

# Virginia Board of Workforce Development- Full Board Meeting |MINUTES

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Meeting date 6/21/2018 8:33 AM | Meeting location *The Institute for Advanced Learning and Research, Danville, Virginia*

Meeting called by Mr. Nathaniel X. Marshall, Chair

Members present

- Ms. Jeanne Armentrout
- Mr. Ray Bagley
- Mr. Hobey Bauhan
- Mr. Thomas Bell
- Delegate Kathy Byron
- Ms. Carole Pratt for Secretary
- Dr. Daniel Carey
- Senator Bill DeSteph
- Ms. Kim McKay for Mr. Barry DuVal
- Ms. Leslie Frazier
- Ms. Patricia Funegra
- Mr. D. Michael Hymes
- Dr. Daniel Lufkin
- Supervisor Ann Mallek
- Mr. Jim Monroe
- Mr. Bruce Phipps
- Delegate Roxann Robinson
- Ms. Carrie Roth
- Senator Frank Ruff, Jr.
- Ms. Anne Jolly Schlussler
- Mr. Brett Vassey
- Mr. Tom Walker
- Mr. Brian Warner

Others present

- Ms. Sara Dunnigan
- Mr. Ben Bowman
- Dr. Julie J. Brown
- Ms. Sharo Browne
- Mr. Clark Casteel
- Ms. Savannah Cook

Ms. Yolanda Crewe  
Ms. Debra Crowder  
Mr. Bert Eades  
Mr. Mark Gignac  
Mr. Keith Harkins  
Ms. Pamela Harrison  
Ms. Marty Holliday  
Mr. David Hunn  
Mr. Bill Mann  
Ms. Martina Murray  
Mr. Greg Payne  
Ms. Morgan Romeo  
Mr. Jeff Ryan  
Mr. Felix Schapiro  
Mr. George Taratsas  
Ms. Holly Walker  
Mr. Wendell Walker

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## I. Call to Order | *Mr. Nathaniel Marshall, Chair*

The meeting was called to order at 08:33 AM

Mr. Marshall thanked Ms. Linda Greene from the Southern Virginia Regional Alliance for sponsoring yesterday's reception at 2 Witches Winery & Brewery Co., and to Mr. Vassey and Ms. Dunnigan for coordinating.

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## II. Host's Welcome | *Mark Gignac, Executive Director, The Institute for Advanced Learning and Research*

Introduction and description of the institute, currently in its 14<sup>th</sup> year.

Mission: Economic Transformation

Changes in the economy dramatically affected Danville, like many parts of our state and beyond. The institute, along with many partners throughout the region and the state, are working to reinvent ourselves in a number of different ways, specifically by the following four divisions:

1. Advanced Learning, run by Dr. Julie Brown who will be presenting later this morning
2. Research
3. Economic Development, Linda Greene, Executive Director for the Southern Virginia Regional Alliance, in addition as the Director for Economic Development for the Institute of Advanced Learning and Research
4. Conference Center

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### III. Pledge of Allegiance

Mr. Bagley led the Board in the Pledge of the Allegiance of the United States of America.

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### IV. Roll Call

Roll called by Ms. Dunnigan. A quorum was present.

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### V. Public Comment Period

Mr. Marshall opened the floor to public comment.

David Hunn, Executive Director of the Northern Virginia Workforce Development Board, Workforce Area 11, wishes to highlight the impact of continued reductions in WIOA funding with state code requirement for local workforce areas that spend 40% of their annual WIOA and Adult and Dislocated Worker formula funding allocation on job seeker training. Their six One-Stop employment centers are on track to see close to 50,000 visits among job seekers, with over 800 enrolled. Many of these job seekers face significant barriers for employment. As a result of reductions, local workforce area and One-Stop operator, must now further reduce WIOA case management staff positions to set aside sufficient funding to meet the 40% funding requirement. Since 2015, their local area has eliminated eight case management positions from WIOA programs. With average caseloads of 80-100 per case manager, their local area will serve many fewer job seekers this next year. The role of employing and training case management workers in reaching and coaching job seekers is a critical function which ultimately impacts the job seekers success in finding and keeping employment.

