

VIRGINIA BOARD OF WORKFORCE DEVELOPMENT

November 10, 2014
The Patrick Henry Building
1111 East Broad Street
Richmond, VA 23219

The Virginia Board of Workforce Development meeting convened at 10:53 am on Monday
November 10, 2014 at the Patrick Henry Building in Richmond, VA.

Members Present:

Mr. Danny Vargas, Chair
Mr. Mark Herzog, Vice Chair
Ms. Jeanne Armentrout
Delegate Kathy Byron
Mr. Barry DuVal
Mr. David Garcia
The Honorable Anne Holton
Mr. Danny Hunley
Ms. Mary Hynes
Delegate Daniel Marshall
Mr. Nathaniel X. Marshall
Senator John Miller
Mr. Bruce Phipps
Ms. Carole Pratt
Mr. Edward "Ted" Raspiller
Mr. Toney Rigali
Ms. Carrie Roth
Senator Frank Ruff
Mr. Brett Vassey
Mr. Brian T. Warner
Mr. Tom Walker

Members Absent:

Ms. Doris Crouse-Mays
Mr. Mark Dreyfus
The Honorable Maurice Jones
Mr. Morton Savell

OPENING

Call to Order

Mr. Vargas called the meeting to order at 10:53 AM.

Welcome

Mr. Vargas welcomed the Board to the meeting.

Roll Call

The roll was called and a quorum confirmed.

Approve Minutes of July 22, 2014

Ms. Carrie Roth noted that the minutes did not record Del. Kathy Byron's presence at the July Board meeting.

Action: Motion was made by Mr. Danny Vargas to approve the July 2014 Virginia Board of Workforce Development minutes as amended.

The motion was seconded by Del. Danny Marshall and passed.

Vote

Yes: Vargas, Herzog, Armentrout, DuVal, Garcia, Holton, Hunley, D. Marshall, N. Marshall, Miller, Phipps, Pratt, Raspiller, Rigali, Roth, Ruff, Vassey, Warner, Walker, Byron

Abstention: Hynes

Public Comment Period

Mr. David Remick, Executive Director of the Alexandria/Arlington Workforce Investment Board gave remarks on behalf of the Virginia Association of Workforce Directors which he chairs. He remarked that the Association would like to convey their commitment to work with the Board, the Governor's Office and the VCCS to support the Commonwealth's efforts in implementing the federal Workforce Innovation and Opportunities Act (WIOA).

Quarterly Supply and Demand Report

Dr. Jeffrey Brown, Director, Workforce Services Division, Virginia Employment Commission gave the Board a presentation on the quarterly supply and demand for jobs in Virginia. The data in the report was mined from the U.S. Bureau of Labor Statistics and the Virginia Workforce Connection labor market information system.

The Board focused on a slide displaying Virginia's Fastest Growing Industries and discussed the need for more complete data: including real-time information and data that takes into account available jobs not posted on the Workforce Connection site or made known to the state.

Mr. Vassey noted that part-time job information is not readily available through VEC and not included in the presentation.

Mr. Vargas thanked Dr. Brown for his presentation and stated that it will be helpful in the Board's understanding of what labor market information is needed. Vargas stressed the need for presentation, by region, of data on current and impending skills gap.

GOVERNOR'S UPDATE

Ms. Elizabeth Creamer, Advisor for Workforce Development, gave the Board an overview of activities and accomplishments stemming from Executive Order 23, which established the new Virginia economy workforce initiative. EO 23 was the focus for several of the Board's committee meetings, held earlier in the day.

She congratulated the Virginia Community College System (VCCS) for securing \$35 million dollars in grants for the Virginia workforce system including a \$170,000 dollar National Governor's Association award to the VCCS and the Governor's Office.

Ms. Creamer finished with an update on Board staffing. A MOU has been developed between the Virginia Community College System (VCCS) and the Secretary of Commerce and Trade that delineates the division of staffing responsibilities between the VCCS and Secretary Jones' office. Ms. Creamer also introduced the newly assigned staff to Board committees, including 9 representatives of 5 different agencies or Secretariats.

The committee staff to the VBWD under the guidance of the Advisor for Workforce Development and the Chairs of Board committees will establish agendas and select presentations and action items for the committee. Administrative assistance for the committee and the work of the full Board will continue to be provided by the VCCS.

A RFP will be issued for external consultant support to develop foundational documents such as an operational handbook and by-laws and to improve the efficiency and effectiveness of the Board and its staffing, in part through formal evaluation of both Board and staff. Board staffing may be revisited after July 2015 following a formal evaluation.

