

**Training and Meeting Agenda for:  
 Central Virginia Workforce Development Board  
July 10, 2018 1-5:00 p.m.  
 University of Lynchburg (Formerly Lynchburg College)  
 1501 Lakeside Drive, Lynchburg VA.  
 Drysdale Student Center, 3rd floor-West Room**

- 1. Welcome and Introductions:** .....*Nat Marshall, Board Chair*
- 2. Virginia Career Works Board Overview and Brand Training**
  - *Sara Dunnigan, Deputy Chief Workforce Development Advisor  
Office of Governor Ralph Northam  
Executive Director, Virginia Board of Workforce Development*
  - *Savannah Cook, Business and Community Engagement Coordinator/Brand Champion, Central Virginia Workforce Development Board*
  - *Keith Cook, Region 2000 Workforce System Operator/Brand Champion, HumanKind*

**Central Virginia Workforce Development Board - Official Meeting**

- 3. Call to Order**
- 4. Public Comment**..... *Nat Marshall, Board Chair*
- 5. Review and Approval of Minutes**.....*Nat Marshall, Board Chair*
- 6. Review and Approval of FY 19 Budget**..... *Nat Marshall, Board Chair*
- 7. Year-to-date Reporting**.....*Workforce Board and Partner Staff*
- 8. Adjourn Board Meeting- Board, Staff and Workforce Partner Reception 4:30 -5:30 p.m.**

*Next Board Meeting- Tuesday, October 9<sup>th</sup>, 3-5:00 p.m. Lynchburg City Library*



# Workforce Development Board

## Region 2000 Workforce Development Area VII

*Serving the City of Lynchburg, and Counties of Amherst, Appomattox, Bedford and Campbell*

### Workforce Development Board Meeting

3:00 p.m., Tuesday, April 10, 2018

Virginia Technical Institute

Altavista, VA

## Draft Minutes

**Members Present:** Nat Marshall – Chair, Blondie Anderson, John Capps, Scott Francis, Scott Gillespie, Bobby Johnson, Christine Kennedy, Susan Martin, Kimberly McIvor, Heather Reynolds, John Redding, Rebecca Dilling (for Luke Saechao), Cheryl Toler, Wendell Walker

**Members Absent, Excused:** Des Black, Mike Davidson, Georgia Fauber, Dennis Knight, Ron Lovelace, Marjette Upshur, Jan Walker, Sterling Wilder

**Members Absent:** Traci Blido, Nathan Dowdy, Sonny Harvey, Phillip Jamerson, Caitlin King, Sierria Lopez, Tina Ragland, Tamara Rosser, Roxanne Slaughter

**Staff Present:** Ben Bowman, Gary Christie, Savannah Cook, Susan Cook, Lori Cumbo, Alvin Jones, Rosalie Majerus

**Others Present:** William Coleman – LynCag, Kyle Goldsmith – VTI, Michael Pinn – UCITOVA, Tyke Tenney - VTI

### 1. Welcome and Introductions

Nat Marshall opened the meeting at 3:00 p.m.

## 2. Approval of the January 9, 2018 Meeting Minutes

The motion was made by Christine Kennedy, and seconded by Cheryl Toler, to approve the January 9, 2018 meeting minutes as presented. The motion was unanimously approved.

## 3. Public Comment

Christine Kennedy announced that Leadership Lynchburg is now recruiting for their 44<sup>th</sup> class. Early bird submission deadline is May 4, and the final deadline is June 8.

## 4. Budget Update

Rosalie Majerus reported that as of February 28, Workforce is overall on schedule. She explained that the contract with the VEC for the dislocated program was not signed until the end of September, and hiring for the program was later taking place. Therefore their program dollars are not being spent as rapidly as were budgeted. It is possible that some of the dislocated funds could be transferred to the adult program.

