

Board of Directors

Goodwill Industries of the Valleys, Roanoke, VA
Friday, February 6, 2009

Minutes

I. Call to Order

Board Chair **Bill Jones** called the meeting to order at 9 a.m.

II. Roll Call and Introductions

Sherry Dean called the roll. Members present:

Bill Jones, HomeTown Bank
Carroll Gentry, Tanglewood Estates
Joyce Kessinger, Boxley Materials Company
Wayne Flippen, John C. Nordt
Steven Anderson, Integrated Textile Solutions
Lew Bishop, National College
Lawrence Musgrove, LCM Corporation
Hiawatha Nicely, New Century Consultants
Naomi Powers, Carilion Franklin Memorial Hospital
Barbara Winstead, Five Star Chef Service
Jerry Barnett, Virginia Employment Commission, Roanoke
Ted Edlich, TAP This Valley Works
Rob Ledger, Roanoke Valley Economic Partnership
Robert Myers, Laborers' Local Union #980
Larry Overbay, Virginia Department of Rehabilitative Service
Paul Paradzinski, Craig County
Bruce Phipps, Goodwill Industries of the Valleys
Richard Teaff, Dabney S. Lancaster Community College
Chuck Terrell, Virginia Western Community College
Jane Conlin, Roanoke City Department of Human & Social Services
Kathy Hodges, Franklin County Workforce Development Consortium

Members absent:

Mark Stockwell, MeadWestvaco
Joe Brinley, JATC/NECA, IBEW Local 26
Teresa Hammond, Alleghany Highlands Chamber of Commerce
Walter L. Harper, Harper's Plumbing Company
Roger Johnson, Roanoke County Schools

Staff present:

Doloris Vest, president
Sherry Dean, accountant/office administrator

Visitors present:

Kim Moore, Goodwill Industries of the Valleys
Clay Stein, Goodwill Industries of the Valleys
Linda Matthews, Goodwill Industries of the Valleys
Leslie Smith, Wounded Warriors Program
Annette Lewis, Total Action Against Poverty
Rochelle Bestin, Department of Rehabilitative Services
Thomas Wood, Department of Rehabilitative Services
Heather Hodges, Department of Rehabilitative Services

Linda Ison, The New Century Venture Center
Velda Craft, Virginia Employment Commission
Mike Greer, Virginia Western Community College
Kay Pagans, Patrick Henry Community College
Dan Semones, Virginia Western Community College
Phillip Cooper, Department of Social Services
Pat Fagg, Department of Rehabilitative Services
Laurie Greer, Franklin County Schools Adult Education
Toni Hamilton, Department of Rehabilitative Services
Sandra Hicks, Department of Rehabilitative Services
Nancy Hodges, Franklin County Schools Adult Education
Nan Jennings, SCSEP participant, The Franklin Center
Ann Layne, Virginia Western Community College
Sharon Law, The Franklin Center
Donna Minor, Adult Education
Oneda Mason, The Franklin Center
Brenda Tyree, Virginia Employment Commission

A quorum was present.

III. Approval of Consent Agenda

Ms. Kessinger moved to accept the consent agenda

1. Minutes from the December 5, 2008 meeting
2. Budget Report December 31, 2008

Mr. Phipps seconded. The motion was passed on a voice vote.

IV. Presentation

1. **Staff Certification Recognition: Ms. Moore** presented four individuals with Business & Employer Services Professional certifications and thirteen individuals with Workforce Development Professional certifications. These certifications are required, by the state Workforce Council, for individuals working as front-line staff within the workforce centers. Each certification requires between 30 to 50 hours of study time and final exams are proctored.
2. **Welcome to Goodwill: Mr. Phipps** welcomed the board to Goodwill's Corporate Office and provided an update on the construction of Goodwill's new Jobs Campus that is scheduled to open July 2009. With the opening of the Jobs Campus, Goodwill will:
 - a. create 50 new jobs in the local community
 - b. offer workforce services and become a satellite workforce center
 - c. offer training in soft skills, retail sales operations, medical technology, and home health care
 - d. create a stronger corporate office.