CHAIRMAN'S REPORT

Recognition of Certified One Stop Centers

Mr. Vargas stated that One Stop certification was a rigorous process that included year-long preparation, self-assessment, and evidence based on site peer review. While 18 workforce centers applied for certification, only five received certification. Mr. Vargas recognized the following workforce centers who achieved certification:

- Wytheville Workforce Center
- Peninsula Worklink
- South Boston Workforce Center
- Prince William Skillsource Center
- Charlottesville Workforce Center

Professional Development Certification for One Stop Center Staff and Adult Career Coaches

Mr. Vargas stated that, in 2012, the Virginia Board of Workforce Development set forth a requirement that 60 percent of all workforce center frontline staff would achieve a professional workforce development certification. To date, 217 workforce professionals, statewide, have achieved the Virginia Workforce Development Certification

The Board received a list of workforce center staff who have achieved the Virginia Workforce Development Certification as well as Virginia Adult Career Coaches who have received nationally recognized career coach certification.

Virginia Board of Workforce Development Annual Report

Ms. Paula Dehetre reported that the Board is required to compile and distribute an Annual Report detailing accomplishments, best practices, fiscal expenditures, and performance measures for the Governor and General Assembly. The framework of the report will align with the metrics for the Virginia Workforce System Report Card.

Del. Kathy Bryon stated that she would like to have the report presented by a member of the staff to the General Assembly.

Roundtable

Mr. Vargas announced that on November 19th he will be speaking on a panel at the US Chamber of Commerce Foundation's national summit on creating a business and demand driven workforce system. The panel will be at the Chamber building in Washington, D.C and he invited all members to attend.

Sen. Ruff inquired if a policy could be put in place to have agenda items 10 days ahead of any meeting.

Mr. Vassey noted he would like to see more specific outcomes for the Board.

Several Board members discussed difficulties with conducting committee meetings within FOIA guidelines and how technology might be used to overcome those obstacles. Mr. Vargas informed them that Ms. Maria Everett from the FOIA council would be joining the Board to answer any questions and discuss any flexibility of technology enabled meetings within FOIA.

COMMITTEE REPORT OUT

Performance and Accountability

Mr. Brett Vassey reported that the Committee had heard a presentation from Don Lilywhite, Director of Employment Information Services for the Virginia Employment Commission (VEC) The presentation focused in actions VEC will take in accordance with Executive Order 23.

Ms. Kim McKay from Council for Virginia's Future gave the committee an update on the Virginia Workforce System Report Card. Work is currently underway to produce and release an updated scorecard in early 2015 which will include revised metrics for state and regional manufacturing workforce and new metrics for Virginia's healthcare and life sciences workforce.

Mr. Tod Massa presented to the committee with the process to be used to integrate community college certificate programs and apprenticeship programs into SCHEV's Economic Opportunities Metrics in accordance with EO 23.

The Committee then heard from Ms. Mindy Fast on an action item related to procedures required of employers to access the state database of individuals who have attained a CRC. The committee recommended keeping the database open to employers without any requirement for verification of employer status.

Additionally the committee discussed:

- The need for a plan to attract certification qualified instructors into education and workforce system
- A continuing lack of teaching endorsement for high school engineering teachers
- The need to standardize middle and high school student academic and career plans
- Ways to better connect work readiness skills with the CRC with employers

The committee also discussed that issues related to Business Services, formerly assigned to the Performance and Accountability committee, will now be addressed by the newly formed WIA committee. The Performance and Accountability committee suggested a secret shopper program as a tool for evaluation of Business Services in One Stops with the evaluation to be managed by the VEC which already has many of the tools for conducting such an evaluation.

Finally, Mr. Vassey noted that Secretary Maurice Jones who could not be present at the meeting wanted to encourage the Board to continue to take action to increase the number of federally issued waivers to support increased flexibility for use of federal workforce funds.

Advanced Technology

Ms. Jeanne Armentrout reported that the Advanced Technology committee did not move forward any action items.

They began the committee meeting by recognizing newly appointed Board member Mr. Tom Walker, president of WebTeks of Chesapeake.

The committee then heard from Ms. Megan Healey on the Agency Reports and Goals required by Executive Order 23. The Advanced Technology committee was called upon to approve the goals established by the various agencies to increase workforce credential attainment rates. While several agencies produced stretch goals, Ms. Healy stated that she believed that these were attainable. The committee did not make any recommendations, citing a desire for additional data.

The committee then heard from Ms. Elizabeth Moran, Program Manager, Apprenticeship Related Instruction and Workforce Credentials, VCCS, and Ms. Bev Donati, Director of Division of Registered Apprenticeship, VDOLI, on how registered apprenticeship is overseen and implemented in Virginia.

Ms. Donati noted that DOLI faces many challenges in expanding apprenticeships including diversity of apprentices, tax incentives to businesses, and effective marketing of apprenticeships to high schools.

Workforce Investment Act

Mr. Nat Marshall reported that the committee began by discussing their roundtable meeting held Oct 7, 2014 with workforce investment board (WIB) directors.

