



Meeting Agenda
November 12, 2013
3:00 PM

Goodwill Madison Heights Job Center
174 River James Shopping Center
Business Route 29 North (Next to Lowes)

1. **Welcome and Call to Order** Nat Marshall, Chairman
2. **Approval of August 13, 2013 Meeting Minutes**
Draft provided at end of packet, along with financial summary report
3. **Public Comment Period.**
4. **Action Items:**
 - a) **Authorization for Operations and Oversight Committee to Select a Vendor to Evaluate One Stop Operator Programs (5 minutes)**
 - b) **Workforce Partnership Proposal (5 minutes)** - The Future Focus Foundation is seeking a \$50,000 resource partnership with the WIB as a match to a grant they are submitting to the US2020 City Competition to help Region 2000 increase and strengthen STEM mentorship. – **See Attachment 1**
 - c) **Fund Transfer Policy (5 minutes)** – A state administrative document requires WIB action for fiscal staff to perform a basic accounting function. Staff is proposing adoption of this policy to prevent the WIB from having to take a formal action every time a fund transfer needs to occur. – **See Attachment 2**
5. **Information Items – See Attachment 3**
 - a. **Update on Workforce Center Matters. (5 minutes)**
 - Manager Recruitment
 - State Certification
 - b. **Career Readiness Certificate (10 minutes)** - Local Workforce Boards statewide are under a state-imposed requirement for a certain percentage of its program participants to earn a Career Readiness Certificate. Staff will brief the board on some concerns related to this requirement.
 - c. **Committee Updates (5 minutes)** - Staff.
6. **Panel Discussion – “The Soft Skills Challenge”: How did we get into it, how much of a problem is it, and how can we get out of it?” (30 minutes)**

Dr. Scott Brabrand, Superintendent, Lynchburg City Schools; Dr. Ruth Hendrick, Vice President for Workforce Solutions, Central Virginia Community College; Scot McCarthy, Director of Workforce Development, Centra; and Sterling Wilder; Director, Jubilee Family Development Center

7. Adjourn

Reminder: Next Meeting Date is February 11, 2014

Attachment 1 – Partnership Resource Request from Future Focus Foundation

Projects or programs must align with and directly support a goal or strategy of the WIB's 2013-2016 Strategic Plan.

WIB staff must also make a determination that activities would be in compliance with the federal Workforce Investment Act, its regulations, as well as applicable state or local laws, regulations or policies.

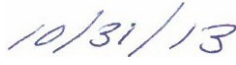
Applicant Entity	Future Focus Foundation
Contact Name for Applicant/Title	Elizabeth Narehood
Project Name/Focus Area	Strengthening the STEM Workforce Pipeline in Region 2000
Target Population(s)	Youth Ages 6-18 and Volunteer Adult Mentors
Identify strategic plan goal(s) and/or strategies to be advanced by project	Goal1-Support growth in the emergent workforce (strategies 1-4 are included)
Explain how the effort will advance WIB's Plan?	Initiatives will touch upon each of the strategies listed as advancement areas for the emergent workforce. The Future Focus Foundation's mission to "prepare and encourage students in K-12 and beyond to seek careers in science, technology, engineering and math (STEM) fields and to provide a pipeline for a technically and scientifically proficient workforce in Virginia's Region 2000," places emphasis on high-growth, high-wage industries in the region. Focus on preparing and aligning the "emerging" workforce with the "emerging" industries ensures that students are graduating not only career ready, but are prepared to find employment in industries with a positive career outlook and the potential to make the greatest impact on the region's economy.
What specific activities will be conducted?	<ul style="list-style-type: none">• Foundation staff will continue to support the development of the XLR8- Lynchburg Regional Governor's STEM Academy. Senior year courses come online next year as will the initial development biomedical pathway. The Foundation is continuing to support the STEM Academy in seeking additional funding for necessary equipment, supplies, and training as well as connect industry with students. (Strategies 2, 3, 4)• Regional Coordination of STEM Volunteer opportunities with industry. Programs coordinated and/or partnered with include Jr. FIRST LEGO League, FIRST LEGO League, VEX Robotics, MATHCOUNTS, CVCC Career Academies

