

Central Virginia Workforce Development Area VII

*Serving the City of Lynchburg, and Counties of Amherst,
Appomattox, Bedford and Campbell*



CENTRAL REGION

Workforce Development Board Meeting 3:00 p.m., Tuesday, April 13, 2021 Microsoft Teams Lynchburg, VA

Draft Minutes

Members Present:

Lauren Anderson
Traci Blido
John Capps
Anthony Cardoza
Rene Chalmers
William Coleman
Andy Crawford
Cheryl Giggetts
Bobby Johnson
Christine Kennedy
Nate Mahanes
Nat Marshall, Chair
James Martin
Sam Penn
Sierra Phillips
John Redding
Luke Saechao
Jason Shockley

Members Absent:

Gary Campbell
Nathan Dowdy
Scott Francis
Travis Griffin
Cynthia Hall
Dana Hogan
Ron Lovelace
Paul Mann
Michael Penn
Tamara Rosser
Richard Russo
Andrew Tiskoski
Cheryl Toller
Marjette Upshur
Sterling Wilder
Kenneth Williams

1. Welcome and Introductions

Chair Nat Marshall welcomed the Board members and outlined the zoom voting procedures.

2. Review of January 21, 2021 and February 23, 2021 minutes

Upon a motion by Nate Mahanes, seconded by John Capps, the Board unanimously approved the meeting minutes of January 21 and February 23, 2021.

3. Financial Update

Rosalie Majerus reviewed the financial report through February with the Board and noted that our expenditures at \$1,152,193 to date would likely result in some carryover when compared to the \$1,854,150 budgeted amount. Rosalie noted that there were no unusual revenue or expenses since our last meeting. Rosalie reported that she has been able to utilize all of the revenues from PY 19, the oldest monies remaining.

Nat Marshall thanked Rosalie for her good management and knowledge of the Board's funds and accounts. Nat noted that under Rosalie's management we have never had to return money to the Commonwealth.

4. Update on the G3 Initiative and CVCC's CTE Academy

Dr. John Capps updated the Board on G3 – Get Skilled, Get a Job, Give Back, which is tuition free Community College for students who enroll in high demand fields such as health care, advanced manufacturing, information technology and public safety. At the college there are 60 programs that qualify for G3 support. 34 of those programs are credit programs and 26 of them are “Fast Forward” programs which provide training and job skills in a matter of weeks.

The G3 appropriation itself amounts to \$34 million of which \$32.5 million is devoted to tuition support. The tuition scholarships qualify for families up to a \$100,000 income and include books and some living expenses.

Over the past year enrollment at CVCC dropped by 9.5%. For the summer semester this year enrollment is up by 40% over last year, a reflection of the impact that the pandemic had on the college. G3 is expected to be a primary driver in bringing students to the Community College's career and technical education programs.

Also on July 1 our Regional Career and Technical Education Academy will open. Campbell School Superintendent Dr. Bobby Johnson and the other school superintendents brought the idea of the regional CTE to the college. This academy is a true regional collaborative effort with local government through the PDC investing cash resources to match GO Virginia grant funds which will allow the College to hire two key positions at the Academy.

In establishing the Academy the College received over 200 responses to a poll of businesses and business leaders. 75% of the respondents indicated they were having difficulty finding employees for positions.

G3 will not apply for dual enrollment High School students. Dual enrollment students can participate in the courses.

5. Renewal of the HumanKind Contract

Lori Cumbo explained that the contract for one-stop operator and Title I operator was awarded to HumanKind on a one-year basis with extensions available. It is appropriate to consider a one-year extension of the contract beginning July 1, 2021.

Keith Cook of HumanKind presented information about the progress made during the year through March 31. Keith also presented performance measures regarding the program services.

Since taking over the Youth Program in July, HumanKind has established the 14 Youth Career Program elements and began a class of "Career Essentials" with 25 certifications.

New programs in place for tutoring and mentoring in the Youth Program. On track to meet the required 20% Youth work experience.

Upon a motion by Traci Blido, seconded by Nate Mahanes, the Board unanimously approved a one-year contract extension for HumanKind as presented.

6. Review and approval of Business Services and Youth Incentives Policy

Lori Cumbo and Tim Saunders presented several Youth and Business Services policies that are attached. Upon a motion by Christine Kennedy, seconded by Bill Coleman, the policies were unanimously adopted by the Board.

7. Update on the Search for the new Workforce Director

Gary Christie reported that the Search Committee has been at work reviewing applications and will interview candidates in May with a July anticipated start date for the candidate.

8. Other business

Tim Saunders noted the demand from a variety of sectors and businesses with assistance from recruiting. At a recent job fair very few applicants showed up. We did advertise the event widely with TV ads, flyers, e-mails and wide publicity on social media.