The committee then heard a summary of the credentialing information provided by local WIB areas in response to Executive Order 23. The WIBs submitted 32 recommendations to the Governor for increasing credential attainment, which the WIA committee asked VCCS staff to prioritize for action at the next meeting.

The committee then heard a presentation from Mr. George Taratsas on the key elements and decision points of the Workforce Investment and Opportunities Act.

The committee concluded with a report from Ms. Elizabeth Creamer on the progress of a cross agency work group in developing policy to simplify and streamline the workforce system and to repurpose funds to address development and sustainability of pipelines of workers for technician, technologist, and trades positions.

Military Transition

Mr. David Garcia introduced the new Deputy Secretary of Veterans Affairs who will be represented by Ms. Leslie Frazier at Board meetings. Secretary of Veterans Affairs John Harvey continues to sit on the Board.

Mr. Garcia reported that the Military Transitions committee heard presentations on proposed legislation to require community colleges to develop plans for awarding college credits for military education and training. The committee also heard a presentation on Executive Order 23's goal to increase Virginia Values Veterans (V3) businesses, a proposal from Tidewater Community College to establish a consortium of colleges to secure VA benefits approval for non-credit courses, and a presentation on a proposal to establish employer incentives for companies funding and supporting training for active duty service members anticipating imminent separation from the military.

The committee was asked to endorse proposed legislation by the VCCS to amend the Code of Virginia by adding in a section relating to requiring colleges to establish a process for award of academic credit for military training applicable to the student's certificate of degree requirements. Mr. Garcia noted that the committee asked the VCCS to change the language in the policy to state US military instead of military. The committee consensus is that it will endorse the policy on January 6 after proposed changes have reviewed by the community college and accepted or not.

FOIA Act

Mr. Vargas introduced Ms. Maria Everett, Executive Director of the FOIA Council. Ms. Everett explained that the rules of FOIA exist to balance the public's right of access to government versus government's need to function. Ms. Everett reviewed the guidelines for

electronic meetings. She stated that electronic meetings are permitted so long as there is a physically present quorum in one location. She also stated that members participating in a meeting electronically should do so in a public location like a college or library.

Mr. Vassey inquired if a committee could meet without a physical quorum if all meeting information was previously publicly posted including call in information so that the public could also participate electronically. Ms. Everett explained this was not possible.

Mr. Garcia and Mr. Vargas expressed difficulties with convening committees with a simple majority physically present as members reside throughout the Commonwealth.

Mr. Vargas inquired if the Board could change its policy so a quorum for committee meetings is less than the simple majority. Ms. Everett stated that this might be possible for committee meetings; however, she recommended that this change be done through the legislative process. She also advised that depending on the size of a committee, requiring less than a simple majority for a quorum could mean two members would constitute a quorum.

Mr. Vargas asked if it is within FOIA regulations for the Chair to appoint non-Governor appointed committee members whose presence could "count" towards a quorum. Ms. Everett responded that the appointment of committee members is generally up to the Board chair, but recommended that any change to allow non-Governor appointed private citizens to "count" towards a quorum should probably be addressed through the legislative process.

It was decided the Board would take more time for consideration before changing the current policy.

Action: A motion was made by Vargas and Seconded by Phipps to adjourn the Virginia Board of Workforce Development.

The motion passed and meeting adjourned at 1:46 PM

A handwritten signature in black ink that reads "Raul Danny Vargas." The signature is written in a cursive style and is positioned above a horizontal line.

Mr. Raul Danny Vargas, Chair

<p>Discussion:</p>	<p>Chairman Vargas presented to the committee his intention to present to the full Board a proposal to amend the current VBWD by-laws to allow for the following:</p> <ol style="list-style-type: none"> 1. Authorize the Chair to designate non-Governor appointed members to the four VBWD committees (excluding Executive Committee). These would be citizen members selected at will by the Chair. Those members would be counted towards a quorum and could vote on committee only. Said members would not be seated on full Board and would not have voting authority on the full Board. 2. Allow for the requirement of a physical quorum of Governor-appointed members to be met by a 1/3 presence of said Board members rather than the current requirement, stated in by-laws, of a simple majority of Board members assigned to committee. <p>Chairman Vargas provided the rationale that the committees have a significant amount of work ahead of them, and are the source of most of the work performed by the Board. The two changes, the Chairman explained, would allow for more frequent meetings of committees and accommodate the professed need of business members of the VBWD to participate in committee meetings telephonically without imperiling the committee's ability to convene a quorum.</p> <p>A discussion followed with questions as to both the legality and the benefits of these suggestions. Senator John Miller expressed reservation about reducing the number of members needed for a quorum to one third of Governor appointed Board members. Secretary recommended that, as the state FOIA Commission Chair, Maria Everett was scheduled to meet with the Executive Committee at 1:30 pm that same afternoon, a vote should not be taken without the board hearing from her on this issue. Secretary Jones also queried as to the purpose and benefits of more frequent meetings and asked for identification of the problem to be solved from increasing meeting frequency.</p> <p>David Garcia cited past difficulty in scheduling the military transition committee</p>
<p>Conclusions:</p>	<p>Executive Committee asked that the FOIA presentation by the Chair of state FOIA commission take place during the full Board meeting. There being no further discussion or action, the Executive Committee meeting concluded at 8:30 am.</p>