Goodwill expects to serve over 18,000 individuals, in the coming year, through its operations in Workforce Areas II,III,IV and XVII.

3. **New Century Venture Center: Ms. Lisa Ison** presented a background on The New Century Venture Center (NCVC) which is a business incubator that was started in 1996, in the City of Roanoke, and was one of only two business incubators, in the state, at that time. Since then, the center has relocated several times, and, as of January 2009, is in Salem, Virginia. The NCVC also has a location, in the Westlake area, of Smith Mountain Lake. The NCVC provides shared services (mentoring, office space and technology) to small startup companies, of all types, for nominal fees. Eighty-seven percent of small businesses fail after five years, but business incubator graduates have a 75 percent success rate after five years. Ms. Ison noted she would like to provide information to laid

off workers with the Rapid Response team, as some of these individuals may have skills or ideas they can transfer into their own business.

V. Workforce Center Operator

1. **Rapid Response Update: Mr. Stein** reported more than 400 workers have been laid off in Area III and 250 have attended Rapid Response information sessions which consists of:
 - Unemployment insurance filing requirements
 - Job search assistance
 - Training opportunities
 - Supportive service assistance

Working with employers, Rapid Response information is provided to workers at their job site. Rapid Response sessions are held offsite when a company lays off workers and the workers have already left the job. In this case, workers are brought into the workforce center and provided Rapid Response information. All laid-off workers, who attend a Rapid Response event, are required to visit a workforce center for eligibility determination under the Workforce Investment Act. Two weeks after a Rapid Response event, those who have not responded, are contacted again and usually five percent are ready to seek workforce services. Additionally, if the board is not provided company layoff information via the federal WARN notice act, as soon as, laid off employees are identified they are contacted by the Rapid Response team. **Ms. Vest** noted that, although Rapid Response is a requirement of the board, **Mr. C.E. Hughes**, with the state's community college system, directs Rapid Response efforts across the state. **Mr. Edlich** would like to see an ad hoc committee formed and meet, before the next board meeting, to discuss additions to Rapid Response efforts. **Ms. Hodges** noted a Rapid Response overview should fall under the board's Oversight Committee. **Mr. Nicely** noted Mr. Hughes would welcome any additional effort the board could provide with Rapid Response. Ms. Vest will set a meeting date and issue invitations to board members, partners and employers to discuss Rapid Response efforts.

Ms. Vest reported the Executive Committee voted to use \$7,600 to purchase laptop computers to assist the Rapid Response team with registering laid off workers for employment services and administering CareerScope assessments. Ten computers have been purchased with the funding. Earlier this week the state notified the board it would be allotting an additional \$5,500 to be spent for computer literacy classes: 1) Basic classes-to teach those that have no computer skills and 2)Worksite classes-to upgrade skills of workers who may have minimal experience with Excel or Word from previous work experience.

Ms. Vest reported she has spoken with **Duncan Adams**, with the Roanoke Times, about his news articles on layoffs and he has indicated his interest in a story about the new center. Ms. Vest will also contact the business page editor of the Roanoke Times to discuss the business side. **Mr. Anderson** would like to see employers informed on how they can reach laid off workers. **Ms. Lewis** noted job fairs, as the one Total Action Against Poverty will be hosting in April, are an excellent way for employers to meet laid off workers.

2. **Workforce Center Relocation:** Ms. Moore reported positive partnerships between all partners working on the new center. There are nine committees handling various aspects of the center design. Ms. Moore handed out an Individual Customer Flow and Business Customer Flow charts. An optional center orientation will be offered to customers.