	<p>(STEM Focus Academies). The Foundation has new requests for assistance with the Young Engineers Camp, TECH FAIR, Pilot STEM in the Library, STEM with the Boys and Girls Club of Greater Lynchburg, and connect industry with the classrooms for speaking and hands-on learning. (Strategies 1, 2, 3)</p> <ul style="list-style-type: none"> • Development of a 3 year strategic plan for STEM workforce growth and development in Region 2000 (Strategies 1,2, 3,4)
How will success be measured (what are the measurable outcomes?)	<ul style="list-style-type: none"> • Measurable Outcomes will include: <ul style="list-style-type: none"> o Number of students participating in activities o % change in student perception of STEM careers as a career pathway as a result of participation. o Number of recruited volunteer mentors, calculated hours of volunteer service, evaluation of volunteer perception of student engagement and development. o Working with Liberty University on a potential graduate project focused on measuring regional impact on STEM initiatives.
<p><i>Project Budget</i></p> <p>\$45,000 -Staff \$2,500- Travel/Meeting Expenses \$2,500- Equipment and Supplies</p> <p>Total Request- \$50,000</p> <p>Staff expense item will provide time to develop new partnerships, events/activities, recruit new mentors and volunteers, plan events, and coordinate and conduct activities.</p> <p>The Future Focus Foundation is also seeking an additional \$50,000 for the US2020 City Competition focused on STEM mentorship. A requirement of the competitive grant is a match of \$50,000 to support staff coordinating the activities.</p>	

Signature indicates my authority to submit on behalf on the named entity and understanding of the applicable written guidelines and below:

1. If a project is approved, a written agreement or contract will be drafted by the WIB staff and must be executed prior to funding availability.
2. Funding availability will not exceed one year.
3. A funding award does not guarantee future such awards.
4. Preference will be given to project-based proposals as opposed to ongoing operational support activities.


Signature


Date

Attachment 2 – Draft Policy of Funding Transfers

D-R-A-F-T Workforce Investment Act (WIA) Program Policy #106

Subject: Funding Transfers

Effective Date: November 12, 2013

Background:

The Region 2000 Workforce Investment Board's (WIB) federal funding is received in three program streams: adult, dislocated worker and youth. WIBs are permitted by law to transfer up to a certain percentage of funds between the adult and dislocated worker program streams. (Youth funds cannot be transferred). Virginia currently has a waiver from the U.S. Department of Labor that allows local workforce areas the ability to transfer up to 50% of available balances in either stream.

Policy Statement: The Region 2000 WIB recognizes that fluctuations in service levels in the WIA adult and dislocated worker program may occur at any time within a program funding year depending upon local economic conditions, types of customers seeking assistance and other related factors. As such, the purpose of this policy is to set the parameters by which WIB and fiscal agent staff can make a determination that a transfer of funds between the program streams is necessary; and further, to authorize staff to submit such a request to the state.

Policy Requirements:

Before submitting a funding transfer request of no more than the maximum amount permissible, local staff must determine that:

- 1) Fiscal reports show low balances indicating that the funding stream would otherwise be depleted before the end of the program year.
- 2) There are sufficient balances in the source stream to support the request and retain a sufficient amount to support continued service in the stream,
- 3) The transfer is necessary to allow provision of service to the population served by the stream to which funds are being transferred.
- 4) WIB staff will provide notice to the WIB membership anytime that a request has been made.

Attachment 3 – Discussion of State Career Readiness Certificate Requirements

Background: The Career Readiness Certificate (CRC) is based on three Work Keys assessment tests developed by the private vendor ACT. The three testing areas are reading, applied math and locating information. A certificate is awarded in one of three levels (bronze, silver or gold) depending upon test results. The cost of the testing is \$45 per person and it must be proctored by a vendor-approved organization; in Virginia, this is typically a community college staff member. According to the vendor's website, the "WorkKeys assessments measure "real world" skills that employers believe are critical to job success".