VBWD – WIA Committee Meeting Minutes

Date: November 10, 2014
Time: 8:30 a.m.

Meeting called by: Chair Nathaniel Marshall **Type of meeting:** Committee

Facilitator: Ms. Elizabeth Creamer **Notes Submitted by:** Ms. Elizabeth Creamer
Ms. Valaryee Mitchell Ms. Valaryee Mitchell

Attendees:

Mr. Nathaniel Marshall, Chair
Ms. Mary Hynes
Mr. Mark Herzog
Mr. Bruce Phipps
Ms. Carole Pratt
Sen. Frank Ruff

Please read:

Minutes

Agenda item:	Approve Minutes
Discussion:	The WIA Committee voted to approve the minutes from the October 7, 2014 meeting.
Conclusions:	The October 7, 2014 meeting minutes were approved.

Agenda item:	Local Workforce Investment Area Roundtable Discussion Summary
Discussion:	<p>Valaryee Mitchell provided a summary of the October 7, 2014 committee discussion with WIB chairs and Directors. The discussion topics included</p> <ul style="list-style-type: none"> • Challenges in engaging business partners in workforce system • Challenges in gaining interagency cooperation—particularly between WIBs and VEC • Concerns with costs of implementing the new Elevate Virginia brand • Benefits of subscription employment databases and suggestions for state contracting of same to allow use by all LWIAs. • Need for additional revenue for professional development • Need to move towards more Virtual One Stops <p>Committee members stated they are interested in dialoging with local directors more often to foster alignment of state and regional priorities</p>
Conclusions:	This was an information only item

Agenda	Executive Order 23: Summary of Local WIB Reports & Goals
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Discussion:

Paula Dehetre provided a summary of credentialing information provided by local workforce investment areas in response to Executive Order 23. Secretary of Commerce and Trade Maurice Jones called on LWIB Directors in correspondence entitled: *Strategic Workforce Initiative*, dated July 30, to provide specific deliverables to assist the Governor and the Board to better plan and take action to make Virginia the leading state for workforce credentials attainment by 2030 and see 50,000 STEM-H workforce credentials during the Gov's administration. Each LWIB working with business and industry, local chambers of commerce and local community colleges, was asked to report on:

- A. The workforce credentials most in demand by employers in the WIB's region in priority order
 - a. 19 broad categories of industry credentials were identified by multiple workforce areas. The top five types of credentials most needed: healthcare, commercial driver's license/truck driving, advanced manufacturing, construction, and professional/business services.
 - b. Some of the credentials from the top five industries include registered nurse licensure, licensed practical nurse, certified nursing assistant, Personal Care Aide certificate, CHHA, PANCE, MPA, National Ultrasound Registry, Certified Professional Coder, Certified Medical Reimbursement Specialist, Certified Professional in Healthcare Information & Management Systems, Certified Biomedical Equipment Tech, Dental Assistant Certification, Certified Orthodontic Assistant, CPR, ACLS, AED, Pharmacy Tech, Commercial Driver's License (Tanker and Hazmat Endorsement), Fork Lift Operator certificate, American Welding Society qualifications, Manufacturing Skills Institute Manufacturing Technician(MT1),Manufacturing Skills Standards Council Certified Production Tech, NCCER, NATE Service Tech Specialty Certification, Certified Six Sigma, Lean Certified, CAD design, and Cisco Certifications.
- B. FY13 or the most currently available program year levels of workforce credential attainment through WIB programs or activities. The following number of credentials were awarded statewide:
 - a. PY12 - 2771
 - b. PY13 - 2635
- C. Annual numeric goal for each of the next three years for the number of participants receiving training and attaining a workforce credential. The following numeric goals were set statewide for the next three years:
 - a. PY14 - 2866
 - b. PY15 - 3107
 - c. PY16 - 3354
- D. 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.
 - a. Plans were received for all LWIAs

