

Workforce Center Oversight Committee

**Roanoke Valley Workforce Center
1351 Hershberger Road, Roanoke, VA**

Thursday, October 15, 2009

Minutes

I. Call to Order, Roll call

Chair Wayne Flippen called the meeting to order at 8:30 a.m.

Members Present:

Wayne Flippen
Bobby Myers
Naomi Powers

Members Absent:

Joseph Brinley
Jane Conlin
Teresa Hammond
Rob Ledger

Paul Paradzinski

Staff Present:

Doloris Vest, President
Sherry Dean, Office
Administrator/Accountant

Guest:

Kim Moore, Goodwill Industries of the Valleys

II. Approval of Minutes

Mr. Myers moved to approve minutes of the September 1, 2009 meeting. Ms. Powers seconded. The motion passed on a voice vote.

III. Operator Report

A. Local System Update by Ms. Moore:

1. **Center Traffic Reports:** Traffic reports were distributed for August and September 2009. Traffic totals were not available for the Covington center, as the center relies on a state report which is not received until the week following the Oversight Committee meeting. With the new pilot intake system, center walk-in activity and new visit totals are accurate although partner activity totals are not correct, as those categories have not yet been programmed into the new system. Accurate partner activity amounts can be obtained from the individual partners. Once the new system is working properly, more center information will be available than in the past. The new collection system was mandated by the governor's office and Roanoke was selected as the pilot site. Virginia Enterprise Applications (VEAP), a state agency, developed the data collection software. **Ms. Vest** requested a weekly traffic report once the VEAP system is fully functional.
2. **Business Service Team:**
 - a. The team has completed its mission statement and is currently writing team goals and purpose.

- b. The team is working with DRS Deputy Commissioner **Joe Ashley** to sponsor a "Champions" event to promote business services offered at the center. The committee expects 80 businesses to attend the event and learn about the center's universal design and accessibility, take center tours and receive an overview of the center's business services by the center manager. Additionally, local chamber of commerce heads will be invited and encouraged to attend the monthly Business Service Team meetings. A press release, pertaining to the event, was handed out.
3. **Youth Services Team:** The team, in cooperation with the Youth Council, will host a Hallow-Teen Open House, at the center, on October 22. The event has received free public service announcements through Clear Channel radio and has been advertised in the morning announcements at local area high schools. By participating in various events, teen visitors will earn tickets for door prize drawings. Donations for door prizes are being accepted. The center may have an anonymous donor to donate \$350. If the funding is received, the center will be able to provide attractive door prizes for the event. Ms. Vest noted, if the donor donates to the board, as the board is a 501c(3) non-profit, the board can provide the donor with a donation letter for tax deduction purposes. The board will provide a \$50 Master Card gift card that can be used at the event as a door prize. The following has been planned for the event:
 - **Fashion Show** – featuring three styles of business dress (budget friendly, taking a fun outfit to a work outfit, and professional attire provided by Virginia Western Community College (VWCC)). Thirty-five students from Roanoke County and Roanoke City schools have agreed to participate and six from VWCC will participate.
 - **Interview Skills Workshop** – to be held in the center's large conference room
 - **Workforce Services Fair** – to be held in the center's resource room to demonstrate VOS, VA Wizard, and the center's MySpace and Face Book pages

Council member **Mr. Annarino** is heading up the youth open house planning and is planning events at the other centers once the Roanoke center event is complete.

4. **Manager's Meeting:** Center manager's have met and have an understanding of the center's billing process.
5. **GED and Life Long Learning Week:** In the Franklin County area, Franklin County Adult Education Manager **Deborah Hamrick** has received strong community support for the event: Banners have been placed at key points in Rocky Mount and businesses have been contacted to request use of extra bill board space to advertise the event. Roanoke City Schools will provide a table in the front of the Roanoke Workforce Center and will provide a table at the Hallow-teen event on GED awareness. A video on GED certification, which was viewed at the state council meeting, will be played in the center throughout the week. Ms. Vest will provide the center with a copy of the video. In Covington, **Ron Jones** with TAP will have a table at the workforce center and also play the GED video.
6. **Member One Workshops:** Member One has agreed to host three workshops at the center:
 - **Budgeting** – no one signed up for class; therefore class was not held
 - **Identify Theft**

- **Understanding Credit**

Member One has promoted the classes by posters and speaking to center staff on class content. As part of the promotion, Member One is providing a certificate of completion to anyone completing the classes. Ms. Vest advised Ms. Moore to see if Member One is promoting the classes at their branches.