Mr. Hunn offered “a simple, but important solution”. The current state policy guidance to local workforce development boards are 40% of WIOA training expenditure requirements, outlined in VWL 14-17, lists a variety of acceptable training certificates. In his view, a critical missing component is an allowance for local case management staff, with a job seeker to be part of the 40% training expenditure calculation. This revision would allow local workforce boards to keep investing in case management staff, even with reducing medical funding allocations.

#### **Comments:**

Mr. Marshall asked the WIOA Committee if they would take this issue on. Per Mr. Taratsas and Ms. Roth, this issue will be on the agenda for the September 2018 meeting.

Mr. Phipps encouraged WIOA Committee to be flexible about the 40% rule, and to look at additional pre-training services before job seekers can enter the workforce.

Per Ms. Mallek, there has to be enough funding to “keep the shop open”, and waiting until September may be too long of a delay.

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### VI. ACTION ITEM: Approve March 22, 2018 Full Board Meeting Minutes

The Board was presented with the minutes from the March 22, 2018 full board meeting.

#### **Conclusion:**

Mr. Phipps made the motion to approve the meeting minutes. Ms. Mallek seconded the motion.

The Board approved the March 22, 2018 Virginia Board of Workforce Development meeting minutes.

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## VII. PRESENTATION: Trends in Rural America, A Virginia Perspective | *Greg Payne, Vice President, Economic Leadership*

Mr. Payne presented percentage of employment growth since 2010, labor force participation rates by sex, U.S. manufacturing jobs and GDP growth, and percentage change in jobs. Virginia payroll employment mirrors or tracks U.S. employment closely, but has lagged post-recession. Mr. Payne presented Virginia job growth with relation to population change, age, and per capital income trends within the years 2012-2017.

Main trends of economy and workforce within region 3 were discussed, with special attention to unemployment rates, trends by sector, and employment by industry. Also presented: predicted job growth through 2026, the importance of health care, living wage by family in the Dan River region, and small business job creation.

Targeted sectors in Southern Virginia are Advanced Manufacturing, Information Technology, and Wood/Forestry. As for workforce development challenges of both quality and quantity, is there a balance between workforce supply and demand? Is there a balance between skills and education? Skills every employer wants: what skills do you need to be successful in a rapidly changing world?

### **Comments:**

Mr. Phipps encouraged focus on the population seeking re-entry. For example, finding former inmates seeking the resources they need to help them back into the workforce.

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## VIII. PANEL: Workforce Development in Rural Virginia | *Dr. Julie J. Brown, Director of Advanced Learning, Institute for Advanced Learning and Research* *Clark Casteel, Vice President for Programs, Danville Regional Foundation* *Bert Eades, Site Manager, IKEA Industry* *Keith Harkins, Vice President of Workforce Development and Continuing Education, Southside Virginia Community College* *Pamela Harrison, Chief Nursing Officer, Sovah Health*

### **Discussion:**

Ms. Dunnigan introduced and moderated the panel discussion.

### **Workforce Development Opportunities and Challenges Facing Rural Virginia:**

**Mr. Eades, IKEA:** Workforce development is highly critical as it requires an engaged workforce and in the case of IKEA, a higher mechanical aptitude with an advanced manufacturing skillset. Random drug screenings however, have been an extreme challenge.

**Ms. Harrison, Sovah Health:** Sovah Health is a 250 bed, licensed acute care facility with 1,200 employees in Danville, and 700 in Martinsville. Sovah Health is challenged by a huge nursing shortage, and seeking certification for employees lacking the

skills or funds to attend nursing school. A different model to consider is a certified nursing system that will pay for them to further their career path and certifications.

**Mr. Casteel, DRF:** How do you deal with the challenges of lacking sector industries in rural areas?

What does excellence look like? Build a plan to build that gap.

Working with GO VA

Board of Directors at Danville Regional Foundation

A possibility would be to visit another community further along the development curve for ideas, and adapting those ideas to this region. Another is to focus on robotics and automation.

### **What is the Potential for the Future of the Community?**

**Dr. Brown, IALR:** Where are our assets? Where do we have competitive advantage? How do we think about pipeline development? A talent pipeline makes us attractive for economic development and career pathways. They have labs set up in Pittsylvania County for precision machining that will expand to Danville and Halifax County schools.

