

Performance Committee|MINUTES

Meeting date 12/10/2020 3:30 PM | Meeting location Via Zoom

Meeting called by	Raheel Sheikh YES
Members present	Barker, George YES
	Bauhan, Hobey YES
	Brown, Julie YES
	Crouse-Mays, Doris YES
	Dreyfus, Mark YES
	Hymes, D. Michael NO
	Schlussler, Anne YES
	Brett Vassey NO
Others present	Guest: Gina Barber, VCU/ PMG
	Nat Marshall, Chairman
	Megan Healy, Gov's Workforce Development Advisor
	Lauren Axselle, JLARC
	Bill Mann
	Constance Green
	<i>Staff: Ryan, Jeffrey</i>
	<i>Staff: Silver-Pacuilla, Heidi</i>
	<i>Deputy, Sarah (VDOE assistant)</i>

AGENDA

Agenda topic Approval of last meeting's minutes |

Discussion: Quorum established. No comments.

Conclusion:

Motion to accept: George Barker

Seconded: Hobey Bauhan

Motion: Approved

Agenda topic Review strategic plan goal #4 and form action plan for 2021 | Presenter Gina Barber, VCU PMG Management Group |

Discussion:

Committee is charged to review Goal #4 in the strategic plan and assign more details to the strategies and tasks.

“Address systemic barriers to workforce success through innovative strategies, policy changes, and investments.”

Strategy A: “Examine legacy policies that impede equitable access to workforce development and opportunities and remove those that are outdated.”

VEC offered to take the lead on this item, starting in the next quarter and then present more detail on an anticipated timeframe.

Chairman Sheikh suggested LWDBs being included.

Chairman requested a guest speaker from the Governor’s Diversity Committee at a future meeting.

Strategy B: “Recommend the Governor and the General Assembly use flexible funding to establish a process to test innovations that address root causes of workforce system barriers.” Example: discretionary funds in title I and III and the Governor’s WIOA set aside funds.

Discussion began with a request by Sen. Barker to run pilot evaluations before investments were recommended for scaled up implementation. Mr. Ryan offered that current and recent initiatives should be examined for effectiveness or lessons learned (Talent Solutions Grant, Workforce Credential Grant, Reemploying Virginians (REV), innovative programs that target removing barriers for certain populations). These findings should be brought before the Committee.

Members agreed to add a new task to this strategy: “Develop a pilot program to test the success of the potential innovations.”

Strategy C: “Identify areas of service alignment and overlap.”

It was suggested that VDOE/title II to lead this effort, especially as it relates to promotion of the Portal and subsequent co-enrollment.

Discussion involved the distinction between promoting the Career Works Common Referral Portal – a user-facing innovation – and the agencies’ use of the Data Trust to analyze patterns of user referrals and co-enrollment in core Combined State Plan partners.

Suggestions for increasing the use of the Portal included recruiting public, private, and community-based organizations stakeholders and service providers, LWDBs, local Chambers, and VEDP to promote the use of the Portal for their clients.

VEC offered that they will launch a new Unemployment Insurance (UI) portal which will have the ability to send “nudge” push notification text messages and campaigns to all 1.4million new customers. VEC could use that new platform to reach out-of-work Virginians with an invitation to make an account in the Portal.

Member Anne Schlussler suggested including a commercial ad campaign with Google banner ads and other channels that would reach consumers directly. Staff took note to bring the suggestion to the Portal development meetings.

Members expressed interest in adding work-based learning opportunities such as registered apprenticeships, internships, and others opportunities into the Portal. Staff took note to bring the suggestion to development meetings. This was added as a new task in strategy C.

For the task of “Explore shared positions for program liaisons (career coaches)”, discussion focused on how agencies would track shared clients of such shared positions and how multiple agencies could benefit by using the same career coach certifications. The Data Trust analysis was proposed as one way to track shared clients among core Combined State Plan partners.

For the task of “Recommend workforce partners create incentives for programs to increase co-enrollment,” member Julie Brown suggested adding “(allowable financial and non-financial)” to indicate the need to be sensitive to regulatory constraints for incentives.

Chairman Sheikh asked for a schedule for reports on user adoption and data on referrals and co-enrollment. It was agreed that reports would be made quarterly to the Committee.

Conclusion:

Motion to adjourn at 5 p.m.: Julie Brown

Second: George Barker

Motion approved.