

**ONE STOP OPERATOR CONSORTIUM
MINUTES
February 18, 2005
9:00A.M.
Roanoke Workforce Center**

Members in Attendance

Bruce Johannessen, VEC; Jerry Barnett, VEC; Annette Lewis, TAP/TVW; Linda Matthews, Goodwill Workforce Development; Dot Hayes, Roanoke City Public Schools Adult Education; Jon Morris, STEP; and Ben Bowman, VWCC.

Members Absent:

Franklin County Workforce Development Center representative.
League of Older American representative

Guest Present: Doloris Vest, Western Virginia Workforce Development Board.

Bruce Johannessen, chairman, called the meeting to order, conducted introductions of those present and reviewed the minutes of the last meeting held on January 18, 2005. The minutes were approved as presented.

Topics Discussed:

Marketing to employers: Bruce stated that marketing to employers needs to be done now. Public and local officials, as well as many customers, are unaware of what the Workforce Center is and what goes on. There needs to be an understanding that the discussion on economic development and workforce development merge.

Discussed possibility of a one-hour TV show to emphasize partners and what they do. It was also suggested utilizing the Early Show on Channel 7, and running ads on public access as ways to increase awareness of the Workforce Centers.

Workforce/Economic Development Events: TAP job fair is scheduled for April 5; Business Showcase at the Salem Civic Center March 1; Business and Technology Showcase on April 12; and a business showcase for Allegheny County with a date to be announced for May.

Workforce Readiness Certificate: Ben gave a handout on Virginia's Career Readiness Certificate. Work Keys is a comprehensive skills assessment tool for employers to use in hiring employees. Discussion on cost, which will depend on budget, where and who will give and marketing to employers. VWCC purchased the program for \$4,000 and has given about 300 tests in a space set up in their High Ed Center. Values to employers would be reduction in turnovers and a time saver in hiring the right employee. Doloris noted that this Career Readiness Certificate has not yet been approved as a "credential" for WIA. There is the possibility that the local board could approve as a local credential.

Dr. Barbara Bolin, the Governor's workforce development consultant, will be the guest speaker at the SHRM meeting on Tuesday, 2/22. She will be speaking about the Career Readiness Certificate initiative.

Certification of One Stops and ADA Compliance: Doloris noted that she needs to complete ADA Disability Self-Evaluation Tool by the end of March. She provided a copy for members to review. Doloris noted that the next level of One-Stop certification might be based on the results of a "best practices demonstration grant for Virginia's one-stop career centers" that was done at a center in

Richmond. She provided copies of information from that grant project for members to review. The information highlights the following about One-Stop Career Centers:

- Management & Staff Structure: certified professionals; organized by process; cross-functional service teams; and cross-trained staff.
- Service Delivery: employer services; career services; co-location of key partner programs; and process integration.
- Process Management/Measuring Success: common measures; and common outcomes.
- Operations/Facilities/Location: a location that can accommodate all partners and customer flow.
- Financial: Fee for services; resource sharing; and comprehensive budget

Information & Referral Process: Doloris commented that she had been informed that incomplete and/or unsigned information and referral forms are being destroyed. She suggested that instead of being destroyed, these forms should be followed-up on by the Information and Referral Specialists to ensure these customers have the opportunity to obtain the information they may have been seeking. She also recommended doing some follow up after a referral is made. Jerry indicated that these suggestions would be discussed at the next Partner Meeting.

White Paper: Bruce distributed copies of the White Paper prepared by Rob Glenn. There was some general discussion of its contents and it was noted that a special call meeting of the Western Virginia Workforce Development Board is being held on Friday, 2/25, to further discuss the contents of the White Paper.

Next Meeting: The next meeting was scheduled for 9 am on March 18, 2005 at the Roanoke Workforce Center.