

Western Virginia Workforce
Development Board

Board of Directors
Dabney S. Lancaster Community College
Friday, August 1, 2003, 9:00 AM
MINUTES

I. Call to Order Roger Dalton

Roger Dalton called the meeting to order at 9:00 AM.

II. Roll Call Kathy Page

Kathy Page called the roll.

Business Members

Present: Roger Dalton, Will Davis, Rob Glenn, Becky Johnson,
Bill Jones, John Mulvey, Kathy Page, Tom Richmond,
Debbie Snead

Partner Members

Present: John Baker, Francie Cumby, Allen Downey, Toni
Hamilton, Bruce Johannessen, Ron Jones for Annette
Lewis, Paul Paradzinski, Ben Bowman for Bobby
Sandel, Crystal Taylor, Dick Teaff, Archie Whitehill,
Susan Williams, Harriet Woodward

Guests Present: Jeannine Blackburn, Roanoke City Department of
Social Services
Rick Hall, Alleghany Highlands Build a Better Future
Program
Debbie Hensley, WIA Consultant
Linda Matthews, Goodwill Industries of the Valleys, Inc.
Angela Ryan, Roanoke City Department of Social
Services
Dan Scott, Chair, One-Stop Operator Consortium

III. Approval of Minutes – June 6, 2003 Roger Dalton

With no corrections the minutes were approved.

IV. Treasurer's Report Rob Glenn

The City of Roanoke will continue as fiscal agent until July 1, 2004 in
order to assure a smooth transition. The WDB received an increase in its

allocation for program year July 1, 2003 – June 30, 2004, of approximately \$600,000. This increase is due largely to high unemployment rates in Area 3. The Executive Director has drafted a budget for the current program year. The treasurer and the Executive Committee will review the budget and submit it at the next Board Meeting.

V. Executive Director Report

Bruce Wood

A. Contractor Transition

The WDB is in a transitional phase, which is both a challenge and an opportunity. Due to the change in contractors for adult and youth services, the administrative office and Goodwill Industries had devoted a great deal of time to ensuring the appropriate handling of records. Goodwill is conducting a comprehensive review of the records, and comparing files to the information recorded in the Virginia Workforce Network system.

The VEC WIA unit directed Goodwill to validate and recertify the eligibility of all participants currently enrolled in the system.

The WDB held a rally toward the end of June, and contractors presented an overview of each of their programs.

B. Chief Local Elected Officials Consortium Charter Agreement

The Chief Local Elected Officials Consortium Charter was approved by all 8 jurisdictions. The agreement will be circulated and signed by all eight chief local elected officials.

C. Youth RFP: Truancy & Dropout Prevention

The Request for Proposals for Youth Services to focus on truancy and dropout prevention was released July 18. A press conference and bidders conference will be held on Monday.

D. Performance Measures

Performance measures have been negotiated with the state.

E. Workforce One-Stop Live!

Bruce Johannessen and Bruce Wood have been coordinating a virtual one-stop event, Workforce Onestop Live, to be aired 8:00 PM – 11:00 PM, October 14, 2003, on Blue Ridge Public Television. The program will consist of an overview of the Workforce Investment Act, employer and partner interviews, and workforce development success stories. The program will outreach viewers throughout the Blue Ridge, and will give them the opportunity to contact employers and service providers by telephone during the program, and inform them of all of the help that is available at the workforce centers.

Please contact Bruce Wood or Bruce Johannessen if you would like to contribute ideas or resources to this event.

F. Workforce Information Delivery Network

The WDB is pursuing a grant to produce a workforce services database for Area 3. The project will cost approximately \$80-100,000. Please contact the administrative office if you are alerted to appropriate funding opportunities for this project.

G. Administrative Office Moving

The WDB administrative office will be moving to the eighth floor (suite 809) of the Roanoke Higher Education Center.

VI. Committee Reports

A. Executive Committee

Roger Dalton

1. New Board Membership

Roger Dalton welcomed the following new members to the Board: Ron Brown, John Conner, Jim Garlow, Becky Johnson, Ted Melnick, John Mulvey, Don Robb, Crystal Taylor, Debbie Williams. Members received a revised contact list with the meeting announcement.

2. Committee Assignments

Committee assignments are being reviewed. The information about current committees is on the website. Please take a look at it and share any suggestions for committee organization, and to volunteer to serve on a committee that interests you.

3. Demand Plan

The State will require all WIBs to submit an annual demand plan, which is a plan of operations based on employer demand. Bruce Wood, Roger Dalton and Rob Glenn attended a state guidance meeting in Richmond. The Executive Committee directed Bruce Wood to develop a guidance for the Area 3 demand plan. The demand plan must be completed in six months. As a pilot for the demand plan, Area 3 has the task of devising the best way to determine the workforce development needs of the area's employers.