In November 2012, the Virginia Workforce Council voted to set requirements for a certain percentage of customers served with WIB funds to earn a CRC. The language from the minutes of that meeting follows:

"A motion was made by Danny Marshall to implement the phased CRC attainment goal approach but to drop the 7% (PY12) and start with 12% in PY12, 18% (PY13) and 25%. (PY14). Motion carries. There was consensus among Committee members to establish a future carrot and stick approach to incentivizing the CRC attainment goals. A discussion about the list of penalties will be tabled until the next meeting."

It should be noted that the CRC attainment is not recognized or required in federal law, nor does the US Department of Labor, which funds the WIBs, consider the CRC a credential for its definitional purposes.

Discussion:

For the program year that ended on June 30, 2013, the Region 2000 WIB received notice that its service providers did not achieve the 12% CRC attainment level for its customers. (The actual results were reported as 10.24%). As such, the WIB was informed by the state of the need to develop and file a "Performance Improvement Plan". While staff has filed such a plan with language to indicate how service providers will work to meet the state-imposed requirement moving forward, staff believes it of value for the WIB to be aware of the following points of concern:

- a) There is no known policy statement by the Virginia Workforce Council to indicate their purpose for mandating CRC requirements or what intended goals/benefits will be achieved with such a requirement. There is also no rationale provided as to how the attainment levels were established.
- b) If the intent of the state was to provide a value-added service for businesses, it is worth noting that according to state data, 80 employers statewide out of over 238,000 use the CRC (Less than 1%). Locally there is one known employer out of over 6,600 currently using the CRC at any level.
- c) If the intent of the state was to strengthen certain basic work readiness in the state workforce, it is worth noting that WIB-funded programs represented only 1.4% of the total customers served by Virginia Workforce Programs statewide in FY12.
- d) There are no known validated studies to suggest that jobseekers with a CRC fare better in employment and/or wage earnings than those job seekers that do not have a CRC.

- e) While Region 2000 now has plans in place that should enable its service providers to help customers meet state-mandated levels, it is more likely appropriate at this time to consider CRC compliance as a service code requirement rather than an outcome until some of the items above are addressed.

Draft Minutes from August 13, 2013

Region 2000 Workforce Investment Board

Members Present: Chairman Nat Marshall, Traci Blido, Scot Brabrand, Allen Cash, Melissa Caudill (for Tom Wood), Lee Cobb, Bryan David, Mike Davidson, Lorenza Davis, Walter Fore, Danny Grimes, Keith Harkins, Adam Hazelwood (for Cheryl Toler), Shawn Hecker, Christine Kennedy, Linda LaMona, Ruth Maragni (for Scot McCarthy), Susan Martin, John Mastroianni, Kimberly McIver, James Mundy, Hugh Pendleton, Shelby Penn, Justin Reid, Luke Saechao, Roxanne Slaughter, Jeff Taylor, Marjette Upshure, Jonathan Whitt

Members Absent, Excused: John Capps, Patty Eller, Ebo Fauber, Ruth Hendrick, Ron Lovelace, Douglas Schuch, Deborah Weaver, Sterling Wilder, Linda Youngblood

Members Absent: Joe Byron, Rex Hammond, Bif Johnson, Cindy Joyner, Josh Keith, Michael Rose, Tamera Rosser

Staff Present: Susan Cook, Brian Davis, Rosalie Majerus

Others Present: Deborah Alferts – Region 2000 Workforce Center, Monica Burns, Goodwill Ind., Lee Capps, Clay Stein – Goodwill Ind.

1. Welcome

Chairman Nat Marshall welcomed everyone and opened the meeting at 3:00 p.m.
New members Scot Brabrand, Justin Reid, and Luke Saechao were introduced.

