

## Board of Directors

**Goodwill Industries Job Campus, Roanoke, VA  
Friday, December 4, 2009**

### Minutes

#### I. Call to Order

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Board Chair **Carroll Gentry** called the meeting to order at 9 a.m.

#### II. Roll Call and Introductions

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**Sherry Dean** called the roll. Members present:

**Carroll Gentry**, Tanglewood Estates  
**Naomi Powers**, Carilion Franklin Memorial Hospital  
**Bill Jones**, Hometown Bank  
**Wayne Flippen**, Small Business Development Center  
**Lew Bishop**, National College  
**Teresa Hammond**, Alleghany Highlands Chamber of Commerce  
**Joyce Kessinger**, Boxley Materials Company  
**Lawrence Musgrove**, LCM Corporation  
**Mark Stockwell**, MeadWestvaco  
**Jerry Barnett**, Virginia Employment Commission, Roanoke  
**Joe Brinley**, JATC/NECA, IBEW Local 26  
**Ted Edlich**, TAP This Valley Works  
**Robert Myers**, Laborers' Local Union #980  
**Rick Bradley for Larry Overbay**, Virginia Department of Rehabilitative Service  
**Paul Paradzinski**, Craig County  
**Bruce Phipps**, Goodwill Industries of the Valleys  
**Jim Poythress**, Virginia Western Community College  
**Richard Teaff**, Dabney S. Lancaster Community College  
**Jane Conlin**, Roanoke City Department of Human & Social Services

Members absent:

**Steven Anderson**, Integrated Textile Solutions  
**Hiawathia Nicely**, New Century Consultants  
**Walter L. Harper**, Harper's Plumbing Company  
**Aletha Bolden**, Roanoke Redevelopment and Housing Authority  
**Rob Ledger**, Roanoke Valley Economic Partnership  
**Kathy Hodges**, Franklin County Workforce Development Consortium

Staff present:

**Doloris Vest**, president  
**Sherry Dean**, accountant/office administrator  
**Angie Williamson**, grant writer/program director

Visitors present:

**Linda Matthews**, Goodwill Industries of the Valleys  
**Kim Moore**, Goodwill Industries of the Valleys  
**Joe Annarino**, Stanley Steamer  
**Clay Stein**, Goodwill Industries of the Valleys  
**Debra Squire**, Virginia Employment Commission

A quorum was present.

**Mr. Phipps** welcomed the board to the new Goodwill Jobs Campus. Mr. Phipps noted Goodwill is rebranding their organization and wants to open their new facility to a variety of different groups. The new Jobs Campus offers a diversity of services, is a training center and soon to be a one-stop center. Goodwill operates in 31 counties.

### **III. Approval of Minutes**

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**Mr. Myers moved to accept the consent agenda:**

1. Minutes from October 2 meeting
2. Policy Revision: 03-108 Priority of Service
3. Training Provider Certification
4. Youth Council Appointments: Jane Howery, Matt McGraw