VI. Staff Report

Ms. Vest reported on the following:

1. **Regional Innovation Grant:** The Department of Labor has announced it is accepting applications for Regional Innovation Grants that can be awarded for up to \$250,000. This is a planning grant and can be used to study economic development and workforce needs. There is a meeting planned for February 25, of which the time and place will be provided to board members, to discuss what is involved with this type of grant among board partners. Staff recommend the board endorse pursuing the grant. **Mr. Edlich moved the board give permission to board staff to pursue application of the Regional Innovation Grant. Mr. Nicely seconded. The motion passed on a voice vote.**
2. **New Staff Position:** Ms. Vest recommended the planned half-time grant writer position be expended for a full-time grant writer/program coordinator position to write grants and oversee stimulus package funding programs. The wage cost, to the board, of such a position, based on \$18 per hour would be \$52,600 including benefits and \$37,000 not including benefits. Mr. Edlich would like to see a called board meeting before the April meeting to discuss stimulus package details. **Ms. Conlin** requested the board be presented with a job description of the position. **Mr. Edlich called for question. Mr. Edlich moved to approve the hiring of a full-time grant writer/program coordinator board staff person on the condition of receiving Economic Stimulus Funding and upon the Executive Committee approval of hours per week. Mr. Phipps seconded. The motion passed on a roll call vote: Yes: Jones, Gentry, Kessinger, Flippen, Anderson, Bishop, Musgrove, Nicely, Powers, Winstead, Barnett, Edlich, Ledger, Myers, Overbay, Paradzinski, Phipps, Teaff, Terrell. No: None.** Mr. Nicely noted, in the February issue of the state Workforce Council newsletter, best practices suggest using dollars, other than federal dollars to fund board operations is desired. Mr. Nicely also noted towns, cities and counties all over the state are getting together lists of projects they want to see Economic Stimulus dollars spent on and our area needs to be preparing requests also.
3. **Board Meeting Invitees:** Ms. Vest reported all Area III school superintendents, school board members, city administrators, city and town councils and board of supervisors were invited to today's meeting and future meetings via mailed letter.

VII. Unfinished Business

1. **Board Committee Assignments:** Ms. Vest requested board members let her know if there is a problem with any committee assignments. In a couple of weeks, initial meetings will be held and committee chairpersons will be selected. Committees will meet every two months and it is hoped this can be by electronic means. The only stipulation placed on the board, for electronic meetings, is that, if a member of the public wishes to listen in, that must be allowed.

VIII. New Business

1. **Older Americans Grant:** The Department of Labor is accepting grant applications to provide training to adults age 55 and older. Area III partners and board staff believe an information technology (IT) focused grant incorporating basic IT skills to advanced IT skills would benefit Area III. Preliminary plans involve Total Action Against Poverty providing basic IT training, Goodwill providing case management, and VWCC providing advance IT training. **Robert Myers motioned the board pursue the Older American Grant. Mr. Bishop seconded. The motion passed on a voice vote.** Mr. Edlich noted most grants that get funded are written by individuals who are very familiar with the Department of Labor. Ms. Vest noted, if this grant application was not successful, the framework was there for future applications and the board has access to the City of Roanoke's grant writing service also.

2. **Economic Stimulus Package:** Ms. Vest provided the board an estimated calculation, of economic stimulus funding, to Area III. Out of \$29,390,434 of local board allotments, from the economic stimulus package, Area III has the potential to receive \$1,232,292.98. This funding would be in addition to the annual Workforce Investment Act annual program allotments. The senate has stated the stimulus package would be signed by President's Day, with the Department of Labor having 30 days to provide funding to states. The state has indicated it would provide the funding to localities as soon as possible.
3. **Roanoke City Career & Technical Education Foundation: Mr. Flippen** reported the Roanoke City Career and Technical Education Foundation is hosting an Extravaganza to raise funds for scholarships on March 5. The event speaker will be **Cameron Johnson**, who is a well know entrepreneur. Door prizes will be given away and donations are being accepted. Ms. Vest will email the event information to the board.

IX. Announcements

Youth Council Meeting, February 12, 2009, 9 a.m., RHEC Room 201D

Executive Committee Meeting, March 19, 2009, 8:30 a.m., RHEC Room 201D

Board of Directors Meeting, April 3, 2009, TBA

CLEO Consortium Meeting, April 23, 2009, RVARC

IX. Adjournment

The meeting was adjourned at 10:30 a.m.

Dolris E Vest

President

3/9/09

Date