## 5. Monthly Reports

**Adult Program** – Keith Cook reported that 54 have been enrolled in the adult program, and 45 have complete credentials. Forty-seven of the served were ex-offenders. Thirty-one have been exited to employment. Keith also reported that the program has a full presence in all of the counties through satellite centers in the libraries.

**Dislocated Worker Program** – Kimberly McIvor reported that 17 participants have been enrolled and 9 have exited to employment. There were also inherited cases of OJT's that have been completed and are still maintaining employment.

Kimberly also reported that she is will be transitioning to District Manager for Workforce Services for the Virginia Employment Commission, overseeing Martinsville, Danville, Lynchburg and South Boston offices.

**Adult Ed** – Rebecca Dilling reported for Luke Saechao. She reported that they have partnered with CVCC to provide an IT help desk class with 12 students. The manufacturing technology program continues in the jail.

She also reported that they are selling tickets to the Hill Cats games in June to support a fundraiser to support their literacy program.

**Youth Program** – Alvin Jones reported that they have served a total of 73 individuals, with 36 enrolled this year.

Freddie Mays has been hired as Youth Career Navigator in Bedford. He is building relationships with Social Services, the school systems, and adult ed. with getting referrals. Social Services gave them 28 referrals last week.

The staff has been attending career days, job fairs, and community events, and getting into the schools. They have also been meeting with the counselors and teachers.

They are also setting up work experiences.

Scott Francis suggested that signage is needed at the Youth Center on Florida Avenue. Nat Marshall explained that this would be addressed along with the new branding.

## 6. Committee Reports

**Outreach and Awareness Committee** – Christine Kennedy reported that Facebook views have increased by 70%. The challenge is directing people to where the site is on Facebook. They are also moving forward with their second annual Workforce Summit. In the spring of 2019, as a committee, they are working on a regional career exploration event for middle school and high school students. It will be a two day event, held at Liberty University. The first day will be for students, and the second day for job seekers.

**Marketing** – Savannah Cook reported that they are trying to speed the process up by providing an on-line orientation for Workforce. They hope to have it live by the end of the week and will begin training of case managers and staff. There was a press release and media coverage for the Bedford Career Navigator position, the VTI Career Expo, and for the Blue Ridge Re-entry Council Educational Summit hosted at CVCC. An open house was held for Victory Vocational Training.

**Talent Solutions** – Savannah reported she is working with two industry sectors, welding and printing. For the welding industry, a strategic plan has been presented on where the barriers are and it has culminated into a welding wars competition that will take place in April. High school and college students will compete, along with professionals. The winners will win guaranteed job interviews with some of the local businesses. The committee has had several meetings to explore training capacities for the printing industry. They are working on a strategic plan and gathering feedback on the industry. Savannah also advised that the Talent Solutions group has been increased to include 48 individuals from different organizations and community partners.

**Youth Committee** – Alvin Jones reported that the next Youth Committee meeting is on April 25 at CVCC. The Career Pathways subcommittee has created a link for business engagement to gauge interests for career exploration. They are also creating Career Pathway videos to get feedback from students. Nat Marshall stated that VMA is doing a similar project, and suggested checking into working with them, to avoid duplication of similar projects.

The Youth Service Excellence subcommittee is looking at a possible shared position in Campbell County.

Ben Bowman added that there are videos on the Workforce website, and the intent is to highlight the high demand careers specific to this region. The vision is to develop a digital video library of as many businesses that are in this region as possible. There is a partnership with the GoVirginia funding that Workforce is using to partner with employers. Savannah Cook has developed a project sheet, and with this funding an employer can participate by highlighting careers in their particular business with a video, with Workforce paying ½ of the cost.

## 5. Board Staff Updates

**Local Monitoring Report** – Lori Cumbo reported that local monitoring was held the week of January 29. The draft compliance report has been received, and any disputes are to be reported back within ten days. There were a few administrative findings, and no fiscal findings. There were also a few programmatic findings. Disputes have been sent back, and then a final report will be received, with thirty days to form a corrective action plan.