**Ms. Kessinger seconded. The motion was passed on a voice vote.**

### **IV. Workforce System Report**

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- A. Dislocated Workers:** Ms. Matthews reported the Dislocated Worker Program is taking a main focus. O'Neal Steel has laid-off 223 employees. Testing of these laid off workers will begin at 9:00 a.m. today at the Goodwill Jobs Campus where the workers will be tested on skills, math and reading levels. One hundred ten of these workers will also be Trade Act (TA) eligible which involves Workforce Investment Act (WIA) funding covering supportive services and TA covering training.
- B. Staff Changes:** Ms. Matthews reported one case manager position remains unfilled. An Employment Specialist Placement position has been created to develop a relationship with employers, maintain a knowledge of who's hiring, positions employers need filled to assist clients in job search with locating and obtaining a job. This position will also insure Goodwill meets the board's placement rate goals.
- C. 3. Rapid Response:** JTEA could be laying off 300 employees in February or March. Ms. Vest will apply for Rapid Response funding if needed as TA employees could use a large amount of WIA funding.
- D. 4. Youth Funding:** Ms. Matthews recognized the efforts of Ms. Vest and the board for facilitating the allocation of youth funding from the youth-in program to the youth-out-of-school program in order to allow youths to continue to work.
- E. 5. TAP Partnership:** Ms. Matthews recognized Mr. Edlich and TAP for working with Goodwill on the youth programs.
- F. 6. Center Operations:** Ms. Moore reported on the following:
1. **Center Hours:** The Roanoke Valley Workforce Center (RVWC) has extended its hours of operations on Tuesday nights to 7 p.m. with an average of 20 customers. All partners are represented during the extended hours.
  2. **Staff Certifications:** 108 center and partners staff members enrolled in the program; 62 have achieved certification, exceeding the state requirement of 60 percent.
  3. **Business Services Team:** Meets bi-weekly. The team has created a promotional flyer regarding the RVWC's business services, is finalizing a questionnaire for local businesses, and is participating in area job fairs and business expos as a team. The team also assisted the Department of Rehabilitative Service (DRS) and RVWC sponsored CHAMPIONS event which had approximately 50 employers in attendance, offered center tours, displays and promotional materials on business services provided at the center.
  4. **Youth Services Team:** Held the Halloween Open House at the RVWC in October

with approximately 70 teens and adults in attendance the event included a services fair, business attire fashion show, interview skills workshop, and introduction to the state workforce system, RVWC's MySpace page, Facebook page and Virginia Wizard program. Today the team will be providing 20 students from Lord Botetourt High School with a tour, orientation and services for youth will be highlighted.

5. **GED Week:** All Area III workforce centers participated as follows:
  - **RVWC:**
    1. table with materials and give-aways in front foyer
    2. Roanoke City Schools Adult Education open house
    3. Roanoke City Schools booth at Halloween event
  - **Franklin County:**
    1. tent at community sale
    2. billboards and signs advertising the GED program
    3. table at The Franklin Center
    4. Martinsville Raceway ticket give-away for those requesting information about classes
  - **Covington Workforce Center:**
    1. table with materials and give-aways in front foyer
6. **Veterans Day Events:** The events were sponsored by the Virginia Employment Commission at the RVWC and included resume writing, veterans benefits, interviewing skills, operating computers, using the internet, using the state workforce system, and credit and employment information. Seventy-two veterans signed up for the courses with 33 receiving a certificate of completion of all coursework.
7. **HIRE Education Conference:** The conference will be held December 10 at the Homestead. The RVWC on-site management team will be presenting "Working Together Works" which will provide an overview of the process on how the RVWC partners worked together to assist in bringing the RVWC to the Roanoke Valley.
8. **New Partners at the RVWC:** New partners serving the RVWC weekly are ITT Technical Institute and Literacy Volunteers who teach English as a second language on Tuesday nights.
9. **Workforce Center Activity Report:** Center traffic has remained relatively consistent and with the new state tracking system the hope is to receive more accurate traffic numbers. Mr. Phipps noted there seems to be a downward trend to the traffic numbers for The Franklin Center. Ms. Hodges reported the traffic numbers per the center activity report may not accurately reflect traffic at the center. Currently there are 200 students enrolled in classes with 20 college classes and 26 adult education classes being held at the center. Ms. Hodges noted the center has applied for a grant to finish the center's basement which will provide an extra 400 square feet of space which will be used for meetings and training.

## **V. Staff Report**

1. **Finance Overview:** Ms. Vest made a presentation on funding sources and allowed uses, including WIA formula funds and ARRA stimulus funding. The board is also a 501(c)3 non-profit corporation and can accept and use funds from a variety of sources. **Mr. Teaff** requested further detail board members to see exactly what organizations board payments are made to.
2. **Go To Meeting Overview:** Ms. Vest and Ms. Williamson provided a demonstration of the Go To Meeting web access the board has acquired and has used for several committee meetings. Go To Meeting is a collaborative internet-based software with conference call capabilities, eliminating travel expenses and time. this saves time and resources. The Board Development Committee has chosen to meet solely via Go To Meeting. Ms. Vest noted the board is under the Sunshine Law and therefore must allow the public to attend any meeting that is held, therefore the public must be

