

Executive Committee
Thursday, January 24, 2008
Minutes

I. Call to Order and Roll Call

Chair Bill Jones called the meeting to order at 8:30 a.m.

In attendance: **Bill Jones**, chair
Joyce Kessinger, vice chair
Wayne Flippen, former chair
Paul Paradzinski, youth council chair
Absent: **Tim Tobin**, secretary/treasurer
Staff present: **Doloris Vest**, president
Sherry Dean, accountant/office administrator
Guests: **None**

A quorum was present.

II. Approval of Consent Agenda

Mr. Paradzinski moved to accept the consent agenda (minutes of the December 15, 2007 meeting, budget report as of December 31, 2007); Ms. Kessinger seconded the motion. The motion passed on a voice vote.

III. Youth Council Report

A. Youth Council Report: Mr. Paradzinski reported on the following:

- 1. Transition Conference:** The youth council decided to use remaining incentive grant funding to send one special education student, from each of the 13 Area III high schools, to the Virginia Transition Forum student leadership seminar, a three-day event which will be held in March at the Hotel Roanoke. The student leadership section of the forum will focus on how students can go back to their communities and become leaders.
- 2. Attracting Youth to Workforce Centers:** The youth council has invited Bruce Johannessen, Manager of the Roanoke Virginia Employment Commission, to the next youth council meeting to discuss how to attract youth to the workforce centers in order to provide youth an understanding of the services offered at the centers and encourage youth to use the centers regularly. The youth council would like to see a day long event held at the workforce centers that would promote the centers to youth. **Mr. Flippen**, who volunteers at the Roanoke Rescue Mission, sees a great number of youth being served by the rescue mission and noted that could mean youth are not aware of the offerings by the workforce centers.

IV. Staff Report

Ms. Vest reported on the following:

- A. Workforce Center Move:** The state has not signed a lease for the Crossroads Mall location and progress on the move appears to be in a holding pattern, at this time, with the state. In a December meeting with Area III partners, it was determined only an operator office, Goodwill office and partner shared office space would be needed. Of the shared office space, the board could pay half (\$2,000 of \$4,000 rent) and the partners could divide the other half (\$2,000) of the rent among themselves. The real estate company was concerned that such a small amount of space would be needed by the workforce center and the state would be paying for ninety percent of the rent on the facility. It was pointed out to the real estate company that the workforce center partners owned their own property in the area and would rather see their funding spent on program funding rather than extra office space.

Marietta Salyers, Director of the Hopewell, Virginia, workforce center will be coming Tuesday, January 29, 2008 to meet with Ms. Vest on workforce center relocation and tour the proposed location. Additionally, Virginia Western Community College has offered 7,500 square foot of space to open a workforce center on campus at the Roanoke community college location that may be vacated by Old Dominion University and Radford University. A space this large would be able to house the Department of Rehabilitative Service and a workforce center. Goodwill is planning a workforce center in the Melrose section of Roanoke also. It could be possible a community college based center would attract higher skilled individuals and a Goodwill center could attract lower skilled individuals. Ms. Vest will investigate the cost of the area offered by the community college.

- B. **Workforce Board Office Relocation:** Virginia Western Community College has offered the board office space in their office on the second floor of the Roanoke Higher Education Center Building. There would be little cost savings but a conference room in the back could be used for certain meetings for free. Ms. Vest will take a tour of the space and speak to Chuck Terrell with Virginia Western about the space. Using this space could make the board look more aligned with the community college system.
- C. **State Monitoring Report:** State monitor, Tab Mines, has issued the Area III board's state monitoring report for PY2005. The report contains no findings and one administrative concern. This is an exceptional improvement contrasted to the PY2004 report which contained many findings. Mr. Mines administrative concern addressed the board restructuring that took place in the spring of 2005, whereby he implies there are laws that govern restructuring although Ms. Vest can find none. The board was restructured under the law and contains all the required business members and mandated partners. Mr. Mines also noted the board was not certified by the governor as is required every two years. Ms. Vest provided to the governor's office the required certification information and has never heard back from them. Ms. Vest contacted Ms. Hensley with the state monitoring office, on the certification issue, and Ms. Hensley did not know what Mr. Mines was referring to. **Mr. Jones** noted that since the Consortium of Locally Elected Officials (CLEO) nominate the board then this concern would be with the CLEO and not the board. **Mr. Flippen** and **Ms. Kessinger** directed Ms. Vest to send a letter to Mr. Mines reporting the legality of the board's restructuring and notifying him of the information sent to the governor's office to certify the board.

