

## Board of Directors

Roanoke Higher Education Center, Roanoke, VA  
Friday, April 2, 2010

### Minutes

#### I. Call to Order

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

#### II. Roll Call and Introductions

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

**Carroll Gentry**, Tanglewood Estates  
**Steven Anderson**, Integrated Textile Solutions  
**Naomi Powers**, Carilion Franklin Memorial Hospital  
**Hiawathia Nicely**, New Century Consultants  
**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  
**Aletha Bolden**, Roanoke Redevelopment and Housing Authority  
**Joe Brinley**, JATC/NECA, IBEW Local 26  
**Ted Edlich**, TAP This Valley Works  
**Robert Myers**, Laborers' Local Union #980  
**Larry Overbay**, Virginia Department of Rehabilitative Service  
**Bruce Phipps**, Goodwill Industries of the Valleys  
**Jim Poythress**, Virginia Western Community College  
**Gary Keener for Richard Teaff**, Dabney S. Lancaster Community College  
**Kathy Hodges**, Franklin County Workforce Development Consortium

Members absent:

**Mark Stockwell**, MeadWestvaco  
**Jerry Barnett**, Virginia Employment Commission, Roanoke  
**Rob Ledger**, Roanoke Valley Economic Partnership  
**Paul Paradzinski**, Craig County  
**Jane Conlin**, Roanoke City Department of Human & Social Services

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  
**Brian Davis**, Virginia Community College System  
**Jill Loope**, Roanoke County  
**Tawanika Penn**, Goodwill Industries of the Valleys  
**Deb Squire**, Virginia Employment Commission

A quorum was present.

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

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

1. Minutes from December 4 meeting
2. Youth Council Appointments: Keith Robinson

**Mr. Anderson seconded. The motion was passed on a voice vote.**

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

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**A. State Workforce System: Mr. Davis** noted he was with the state office of the Virginia Community College System (VCCS) responsible for Workforce Investment Act (WIA) and would be attending board meetings around the state to reconnect the state with the local level.

**B. Program Report: Ms. Matthews reported on**

1. **Case Manager Story: Ms. Penn**, a Goodwill Case Manager for WIA in Area III, and noted she is located at the Roanoke Valley Workforce Center and handles Adult and Dislocated Worker programs. Ms. Penn noted, in 2004, she visited the Virginia Unemployment Commission as she had lost her job, was on public assistance and had two children to raise. While working to obtain her General Education Diploma she met Ms. Amburgey with the WIA program and was found eligible for the Adult Program whereby she was able to receive training, skills, build a resume and build her self esteem. After being placed in a Tax Compliance position with Orvis, she was again laid off. She went back to Ms. Amburgey for job leads and Ms. Amburgey believed she had the aptitude to be a case manager with Goodwill. Ms. Penn thanked the board for its work with the adult and dislocated worker population.
2. **On The Job Training (OJT):** WIA program has been a leader within the state on starting the use of OJT in order to place clients and there are currently four clients starting OJT positions at Fleetwood.
3. **Career Readiness Certificate (CRC):** in March, 26 clients went through the CRC process. Most attained the silver level but two attained the gold level.
4. **Youth Programs:** There needs to be an increase in older youth enrollments and there is still the possibility for a summer youth program.
5. **Workforce centers**
  - a) **Center Staffing** the programs are fully staffed, in all locations, and a Job Placement Counselor has been hired to work with businesses to assist with placing clients in employment. Currently the programs have an 89% placement rate and there were 30 placements in March.
  - b) **Center Management Meeting:** Ms. Matthews noted a center management meeting was held on March 28 and all school systems in Area III were represented.
  - c) Center Operations: Ms. Moore reported on the following:
  - d) Traffic: It was noted some visitors were being counted twice, physically and based on services provided; a percentage of services was taken and that percentage is being applied to the resource room traffic. There has been a significant increase in traffic. The monthly average is at 3,700. Seasonal layoffs can boost traffic averages to 5,700 a month.
  - e) Budget: Actual costs have been in line with the budget.
  - f) New Registration System: Efficiency has progressed immensely. The system is providing more information. There is a desire to integrate the system with the Department of Rehabilitative Service (DRS) and VaWorkConnect (VOS) systems so

visitors do not have to triple enter their information when visiting the center.

- g) Extended Hours: The center is now open on Tuesdays until 7 p.m. and all partners are represented. Managers take turns overseeing the evening operations. An average of 30 individuals visit the center on Tuesday nights. Literacy Volunteers are now teaching classes on Tuesday nights and census testing will begin soon. Automatic door locks will be added to center so it is easier for those leaving late to exit the building.

- h) The Goodwill Jobs Campus has had 498 individuals come through in two months.

