

**Western Virginia Workforce Development
Board of Directors**

**Goodwill Industries of the Valleys Corporate Offices
Friday, April 7, 2006 – 9 a.m.**

Minutes

I. Call to Order

Board Chair **Wayne Flippen** called the meeting to order at 9:07 a.m.

II. Roll Call

Anne Cooney called the roll.

Members present: **Wayne Flippen**, John C. Nordt; **Jane Conlin**, Roanoke City Department of Human & Social Services; **Robert Glenn**, The Issues Management Group; **Kathy Hodges**, Director, Franklin County Workforce Development Consortium; **Bruce Johannessen**, Virginia Employment Commission, Roanoke; **Bill Jones**, HomeTown Bank; **Earl B. Reynolds, Jr.**, Roanoke Housing & Redevelopment Authority; **Tom Richmond**, Altec Industries

Members absent: **Beth Doughty**, Roanoke Regional Chamber of Commerce; **Carroll Gentry**, Virginia Western Community College; **Walter L. Harper**, Harper's Plumbing Co.; **Roger Johnson**, Roanoke County Schools; **Joyce Kessinger**, Boxley Materials Company; **Paul Paradzinski**, Craig County; **Debbie Snead**, Mountain Branch Farm; **Richard Teaff**, Dabney S. Lancaster Community College

Ms. Cooney noted that a quorum was present.

Staff present: **Doloris Vest**, president; **Anne Cooney**, administrative assistant

Visitors present: **Susan Klein**, Blue Ridge Independent Living; **Phil Jones**, **Linda Matthews**, **Bruce Phipps**, and **Jim Shaver**, Goodwill Industries of the Valleys; **Toni Hamilton**, Roanoke City Department of Rehabilitative Services; **Melody Stovall**, Roanoke Redevelopment & Housing Authority; **Dick Roberts**, Total Action Against Poverty; **Steve O'Quinn**, Regional Manager, Virginia Employment Commission; **Jerry Barnett**, Virginia Employment Commission and Covington Workforce Center

III. Welcome and Presentation

Goodwill Industries of the Valleys President Bruce Phipps welcomed the board to the organization's corporate offices and introduced staff members Linda Matthews, vice president of workforce development; Jim Shaver, the new vice president of marketing; and Phil Jones, the new vice president of human resources. Goodwill's service area encompasses 31 counties and 15 independent cities. Ms. Matthews, reviewed upcoming changes to performance measures for the youth programs from the U.S. Department of Labor. Emphasis will now be on older (18-to-21-year-old) youth making the transition from education to work. Funding cuts for PY2006 are expected to be more than \$32,000. This combination of DoL's shift in emphasis plus the reduction of funds for PY2006 will affect not only Goodwill's work with younger (14-to-16-year-old) youth, but also the Board's. Mr. Flippen pointed out that restrictive parameters and cutbacks in funding mean the Workforce Board will need to look for other sources of funding to provide services to program participants.

IV. Approval of Consent Agenda

Consent agenda consisted

- Minutes from the February 3, 2006 and March 9, 2006 meetings,
- Training provider applicants for certification: Davis H. Elliot and Hollins University's Horizon program.

Mr. Reynolds moved to accept the consent agenda; Mr. Richmond seconded the motion. The motion passed by a unanimous voice vote.

V. Reports

Nominating Committee: The committee met by phone on March 15 and discussed upcoming Board vacancies and appointments, plus the election of officers, for PY2006. Mr. Glenn noted his concerns: about representation of rural people, the over-representation from the City of Roanoke on the Board, and the disparity among the three workforce centers, most especially the center at Covington. Mr. Glenn also expressed the committee's interest in maintaining continuity on the Board.

There are business-sector vacancies for Alleghany and Craig counties and Covington and one partner vacancy. Additionally Mr. Reynolds and Mr. Johnson terms are due to expire; both have indicated their desire to continue to serve. The nomination form is on the website. Deadline for nominations is May 1.

VI. Staff Report

1. Performance response to the Virginia Workforce Council: The Council requested an explanation for the failure to meet the adult credentialing measure for two consecutive years: 2003 and 2004. The need to exit a large number of inactive participants during 2003 reduced the measure for that year. The number rebounded the following year by more than 30 points though it remained under the negotiated level for 2004. The measure has been exceeded through the second quarter of PR2005. Ms. Vest is preparing a formal response to the council.
2. The Board must submit a revised business and action plan to the state by June 1. Staff will prepare the revised documents and circulate to the board for approval. While the initial planning calendar had indicated a revised plan, in early April local areas received a request for a new plan requiring Board and CLEO approval and a public comment period. Following input from local areas, the council reversed its request. New plans will be due next year. .
3. PY2006 allocations will be delayed because the Department of Labor has not issued state allocations. Workforce areas in all states will receive an "interim partial allotment," later this spring. Area III is guaranteed 90 percent of the average of adult and youth funds for the last two years; there is no guarantee for dislocated worker funds.
4. WIA III was granted tax-exempt status March 14. Ms. Vest praised Board staff bookkeeper Sherry Dean, who organized the material needed to accompany the appropriate IRS tax form. Area III received notification of its status at least two months earlier than anticipated.

VII. Unfinished Business

Workforce Center Assessment Report: Ms. Vest explained that the recent assessment was opinion survey of perceptions, designed to give WIA III a baseline assessment of the area's workforce centers.

The Assessment and Development Team presented results in four areas: leadership, training, recognition and marketing. More than 35 percent of surveys were returned. Based on feedback provided by survey participants, *quality* is a key element: in staff, in the centers, and in employees' interest in making changes to improve the centers. Areas of opportunity were specified: (1) the importance of improving communication among internal customers; (2) the need to better communicate information and expectations among the employees; and (3) the need for training for management/ supervisory staff, to understand what the Board expects of them.

Training is a major element of the Tier II standards requirements; each center is required to have at least two employees certified in Tier II. Additional training outside Tier II can and will be made available.

Mr. Flippen reinforced that the report is a glimpse, a snapshot of people's perceptions. He stated that the goals here are improvement and achievement of Tier II certification. Mr. Flippen asked that the Workforce Center Consortium and Oversight Committee.

Ms. Vest recommended the Workforce Center Oversight Committee and the Workforce Center Consortium review the report and determine priorities for action. **Mr. Richmond moved that the Board accept the recommendation as presented; Mr. Jones seconded. The motion passed unanimously.**

Ms. Hodges reported Franklin County Workforce Development Consortium has received preliminary Tier I certification. Full certification is expected when several access issues are satisfactorily addressed.

IX. New Business

Policy Revisions: Ms. Vest presented proposed changes to several local policies, in response to recommendations made by local Compliance Monitor Clay Stein after his audit of adult and dislocated worker programs. Revised policies are

- No. 03-106: Individual Training Accounts
- No. 03-114: Needs-related payments
- No. 03-116: Supportive Services.

Ms. Vest also presented a new policy (No. 06-123) addressing core, intensive and training services.

Ms. Conlin moved to approve the new policy and revisions as presented; Mr. Richmond seconded. The motion was approved on a role call vote:

Yes: Mr. Flippen, Mr. Jones, Mr. Richmond, Mr. Reynolds, and Ms. Conlin
No: None

X. Announcements

Next Board meeting: Friday, June 2, 2006, at 9 a.m.

XI. Adjourn

The meeting was adjourned at 10:50 a.m.

Anne M. Cooney

Anne M. Cooney, Administrative Assistant

4/11/06

Date