### **What does it take for a rural community to think creatively? What happens when you cannot get folks to cooperate?**

**Mr. Casteel, DRF:** The developmental curve he mentioned earlier takes a long time. How do we push our communities to think about the future? The new Danville YMCA is an example. What would a world-class facility look like if it was built in a revitalized river district? Continually push a community not just towards good enough, but towards excellence.

### **What have community colleges done to shift the model? Are there any changes in student attitudes in rural areas?**

**Mr. Harkins, SSC:** Summer camps, initiatives, and a career expo so kids can see they have excellent opportunities here. There is an entire group of students we are missing, for example, during a presentation at a local high school, he asked how many students think they could leave high school and not suffer any consequences? Three-quarters of the room raised their hands.

Also look at what's emerging. What are our business leaders telling us, and what do they need?

### **What's on your wish list?**

**Mr. Eades, IKEA:** A workforce initiative program where students could learn basic skills as well as manufacturing. Students who complete this course could be eligible for preferential hiring status.

**Ms. Harrison, Sovah Health:** More scholarships to enable folks to create opportunities. Develop a program where high school students can tour a hospital during the day, then hook them up early with a mentor.

**Dr. Brown, IALR:** Many job applicants are missing basic, foundational skills. Enable these applicants to earn a national career readiness certificate with testing procedures in place for high school studies. Looking at data to see how ready students are with placement in work-based experiences would be helpful. A tool for economic development, and a benchmark to identify population and quantify to compare to other localities within the country. Once we have an individual with the appropriate skills, how do we take them to the next level?

## **If you could be the governor, what would you do to strengthen workforce areas?**

**Mr. Harkins, SSC:** An industry solution competition for a one million dollar grant, and industry sectors partnering with educational/training providers.

**Ms. Harrison, Sovah Health:** She would like to see more programs where we can recognize talent in high school, and hire students directly to give them a career path. This could be in collaboration with various businesses.

**Mr. Eades, IKEA:** Workforce readiness programs/tiers. Make sure we fund programs like Smart VA, resources we put into from birth to age three to ensure early childhood development. Pay for funding by significantly increasing taxes on cigarettes.

**Mr. Casteel, DRF:** Push regions to think about what success looks like, and the flexibility and capacity to enhance competitive advantage.

**Dr. Brown, IALR:** Look at policies to incentivize employers.

## **Questions and Comments:**

**Ms. Pratt** advised of a youth program in Danville through the Virginia Department of Health (VDH), where students through the 9<sup>th</sup> grade are provided with mentorship, and their progress is followed. She will send more information to Ms. Dunnigan for distribution to the Board.

**Ms. Mallek** sees a great variation in willingness for business engagement. As we think about sector strategies, we should have a primary objective to respond to employers needs as soon as possible. Connect with students as early as pre-kindergarten about being on time, dressing appropriately, etc.

**Mr. Eades** suggests motivating employers to engage with people like Dr. Julie J. Brown to help them hire a better workforce.

**Ms. Schlussler:** Even middle schools have their own version of workforce development. Is there an opportunity to get to the students early, and get them on a work-site to talk to employers directly?

**Mr. Eades** highlighted obstacles such as age restriction and OSEA requirements for bringing a young student onto the floor. However, he would want to give tours of IKEA, develop apps to interface with them, and allow them to see the cool robotics and automation.

**Mr. Vassey:** There is a stark contrast between what industries have versus what they want. When do you make the call that a 10-year plan may not work out? What makes you competitive enough to attract those businesses?

**Dr. Brown:** What is the strategic risk? What are we good at?

**Mr. Casteel:** We want to know the next big thing that is coming. What are other pathways we need to be creating? Jobs that are in demand may not have a living wage, but should still be addressed. Keep people going in the right direction, and thinking long term. Instead of re-training a person and hoping the company will take care of them for the next 20-30 years, perhaps consider small business entrepreneurs.

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## IX. Committee Reports

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### Advanced Technology Committee | *Jeanne Armentrout*, Executive Vice President, Carilion Clinic

#### Discussion:

Ms. Armentrout gave a presentation on career pathways for individuals with disabilities, and discussed Rapid Response activities in Virginia. The V.E.C. is using labor market information in creative ways to affect those potential lay-offs with job matches and skill sets.

