



**Meeting Agenda for
February 11, 2014 - 3:00 PM
Goodwill Job Center
174 River James Shopping Center
Business Route 29 North (Next to Lowes)
Madison Heights, VA**

1. Welcome and Call to Order Nat Marshall, Chairman

2. Approval of November 12, 2013 Meeting Minutes

Draft provided in packets, along with financial summary report – See Attachment 1

3. Public Comment Period.

4. Focus Item: Small Business Development (25 minutes)

95% of the business in the region have fewer than 50 employees, and nearly 60% have five or fewer employees, showing the prevalence of small-size businesses in our economy. At the same time, the number of new startup firms both in the region and state are slow to rebound from pre-recession levels in 2007. The WIB will hear from **Bart Smith, Director of the Region 2000 Small Business Development Center** about available resources and services to support small business and **Renee Wood, Owner of Gladiola Girls on Main Street in Lynchburg**, offering first-hand experience on starting a business in the region. Both will also share perspectives about the current small business climate and the outlook for the future.

5. Information Items

- a. Program Highlights (10 minutes)** – WIB staff will provide updates on program and operations-related matters
- b. Financial Summary (5 minutes)** – WIB staff will summarize budget and spending highlights from the first half of the current program year.
- c. Legislative Update (10 minutes)** – WIB staff will provide an overview and status of bills introduced in the 2014 General Assembly session related to workforce development.
- d. What's Happening at the Workforce Center? (15 minutes)** – Randall Franklin, new Center Manager, will provide a summary of current services and operations; as well as share his perspectives on future efforts and initiatives.

6. Adjourn

Reminder: Next Meeting Date – May 13, 2014

**Workforce Investment Board Meeting
3:00 p.m., Tuesday, November 12, 2013
Goodwill Madison Heights Job Center**

Draft Minutes

Members Present: Chairman Nat Marshall, Traci Blido, Scot Brabrand, Joe Byron, John Capps, Lee Cobb, Bryan David, Mike Davidson, Lorenza Davis, Patty Eller, Danny Grimes, Keith Harkins, Ruth Hendrick, Christine Kennedy, Linda LaMona, Ron Lovelace, John Mastroianni, Scot McCarthy, James Mundy, Gerald Murphy (for Kimberly McIvor), Hugh Pendleton, Shelby Penn, Justin Reid, Michael Rose, Tamera Rosser, Luke Saechao, Douglas Schuch, Jeff Taylor, Cheryl Toler, Deborah Weaver, Sterling Wilder, Tom Wood

Members Absent, Excused: Allen Cash, Ebo Fauber, Walter Fore, Shawn Hecker, Susan Martin, Roxanne Slaughter, Marjette Upshur, Jonathan Whitt, Linda Youngblood

Members Absent: Rex Hammond, Bif Johnson,

Staff Present: Gary Christie, Susan Cook, Lori Cumbo, Brian Davis, Rosalie Majerus

Others Present: Chris Collins – Regional Director – Sen. Kaine’s Office, Eleanor Kennedy – News & Advance, Nate Mahanes – DARS, Linda Matthews – Goodwill of the Valleys, Catherine Mosley - Region 2000, Elizabeth Narehood – Future Focus Foundation, Bruce Phipps – Goodwill of the Valleys, Scott Pleasants – Future Focus Foundation, Heather Reynolds – Altavista Chamber of Commerce, Clay Stein – Goodwill of the Valleys

1. Welcome

Chairman Nat Marshall welcomed everyone and opened the meeting at 3:00 p.m. Mr. Marshall introduced Bruce Phipps, President of Goodwill of the Valleys. Mr. Phipps spoke briefly to the Board about Goodwill operations in general, and operations at the Madison Heights Job Center. He pointed out that 2,600 people have received services from Goodwill this year, in this community.

2. Approval of August 13, 2013 Meeting Minutes

Upon a motion by Lee Cobb, seconded by Linda LaMona, the minutes were approved unanimously as written.

3. Public Comment

There were none.

Reminder: Next Meeting Date – May 13, 2014

4. Action Items

a. Authorization for Operations and Oversight Committee to Select a Vendor to Evaluate One Stop Operator Programs

Authorization would allow the project to progress more expeditiously than waiting until the February WIB meeting. The planned schedule would be selection in January, project beginning in January, and report with recommendations by March.

A motion was made by Mike Davidson, with a second by Linda LaMona, to authorize the committee to proceed on behalf of the full board in selection of a vendor. The motion was approved unanimously.

b. Workforce Partnership Proposal

Brian Davis presented a one-time request from the Future Focus Foundation to partner with the WIB in advancement of STEM efforts. \$50,000 over the course of Calendar Year 2012 was requested. Elizabeth Narehood outlined how the funds would be used to advance the WIB's Strategic Plan. Mr. Mastroianni asked if it would be possible for Ms. Narehood in the course of her work to provide information on the importance of the STEM fields in relation to the region's projected job growth. John Mastroianni made a motion, seconded by Mike Davidson, to approve the request. The motion carried unanimously.

c. Fund Transfer Policy

Brian Davis requested approval of a policy that would allow WIB and Fiscal Staff to make requests from the state to transfer funds between the adult and dislocated worker program without formal action by the WIB as required under state policy.