	<p>Paula Dehetre also provided information on LWIA identified barriers for increasing workforce credential rates, LWIA Recommended Strategies for Improving Credential Rates, and LWIA Recommended Policy for Driving Credential Rates. Several LWIAs used consultants and data software (such as Help Wanted Analytics) to assist them in gathering credential data. There was discussion from local WIB staff around the lack of “real time” data in the state LMI which necessitates WIBs paying for data provided by external contractors.</p> <p>Local WIB staff expressed concern with the US DOL definition of a credential, arguing for a more flexible definition to include CRC, OJT, and more. Senator Frank Ruff cautioned WIB directors and the committee as to the downside of diluting Virginia’s definition of a workforce credential.</p> <p>Individual WIB reports are posted on Board Docs under the Nov 10 meeting.</p>
Conclusion:	<p>The committee requested VCCS to prioritize the list of WIB recommendations and to determine which recommendations might lend themselves to policy action or recommendations to the Governor for executive action.</p>

Agenda Item:	WIOA: Governor’s Decision Points Review
Discussion:	<p>George Taratsas provided an overview of WIOA including key elements, implementation dates, and governor’s decision points.</p> <p>Key elements to be addressed:</p> <ul style="list-style-type: none"> • Requires strategic planning and streamlining current governance and administration by requiring core workforce programs to develop a single, comprehensive state plan to break down silos, reduce administrative costs, and coordinating reporting requirements. • Applies one set of accountability metrics to every federal workforce program under the bill. • Strengthens alignment between local workforce areas and labor markets and economic development regions. • Requires colocation of employment services offices with one-stop centers. • Strengthens evaluation and data reporting requirements. • Provides Governor authority to implement infrastructure funding models. • Emphasizes access to real-world training opportunities • Requires 75 percent of youth funding to support out-of-school youth, of which 20 percent must be prioritized for work-based activities. <p>Areas for further consideration and future decisions by WIA committee include co-location, infrastructure funding, LMI system, statewide metrics, evaluation, technical assistance, and submitting a unified plan vs. combined plan.</p>
Conclusions:	This was an information only item

Agenda Item:	Outline of Policy for Re-visioning Workforce System
Discussion:	Elizabeth Creamer summarized the progress of a work group comprised of the Governor’s Office, VEC, and VCCS that is exploring potential policy to simultaneously address two perennial business needs of the workforce system: (1) development and sustainability of pipelines of workers for technician, technologist, and trades positions in industries such as advanced manufacturing, energy, IT and cyber-security, and health care; and (2) simplifying and streamlining the workforce system to provide increased access and ease of services for business clients. Elizabeth Creamer emphasized the need for state policy to alleviate duplication and replication of services by multiple, publicly funded programs and reducing administrative costs to the system so as to “free” additional resources for workforce credential attainment and on the job training. She also underscored the need to address physical co-location requirements in WIOA.
Conclusions:	This was an information only item.

VBWD –Advanced Technology Meeting Minutes

November 10th
2014
8:30 AM

Meeting called Jeanne Armentrout **Type of** Committee
Facilitator: **Notes** Randall
Attendees: Chair, Jeanne Armentrout, Tom Walker, Dr. Ted Raspiller, Brian Warner, Danny Hunley, Senator John Miller
Staff: Megan Healy and Randall Stamper
Guests: Beverly Donati and Elizabeth Moran
Please read:

DRAFT Minutes

Agenda item:	EO 23 and SOCT Reports
Discussion:	<p>Dr. Raspiller questioned whether the CRC, related to employability skills, should be included/recognized in the Governor’s 50,000 STEM-H credential goal. He suggested we don’t want to lose sight of credentialing for foundational and employability skills.</p> <p>Mr. Brian Warner asked whether the Governor’s goal for increasing credential attainment proposed by agencies was viewed as attainable. Dr. Healy explained that part of the approach was to ensure that the commonwealth can count all credentials, as well as to drive more people into credentialing. While the state goal is a stretch, she stated that she believed that that goal as well as agency benchmarks to support the Gov’s goal were attainable.</p> <p>Ms. Armentrout asked which credentials were in demand – Dr. Healy discussed some of the credentials in high demand fields such as manufacturing and healthcare.</p> <p>Dr. Raspiller discussed the need for funding to support these credentials. He pointed out that we need to distribute information widely to schools, counselors, etc. to start the process early.</p> <p>Mr. Hunley questioned whether we are focused on state or regional credentials. Dr. Healy explained that there are regionally recognized credentials, state recognized credentials, and nationally recognized credentials. He also pointed out that credentials have to be regionally based and aligned to the workforce needs in the region, explaining that workers aren’t really mobile.</p> <p>Dr. Healey summarized the barriers to driving credential rates that were identified by agencies, as well as the potential strategies for overcoming those barriers.</p> <p>Mr. Hunley pointed out the lack of funding for non-credit CTE courses – there is no state funding formula that pays for noncredit coursework. Dr. Raspiller agreed and shared his experiences as a community college president.</p> <p>Dr. Healy led a final discussion of the policy solutions for driving credentials.</p> <p>Mr. Hunley was curious about how the community colleges are connected to employers in their regions and whether a policy can address gaps in training offerings between employer needs and community college offerings.</p> <p>Senator Miller questioned whether the group should make a recommendation to fund noncredit credentials. Staff discussed the bill in the last General Assembly that would have incentivized credentialing at colleges for noncredit credentials. The group agreed that this</p>