Reviewed charter for goals of the year (pg. 15). Proposed name "Sector Strategies and Career Pathways Committee" has been marked out, but added back in.

#### Conclusion:

The Committee is asking the Board to approve Policy 403-02 Rapid Response Activities: Layoff Aversion Assistance. Ms. Roth suggests ensuring there is engagement within the Governor's office. Should the Secretary of Commerce and Trade be involved?

The motion is approved with pending changes approved by the Board.

Recommendation for name change to "Business Intelligence and Career Development".

Motion to change name approved by the Board.

### New Action items

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Changes to Policy 403-02 regarding the activities of Rapid Response

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### Military Transition Assistance Committee | *Ray Bagley*, Vice President of Trades Operations, Huntington Ingalls-Newport News Shipbuilding

#### Discussion:

The Hampton Roads Veterans Employment Center, a One-Stop Center, is located right above the veterans' center. There was a soft opening January 2018, followed by its grand opening in Norfolk on March 30, 2018.

- The business model is "High Touch", one-on-one contact with every person that comes in.
- Collaborative partnerships with the Chamber of Commerce, Opportunity Inc., and community leaders.
- Possibility of developing similar centers in Hampton and Northern Virginia.

## GI Bill Education Benefits in Virginia

- The GI Bill will not support military personnel if they want to prepare for certification.
- Look at the interpretation of the law, which needs greater clarity to open the door for military personnel to achieve certification.

## The Virginia Employment Commission's Integration of Virginia Tech Demonstration Grant recommendation for Transitioning Service Member Outreach

- Place veteran employment specialists on bases to speak with career counselors, and assist with transition
- Currently, there are three specialists located in Hampton, Norfolk, and Northern Virginia due to the population density in these areas.

## Conclusion:

Motion to change committee name to "Veterans and Transitioning Service Members Committee".

Motion approved by the Board.

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## Performance and Accountability Committee | *Brett Vassey, President & CEO, Virginia Manufacturers Association*

## Discussion:

Reviewed Committee Charter and Work Plan, and adjustments to the plan will be ready for the next meeting in September.

## Title I Youth Program review and performance:

- Youth are a particularly hard to service group, \$4,800 per student is not a fair number.
- How is the money spent, and what credentials and wages are they obtaining?

## Discouraged Unemployed Workers

- UVA Weldon Cooper study is due September 14

## Workforce Credential Grant Program-2018 Program Reporting Recommendations

- Ask data to be updated quarterly
- Create a dashboard to make clear what particular grant is performing and what the goals are for this administration going forward

## Workforce System Performance Report

- Jobs, placements and credentials are being evaluated
- A recommendation will be ready for the September board meeting

## Business Services Report



- Provided an update to the Board on businesses served, types of industries, the top services provided to businesses, and the ratio of large to small businesses served for services delivered from October 2017-March 2018.

#### Title I Program Training Expenditures Report

- 40% training expenditure should be addressed by the Board
- Last year 20% of local areas did not meet the requirement, and the previous year it was 30%
  - We don't have a solution
  - Administration vs. Programmatic costs
- Per Mr. Marshall, waiting until September to address may be too late

#### **Conclusion:**

No action was required from the Board.

#### **New Action items**

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Review the UVA Weldon Cooper project analysis to discuss during the September board meeting.

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### **Workforce Innovation and Opportunity Act Oversight (WIOA) Committee | *Carrie Roth, President & CEO, Virginia Bio-Technology Research***

#### **Discussion:**

This committee convened on June 15, 2018 at the Virginia Community College System Office, Richmond, VA.

#### Committee Charter and Work Plan

- Proposal to rename committee to "System Integration and Service Delivery Committee"
- Red line through "budget, and administrative action"

Implementing the Virginia Career Works Brand: the new customer-facing brand for the workforce system

- Excited to see the grass roots support and initiative in moving forward with implementing the brand for a Labor Day statewide launch date

Business Services Report Update: An update on the number of businesses served, the types of industries served, the top services provided, and the ratio of large to small businesses served.

