education Centers, Virginia Community Health Care Association and Virginia Academy of Family Physicians. The Virginia Health Workforce Development Authority will also play a key role with this grant

The council was presented the grant timeline and regional grant process. Detailed information is provided at the VCCS website ([www.vccs.edu/workforce/](http://www.vccs.edu/workforce/)). Additional questions may be sent to [wkang@vccs.edu](mailto:wkang@vccs.edu).

Chair Battle thanked Dr. Wibberly and WDS Staff for this update. Chair Battle opened the floor to Elizabeth Moran and Gerard Robinson, Secretary of Education.

## **Governor's Report**

- Governor's Forum: Aligning the Agendas for Education, Economic Development & Business

Secretary Robinson briefed the Council on the Governor's Forum 2010 supported by a \$10,000 grant from the National Governor's Association to plan and deliver a statewide Forum for Increasing Postsecondary Education Credential Attainment by Working Adults. The Governor's Forum was held on October 21, 2010 and engaged business and education leaders in an assessment of the Commonwealth's performance in terms of educational attainment by working adults. The Forum also focused on how reforms in state policy and expanding the capacity of successful, ongoing statewide initiatives might help the state to attain 100,000 new postsecondary education credentials in the next 15 years. The Governor provided the keynote address

for the Forum. A Forum Planning Commission, comprised of members appointed by the Governor, was chaired by the Secretary and staffed by the VCCS and SCHEV. An indicator of the success of the event is that the Virginia Chamber of Commerce committed to sponsor a second Governor's Forum in fall 2011.

Detailed information is provided at the VCCS website ([www.vccs.edu/workforce/](http://www.vccs.edu/workforce/)). Additional questions may be sent to [emoran@vccs.edu](mailto:emoran@vccs.edu).

### **ANNOUNCEMENTS**

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

-Next meeting of the Virginia Workforce Council is October 12, 2011.

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

-Members that have not completed an electronic deposit form are asked to complete an EDI form and return to Jean Thomas-Banks.

\_Reminder: Please review the New website and submit suggestions and/or questions to Lauren VonHerbulis ([lvonherbulis@vccs.edu](mailto:lvonherbulis@vccs.edu)).

### **Adjournment**

Chair Battle again acknowledged Dr. Leber and opened the floor to Dr. Leber for final comments. Dr. Leber thanked Council and staff for their continued diligence and support during his tenure as Chair to the Virginia Workforce Council and Senior Advisor to the Governor for Workforce.

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

The meeting adjourned at 2:05 p.m.