**One Stop Certification Report** – Ben Bowman reported that a requirement under the new regulations is to have at least one comprehensive Workforce Center in every Workforce area that is certified. The state has inspected the workforce center, and provided their report. Their findings are being addressed.

**Board Member Nominations** – Ben Bowman reported that the Workforce Board is required to have a minimum of 51% private sector business members. Ed McCann, a former board member representing the business sector, has resigned.

The motion was made by Scott Gillespie to accept Mr. McCann's resignation. The motion was seconded by Scott Francis, and unanimously approved by those present.

Ben advised that Bill Coleman from LynCag and a representative from Old Dominion Job Corps will be presented to the Workforce Council for approval as board members.

Christine Kennedy suggested approaching the two industries aided by Talent Solutions, welding and printing, and asking if they had someone willing to serve.

**Non-profit Development Status** – Ben Bowman stated that one year ago the board gave approval to proceed with non-profit status. He advised that he and Gary Christie met with Ted Craddock and provided Mr. Craddock with draft policies and bylaws. They will work through the Operations and Performance Committee and Executive Committee to review these items.

**Workforce Board Name Change** – Gary Christie explained that the Local Government Council has talked about retiring the brand. Nat Marshall stated that if this happens, the

Workforce Board will probably consider changing its name also. Ben asked that anyone who has ideas or thoughts to let him know.

## **6. Other Business**

Ben Bowman explained that the VEC, currently the operator for the Dislocated Program, may not be interested in continuing in this capacity after July 1. When written confirmation is received, an RFP will need to be put out for the Dislocated Program only.

Scott Gillespie made a motion to allow an RFP to secure those services be issued upon receiving confirmation from the VEC that they will not continue to operate the Dislocated Worker Program. The motion was seconded by John Redding, and approved by those present, with Kimberly McIvor abstaining.

Ben reported the Local Government Council will be serving as the fiscal agent for a \$300,000 GoVirginia grant. Our region will receive \$100,000, the Roanoke Valley will receive \$100,000, and the New River Valley will receive \$100,000. A large portion of this will go towards helping employers improve the skill set of the existing workforce. Another portion of the funding will be used for Career Pathways videos

John Redding announced the Appomattox Chamber of Commerce will be issuing a community based magazine, and invited anyone whose company may be interested in participating to see him.

Susan Martin announced the Bedford Area Chamber of Commerce will be holding their 7<sup>th</sup> annual spring job fair on May 16 at the CVCC Bedford Campus. They are accepting businesses that are hiring to participate.

## **6. Adjourn Board Meeting/Tour of Virginia Technical Institute**

There being no further business, the meeting adjourned at 4:15 p.m., followed by a tour of Virginia Technical Institute.

The next meeting of the Workforce Development Board is July 10, 2018.



# Workforce Development Board

## Region 2000 Workforce Development Area VII

*Serving the City of Lynchburg, and Counties of Amherst, Appomattox, Bedford and Campbell*

### Workforce Development Board Called Meeting

12:00 p.m., Tuesday, June 18, 2018

Lynchburg Human Services

Lynchburg, VA

### Draft Minutes

**Members Present:** Nat Marshall – Chair, Blondie Anderson, Traci Blido, Mike Davidson, Scott Francis, Bobby Johnson, Christine Kennedy, Ron Lovelace, Kimberly McIvor, John Redding, Tamara Rosser, Luke Saechao, Roxanne Slaughter, Cheryl Toler, Wendell Walker, Sterling Wilder

**Members Absent, Excused:** John Capps, Georgia Fauber, Scott Gillespie, Dennis Knight, Susan Martin, Heather Reynolds, Marjette Upshur, Jan Walker

**Members Absent:** Nathan Dowdy, Sonny Harvey, Phillip Jamerson, Caitlin King, Sierria Lopez, Tina Ragland

**Staff Present:** Ben Bowman, Gary Christie, Keith Cook, Savannah Cook, Susan Cook, Lori Cumbo, Alvin Jones, Jason Padgett - VEC

**Others Present:** William Coleman – LynCag, Kayla LeColst – Innovairre, Hannah Marshall – Region 2000 Intern, Franklin Swann – Old Dominion Job Corps, Kenneth Williams – Old Dominion Job Corps

**1. Welcome and Introductions**

Nat Marshall opened the meeting with introductions at 12:00 p.m.