Mr. Bishop commended Goodwill for placing 30 individuals in employment during this economic environment. Ms. Matthews noted case managers are really working hard to place the unemployed. Mr. Gentry would like to find out where individuals are being placed and have the information available at the June meeting. Mr. Gentry would like to compare how many individuals were placed for the dollars spent. Ms. Moore noted individual programs track that data. Mr. Bishop would like a report of ex-felon job placements. Ms. Matthews will work with VOS and partners to determine where clients were placed. Mr. Nicely noted the State Council would like to see much more training done pertaining to the capabilities of the VOS system.

Mr. Anderson noted ITS has used the Dislocated Worker Program but grant fund payment is not an incentive factor. Most importantly ITS looks for people who can do the job. Felon placements are evaluated on a case-by-case basis. Mr. Davis noted the ex-offender committee of the State Workforce Council is looking at bonding programs at the state level.

## **V. Staff Report**

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- A. Board Roles and Responsibilities Presentation:** Ms. Vest presented a PowerPoint presentation, from the Board Development Committee, on Effective Board Membership. The presentation covered the following topics:
  1. Sources and Authorizations: The federal and state policies that regulate boards.
  2. Board Composition: Boards must consist of at least 51% private industry. The Area III board is further diversified to include a board spectrum of demographics such as business size, industry and public and private sectors.
  3. Member Characteristics: Members must be willing to participate and in a position within their community to take recommendations back to their communities.
  4. Mission: To cultivate a dynamic workforce development system that stimulates economic development in the region.
  5. Vision: To provide an effective workforce development system which produces well-trained, highly-skilled workers, promotes a good quality of life for individuals and families, and enhances regional economic growth.
  6. Mechanisms: The board sets workforce agenda and policies for local areas and facilitates partnerships.
  7. How Members Help The Board: Members can help by soliciting and offering input, assess needs of the community and recruit members.
  8. Board Staff: Board staff oversee the day-to-day operations and expenditures, build relationships with partner groups, bring more activities to communities with grant initiatives.
  9. Board Member Roles: Board members are expected to participate, be prepared, serve on committees, share expertise and communicate.
  10. Assessment of Operations: Members are expected to evaluate the board of directors, board staff, member satisfaction and board performance.
- B. Board Survey:** Ms. Vest reported the survey is still out and half of members have

responded. Responses to date show varying perspectives on future board direction. The first draft of the survey will be discussed at the June board meeting. Mr. Nicely requested board staff send out to all members the first draft of the survey and the Effective Board Membership presentation. Mr. Gentry noted that as the board prepares to launch a new year and as members are replaced or retained, the board needs to reaffirm with new funding and deal with funding that puts people to work.

- C. Summer Youth Employment:** Ms. Vest reported there is not word yet of any additional funding to support a summer youth work program. The Request for Proposal (RFP) will be prepared and issued but responses held until funding is available. Funding may not be available until July 1. Mr. Davis noted there will be less turn around time this summer between the state receiving federal funding and state allocations.
- D. WIA Allocation:** Ms. Vest reported the funding for next year appears to remain at the same level as this past year excluding stimulus funds. Mr. Davis reported the Department of Labor announced Tuesday night WIA allowances to states and Virginia will be receiving a 30 percent increase over last year, as unemployment and poverty levels have worsened. The state will be receiving 40 million of WIA funding at the state level. The state has never had a state allotment at this level and state economist are working on the area allocation calculations.
- E. Board Best Practices:** Mr. Phipps noted the board may need to compare what is done in Area III to find out if Area III is behind or ahead of the trend compared to other areas. Mr. Nicely noted the quarterly newsletter released by the State Council includes best practices and the VCCS staff have worked hard to put them together. A caveat as to how similar or different boards are is determined by some areas being poorer, having limited education, and extreme levels of unemployment. There is not one thing all boards can adopt wholesale but boards can gain benefit from reviewing other areas activities. Ms. Vest noted these ideas would be beneficial to add to the board assessment.
- F. Grants Update:** Ms. Williamson reported **as follows:**
  - 1. **USDA Grant:** Ms. Williamson has met with Ms. Hammond and the board is partnering with the chamber and a small group in the Highlands working to create a farmers market.
  - 2. **Career Futurist Grant Program:** This program created from last year's incentive grant funds hosted 56 students, in Roanoke, from four high schools to learn from those in various careers (focus on information technology, advanced manufacturing and healthcare) and included a breakout lunch session so students could ask more industry specific questions. Two more events will be held in the fall to include Alleghany and Franklin County.
  - 3. **Green Energy Training Grant:** An offer will be made today to the Program Specialist in charge of the grant operations. This grant has the possibility of touching as many as 392 individuals in Area III and II. Mr. Edlich would like a description of the grant. Mr. Poythress noted the community colleges involved with the grant have developed core training courses, equipment has been ordered and the program will offer a broad range of certificates that can be earned.