Nate Mahanes reported on a RANE meeting upcoming on April 20 with Mrs. Wheelchair Virginia as the keynote speaker.

9. With no further business the meeting was adjourned.

Workforce Innovation and Opportunity Act (WIOA) Program Policy #108

Subject: Business Services

Effective Date:

Revised:

Policy Purpose: To outline the requirements for providing services to employers by the CVWDB/LWDA workforce system and WIOA program.

I. Background

A. WIOA establishes a comprehensive workforce development system that emphasizes the role of employers as a primary customer. The provision of employer services assists in meeting the needs of employers in overcoming recruiting and retaining challenges, as well as increasing the global competitiveness of the business by developing talent for the regional economy.

B. WIOA envisions an integrated system that is results oriented, flexible, and continuously improving. Each workforce development area (local area) completes a strategic four-year plan that assesses the needs of local employers and job seekers and establishes the services to be provided to employers in the local area or the region. Resources that support employer services are maximized through shared service delivery, non-duplication, and leveraging of funds across partner programs.

II. Definitions

A. Customized Employer Services: Employer services tailored for specific employers.

B. Employer: An individual, business, company, firm, agency, organization, etc. that employs one or more people.

C. Employer (Business) Services: Activities that assist employers with their employment needs. Services may include: customized training, pre-hire services, screening and referral of qualified applicants, and labor market information.

D. Business Services Team (BST): A formalized team responsible for ensuring the coordination of employer service delivery according to their local plan and in line with the combined state plan. The team is made up of cross-agency, WIOA partners and other organizations as appropriate.

E. Fee-for-Service: A fee that may be charged to employers, employer associations, and other such organizations for the provision of customized services.

F. Job Order: A structured record of an employer's requirements (wages, hours, working conditions, worksite location and benefits offered by the employer) for filling vacant positions with qualified workers.

G. Talent Solutions Team: The Talent Solutions Team is comprised of all interested education, economic development, training and employment organizations in the Central Virginia Local Workforce Development Area 7. The team is responsible for driving sector strategies within the locality, providing local employers with human resource solutions and identifying methods to shrink regional skills gaps. The team is designed to ensure a comprehensive array of services are provided to businesses to maximize the efficiency and expertise of the system partners. Members of the CVWDB Business Services Team (WIOA partners) are a part of this team.

III. Local Workforce Development Area Requirements

A. Provision of Employer Services

1. Local areas must establish and develop relationships and networks with large and small employers and their intermediaries. The provision of employer services necessitates that the local workforce system identifies and meet the needs of businesses in the local area. To assist in this, applicable CVWDB center partners must develop, offer, and deliver quality employer services. These services must assist businesses in overcoming the challenges of recruiting and retaining employees, as well as developing employee talent to benefit the regional economy. To support area employers most effectively, local areas, including designated partner staff, must:
2. Have a clear understanding of industry skill needs.
3. Identify appropriate strategies for assisting employers, and coordinate employer service activities across the CVWDB center partner programs, as appropriate; and
4. Incorporate an integrated and aligned employer services strategy among CVWDB center partners to present a unified voice for the CVWDB center in its communications with employers.

B. Services Include:

1. Communication, Coordination:
 - a) *Streamlined contact funnel for workforce needs- one call, an entire team behind the scenes to meet employer needs.*
 - b) *Timely information on programs and resources*
2. Workforce Development

- a) *Develop Career Pathways to “fill the pipeline” of future workers for area employers*
 - b) *Coordinate employer-sponsored internships for high school students*
 - c) *Facilitate intensive, short-term training which leads to nationally recognized credentials to help individuals improve skills to start a new career and/or improve current career*
3. **Workforce Recruitment & Marketing**
- a) *Assistance with Job Fairs*
 - b) *Pre-screening for eligible candidates*
 - c) *Referrals for job openings*
 - d) *Interview space and business equipment*
 - e) *Innovative recruitment strategies*
 - f) *Assistance with online recruiting*
 - g) *Assistance with web, social media and video material to market and recruit prospective employees in high demand sectors*
 - h) *Promotion for job openings through social media*
4. **Workforce Training**
- a) *Resources & referrals to organizations that train and educate existing workers as well as customized training and education*
 - b) *On-the job training to reduce your job creation cost*
 - c) *GED, Adult basic literacy or English as a second language classes*
 - d) *Assessment of current workforce*
 - e) *Incumbent worker training/re-training to avoid layoffs and improve business competitiveness*
 - f) *Industry-specific customized training*
 - g) *Executive coaching and consulting services*
 - h) *Registered apprenticeship programs*
 - i) *Internships*
 - j) *Small business and entrepreneurial advising and group education*
5. **Data & Analytics**
- a) *Assist in data collection*
 - b) *Labor Market Information*

c) *Sector strategies and best practices to assist in securing workforce in our high demand occupations*

6. Funding

a) *Information on tax incentives*

b) *Training funds and incentive-based employee placement*

c) *Tuition assistance and resources*

d) *Existing (incumbent) worker training*

e) *On-The-Job Training program*

7. C. Other Allowable Services and Activities

C. Local areas may also provide other employer services and strategies that meet the workforce development needs of area employers, in accordance with partner programs' statutory requirements and consistent with Federal cost principles. These employer services may be provided through effective business intermediaries working in conjunction with the local Workforce Development Board (WDB), or through the use of economic development, philanthropic, and other public or private resources in a manner determined appropriate by the local WDB.

