

**VIRGINIA BOARD OF WORKFORCE DEVELOPMENT
FULL BOARD MEETING**

MARCH 22, 2018

John Tyler Community College
Midlothian Campus
800 Charter Colony Parkway
Midlothian, Virginia 23114

Members present: Mr. Nathaniel X. Marshall, Chairman
Ms. Lane Hopkins, Vice Chair
Ms. Jeanne Armentrout
Mr. Ray Bagley
Mr. Hobey Bauhan
Mr. Thomas Bell
Secretary Dr. Daniel Carey
Ms. Doris Crouse-Mays
Senator Bill DeSteph
Ms. Virginia Rae Diamond
Mr. Mark B. Dreyfus
Dr. Megan Healy
Ms. Leslie Frazier
Ms. Patricia Funegra
Mr. Jimmy Gray
Ms. Melissa McDevitt Jiulianti
Dr. Daniel Lufkin
Supervisor Ann Mallek
Ms. Kim McKay for Mr. Barry DuVal
Mr. Bruce Phipps
Secretary Atif Qarni
Cassidy Raddick for Secretary Esther Lee
Delegate Roxann Robinson
Ms. Carrie Roth
Senator Frank M. Ruff, Jr.
Ms. Anne Jolly Schlusser
Mr. Brett Vassey
Mr. Tom Walker
Mr. Brian T. Warner

Members absent: Delegate Kathy Byron
Mr. Daniel Gomez
Mr. D. Michael Hymes
Mr. Jim Monroe

Board staff present: Ms. Sara Dunnigan
Ms. Yolanda Crewe
Mr. Charlie Palumbo
Mr. Jeff Ryan
Mr. George Taratsas

I. Call to Order

The meeting was called to order by Mr. Nathaniel X. Marshall at 10:02 AM

II. Chairman’s Welcome

The Board received a welcome from Mr. Marshall, the new Chairman for the Virginia Board of Workforce Development.

Mr. Marshall led the Board in the Pledge of Allegiance of the United States.

III. Introduction of New Members

Mr. Marshall welcomed the following new board members:

- Secretary Dan Carey, Secretary of Health and Human Resources, Office of the Governor
- Mr. James Gray, Councilman, City of Hampton
- Secretary Esther Lee, Secretary of Commerce and Trade, Office of the Governor
- Dr. Dan Lufkin, President, Paul D. Camp Community College
- Mr. Jim Monroe, Chief People Officer, Snagajob
- Mr. Atif Qarni, Secretary of Education, Office of the Governor

IV. Roll Call

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

V. Public Comment Period

Mr. Marshall opened the floor for public comment. No public comments were made.

VI. Announcements

Ms. Dunnigan announced the new brand for the workforce system “Virginia Career Works” and presented the viewing of the new brand kick-off video.

The vision for Virginia Career Works is emphasis on a system that touches the customer experience for 60 one-stop career centers across the Commonwealth. The Virginia Career Works brand will eventually replace Elevate Virginia. Ms. Dunnigan thanked Dr. Healy and everyone involved in the rebranding process.

VII. ACTION ITEM: Approve January 4, 2018 Full Board Meeting Minutes

The Board was presented with the minutes from the January 4, 2018 full board meeting.

The Virginia Board of Workforce Development approved the January 4, 2018 minutes of the full board of the Virginia Board of Workforce Development.

Mr. Phipps made the motion to approve the meeting minutes, seconded by Supervisor Mallek.

VIII. Chief Workforce Development Advisor's Report and Legislative Update

Dr. Healy detailed the following planning priorities:

- Building dashboards: How do we inform the public about what jobs are in demand?
- A better system to engage the population that does not know how to utilize the workforce system
- Address the stigma from the Board of Education regarding technical training, internships, and externships
- Incentivize employers to reach out to students with youth apprenticeships, and work-based learning
- Better data sharing amongst agencies to help the individual. We do not currently know how many people are in the workforce system due to the inadequate sharing of data.
- Work requirements for Medicaid expansion
- Groups that are not being helped by One Stops

IX. Committee Report Outs

Executive Committee, Mr. Nat Marshall

The Executive Committee met on March 21, 2018 to discuss the structure and effectiveness of each committee. Some imbalance was detected with regards to the responsibilities of four committees. Over the course of the next few months, the goal is to figure out the requirements of each committee (Military Transition in particular), and possible expansion to include all groups of interests.

The proposed board meeting structure would be to make it a day and a half event with the Executive Committee meeting in the late afternoon (the day before), a social event in the evening, and a full board meeting beginning at 8:00 AM the following morning. Mr. Marshall presented the following recommendations for future meetings:

- Invite a panel and speakers
- Increase time limits for good conversations
- Becoming an active board where things get accomplished
- The option to move to another committee you may be better suited for (speak to Mr. Marshall or Ms. Dunnigan)

Proposed meeting dates (3 meetings in/around Richmond, 1 meeting elsewhere within the state:

June 20-21, 2018, Danville

September 13-14, 2018, Richmond

November 27-28, 2018, Richmond

March 20-21, Richmond

June 19-20, Virginia Beach ?

Advanced Technology Committee, Ms. Jeanne Armentrout

Topics discussed were user guides to describe work-based learning programs, a presentation from the VEC with available data, and registered apprenticeships overview. This committee has no action items to bring to the Board this morning.