4. Youth Council Membership

The Youth Council is looking at new directions and initiatives. Membership is being reviewed. Please contact the administrative office if you have suggestions for additions to the Youth Council Membership.

5. Bylaws

WDB bylaws are in need of revision. If you would like to participate in the revision of the bylaws, or have suggestions for changes, please contact the administrative office.

B. Youth Council

Paul Paradzinski

Youth contractors for July 1, 2003-June 30, 2004, attended the Youth Council meeting in July, and summarized their programs. Alleghany County's "Build a Better Future" program trains participants and puts them to work in the construction trades. Skilled workers in this field are in demand from employers in Alleghany County and the program provides suitable employees in the trades industry.

Craig County Public Schools' "Jobs for Virginia Graduates" program is an excellent in school youth program. The program has reduced the Craig County drop-out rate from 13% down to 1%.

Goodwill's "Workforce Capacity Builders" program serves all of workforce investment area 3, and is partnering with a number of youth programs in the area to connect youth who are ineligible for WIA programs to other programs that will better suit their needs. Goodwill is also bringing programs into the school systems. Goodwill has sent letters to all WIA participants currently in the VWN system. The letters introduce Goodwill as the WIA Youth and Adult service provider and direct participants to contact Goodwill if they are still interested in participating.

C. One Stop Operator Consortium

Bruce Johannessen

1. Overview

The One Stop Operator Consortium has elected a new Chair, Dan Scott, from League of Older Americans. The Consortium is working on a number of projects, reviewing projects and procedures.

2. Partner Success

Allen Downey

Allen Downey introduced Rick Hall, Deputy Administrator for Alleghany County, to talk about the "Build a Better Future" program. The program is a trades instruction program. The program works with 12 participants, both adult and youth, for approximately six months. Participants spend 40 hours per week in the program, four hours at Dabney Lancaster for academic enhancement, four hours of life skills training, and the remaining hours are spent working with the Trades Instructor on various housing projects for low to middle income individuals, until they are ready to work with a contractor. Participants then work with a

contractor for the remaining portion of their program. The last four program exits were employed by contractors.

Rick Hall introduced Paul Thurston, with the Alleghany Home Center, one of the 8 contractors working with Alleghany County on the Build a Better Future program, to discuss the advantages of working with the program. Paul Thurston listed the ready employability of exited participants as one of the chief advantages of hiring from the program. Training is usually necessary when they take on new employees and the Build a Better Future program eliminates that step. Employees come in with a good work ethic and a solid background.

Rick Hall then introduced Gene Irvine, a participant in the Build a Better Future Program. Gene began with no job and a need for a better future. The program is helping him to get his GED and he hopes to achieve a journeyman upon completion of the program. Gene said that he has learned so much.

VII. Announcements

Next Board Meeting: Friday, October 3, 2003, 9:00 AM
Roanoke Higher Education Center, Suite 212

VIII. Adjourn


The meeting adjourned at 10:10 AM.



Roger Dalton, Chair



Robert Glenn, Jr., Treasurer



Kathleen B. Page, Secretary

Katy Herbst, Administrative Assistant, August 22, 2003

Western Virginia Workforce
Development Board

Board of Directors
Roanoke Higher Education Center, Room 212
Friday, October 3, 2003, 9:00 AM
MINUTES

I. Call to Order Roger Dalton

Roger Dalton called the meeting to order at 9:05 AM.

II. Roll Call Bruce Wood

Bruce Wood called the roll.

Business Members Present: Roger Dalton, Beth Doughty, Wayne Flippen, Becky Johnson, Bill Jones, John Mulvey, Tom Richmond, Lutheria Smith, Debbie Snead

Partner Members Present: Allen Downey, Jerry Barnett for Bruce Johannessen, Roger Johnson, Annette Lewis, Paul Paradzinski, Carroll Gentry for Dr. Robert Sandel, Dr. Crystal Taylor, Dr. Richard Teaff, Archie Whitehill, Linda Matthews for Debbie Williams, Susan Williams, Harriet Woodward

Guests Present: Wendell Easley, Participant, Youth Build Rick Hall, Deputy Administrator, Alleghany County
Marvis Johnson, Participant, Youth Build Luke LaRocca, Case Manager, VEC-DLW
Rick Sheetz, Director, Youth Build Program, Total Action Against Poverty

III. Approval of Minutes – August 1, 2003 Roger Dalton

The August 1, 2003 minutes were approved as submitted.