- Several areas need more information
- What does this look like regionally vs. statewide?

Sector Strategies & Career Pathways Academy Update: Virginia’s workforce partners joined together to create a Sector Strategy and Career Pathways Academy and online Community of Practice.

- Will have an update/potential action planned after discussion over the summer.

Title I Program Training Expenditures Report

- Are we actually getting jobs? What are the numbers?
- Address guidance issue

Action Item: Local Board Certification – Crater Region needs approval by the Board

## **Conclusion:**

The Board approved this committee’s name change to “System Integration and Service Delivery Committee”

The Board approved certification of Local Workforce Development Boards for the Crater region.

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## **X. INFORMATION ITEM: Workforce Dashboard Taskforce | *Jeff Ryan, Deputy Commissioner, Virginia Employment Commission***

### **Discussion:**

The Virginia Board of Workforce Development, per Law HB1006, will advise and oversee the development of a strategic workforce dashboard. The Virginia Employment Commission, along with other workforce partners, will provide data on the labor market to populate the dashboard. The V.E.C. will submit a plan for process and a timeline for developing a statewide workforce dashboard fed by an automated data pipeline by August 1, 2018. Full implementation of the plan is to begin no later than November 1, 2018.

A Labor Market Information Dashboard Task Force is scheduling a follow-up meeting with the intention to develop a presentation for the September board meeting detailing the full status of the plan. Feedback includes the request for more timely reports, and the frequency of updated statistics. Data will be pulled from several sources to create a simple to understand format.

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## **XI. Executive Director’s Report | *Sara Dunnigan, Executive Director, Virginia Board of Workforce Development***

### **Discussion:**

Ms. Dunnigan presented the Executive Director’s Report for March 2018-June 2018

Strategic Priority #1

Identify current and future workforce needs of Virginia businesses and align responsive workforce programs to address them.

- Demand Occupation Lists, both statewide and regional, are updated. A letter is being prepared to send to eligible institutions.
  - The first petition, by Tidewater community College, has been approved, added to the regional demand list, and shared with the Demand Occupation Task Force.
  
- The Adult Literacy Program is in the RFP process. The Department of Education requested grant applicants address the Demand Occupations List.
  
- Working on developing a \$5M funding request for the Opioid Grant to assist counties impacted by the opioid crisis. The grant will include funding for peer recovery specialists, sensitivity and awareness training throughout the workforce system to identify and address potential addiction issues.

**Strategic Priority #2**

Recommend and support strategies to better prepare and match trained workers and close the skills gap.

- The Governor’s Work-Based Learning Advisory committee is in the process of forming. Mr. Marshall will serve this committee and represent the Board. Topics of particular concern are to realize the profile of the high school graduate, and implement work-based learning to count for credit towards graduation.

**Strategic Priority #3**

Create a customer-centric workforce system that is easy to access, highly effective, and simple to understand. The Virginia Career Works will culminate in a statewide rollout event in September.

- Virginia Career Works Branding Initiative
  - Brand Champions have been trained to become the chief brand stewards in their regions.
  - The steering committee reviewed the plans, and with just a few exceptions, is rolling with approval of said plans.

**Strategic Priority #4**

Improve alignment and performance of the Commonwealth’s publicly funded workforce system by reviewing program inputs and outcomes.

**Other Board Activities:**

Ms. Dunnigan met with the Secretary of the Commonwealth, and the board will soon have a full compliment of board members. She will lead another new member orientation prior to the next meeting in September.

Mr. Marshall stressed to the Board the importance of being very engaged on working with the committees, and for everyone to feel that they are part of the program. He thanked Mr. Vassey for keeping the Board on task for topics that have a shelf life regarding HB 632 career investigation courses and programs of instruction requiring the Board of Education to establish.

## **Announcements:**

Ms. Dunnigan introduced two new staff members to the Board: Martina Murray, Virginia Department of Veterans Services (replacing Charlie Palumbo), and Morgan Romeo, Director of Workforce Development at Virginia Career Works – Blue Ridge (replacing Jake Gilmer).

Mr. Marshall commented on being pleased to hear positive feedback regarding the new committee meeting format.

Meeting adjourned at 11:22 a.m.