The motion was made by John Mastroianni, with a second by Gerald Murphy. The motion carried unanimously.

5. Information Items

a. Update on Workforce Center Matters

- **Manager Recruitment** – As a result of Deborah Alferts' retirement, Brian Davis reported that CVCC is in the process of recruiting a new Center Manager. A hiring decision is expected by the end of the month.

John Mastroianni made a motion, seconded by Lorenza Davis, that a formal proclamation of appreciation be written and presented to Deborah Alferts for her service as Workforce Center Manager. The motion was approved unanimously.

- **State Certification** – Mr. Davis reported that a team visited the Workforce Center on October 21 to conduct a certification review. A report is expected within 45 days as to whether certification requirements were met.

Reminder: Next Meeting Date – May 13, 2014

b. Career Readiness Certificate

Mr. Davis explained that WIBs have been required by the state to issue Career Readiness Certificates to a certain percentage of WIA customers in the course of the year. Region 2000 is required to submit a corrective action plan because the required level of 12% for this past year was not achieved by the service providers. He noted that less than 1% of the employers in Virginia recognizes or use this certificate, so there is some question as to the value for job seekers in earning the certificate, as well as some procedural questions in how the state developed the mandate.

A motion was made by Jeff Taylor, and seconded by John Mastroianni, to send a letter to the state board voicing concerns related to this certificate requirement as imposed. The motion was approved unanimously by the board.

6. Panel Discussion – “The Soft Skills Challenge”

Brian Davis opened the discussion by reminding the WIB that during development of the Strategic Plan, employer survey results indicated that a lack of “soft skills” in the region’s workforce was a prevalent concern. He introduced the panel members, Dr. Scott Brabrand, Dr. Ruth Hendrick, Scot McCarthy, and Sterling Wilder, and asked them to address:

- 1) Whether soft skills are a workforce issue or a broader community issue
- 2) Where the biggest impact can be made in terms of a resource investment
- 3) Is the issue the type of item the WIB would like to move forward in addressing as a larger workforce system issue with multiple stakeholders involved?

Scot McCarthy, Director of Workforce Development at Centra, stated that expectations must be set at every level, with developmental opportunities provided and employees held accountable. Key aspects to address are respect, professionalism, communications, and a positive attitude.

Dr. Scott Brabrand, Superintendent of Lynchburg City Schools, stressed that schools are required to focus much of their time and resources on SOLs, which do not address these types of critical work ready components and that perhaps it is time for SOLs to be modified to include some of the elements discussed.

Dr. Ruth Hendrick, Vice President for Workforce Solutions at CVCC, said that colleges need to address the soft skills issue and infuse them into the curriculum. However, this is hard to do with the older students and incumbent workforce.

Sterling Wilder, Director of Jubilee Family Development Center, added that community leaders need to step up to fill gaps left in the home lives of the young people.

There was interest among members to see some type of community-wide response plan to be developed and Mr. Davis suggested that perhaps a “task force” be developed to work on such a plan in the future, noting that it would likely take multiple years to see progress.

7. Adjourn – The meeting adjourned at 4:40 p.m.

Reminder: Next Meeting Date – May 13, 2014

Region 2000 Workforce Investment Board
Summary of WIA Spending Against Budget; as of December 31, 2013 (6 months through budget year)

<u>LINE ITEM</u>	<u>Budget</u>	<u>Actual</u>
	Total	
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	40,985.30
Salary-Admin. Asst.	35,000.00	13,990.73
Benefits	35,250.00	16,223.54
Monitoring	3,000.00	0.00
Audit	2,500.00	2,450.00
Legal	3,000.00	0.00
Outreach/aw areness	15,000.00	0.00
Contractual Services	25,000.00	6,284.55
Communications Tel/post	1,000.00	245.80
Travel/Training	5,000.00	2,359.76
Ofc & equip lease	10,000.00	5,195.91
Ofc supplies	4,000.00	174.89
Furnishings & computer	2,000.00	(486.55)
Fiscal Agent	60,000.00	28,043.02
Miscellaneous	2,500.00	1,329.66
Total WIB Office	285,950.00	116,796.61
	0.00	0.00
WIB/YC Initiatives	125,000.00	20,184.56
	0.00	0.00
Total Initiatives	125,000.00	20,184.56
WIB OPNs TOTAL	410,950.00	136,981.17
Workforce Center		
Rent/utilities	65,000.00	25,872.00
Insurance	1,500.00	690.48
Security System/Security Guard	500.00	1,506.22
Equipment	15,000.00	4,014.36
Communications (Phone)	5,000.00	1,126.07
Maintenance	5,000.00	549.20
Cleaning	7,500.00	2,729.46
Facility Total	99,500.00	36,487.79
CVCC (Adult and Dislocated Wrk.)	725,000.00	262,013.96
Goodwill (Youth)	425,000.00	168,237.12
Grand Total	1,660,450.00	603,720.04
Unallocated	280,387.27	
Available Funding Remaining	Available	1,337,117.23

Reminder: Next Meeting Date – May 13, 2014