## **VI. Committee Reports**

- A. Workforce Center Oversight Committee:** Mr. Flippen reported the committee continues to review policies, will be looking at intake at the Covington center and The Franklin Center and also plans to focus on out-take at all centers.
- B. Finance Committee:** Mr. Bishop reported the committee is working on a workforce special recognition and small fundraising event. The event will be held in October. The committee has changed its meeting time to the third Tuesday, every other month at 9:30 a.m.

- C. Youth Council:** Ms. Vest reported the council has reviewed its current strategic plan and determined areas in which it has made progress and areas that still need action including:
1. **Truancy:** Truancy teams have been formed in the Alleghany/Highlands, Franklin County and Roanoke areas and continue to operate. Incentives have been added to WIA programs and efforts.
  2. **Homebound Instruction & Home School:** For youth not allowed in schools (homebound) and youth schooled at home (home school) the council desires to reach these youths with career information.
  3. **Disabled Youth:** The council maintains a strong relationship with Transition Counselors at high schools and with DRS to focus disabled youth to careers.
  4. **Occupational Goals of Youth:** The council has held in Reality Checks, Other Ways to Win, Career Brunch, and Career Futurist events.
  5. **Dropouts:** The council has offered incentives to stay in school and partners with other groups that also offer incentives.

Ms. Vest will send out a youth report on goals achieved and the council is in the process of deciding what to focus on next. Mr. Edlich noted Lancaster, Pennsylvania has a program called 5-5-5 in which fifth graders explore five careers in five days. Mr. Edlich would like to see this put on the board's agenda for June.

The council has also sponsored a group of youth who will attend the **Model General Assembly** where students will visit the general assembly. The council provided the endorsement. The youths raised the funds and the board acts as a pass-through for the funding to the state.

- D. Appointment of Nominating Committee:** Mr. Gentry reported nominations for the Nominating Committee have been received. The Nominating Committee will determine the slate of officers and elections will be held at the June meeting. Mr. Phipps motioned to accept Wayne Flippen, Teresa Hammond and Joe Brinley as Nominating Committee members. Mr. Edlich seconded. The motion passed on a voice vote.

## **VII. New Business**

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- A. ARRA Monitoring Report:** Mr. Gentry reported Memorandum's Of Understanding (MOU) will no longer be used and only RFP's will be used. Mr. Phipps requested information on how the RFP is developed and who has oversight of the process to insure balance. Mr. Gentry noted the RFP is reviewed by three board members, each proposal is rated on a points system which decides the award. This process insures transparency. Mr. Edlich noted the question is not on the results but on the design of the RFP. Ms. Vest noted the board adopted an RFP a few years ago that is basically and outline of what the law requires and is not detailed as such to where the board directs the contractor exactly what to do. Mr. Edlich would like to see the RFP sent to all board members for comment. Mr. Nicely cautioned those applying to remain at arm's length in the RFP process.
- B. Virginia Department of Labor and Industry:** Mr. Myers reported his division, Labor and Employment Law, would like to speak to the board with regards to employment law. Eighty percent of businesses are not in compliance with federal and state laws. Child labor law states 14 and 15 year olds are required to have a work permit but not if working for the government. Sixteen year olds are considered adults except for certain hazardous occupations.
- C. Business Members Needed:** Ms. Vest noted the Youth Council would like to have more business members.
- D. State Economic Development:** Ms. Hodges reported Gov. McDonnell's office will have Mary Kay Carter with state economic development, in charge of rural areas, office housed in The Franklin Center. The proposal has been sent out for finishing the basement at The Franklin Center and it was advertised in The Franklin News Post and The Roanoke Times.

Bids must be in by April 22 and the award is expected to be issued by April 27. Construction will begin in May with classes being held by mid-August.

**E. Empire Foods:** Ms. Hodges noted The Franklin Center has had 450 applications for Empire Foods which is leaving Roanoke County to open in Franklin County.

**VIII. Announcements**

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- Youth Council Meeting, April 8, 9 a.m., Roanoke Valley Workforce Center
- CLEO Consortium, April 29, noon, Roanoke Higher Education Center
- Executive Committee, May 20, 8:30 a.m., Roanoke Valley Workforce Center
- Board of Directors, June 4, 9 a.m., Location: To be announced.

**IX. Adjournm**

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The meeting was adjourned at 10:25 a.m.

*Dolris E. Keast*

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President

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Date