Conclusions:	The group agreed that agency goals should be more clearly aligned with what credentials are to be counted towards state goal. Motion to approve the goals identified by the agencies for credential attainment with the provision that the credentials would be those identified as valuable to industry by research being done by the Governor's office that recognizes national, state, and locally valued credentials
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Agenda item:	Apprenticeship Report
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<p>Discussion:</p>	<p>Mr. Stamper provided a brief background of the apprenticeship report requested by SOCT and introduced Beverly Donati and Elizabeth Moran to serve as resources to the committee as they considered options to promote registered apprenticeship in Virginia.</p> <p>Ms. Donati explained how registered apprenticeship is overseen and implemented in Virginia, including a history of the program, myths about apprenticeship, and ideas to expand registered apprenticeship.</p> <p>Mr. Hunley asked what the most troublesome barrier to expanding apprenticeship is. Ms. Donati cited the lack of tax incentives for businesses to participate, and misperceptions by businesses and workers about what registered apprenticeship is, what it requires, and how it operates. She also cited a lack of understanding about apprenticeship at WIBs and one stops.</p> <p>Ms. Moran discussed the issue of many businesses understand the value of apprenticeship.</p> <p>Mr. Hunley asked whether there was a missing element in educational leadership to drive apprenticeship. Ms. Donati discussed how high schools are focused on transitioning students to higher education with the same thing true of parents and students themselves.</p> <p>Mr. Warner suggested that public education is important, and that apprenticeship paths must be promoted earlier.</p> <p>Chairman Vargas suggested that there needs to be a broader view of the training apparatus to include more than just government supported education and training providers. Dr. Raspiller pointed out the aforementioned challenge related to the lack of funding for non-credit courses that can be more flexible and responsive to changing training needs.</p> <p>Ms. Donati invited the committee to advise the agency staff as to how to grow apprenticeships.</p> <p>Mr. Hunley stated that the way to advance apprenticeship is to improve the quality of apprenticeship.</p>
<p>Conclusions:</p>	<p>Information Item</p>

VBWD –Executive Committee Meeting

Minutes

11/10/2014
2:00PM

Meeting called by: Mr. Danny Vargas **Type of meeting:** Committee
Facilitator: Ms. Elizabeth Creamer **Notes Submitted by:** Katherine Coates
Attendees: Danny Vargas, Mark Herzog, Brett Vassey, Nat Marshall , Jeannie Armentrout , Senator John Miller
David Garcia.

Please read:

Minutes

Agenda item:	Next Virginia Board of Workforce Development Meeting on January 6, 2015
Discussion:	<p>Board members and staff discussed potential strategies for Board management under the HB 1009 and the new committee structure. The committee discussed keeping with the new meeting structure where the Executive committee meets before the full Board to discuss the direction of the meeting.</p> <p>It was suggested that Committee chair and committee staff get together and create a list of 3-5 priorities for the Executive committee by next week. That would then be used to structure the agenda for the next meeting.</p> <p>Mr. Vargas suggested a list of priorities be on display for each Board meeting.</p>
Conclusions:	<p>The committee requested that by the next meeting staff :</p> <ul style="list-style-type: none"> - Prepare a follow up to the VCU report - Create an annotation of action items - Identify a potential project manager for the Board

VBWD –Performance and Accountability Meeting

Date 11/10/2014
Time 8:30 AM

Meeting called by: Brett Vassey

Type of meeting: Committee

Facilitator:

Notes Submitted by:

Attendees:

Del. Kathy Byron
Mr. Brett Vassey
Secretary Maurice Jones
Ms. Carrie Roth

Please read:

Minutes

Agenda item:	Meeting Opening
Discussion:	<p>Mr. Vassey opened the meeting by pledging to get materials to the committee two weeks prior to each meeting</p> <p>He added the following items to the agenda:</p> <ul style="list-style-type: none">• Federal legislative report• Business Easy Button• Readiness and metrics and how to prioritize <p>Mr. Vassey directed everyone to the minutes, reminding everyone of the mission outlining major areas of focus. He emphasized the actions under the call to develop metrics: administrative action, guidance, Return on Investment, resource to other committees, common performance measures, emerging workforce and training needs, annual report, business engagement, prioritizing resources.</p> <p>Ms. Roth asked when the report to the General Assembly was due. Secretary Jones offered to find out.</p> <p>Mr. Vassey wanted to ensure that people add suggestions they might have for fulfilling the mission of the P and A committee</p>