**2. Public Comment** – There were none.

**3. Operations and Performance Committee Recommendations for Dislocated Worker Operator**

Ben Bowman reported that the VEC has opted to not continue as the Dislocated Worker Operator. An RFP was issued, and the Operations and Performance Committee met and reviewed the one proposal received. This proposal was from HumanKind.

The motion was made by Cheryl Toler, with a second by Mike Davidson, to award the Dislocated Worker Operator Program to HumanKind. The motion was unanimously approved by those present.

**4. New Workforce Development Board Members**

Nat Marshall presented the list of proposed WDB members for P/Y 2018-2019, including new members. Kimberly McIvor asked that Jason Padgett, the new VEC Office Manager, replace her on the Board.

A motion was made by Mike Davidson to re-appoint the members whose terms are expiring and are willing to serve another term, and to approve those being appointed as new members. The motion as seconded by Ron Lovelace and was approved unanimously.

**5. Brief Update on New Branding Initiative**

Savannah Cook gave an update on the new branding initiative that will be part of the Workforce training on July 10. She explained that there are four pillars to the brand: access, support, trust and innovation. These key points will be addressed in the training. A new website will be launched, along with new logos, and directives on how to incorporate a sticker showing “a proud partner of”. There will be a media launch day in September at the center.

**6. Future Name for Region 2000 Workforce Development Board**

Nat Marshall reported that the Region 2000 Local Government Council, fiscal agent for the Region 2000 Workforce Development Board, is considering a name change back to the “Central Virginia Planning District Commission”. This name has already been voted on and approved by the CLEOs. It has been suggested that the Workforce Board align with the fiscal agent name change. A list was presented of possible names to be considered in the agenda packet. Christine Kennedy explained that the state directs what the center is called, and the state is mandating that the Center at VEC will be called the Lynchburg Center, which



serves the whole region. However, from a local marketing perspective, Christine stated that “Central Virginia” would not work, due to internal marketing strategy. Wendell Walker added that “Central Virginia” is inclusive and supports this in the name for the Workforce Board. Mike Davidson spoke to the problem of having too many organizations with “Central Virginia” in their name, and the confusion it would cause. He advised having a geographic identifier in the rebranding and feels that most people would identify with Lynchburg before identifying with Central Virginia. Luke Saechao stated that to him it makes sense to use “Central Virginia” to be identified with other organizations in the area also using this in their name.

Following discussion, Wendell Walker made a motion to adopt “Central Virginia Workforce Development Board”. The motion was seconded by Bobby Johnson, and was carried, with Mike Davidson and Traci Blido voting nay.

#### **7. Discussion on Plans for July 10 Board Meeting/Training**

Nat Marshall asked to consider how connectivity can be increased with our technology. Scott Francis added that it requires collaboration between all of the representation on the Board.

Christine Kennedy reported that two GoVA regional grants have been received that deal with education and workforce. This GoVA regional includes Roanoke, Blacksburg and Lynchburg. For us to execute these grants to the best of our ability Christine stated that all of the stakeholders need to be at the table.

#### **8. Matters from Board Members**

Nate Mahanes announced that on July 17 CVCC will be hosting the summer Rane meeting from 10:00 a.m. to 12:00 p.m.

Nate also announced that on July 20 from 10:00 a.m. to 12:00 p.m. DARS will be holding the summer employer tours at the Wilson Workforce Rehabilitation Center in Fishersville.