2. Approval of May 14, 2013 Meeting Minutes

Upon a motion by Walter Fore, seconded by Jeff Taylor, the minutes were approved unanimously as written.

3. Public Comment

There were none.

4. Action Items

a. PY 13 Budget

Brian Davis reported that at the last WIB meeting, the Executive/Finance Committees were authorized to adopt an interim budget. The PY 13 budget was approved unanimously as presented and recommended by the Executive/Finance Committees.

b. Eligible Training Provider Applications

- 1) Endless Creations Salon and Spa is seeking first-time WIB approval as a provider for their cosmetology program. The motion was made by John Mastroianni, and seconded by Mike Davidson, to approve Endless Creations. The motion carried unanimously.
- 2) National College is requesting to add their new cyber security programs to their already approved programs. John Mastroianni made the motion to approve this request. The motion was seconded by Walter Fore, and approved unanimously by members present.

5. Information Items

The Business of WIA –

- a) Brian Davis provided an overview of the WIBs roles and responsibilities with respect to WIA programs as established in the federal. Responsibilities include oversight and financial responsibilities. An Operations Committee will be created to more regularly oversee the One-Stop delivery system, workforce center and service providers.
- b) Deborah Alfors described the process each client goes through to determine what services they are eligible for, and answered questions from WIB members. Questions raised concerned how people in the counties could find out about available services, and what the status of the ex-offender program presently is.
- c) Brian Davis gave examples of Workforce related data, some of which were:
 - What types of post-secondary education will be needed by 2020 in the region
 - Demand and supply of the present workforce in Region 2000

6. Other Items

Christine Kennedy announced that applications are being accepted for the 2013-2014 Young Entrepreneurs Academy. Grades 6 through 12 are being accepted, with 24 participants the maximum total.

7. The next meeting will be on November 12, 2013.
There being no further business, the meeting adjourned at 4:20.

WIA Source and Use of Funds Comparison of Budget to Actual as of 9/30/13		
SOURCES OF FUNDS		
<u>LINE ITEM</u>	<u>Budget</u>	<u>Actual</u>
	<u>Total</u>	
cash	5,954.17	
PY 2012	702,602.10	
PY 2013	1,232,281.00	
Transfer	0.00	
Total Funding	1,940,837.27	
Workforce Investment Board		
Salary-Ex Dir	82,700.00	20,333.81
Salary-Admin. Asst.	35,000.00	6,997.54
Benefits	35,250.00	7,996.21
Monitoring	3,000.00	0.00
Audit	2,500.00	0.00
Legal	3,000.00	0.00
Outreach/aw areness	15,000.00	0.00
Contractual Services	25,000.00	5,670.75
Communications Tel/post	1,000.00	125.29
Travel/Training	5,000.00	1,042.80
Ofc & equip lease	10,000.00	2,606.42
Ofc supplies	4,000.00	43.58
Furnishings & computer	2,000.00	(461.55)
Fiscal Agent	60,000.00	14,307.08
Miscellaneous	2,500.00	742.53
Total WIB Office	285,950.00	59,404.46
	0.00	0.00
WIB/YC Initiatives	125,000.00	15,133.32
	0.00	0.00
Total Initiatives	125,000.00	15,133.32
WIB OPNs TOTAL	410,950.00	74,537.78
Workforce Center		
Rent/utilities	65,000.00	12,784.14
Insurance	1,500.00	690.48
Security System	500.00	56.44
Equipment	15,000.00	2,426.82
Communications (Phone)	5,000.00	582.55
Maintenance	5,000.00	87.74
Cleaning	7,500.00	1,690.74
Facility Total	99,500.00	18,318.91
OS/Adult/DLW	725,000.00	121,473.37
Youth Program	425,000.00	78,028.77
Grand Total	1,660,450.00	292,358.83
Unallocated	280,387.27	
Available Funding Remaining	Available	1,648,478.44