Conclusions:	Procedural
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Agenda item:	VEC Plan to Integrate LMI Data
Discussion:	<p>Don Lillywhite (VEC Employment Information Services Director) presented an “Exemplar Binder” on VEC’s efforts to meet the goals of EO23 and Secretary Jones memo to agencies. Mr. Lillywhite’s presentation is included in the minutes (two packets).</p> <p>Mr. Vassey asked whether there is a way to identify what credentials employers most need. Jeff Brown answered yes, but it’s a “work around”. Mr. Vassey mentioned that we are trying to be more demand driven, and we are looking for training providers to redirect people now in low demand jobs to more in demand jobs.</p> <p>Mr. Vassey asked whether we should begin collapsing traditional occupational classifications into modern occupational groupings. Don pointed out that the occupations are driven by BLS. Mr. Vassey mentioned that it’s difficult to project forecasts for volatile industries. Leo mentioned that this might be an area for which industry might help.</p> <p>Mr. Vassey said that going forward we should look at BLS retirement forecasts when reporting what demand/supply might look like.</p> <p>Ms. Roth pointed out that people often want to know general information and people struggle to find, track, and use the data. Don agreed that the data</p>
Conclusions:	Information Item

Agenda Item:	SCHEV Plan to Integrate College Certificates & Apprenticeship Data into Economic Opportunity Metrics
Discussion:	Todd Massa presented on the SCHEV Economic Opportunity Scorecard. Presentation is available in the minutes. The scorecard is accessible through a link which SCHEV will send once refinements have been made. Del. Byron mentioned that there's a lot of good information, but it's overly plentiful and difficult to navigate. Danny Vargas mentioned the work of localities to identify specific skills to match to training, credentials and jobs.
Conclusion:	Informational

Agenda Item:	Update on Virginia Workforce System Report Card
Discussion:	<p>Kim McKay presented on the Virginia Workforce System Report Card. Mr. Vassey pointed out that the work is a year-to-year look at the data, focused on manufacturing, life sciences, and IT. Kim's presentation is in the agenda booklet for the meeting. Kim noted that the challenge to moving toward a demand-driven model is how one defines demand and what drives that demand.</p> <p>Mr. Vassey mentioned the need to provide guidance to Kim about the makeup of focus groups.</p>
Conclusions:	Information Item

Agenda Item:	Metrics for Evaluation
Discussion:	<p>Mr. Vassey introduced a document on “Metrics for Evaluation” with 10 items for consideration. He suggested that financial literacy continue to be a consideration for a metric for the workforce system, promoted either by P and A or the WIA Committee. He asked how we organize the various data we have and how we provide recommendations to the full Board. He passed out a confidential chart to begin to consider metrics for the system. He suggested that the committee start with the end in mind for outcomes that are meaningful to employers and workers. He warned against the tendency of government to pick credentials. He suggested that rather than asking what credentials we recognize, we should break down skills by levels of readiness (Work, Career, Industry, and College). Anything that demonstrates a particular level of readiness is what government should provide (i.e. Workforce Readiness Skills credential for CTE students as level 1. Vassey ended with explaining that the Number 1 issue for employers with new hires is work ethic.</p> <p>Discussion arose around who can provide the best credential training to job seekers. Danny Vargas suggested that private providers can offer quicker courses to meet current workforce needs. Ms. Roth pointed out that government needs to attain this ability. Mr. Vassey said that remediation is the primary challenge for today’s worker, and industry is in the middle. No one wants to focus on the fundamentals, and everyone wants to go after the credentials. Del. Byron told an anecdote about the inability of VCCS to provide basic skills training. Danny Vargas said the focus of government is more on process than substance. Carrie Roth mentioned TCC as a shining example of success. Colleges should take a more regional approach to meet employer demand, said Del. Byron.</p> <p>Mr. Vassey asked if the committee should recommend to staff that there be a plan for identifying instructors at K-12 level as community college resources. Del. Byron suggested legislative action. Ms. Roth suggested getting an update from ODU on their “Monarch Teach” program. Industry endorsement of faculty credentialing programs is needed.</p>
Conclusions:	Discussion Item

Agenda Item:	Career Readiness Certificate Database Access
Discussion:	<p>Ms. Mindy Fast presented an update on the Career Readiness Certificate. She discussed how employers get access to the state CRC database, which has no security/privacy control measures at the moment. There is no accountability for who has access to the data. Ms. Roth asked why we would want to make access more cumbersome. Del. Byron said that having employers register would enable the system to know who uses the data. Mr. Vassey suggested that registrants give only name and e-mail address. Ms. Fast said that community colleges are being asked to provide a list of names of employers coming to them that require the CRC.</p> <p>Mr. Vassey suggests that WIBs are asking the wrong questions of employers when they ask whether they require the CRC; the right question is whether they require certain skills businesses recognize and need. Del. Byron asked when students obtain the CRC and whether there is a workplace readiness test. Ms. Fast said that very few are using the CRC because of the cost; instead they use the Workplace Readiness Skills because of the cost (\$30 vs. \$8). Del. Byron mentioned the need for coaching from 7th grade on to make sure students get appropriate skills and credentials. Mr. Vassey mentioned Academic and Career Plan (ACP)</p> <p>Ms. Fast mentioned a recently completed end-of-the year report on CRC. Mr. Vassey asked that this be made available to committee.</p>
Conclusions:	The database access would remain open.