7. **Dish Network Workshop:** Dish Network will be holding an interview skills workshop at the center.
8. **Other Workshops: Marion Vaughn-Howard**, who recently retired from the City of Roanoke Parks and Recreation Department and was an Area III youth council and board member, has offered to teach workshops at the center on resume writing and selling yourself to the workplace. **Laura Stevens** with VWCC will hold a workshop to highlight the VA Wizard software program. Ms. Vest noted the VA Wizard software combines labor market information, career interest inventory software and works with state community college software to help the user decide on a career path. Ms. Vest will send committee members a link to the VA Wizard program.
9. **Center Survey: Mr. Flippen** inquired as to the center's ability to capture customer satisfaction information. Ms. Moore reported there is a customer service evaluation form, in the front lobby, with a box to leave completed forms in. Not many customers are responding on the forms. Ms. Moore may plan a prize "give away" in order to get customers to complete the forms. Ms. Vest noted one method used, at another center, was to print the survey on yellow paper and give the survey to the customer when they entered the center and have someone to ask the customer if they had completed it before they leave the center. Ms. Moore noted that since all center processes were computerized there may be a way to incorporate the computer system into the survey process.
10. **Technology Update:** The auto attendant portion of the center's phone system contracted through Virginia Information Technology Agency (VITA) was erroneously removed when the system changed over to a VoIP in August. VITA has been contacted about the problem but the center was instructed to put in a work order ticket. The problem has not been fixed. Ms. Moore will work on the problem one more day and if it cannot be resolved, Ms. Vest will contact **Mr. LaBlanc's** office at the state for assistance. The auto attendant will initially answer the phones and give customers the choice between pressing a "1", for unemployment questions, which will forward unemployment questions to the state call center or pressing a "2", for all other services. If a "2" is pressed, a person in the workforce center will take the call and direct the call to the appropriate department.
11. **Rapid Response:** A Ukrop's Rapid Response event details and results report was distributed. Freight Car America will be laying off 33 more employees.
12. **Microsoft Training Vouchers:** The state has given Area III 100 Microsoft training vouchers to provide to the unemployed or underemployed. Seventy-five of the vouchers are for Windows XP or Vista, Excel, Word or PowerPoint instruction. Twenty-five vouchers are for more specialized training for IT Proficient Certifications. Vouchers may only be used through the end of October. Ms. Vest will put a flyer in the Roanoke Higher Education Center to notify students of voucher availability.
13. **Roanoke Valley Workforce Center Report:** Ms. Vest requested Ms. Moore's center activity report be sent to her a week in advance, of the oversight committee meeting,

so it can be posted to the board's website. Ms. Vest would like added to the report a list of what outside groups are using the center's meeting rooms regularly.

IV. Old Business

- A. Center Reporting "Score Card":** Ms. Vest noted program results are reported by Goodwill on the monthly Contract Status Report. Performance results are reported at the bottom of the report. Quarterly performance results calculated by Goodwill are compared the state performance results. Mr. Flippen noted the committee would be interested in including exceptions from goals or potential deficiencies on the report. Ms. Vest noted program reports back to 2004 are posted on the board's website. Ms. Vest noted, for the Dislocated Worker Program (DWP) formula funding, the 86% placement rate is above goal but the wage rate and credential rates are not. Ms. Vest reported concern over DWP funding is not being used quickly enough. Problems seem to be case managers not being allowed to work overtime to serve clients and enough advertising, for the program, may not be taking place.
- B. Center Chartering:** Ms. Vest reported there are a couple of levels of center certification outlined by the state. Some of the requirements of a satellite center are:
- **Primary Programs:** the site must have primary WIA programs or the ability to refer clients to those programs
 - **Internet Access:** must be high speed
 - **Memorandum of Understanding:** between the site and the local board
 - **Customer Service Standards:** meet certain state standards
 - **Willingness to Participate**
 - **Continuous Improvement Plan:** Malcolm-Baldrige principles have been abandoned in preference for a continuous improvement plan.
 - **Signage:** identify site as part of state network

Mr. Flippen noted state Policy 4, Section F, page 3 of 13 which is on-line notes satellite location requirements. Ms. Vest reported the Goodwill Jobs Campus is planning to have a VEC person at their site once a week. Mr. Flippen and Ms. Vest felt if the Goodwill Jobs Campus meets the state qualifications; it is advantageous to customers and the board to recognize the center as a satellite facility. Additionally, board staff monitor the centers to insure centers meet state requirements. **Mr. Myers motioned recommendation to the board providing a provisional satellite center certification to the Goodwill Jobs Campus. Ms. Powers seconded the motion. The motion passed on a voice vote.**

V. New Business

- A. Goodwill Contract:** Ms. Vest reported the board does not have a signed contract with Goodwill due to budget discrepancies. Part of the issue is a learning curve on behalf of the Goodwill grants accountant and the fact the accountant is also responsible for four Goodwill workforce areas. This is just a paperwork issue and has not effect on the operations of the contract.

B. Rapid Response Funding: Ms. Vest reported, at the state council meeting, the state accountant reported there is Rapid Response funding sitting at the state level but the funding cannot be applied for, by local areas, until local areas spend all of their allocated DWP funding. Board director's are to work with the state accountant to see if there are other ways to get the funding to the areas in need.

C. Training Provider Recommendation: One of the Oversight Committee's responsibilities is to recommend training providers to the board for approval as either Tier I or Tier II providers. Tier I providers may be used by case managers at their discretion. Tier II providers can only be used by case manager's with a waiver permission authorized by the board president. Five criteria are used to determine tier status:

1. demand occupation
2. living wage
3. career ladder
4. cost of training
5. length of training

Ms. Vest presented DAWN Medico Transcription Center for committee recommendation. Mr. Flippen and Ms. Powers would like to know if the credential provided by DAWN is industry recognized and if the school is accredited and by whom. Mr. Myers believes the board needs to know if DAWN provides job placement following training. The committee agreed to hold recommendation of DAWN Medical until the next meeting.

D. Systems Policies and Procedures: Ms. Vest noted under MOU agreement with the Roanoke Center the Oversight Committee is to review the center's internal policies and procedures. The committee agreed to wait for **Ms. Conlin's** review of the center's policies before making recommendations to the board.

E. Additional Computer Space: Ms. Vest would like to hire a temporary position to research free computer usage sites in Area III.

VI. Adjourn

The meeting was adjourned at 10:00 a.m.

Dolris E Vest

President

November 6, 2009
Date