V. **Unfinished Business**

A. **Retreat Reports:**

- 1. **Career & Technical Education (CTE) Committee:** Ms. Vest reported the CTE Committee focused on target audience and what message they would like to convey. Ideas were laid out of what could be done and their full report will be presented at the board meeting. The CTE committee is very interested in attracting those who have attended some college but not finished. Mr. Flippen noted CTE must be seen as a viable path to education. Mr. Jones noted trade employers don't always provide benefits such as healthcare. Ms. Vest noted the CTE career fields may have to "clean up" their image. Also, this past Tuesday Rick Calhoun, Wayne Strickland, and XXXX Hopkins met with Ms. Vest to discuss their plans for identifying ways to promote CTE. Additionally, Virginia Western Community College (VWCC) has started a governor's school whereby high school juniors and seniors will take two years of dual enrollment in Advanced Technology & Manufacturing (ATM) training by spending half a school day in ATM training at VWCC and the other half in their local high school curriculum. This allows students to receive CTE training while still being a part of high school activities. Roanoke County, Roanoke City, Franklin County, and Botetourt County are on board to participate with VWCC in their ATM training program.
- 2. **Economic Development Committee (EDC):** Ms. Vest reported that committee chair Rob Ledger noted that workforce development could assist the area's economic development initiatives by being the information source for companies researching the area for location and availability of workforce.

VI. New Business

- A. **Request For Funding:** Ms. Vest has filed for dislocated worker and adult program funding for next year from Franklin County to support that area's programs due to expected further reduced funding from the state.
- B. **Career Readiness Certificate (CRC):** The state workforce council is going to require workforce boards to meet another performance measure whereby five percent of program participants are required to obtain a bronze, silver or gold ranking on the CRC tests. CRC tests test the math, reading and information retrieval levels of examinees.
- C. **Rapid Response:** Ms. Vest reported about lack of coordination in the Rapid Response efforts in Alleghany Highlands. Recently the VEC conducted a "Trade Act" event at Dabney S. Lancaster Community College for Parker Hannifin employees, but failed to include other partners. Ms. Vest has discussed the issue with center manager Katherine Holcomb.
- D. **Board Membership:** Several board members terms will expire on June 30, 2008 and those positions need to be nominated at the April board meeting. A nominating committee needs to be formed to determine qualified members. Board representation needs to include a representative of the federal Community Development Block Grant (CDBG). Ms. Vest believes that because the City of Roanoke is a CDBG recipient that position is filled but STEP of Franklin County or Total Action Against Poverty could be nominated as board members because they also receive CDBG funding. The board membership currently meets state policy and depending on how you read the federal policy the board meets that also because it states broadly that a "community based organization" is required. Dr. Sandler of VWCC would like to see Chuck Terrell appointed to the board. Ms. Kessinger would like to see a media person appointed to the board. Board members can be nominated by anyone but must be appointed by the CLEO.
- E. **Request For Proposal (RFP):** The RFP has been changed to reflect the issuance of the program bids as a whole package instead of individually as in the past. The RFP will be issued January 27, 2008 and will be on the board website. On February 6, 2008 there will be a bidders' conference held at the Roanoke Higher Education Center. The deadline to submit the RFP application is February 29, 2008. The week after the deadline the board staff will conduct a technical review check and the RFP will be presented to executive committee at its March 20, 2008 meeting for recommendation to the board. The board will vote on RFP contract award at their April 4, 2008 meeting. If the board chooses not to take a vote at the April meeting another called meeting may be scheduled or the board can vote on the RFP contract award at its June meeting.
- F. **Franklin Center Workforce Sign:** The county administrator for Franklin County, Rick Huff, does not want a Virginia Workforce Network sign put up at The Franklin Center. Kathy Hodges the center director has no problem with the sign being put up. Ms. Vest will speak to Mr. Huff and remind him that the state requires Virginia Workforce Network signage for program operators administering adult, dislocated worker and youth programs. The Virginia Workforce Network sign from the old location has been brought from Rocky Mount and will be used by Goodwill at their Salem location.

VII. Announcements

Next meeting: Thursday, March 20, at 8:30 a.m. in Roanoke Higher Education Center.

VIII. Adjournment

The meeting adjourned at 10:05 a.m.

Doloris Vest

President

Date