#### **9. Adjourn Board Meeting** – There being no further business the meeting adjourned at 1:00 p.m.

The next meeting of the Workforce Development Board is July 10, 2018 at the University of Lynchburg, from 1:00 to 5:00 p.m.

**WIOA Source and Use of Funds  
Budget For FY19**

SOURCES OF FUNDS

LINE ITEM

	<u>Budget ADMIN</u>	<u>Budget DISLOCATED</u>	<u>Budget ADULT</u>	<u>Budget YOUTH</u>	<u>Budget Incentive</u>	<u>Budget Total</u>
cash					4,200.00	4,200.00
PY 2017 - ESTIMATE	36,195.76	255,533.86	383,212.14	382,236.99		1,057,178.75
PY 2018	122,490.00	271,645.20	369,248.40	461,515.50		1,224,899.10
Other Income				30,000.00		30,000.00
Transfer		(100,000.00)	100,000.00			0.00
<b>Total Funding</b>	<b>158,685.76</b>	<b>427,179.06</b>	<b>852,460.54</b>	<b>873,752.49</b>	<b>4,200.00</b>	<b>2,316,277.85</b>
<b>Workforce Development Board</b>						
Salary	18,213.19	40,391.27	54,904.02	68,623.33		182,131.80
Benefits	5,700.48	12,641.91	17,184.20	21,478.16		57,004.76
Audit	3,000.00					3,000.00
Legal	100.00	221.77	301.45	376.78		1,000.00
Outreach/awareness	1,500.00	3,326.54	4,521.78	5,651.68		15,000.00
Contractual Services	1,000.00	2,217.69	3,014.52	3,767.78		9,999.99
Communications Tel/post	400.00	887.08	1,205.81	1,507.11		4,000.00
Ofc & equip lease	1,687.80	3,743.02	5,087.91	6,359.27		16,877.99
Ofc supplies	100.00	221.77	301.45	376.78		1,000.00
Travel/Training	1,200.00	2,661.23	3,617.43	4,521.34		12,000.00
Furnishings & computer	400.00	887.08	1,205.81	1,507.11		4,000.00
Fiscal Agent	70,000.00	0.00				70,000.00
Miscellaneous	300.00	665.31	904.36	1,130.34		3,000.00
<b>Total WDB Office</b>	<b>103,601.47</b>	<b>67,864.67</b>	<b>92,248.73</b>	<b>115,299.67</b>	<b>0.00</b>	<b>379,014.55</b>
<b>Workforce Center Cost</b>						
Rent/utilities		4,825.20	7,237.80	19,309.00		31,372.00
Insurance		300.00	450.00	1,000.00		1,750.00
Equipment		9,000.00	16,600.00	2,975.92		28,575.92
Communications		6,760.00	10,140.00	7,900.00		24,800.00
Supplies		400.00	600.00	1,000.00		2,000.00
Maintenance		400.00	600.00	2,000.00		3,000.00
<b>Facility Total</b>	<b>0.00</b>	<b>21,685.20</b>	<b>35,627.80</b>	<b>34,184.92</b>	<b>0.00</b>	<b>91,497.92</b>
<b>Program Operations</b>		<b>79,500.00</b>	<b>367,559.60</b>	<b>281,487.00</b>		<b>728,546.60</b>
<b>Exsiting Worker Training</b>		<b>75,000.00</b>				<b>75,000.00</b>
<b>Direct Participant Cost</b>		<b>67,619.95</b>	<b>225,000.00</b>	<b>150,000.00</b>	<b>0.00</b>	<b>442,619.95</b>
<b>Grand Total</b>	<b>103,601.47</b>	<b>311,669.82</b>	<b>720,436.13</b>	<b>580,971.59</b>	<b>0.00</b>	<b>1,716,679.02</b>
Unallocated	55,084.29	115,509.24	132,024.41	292,780.90	4,200.00	599,598.83