Agenda item:	Carol Agee read the minutes from the previous meeting, July 21, 2014. Approved as submitted
Discussion:	No discussion
Conclusions:	Approved as submitted

Agenda item:	<p>Presentation #1: Credit for Prior Learning for Veterans Proposal. Dr. Van Wilson, Assistant Vice Chancellor for Academic and Student Services, VCCS, presented this proposal. The committee was asked to recommend proposed legislation to ensure that all 23 community colleges award academic credit for military training applicable to a student's certificate or degree requirements</p>
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Discussion:	The committee asked questions as to policies and procedures by which prior learning could be articulated for college credits across all VCCS colleges. Ellen Davenport, VCCS, explained that there are 16 other states offering similar awards of college credits for relevant military education and experience. She also mentioned that a current VCCS study of veterans' education and training in VA will identify best practices in "counting" military training for community college credits. Dr. Craig Herndon, Dr. Wilson and Ms. Davenport also indicated that the proposed legislation has been endorsed by the Secretaries of Education, Commerce and Trade, Veterans Services, and Public Safety.
Conclusions:	The committee voted unanimously to recommend that the legislation be considered for endorsement by the full Board.

Agenda Item:	<p>Presentation #2 Proposal for Shared Services by Community Colleges for Training Veterans</p> <p>Dr. Edna Baehre-Kolovani, President, Tidewater Community College presented.</p> <p>This topic aligned with EO23's call to: Ensure that more transitioning service members in Virginia are provided high quality education and workforce services that accelerate</p>
Discussion:	Dr. Kolovani presented models and strategies under review by the VCCS for improving community colleges' ability to more rapidly serve and train veterans through non-credit workforce training. The committee discussed legal and technical questions related to the shared services model and the impact of the Dr. Kolovani's proposals on smaller colleges.
Conclusion:	It was determined that more time is necessary to discuss this proposal as some of the proposal elements, specifically the "franchise" approach, appear in conflict with current VA benefits approval policies and processes by the State Approving Agency. Commissioner Newby suggested that there be additional discussion at a later meeting. The item was tabled.

Agenda Item:	<p>Supporting EO 23 by: Increasing the Number of Veterans in the V3 Program and Improving Transitions for Military Members</p> <p>Andy Schwartz, Director, Virginia Values Veterans, VDVS, presented information on both the state's V3 and military transitions programs, focusing on VTAP and Department of Veterans Services' plans for re-envisioning transitional programs for service members transitioning from the military to civilian life.</p> <p>V3 has been in place since 2012 and has attained great success. Currently, 225 companies have made 8,011 pledges and hired 6,606 veterans into pledged jobs. Governor McAuliffe has asked that hires of veterans double by the end of his administration and has pledged that 10,000 more businesses will make the</p>
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	<p>'Patriot Pledge' to hire a vet.</p> <p>Mr. Schwartz is confident that DVS has the right policy and staff in place to meet the Governor's goals, but asked the committee for assistance in getting the word out about the benefits of participating in V3 and taking the Patriot Pledge so that more businesses know of these initiatives and choose to participate.</p>
Discussion:	
Conclusions:	Information item.

Agenda Item:	<p>Employer Incentives to Provide Pre-Separation Apprenticeships to Service Members. Presented by Bryan Law, Jodie Shiflett and Jennifer Coffey.</p> <p>The proposal presented recommended an incentive based tax credit to employers for training transitioning military members still on active duty. The tax credit would be reserved for employers supporting job skills development and training resources on military installations. If a military member can receive job training on base prior to separation from the military, he or she can transition, seamlessly, into a civilian job.</p> <p>The proposal would require amendments to Title 58.1 of the Code of Virginia.</p>
Discussion:	<p>There was much discussion about the potential merits and outcomes of this proposed program. There were questions as well about logistics involved; who would be responsible if the service member were trained by a company but not hired or decided not to follow through and work for a company that had trained him. There was also the question of where to take this proposal for further consideration. The VEDP was suggested because of the call for tax credits for companies supporting training.</p>
Conclusions:	The committee suggested that the Research team take proposal to VEDP.