WIOA Committee, Ms. Carrie Roth

Ms. Roth announced a name change for this committee, and moving beyond approving policies with action plans in the future. There were presentations from Mr. Brian Brown regarding the economic development for the City of Buena Vista, and Steven Wright, Director of Chesapeake Economic Development with particular emphasis on

veteran transition into the local workforce. Both presenters were introduced by Dr. Sharon Johnson, Shenandoah Valley Workforce Development Board, and Mr. Shawn Avery, Opportunity Inc. respectively.

Policy 600-05 Use of Funds for Economic Development

- Policy was presented to the full Board by Carrie Roth, Chair, WIOA Committee
- Motion to approve as presented by WIOA Committee was approved.

Modifications to the Combined State Plan

- In the process of submitting our second comprehensive state plan
- The number of modifications reflect updates to public policy with regards to Dr. Healy's position
- Motion to move with recommendation to the Governor was approved.

Policy 300-07 One Stop System Brand

- Policy was presented to the full Board by Carrie Roth, Chair, WIOA Committee
- Motion to approve as presented by WIOA Committee was approved

Policy 300-05 One Stop Cost Allocation Plan Policy

- Policy was presented to the full Board by Carrie Roth, Chair, WIOA Committee
- Motion to approve as presented by WIOA Committee was approved

One Stop Certification for Boards with Waivers

- Policy was presented to the full Board by Carrie Roth, Chair, WIOA Committee
- Motion was approved to allow probationary status for One Stops with waivers

Performance and Accountability Committee, Mr. Brett Vassey

Per Mr. Vassey, this committee is unique in that it crosses over the other committees with regards to data points. There are no action plans set, just the following updates:

- Evaluation of Delegate James's bill to identify strategies to better engage the people left behind
- Improving the Title I Youth program is a work in progress
- Work with community colleges with regards to pay-for-performance industry performance grant
 - Encourages reviewing report with wage data and anecdotal data from community colleges
 - 25-50% increase in wages with the proper training
- Ongoing performance reporting of business services around One Stops
- Eligible training provider list reviewed
 - Rigorous for One Stops to go through third party providers for program training
 - 85% completion rate reported with participants for training activities
 - Is there a follow-up plan in place to find out how many of those who completed training are actually employed?
 - Providers who fall below threshold can be removed from the list
- Strategic Planning document discussed briefly
- Data point on capacity of workforce system to actually meet the demand of infrastructure needs, over supply/under supply

Military Transition Assistance Committee, Mr. Ray Bagley

Credits2Careers

- Military experience may be applied towards VCCS credits and credentialing
- Program began November 10, 2017
- 1,700 accounts have already been established
- This site allows easier navigation for linking veterans to the consumer

- There are various venues where they would like to insert this program

Virginia Transition Assistance Program

- The committee is working on putting together metrics to begin analyzing data to make policy or resource suggestions

X. ACTION ITEM: 2018-2019 Demand Occupation Methodology, Petition Process, and List

The first annual Demand Occupations Task Force met on March 14, 2018 to review the Overview, petition process and final list. Among the minor changes approved by the Task Force were updating the dates to reflect the 2018-2019 program year, and the New Virginia Economy Plan.

The Task Force looked at eleven priority fields and projected growth. The threshold for annual openings had been 50, but moving to 100 was recommended. Ms. Dunnigan reviewed the Demand Occupation List detailing the identification of jobs in demand, employers petitioning jobs to be added to the list of jobs funded by the workforce credentialing program, and industries essential to Virginia's economy.

Motion requesting approval of petitions list and high demand occupations list approved.

XI. ACTION ITEM: 2017-2019 Strategic Plan

Ms. Dunnigan discussed changes made to the Strategic Plan presented at the January meeting, and subsequently revised based on comments after the Board broke into small groups to review. Mr. Marshall stressed the Strategic Plan should be considered a living document.

Mr. Phipps suggested getting constant feedback on the Board's progress in meeting the objectives.

Mr. Vassey suggested the incorporation of infographics.

Motion passed to approve the revisions to the Strategic Plan.

XII. PRESENTATION: Workforce System Budget Review

Ms. Dunnigan presented the findings from the 2017 Workforce System Budget Review with the evaluation of workforce education and training, staff supported services, supportive services, and information technology. Special attention was addressed to the Outcomes Impact table, a tool used for resource allocation.

What is the value of the budget review? It takes considerable time and resources to pull this together, but it's helpful for folks to become aware of each other, and promotes possibilities for collaboration and cross referrals.

XIII. Mr. Chairman's Remarks and Announcements

Mr. Marshall would like for the Board to have robust conversations with the education community. High School is not the finish line. Students have already made life choices in High School, and should be targeted earlier. Middle School is the ideal audience for training, trades-career fairs, and career exploration.

The minimum this Board could provide to the private sector is a trained workforce. Perhaps meetings/discussions about workforce development should be planned around board meetings?

Senator Ruff recalled when Nucor held a job fair advertising for "good" people, no training necessary. Two hundred applicants arrived, but only 7% passed the interview and drug screening process. This is not just an

issue of community. We need to rethink committee structure, and communication between the public and private sectors. Senator Ruff recommends a member from the Board to act as liaison.

Mr. Marshall requested to reconvene the meeting of Executive Directors of the local workforce boards. He would like these meetings to also include Board members.

Announcements:

Dr. Healy announced the Virginia Life Science Workforce Summit in Richmond on June 21, 2018.

There being no further business, the meeting adjourned at 11:57 AM