D. Fee for Employer Services

1. A fee may be charged for customized employer services. Additionally, employer services and strategies that go beyond the scope of services outlined in WIOA as mandatory may be provided on a fee-for-services basis or through the leveraging of economic development, philanthropic, and other public and private resources in a manner determined appropriate by the local WDB. The CVWDB seeks employer financial support to build a regional career pathway system that includes informational videos on careers with employers as well as web-based and mobile platforms to support virtual career exploration, work-based learning and employment

2. Fees may not be charged for the following services:

a) *Appropriate recruitment and other employer services on behalf of employers, including information and referrals to specialized employer services other than those traditionally offered through the workforce delivery system; and*

b) *Provision of workforce and labor market information, including the provision of statistical information relating to local, regional, and national labor market areas, including:*

E. Job vacancy listings in labor market areas using the VaWC;

F. Information on job skills necessary to obtain the vacant jobs listed; and

G. Information relating to local in demand occupations and the earnings, skill requirements, and opportunities for advancement in those jobs.

1. The local WDB may examine the services provided compared with the assets and resources available within the workforce delivery system and through its partners to determine the appropriate cost structure for services, if any.
2. Any fees earned are recognized as program income and must be expended by the partner in accordance with the partner program's authorizing statute, implementing regulations, and Federal cost principles identified in 2 CFR Part 200.

IV. Coordination with Partner Agencies

The following minimum standards are required and must be evident and practiced in the delivery of services to business customers.

A. The CVWDB BST Agreement shall identify the role of each partner and reflect the strategic goals of the area for business services as identified in the local plan. The agreement must include:

1. Standardized timeframes to respond to business inquiries and subsequent contact, to deliver specialized and collaborative solutions that meet the needs of the business customer (alternate options must be provided if the area cannot provide an affirmative response to a business's initial request)
2. Protocol for delivery of business services.

B. A business satisfaction tool to assist in demonstrating continuous improvement.

1. BSTs must have clear, convenient, integrated and easily accessible content and outreach materials (including web-based content) for business customers that provides:

- a) *A list of all integrated business products and services (for all partner agencies but not listed by agency); and*
- b) *Contact information for a business to contact through the identified "single point of contact" protocol.*

- C. BSTs will document they are working and making progress towards shared goals.
- D. BSTs must brand all outreach materials according to the Virginia Career Works brand. Standards and other required EO and funding taglines and be approved by the CVWDB prior to distribution.
- E. BST members must be available to participate in meetings, job fairs, hiring events and other BST activities, including trainings.
- F. Team members must be knowledgeable and able to connect businesses to the full range of partner services, not just the program/agency he/she represents.
- G. All BST members must sign an agreement to abide by the CVWDB BST policies and procedures.
- H. BST members must adhere to confidentiality and ethics as it relates to business needs and partner statutory requirements.
- I. The notion of shared business client ownership and accountability is institutionalized across agencies and programs. Partners must buy into the notion that working collectively expands the breadth of services offered to business which is a positive for all.
- J. Business outreach representatives (across partners) utilize the CVWDB contact management system, share intelligence, coordinate and strategize follow-up.
- K. BST members regularly participate in local and state provided training, including cross training.
- L. Coordinated business services represent “the whole” when in front of business and follow- up includes bringing in the partners/resources to address the solution.
- M. Financial Considerations
 - 1. Employer services may be funded using WIOA program funds or may be provided through intermediaries. Local areas must not provide employer services funded with WIOA dollars that:
 - a) *Result in displacement of currently employed workers by WIOA participants, including reductions in non-overtime work hours, wages, or benefits;*
 - b) *Are inconsistent with the terms of a collective bargaining agreement unless the labor organization and employer provide written concurrence with the services being provided;*
 - c) *Encourage relocation of a business within the United States.*

V. An employer services is available at: toolkit The toolkit is designed to provide resources for employers and local area employer (business) service teams.

VI. Performance

A. Section 116(b)(2)(A)(i)(VI) of WIOA requires that the Departments of Labor and Education establish a primary indicator of performance for effectiveness in serving employers. This indicator will be measured as a shared outcome across all six core programs within each State to ensure a holistic approach to serving employers.