IV. Partner Programs Annette Lewis

Annette Lewis introduced Rick Sheetz, Director of the Youth Build Program for Total Action Against Poverty, to summarize the Youth Build Program. Youth Build is funded by the HUD, and provides youth ages 16-24 with leadership development, building and construction skills training, and academic enhancements such as GED classes. The program is partnered

with fifteen employers who intern and hire participants. Rick Sheetz introduced a graduate of the program, Wendell Easley, who said that before he found the Youth Build Program, he was just wasting time. Following Wendell Easley's presentation, Rick Sheetz introduced a current participant in the program, Marvis Johnson, who says he was, like Wendell Easley, just doing nothing, and now, because of the program, he hopes to go somewhere. He has taken his GED test and is waiting to find out about attending college in January. He stated "If not for Youth Build, I'd still be doing nothing."

V. Treasurer's Report Bruce Wood

In Rob Glenn's absence, Bruce Wood presented the program year budget and fiscal statements for PY02 and the current period of PY03. According to the budget, thirty-five percent of administrative office expenses are billed to program, and sixty-five percent are billed to the ten percent allocation for administrative costs. Carryover funds illustrated on the PY02 financial statement are not reflected in the budget, as there are still questions as to the balance of those carryover funds. The treasurer's report will be filed as submitted.

VI. Executive Director Report Bruce Wood

Included in the materials distributed is a flyer for Workforce One-Stop Live. The Board was asked to review and distribute the document and share any comments or suggestions. The three hour program will be marketed through PSA's delivered to area radio stations. Dee Esser, Commissioner of the Virginia Employment Commission, will be present during the program, and there will be taped and live segments. The program is on WBRA-TV from 8:00 PM until 11:00 PM on Tuesday, October 14. Board members were offered the opportunity, as employers, to present their employment needs to viewers during the program.

Flyers for the Skills USA program were distributed. Roger Johnson described the program as the second largest student organization in the United States. The program focuses on the job track for Trade and Technology, and competition will be held in Salem this year. Contributions of goods, services and funds for the competition are needed.

VII. Executive Session

Roger Dalton excused Staff and guests to hold a closed session to discuss personnel issues. A motion was made during the session. A roll call vote was taken. There was no opposition. The motion passed.

VIII. Committee Reports

A. Executive Committee Roger Dalton

Roger Dalton turned discussion of the Demand Plan, which has been the primary focus of the Executive Committee for the last few months, over to Bruce Wood. Bruce Wood distributed a summary of the demand plan process, as established jointly by members of the Executive Committee and the Appropriations Committee. A press conference will be held at 11:00 AM (directly following the Board Meeting) to publicize the demand plan event.

The summary is the WDB's response to a state charge for a Demand Plan Pilot. Roanoke College has offered a phone bank room to use to conduct the survey. The Board was asked to provide any help they can to facilitate the gathering of information, and to provide input as to which businesses should be contacted to participate in the survey. Board Members are asked to talk to any employers they associate with, who will be contacted to respond to the survey, prior to the date of the survey, so that they will be prepared to respond. The Demand Plan Committee and WDB staff are developing survey questions that are direct, to the point and pragmatic. The intent is not to duplicate existing surveys but to incorporate information gathered from existing sources into the final product once the survey is completed. Barbara Bolin, WIA Coordinator for the state of Virginia, met with the demand plan team and provided her input. A marketing email flyer will be developed by staff for Board Members to circulate to their associates.

B. Youth Council

Paul Paradzinski

Paul Paradzinski praised the work of current youth contractors and gave an overview of the Truancy Boards that are being formed by Goodwill Industries of the Valleys, Inc. in areas where need has been determined. The Youth Council is reviewing its membership. Please contact staff if you or anyone you know is interested in participating on the Youth Council.

C. One Stop Operator Consortium

Dr. Crystal Taylor

Crystal Taylor discussed the activities of the One Stop Operator Consortium. The Consortium is currently working to set up areas specifically geared toward serving employers at each of the workforce centers. The Consortium Operator is also evaluating ideas for workforce center employee recognition. Additionally, the certification Board has reviewed the Roanoke Workforce Center's application for certification as a comprehensive one stop center, and will visit the center toward the end of October to complete their evaluation.

D. RFP Committee

Bruce Wood

The outstanding RFP for youth truancy and dropout prevention is in the negotiation process and is not ready to be presented. Contractor's

response needs to be approved by the RFP Committee, at which time, the Board will be called upon to vote. Staff hopes the process will be completed within the next two weeks.

IX. Board Certified Credentials Linda Matthews

Linda Matthews distributed a list of credentials approved by the state, that the Board may adapt to Area III's local needs and adopt as Board certified credentials for adult, youth and dislocated workers. The Board discussed the matter, and determined that more research is needed to insure that any credentials formulated by the Board are viable for Area 3. Board staff was directed to conduct research into credentialing and the state process for approval.

