

**Western Virginia Workforce  
Development Board**

**Board of Directors  
October 1, 2004  
Total Action Against Poverty  
Crystal Tower Building, 145 Campbell Ave., Roanoke  
Minutes**

**I. Call to Order**

Board Chair Rob Glenn called the meeting to order at 9:10 a.m. Owen Schultz, president of Total Action Against Poverty welcomed the board to the TAP facility in the Crystal Tower Building and gave a brief description of the organizations 40-year history and its mission to fight poverty throughout the area.

**II. Roll Call**

Doloris Vest called the roll.

Members present: **Margaret Harvey** for Brucie Boggs, Carilion; **Beth Doughty**, Roanoke Regional Chamber of Commerce; **Wayne Flippen**, John C Nordt; **Bob Reinhold** for James Garlow, John W. Hancock Inc.; **Robert Glenn**, The Issues Management Group; **Rebecca Johnson**, Mead Westvaco; **Joyce Kessinger**, Boxley; **Ted Melnick**, Novozymes; **Ken Rush**, Didlake; **Lutheria Smith**, Optical Cable; **John Baker**, Roanoke Redevelopment & Housing Authority; **Judy Griffith** for Allen Downey, Virginia Employment Commission, Covington; **Toni Hamilton**, Department of Rehabilitative Services; **Bruce Johannessen**, Virginia Employment Commission, Roanoke; **Ron Jones** for Annette Lewis, Total Action Against Poverty; **Linda Matthews**, Goodwill Industries of the Valleys; **Paul Paradzinski**; **Crystal Taylor**, Roanoke City Schools; **Richard Teaff**, Dabney S. Lancaster Community College; **Marion Vaughn-Howard**, Roanoke City Department of Park and Recreation Youth Services Division; **Susan Williams**, League of Older Americans; **Harriet Woodward**, Alleghany/Covington Department of Social Services

Members absent: **John Conner**, Valcom; **Roger Dalton**, National College of Business and Technology; **Bill Jones**, BB&T; **Michael Oxford**, Applied Extrusion Technologies; **Kathleen Page**, Roanoke College; **Tom Richmond**, Altec Industries; **Don Robb**, RR Donnelly; **Debbie Snead**; Mountain Branch Farm; **Stephen Aukward**; VA. Dept for Blind and Visually Handicapped; **Ron Brown**, Paper, Allied Industrial, Chemical & Energy Workers Int'l; **Roger Johnson**, Roanoke County Schools; **Michael Mays**, Local 100 Sheet Metal Workers International Association; **John Mulvey**; Alleghany Highlands Economic Development Corporation; **Robert Sandel**, Virginia Western Community College.

Staff Present: **Bruce Wood**, Executive Director; **Doloris Vest**, Administrative Assistant

Guests Present: **Jerry Barnett**, **Luke Larocca** and **Rhonda Perdue**, Virginia Employment Commission; **Matt Duffy**, Refugee and Immigration Services; **Owen Schultz**, Total Action Against Poverty; **Debora Hensley**, VEC-WIA Division

### **III. Approval of Minutes: August 6, 2004**

Minutes of the August 6, 2004 Board of Directors meeting were approved as posted to the website. **Motion to approve by Joyce Kessinger; second by Beth Doughty; carried on a voice vote.**

### **IV. Treasurer's Report**

Executive Director Bruce Wood reported that current fiscal statements were posted to the web site. He noted the state has released 33 percent of the WIB's PY2004 funds to the fiscal agent, City of Roanoke. The WIB also is completing spending PY2003 carry over funds.

### **V. Executive Director's Report**

#### **A. Workforce Center**

1. Reports for August 2004 were posted to the website. Format has been streamlined and standardized for all workforce centers.
2. Francie (Cumby) Dye has been retained on an interim basis at the Workforce Center in Franklin County until a permanent manger is hired. The center recently received a \$700,000 grant from the state to expand its facilities by more than double.
3. The Covington Center has acquired a new partner: The Free Clinic
4. The Roanoke Center was presented with a certificate from the state in recognition of its completion of Workforce Center Certification requirements. Efforts to obtain the certification began in January 2004. Each Workforce area is required to have at least one certified One-Stop Center. All three Area III workforce center contributed to the certification effort.