B. Three approaches for measuring effectiveness in serving employers have been developed: Retention, Repeat Business Customers, and Employer Penetration Rate. Virginia has not selected the measures that will be used so the policy will be amended when this information is provided.

VII. Reporting

A. The CVWDB and all programs serving business customers are required to track and report the number, type, size and services provided to businesses. Using a “report template”, each WIOA partner will collect the business data information and will send the information to the VCW-Central Region designated staff or post on the VCW-Central Region contact management system.

a) Number of Businesses Served

(1) Tracked by establishment

b) Type of Business

(1) Tracked using the North American Industry Classification System (NAICS) Codes

c) Size of Business (for each location)

(1) Small (0-249 employees)

(2) Other (250+ employees)

d) Types of Services Provided

(1) Assessments

(2) Recruitment Services (job descriptions, job postings, candidate screenings, job fairs, recruiting events, hiring events, targeted candidate recruitment)

(3) Labor Market Information

(4) Consulting Services

(5) Tax Incentives and Credits

(6) Layoff Aversion

(7) Registered Apprenticeship

(8) Training (pre-employment training, on the job training, incumbent worker training, training in employment issues, etc

VIII. Monitoring

A. At the local level, the local area must conduct oversight of the implementation of the WIOA program to ensure that employers have been provided identified services.

IX. References

- A. VWL: 403-01
- B. 2 CFR Part 200
- C. 20 CFR 683.270
- D. 20 CFR 683.260
- E. 20 CFR 678.435
- F. 20 CFR 678.440

Attachments

A: Talent Solutions Communication Flow

B: BST Agreement

C: Employer Evaluation



Title: Youth Incentives	Related Forms: Yes
Effective Date: 04/13/2021	

Purpose:

To provide guidance on the provision of incentives to eligible participants through the WIOA Title I Youth program.

References:

PUBLIC LAW 113–128 Workforce Innovation and Opportunity Act Sections 129, 150
 00-5 Youth Programs under Title I of the Workforce Investment Act
 OMB Circular No. 122 (Cost Principles for Non-Profit Organizations), Attachment B, Item 33
 NPRM Section 681
 20 CFR §681.640
 Training and Employment Guidance Letter (TEGL) 21-16, Change 1 Third WIOA Title I Youth Formula Program Guidance

Policy:

It is the policy of the CVWDB to provide reasonable incentives, or awards, to youth who participate in WIOA programs and successfully complete training or educational programs to encourage participation in such activities. Incentives are permitted for recognition of achievement directly tied to work experience, education and training activities and are tied to the goals of the specific program. Incentives must meet cost principles. Incentives may not include entertainment such as movie or sporting event tickets or gift cards to movie theatres or other venues whose sole purpose is entertainment. The CVWDB does not provide incentives via gift cards.

Procedure:

The justification and strategy for awarding incentives and administered in a manner that ensures all participants receive equal rewards for equal achievement.

For the purposes of this policy, the term “incentive” shall mean an inducement or reward intended to motivate achievement, progress, and attendance. The incentive must be directly linked to one of the allowable elements as listed in WIOA or to the attainment of specific and measurable program outcome. All incentive awards are subject to the availability of WIOA funds and are not an entitlement.

Maximum Incentive Amount: Total incentives are not to exceed \$500 per participant, per program year. (All incentive payments are contingent on the availability of funding to the workforce region.) For the full policy on Youth Incentives refer to YC 17-03 found at <http://region2000works.org/workforce-development-board/>



WIOA Title I Youth program staff shall maintain required documentation in the participant's case file detailing the achievement, distribution, and management of incentives. At a minimum, WIOA Title I Youth Program staff shall document the need for the incentive and justify issuance of the incentive in the participant's Individual Employment Plan and in the Virginia Workforce Connection system (VAWC). Service providers will also maintain records verifying the participant received the incentive through an original signature on a receipt form and documentation showing the type of incentive awarded (i.e. copy of a check). It is the responsibility of each service provider to become aware of all applicable regulations and to monitor personnel and participant activities to ensure compliance in accordance with this policy and other cited references.

Participants in the WIOA In-School and Out of School Youth Programs can earn incentives for successfully completing certain program activities listed below:

Cash Incentive Awards

Attainment of H.S. Diploma or GED	\$100
Attainment of Credential	\$100
Work Readiness Activity	\$25 (each)
Leadership Development Activity	\$25 (each)
Placement in (Unsubsidized) Employment *Payable at 30 consecutive days of employment	\$50
Retention of (Unsubsidized) Employment *Payable at 90 consecutive days of employment	\$50
Enrollment in Post-Secondary Education	\$50
TABE Post-Test (See policy for full detail.)	\$25 (per test)
Progress Report for Education/Training (Must be a full-time student in good standing with a "C" or better average in all classes.)	\$25

Related Forms:

WIOA Area 7 Youth Incentive Policy Form