X. Work Readiness Linda Matthews

Currently, WIA participants in Area 3 are required to take the Work Readiness class taught by partners at the workforce center in Roanoke before they can proceed to intensive services. Federal and State WIA law requires only that participants participate in one core service before entering intensive services, and does not specify any particular service. Because of the varying needs of Area 3 participants, the class is appropriate for a number of customers, but requiring the class presents a barrier for others who may not be ready for this type of training. Linda Matthews made a motion to continue to offer the work readiness class at the workforce center but as an optional core service, rather than requiring it, so that participants may select those core services that are most likely to be helpful to the individual prior to being registered in intensive services. Annette Lewis seconded. The motion passed.

XI. Announcements

A. Annette Lewis announced that the Western Virginia Education Classic would be held Saturday, October 4, 2003 at Roanoke's Victory Stadium to support TAP's dropout retrieval program.

B. Next Board Meeting:

9:00 AM, Friday, December 5, 2003
Goodwill Industries of the Valleys, Inc.
3361 Melrose Avenue, NW



Roger Dalton, Chair

Western Virginia Workforce
Development Board

Board of Directors

Roanoke Higher Education Center, Room 212

Special Meeting, Thursday, October 23, 2003

MINUTES

Revised December 23, 2003

I. Call to Order

Bruce Wood called the meeting to order at 8:14 AM.

II. Roll Call

Kathy Page

Kathy Page called the roll.

Business

Members Present: Roger Dalton, Wayne Flippen, Proxy for Rob Glenn,
Kathy Page, Tom Richmond, Lutheria Smith

Partner

Members Present: Roger Johnson, Annette Lewis, Paul Paradzinski, Dr.
Richard Teaff, Marion Vaughn-Howard, Linda
Matthews for Debbie Williams, Susan Williams,
Harriet Woodward

Staff Present: Bruce Wood, Executive Director

Bruce Wood reported the Chairman, Roger Dalton, was detained but was on his way to the meeting. Bruce also reported that as of the opening of the meeting we did not have a quorum of business members. Rob Glenn made a recommendation to allow Bruce Wood to call business members to obtain a telephonic vote so that this special meeting could proceed. Attendees approved the recommendation unanimously

III. **RFP Committee Recommendations**

Bruce Wood distributed the RFP Committee's Decision Brief along with Project Summaries for the two proposals being recommended and pointed out to the Board that the funding for these projects would be based on current program year funds since carryover funds could not be properly determined at this time.

Discussion followed and Susan Williams voiced a concern regarding possible duplication of services in Franklin County. Annette Lewis advised that TAP would be servicing middle school and high school students who were at risk of becoming truancy/drop out youth, while Goodwill would be servicing clients who are currently considered truancy/drop out youth.

Dr. Teaff expressed concern regarding the limited number of responses we have received to RFP's and questioned what is being done to increase the number of vendors interested in serving Area III. He suggested that we communicate to the State that the current procedures are causing a lack of response.

Lutheria Smith asked about our communication process and the need to assist potential vendors by clarifying the procedure. Bruce Wood reported that informational press conferences, RFP Bidders Conference and RFP information on the WDB website were utilized to encourage participation. The staff encourages additional communication and suggestions.

Tom Richmond stated his support for the RFP Committee's recommendation and how it supported the Strategic Plan.

Rob Glenn made a motion that the Board approve the RFP Committee's recommendation to approve funding Total Action Against Poverty a total of \$86,307 for Project Discovery : Keeping Youth Educated, and Goodwill Industries of the Valleys \$23,400 to implement Workforce Steps to Success in the Alleghany Highlands and in Franklin County. Paul Paradzinski seconded the motion. A roll call vote was taken. Results are as follows:

**Roger Dalton: Yes
Wayne Flippen: Yes
Rob Glenn: Yes
Kathy Page: Yes
Tom Richmond: Yes
Lutheria Smith: Yes
Roger Johnson: Yes
Annette Lewis: Abstain**

**Paul Paradzinski: Yes
Dick Teaff: Yes
Marion Vaughn-Howard:
Yes
Linda Matthews: Abstain
Susan Williams: Yes
Harriet Woodward: Yes**

A ballot call was required for an additional private sector vote. John Conner voted by email on October 23, 2003, and Will Davis voted by email on October 27, 2003. Both votes were affirmative. The recommendation passed.

**Western Virginia Workforce
Development Board**

Meeting adjourned at 8:50 AM

Respectfully Submitted,
Kathy Page, Secretary

Revised December 23, 2003, to clarify the motion adopted to accept the recommendation by the RFP Committee as advised by Debbie Hensley, WIA Consultant. Katy Herbst, Administrative Assistant