B. **Contract reports** for August 2004 are posted to the website. As of August 31, 2004, program participants totaled the following:

- 208, Dislocated Workers, Virginia Employment Commission
- 119, Youth program, Goodwill Industries of the Valleys
- 43, Youth, Total Action Against Poverty, This Valley Works
- 11 (8 Adult, 3 Youth) Alleghany County

C. Area III has been awarded a \$10,000 grant for a "Marketing Communications Pilot Program for Business." Efforts will focus on communicating to local businesses the two major aspects of the WIA: operational programs to benefit as many people as possible and the strategic use of WIA in reaching economic development goals throughout the region.

D. Additional information on the WIA and a link to the federal Department of Labor WIA homepage can be found on the Area III website.

E. Gov. Mark Warner is expected to introduce a Career Readiness Certificate Program later this month. The program will focus on workforce development as tool and is connected to the WorkKeys Program.

F. Preliminary Fourth Quarter PY2003 numbers for Area III initially indicated four "fail-to-meet" (FTM) issues. One was deleted as inaccurate; a second was rectified by providing additional information. Two additional FTMs will not be met for the quarter, although the programs continue to move forward. Mr. Wood noted the state also has a \$300,000 technical assistance fun to aid individual areas in meeting objectives. Staff will pursue such funding.

G. An RFP for Career Scope assessment tool is being developed and will be released by the next board meeting.

H. Mr. Wood announced his resignation as executive director to accept a position as human resources director for Virginia Utility Protective Services.

## **VI. Committee Reports**

- A. **Youth Council** met September 7, 2004; Chair Paul Paradzinski reported the council is planning for the upcoming RFP process for securing contracts when the current youth contracts expire in June 2005. The council is focusing its efforts on marketing youth as a prime workforce resource for area businesses.
- B. Dan Scott reported the **One-Stop Operators Consortium**
  - 1. was working to acquire Career Scope assessment tool;
  - 2. has signed a contract and begun production of a lobby video and system featuring Roanoke One-Stop partners;
  - 3. is in negotiation with WBRA public television to produce the second annual Workforce Live broadcast later this fall.
- C. The **Marketing Committee** met recently to look at two issues: What is the product the WIB is marketing and how do we package that product. Mr. Wood asked that anyone with ideas or suggestions please contact the Workforce Office or Marketing Committee Chair Beth Doughty.

## **VII. Unfinished Business**

- A. The **Area III Strategic Plan** was submitted to the state and is undergoing final review. The Business Plan and Action Plan are due Nov. 1. Both must be completed and approved in order to receive the next 50 percent of WIA funding.
- B. Budget **Unallocated Funds**: in consultation with Consultant Debbie Hensley, the WIB staff is investigating ways to use unassigned funding for assisting underemployed workers in the area.

## **VIII. New Business**

Chair Rob Glenn outlined information from the state concerning revamping the WIB areas to better serve the workforce audience throughout the state. Discussion focused on combining the New River Valley WIB (Area II) with the Western Virginia WIB (Area III), as part of a state effort to reduce the overall number of WIBs. The purpose of the realignment is to obtain better economies of scale. Glenn noted the recent resignation of the executive director presents an opportunity to reallocate those funds for other administrative uses and that a merger would not result in the loss of jobs from either board staff.

The board agreed that discussion on merging with Area II should proceed with all due haste.

## **IX. Announcements**

The next meeting of the Western Virginia Workforce Development Board will be Friday, Dec. 3, 2004 at National College of Business and Technology in Salem.

## **X. Adjournment**

The meeting was adjourned at 10: 15 a.m.