allowed to sit in on Go To Meeting meetings if so desired

3. **Grants Update:** Ms. Williamson reported the board has six grants applications have been submitted for and two grant applications being completed. Grant statuses are as follows:
  - a) Healthcare and High Training Grant: This grant should be in review next week with the DOL.
  - b) Advance Manufacturing Grant: Still waiting to hear from DOL on status. Partnered with the West Piedmont WIB on this grant.
  - c) Cox Charities: A STEM (Science, Technology, Engineering, Math) career exploration grant for four middle schools in the city and county of Roanoke.
  - d) Federal Motor Safety Grant: In partnership with Dabney S. Lancaster and Virginia Western Community College the grant would provide training to increase the number of individuals who possess a Commercial Drivers License.
  - e) Stand Down Grant: Would fund a Stand-Down event for homeless veterans.
  - f) Community Development Block Grant: A youth transition grant that would assist in the employment of youth for the City of Roanoke.

Ms. Vest noted board members can be on the lookout for grants offered in their local areas. Many federal grants are targeted to certain local areas

## **VI. Committee Reports**

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1. **Workforce Center Oversight Committee:** Mr. Flippen reported Goodwill Industries Jobs Campus is seeking designation as a satellite workforce center. Ms. Vest reviewed the center and determined it meets the requirements for satellite center designation. **Mr. Flippen presented the Workforce Services Oversight and Executive committees' recommendation to designate Goodwill Industries Jobs Campus as a satellite Virginia Workforce Network Center. Mr. Jones seconded. The motion passed on a voice vote. Mr. Phipps abstained.**
2. **Finance Committee:**
  - a) **Mr. Bishop presented the Finance Committee's recommendation to accept the revised budget as provided. Mr. Flippen seconded. The motion passed on a roll call vote: Yes: Gentry, Powers, Jones, Flippen, Bishop, Hammond, Kessinger, Musgrove, Stockwell, Barnett, Brinley, Myers, Paradzinski, Poythress. No: None. Abstain: Phipps.**
  - b) Mr. Bishop noted the special event planning committee had not yet met. Members discussed the benefits of an event: a workforce development event would raise the board's profile in the community and provide a means to recognize individuals who have contributed to workforce development efforts. Mr. Phipps and Ms. Hodges agreed to serve on the committee.
3. **Board Development Committee:**
  - a) Ms. Kessinger reported the committee will provide future presentations, such as this morning's budget presentation, in order to educate the board on various aspects of the board's operations. The committee will continue to use Go To Meeting to conduct their meetings.
  - b) Committee recruitment efforts continue keeping board diversity in mind especially on the business member side. Suggestions for new members should be sent to committee members. The Consortium of Local Elected Officials has appointed, based on receiving nominations forms, Sean Hildebrand with Botetourt Craig Electric and Glenn Spangler with Jackson River Technical School to the board. Mr. Ledger has changed positions, but will continue to represent economic development.

4. **Youth Council:** Mr. Paradzinski reported a youth council meeting was not held in November due to the number of Reality Stores council members were working at. The Craig County Reality Store received much positive feedback from parents and teachers.

## **VII. Unfinished Business**

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1. **Incentive Grant:** Ms. Vest reported the Executive Committee approved using incentive grant funding to work with apprenticeships to get individuals to work while providing training. Currently there is not any sort of matching system in place, in the state, to match those interested in apprenticeship training with apprenticeships. **Mr. Brinley** and **Mr. Myers** will assist with the project.
2. **Staff Job Descriptions:** Mr. Gentry stated staff job descriptions will be addressed at the next board meeting. Mr. Gentry also invited any board member desiring to attend the Executive Committee meeting to please come.

## **VIII. Announcements**

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1. **Youth Council Meeting**, January 14, 2009, 9 a.m., Roanoke Valley Workforce Center
2. **Executive Committee**, January 28, Roanoke Valley Workforce Center
3. **Board of Directors**, February 5, Location: to be announced
4. **CLEO Consortium**, April 29, Location: to be announced

## **IX. Adjournment**

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

*Dolris E Vest*

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President

January 29, 2010

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Date