



Central Virginia Workforce Development Area VII

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

Workforce Development Board Meeting
April 12, 2022
3:00 p.m. at
The Lynchburg Regional Business Alliance
Lynchburg, VA 24504

Members Present: Nat Marshall – Chair, Lauren Anderson, John Capps, Renee Chalmers (via Teams), Andrew Crawford, Travis Griffin (via Teams), Michael Hertzler, Christine Kennedy, Bryan Lyttle, Alisha Meador (via Teams), Robbie Morrison, Sam Penn, Sr. (via Teams), John Redding, Jason Shockley, Sonya Todd (via Teams), Cheryl Toler, (via Teams), Dorothy White, Sterling Wilder (via Teams)

Members Absent, Excused: Gary Campbell, Cheryl Giggetts, Dana Hogan, Robert Johnson, Ron Lovelace, Nate Mahanes, Sierria Phillips, Samuel Pinn, Andrew Tisosky

Members Absent: Anthony Cardoza, Nathan Dowdy, Michael (Scott) Francis, Charles Mann, Richard Russo, Luke Saechao

Staff Present: Traci Blido, Gary Christie, Keith Cook, Lori Cumbo, Sarah Grant, Tonya Hengeli (via Teams), James Martin, Tim Saunders

Others Present: John Hardie, Campbell County Board of Supervisors, Drew Wade, Amherst County Board of Supervisors

1. Roll Call

Traci Blido checked attendance.

2. Call to Order and Greetings from the Chair

Nat Marshall welcomed everyone and opened the meeting at 3:06 PM.

Nat announced this would be Gary Christie's last Workforce Development Board Meeting as he will be retiring at the end of May (2022). His replacement has been selected and will be announced soon.

Nat wished Traci Blido a happy belated birthday and welcomed CLEO members Jon Hardie, Campbell County Board of Supervisors, and Drew Wade, Amherst County Board of Supervisors.

Nat entertained the motion for approval of the January 11, 2022, minutes. The motion was made by Christine Kennedy and seconded by Robbie Morrison. The motion was unanimously approved as presented.

3. Public Comment

Christine Kennedy passed out flyers and announced Leadership Lynchburg is accepting applications for both the Flagship and Leadership Lynchburg 2.0 programs as of April 1.

4. Presentation

Elise Spontarelli, Executive Director, and co-founder of Vector Space, located at 405 Fifth Street, Lynchburg, VA, gave a presentation detailing the history, programs and future vision of Vector Space which is a local community makerspace. The makerspace has been in operation for six years, co-founded by Elise and her husband Adam. The pair have grown the space from the ground up with the vision of serving the community and empowering individuals with skills. Vector Space is an opportunity for individuals to come together and “make together” through peer learning and instruction from a skilled and qualified Leadership Team.

Vector Space operates on a membership model, with members ranging in age from college students to retirees. Presently there are approximately 200 members of which 30% are entrepreneurs. Members have 24/7 access to the 12,000 square foot facility of shared workspace and equipment, a community of fellow makers and discounts on classes. Classes include wood working, metal working and sewing as well as a variety of summer programs and classes for youth. Programs for youth are high stakes/high quality and are intentional, providing some added benefit to the community. In addition to project-based learning for youth, Vector Space, in partnership with the TANF program and the Jubilee Family Development Center, offer a 12-week machinist program for low-income women.

Vector Space has a vision to grow their space and is currently conducting a fundraising campaign. Elise invited members to contact her to set up a tour and/or speak with her further about supporting their vision.

5. Director’s Report

Traci thanked the HumanKind team and WDB staff for their hard work. Unemployment is low and the Career Center is experiencing an increase in walk-in traffic and enrollments.

She announced a new CDL program at Central Virginia Community College. This will be a benefit to the region as prior to its development, students were required to travel to Roanoke for behind the wheel training. The program details were updated on the Eligible Training Provider List and is an eligible program for WIOA funding. An additional CDL program at Virginia Technical Institute will also begin this spring.

Traci thanked Keith Cook, Lori Cumbo and Renee Chalmers for their involvement in the completion of the recent annual Equal Opportunity (EO) state monitoring which was passed with flying colors.

Traci thanked Tim Saunders for developing a marketing plan. Tim is utilizing every opportunity to promote Virginia Career Works Central Region’s programs and services. He recently had several opportunities to appear on local TV and radio shows. A link to a recent radio appearance will be shared with board members via email.

Traci reviewed the ODU Economic Overview Report, which was emailed out to board members, along with additional Jobs EQ data. Traci stated the Lynchburg regional population of 262,000 has a 59.1% labor participation rate. She reviewed three main points as follows:

1. In-demand occupations over the next three years are team assemblers, welders and solderers, production supervisors, packing and machine fillers, machinists, material movers, and industrial machine mechanics.

John Hardie added Campbell County Schools typically enrolls approximately 300 students at the Technical Center. He further stated over the last four years approximately 25% of the student body has attended programs at the Technical Center and over the last eight years approximately 50 to 100 Campbell County students (per year) have enrolled in advanced CTE courses at CVCC. Traci added other regional counties are reporting increases in CTE enrollments.

Traci stated over the next three years our region will need 141 additional CNAs, 34 LPNs, and 13 RNs (Jobs EQ Data).

Traci advised regionally we have over 1,000 open jobs. She emphasized the importance of understanding the current number of job openings, forecast future job openings and strategize how we will fill these jobs.

2. Regional Industry Mix includes manufacturing at 14% and healthcare at 16%. Additional industries providing high than average salaries include professional services/technical jobs, as well as construction. Traci stated it would be important to encourage individuals to receive training in these industries.
3. She reported industry clusters with the highest growth and salary include metal and automation manufacturing, including conveyor technologies. Traci further stated the ODU report reflected a 3% decrease year-over-year in regional GDP and explained the way to improve this was by increasing the manufacturing industry in our region. These jobs pay well and impact GDP more than other industries.

6. Finance Report

Tonya Hengeli provided a finance review with a Comparison of Budget to Actual and Summary of WIOA Funding as of 02/28/22. (Handouts of the reports were included in the agenda packet and available at the meeting.) Tonya reported this would be a “tight” financial year. The program year runs July 1 – June 30; however, all funding for the new program year is not distributed until October. Traci reported at a national level, it looks like workforce may be allocated additional funds for the upcoming year, but we will have to wait and see. Tonya reminded everyone that she is transitioning into this role and she would be happy to answer any questions via email.

7. One-Stop Center Operations/Title 1 Report

Keith Cook provided handouts and reviewed PY20 vs. PY21 January – March comparisons which indicate PY21, post COVID, increases in walk-ins and enrollments. Increases in Career Center walk-ins is up by 200 over last year’s January – March numbers.

Keith explained they have experienced a big “shift” in training program enrollments over the last two years. There is renewed focus on longer term trainings which often result in livable wages for participants and their families as opposed to short term trainings which frequently result in lower wages. This, however, impacts program performance as there are less people included in the performance measures. Additionally, he reported current average case loads for Career Navigators range from 25 to 45 active cases plus the addition of follow-up cases.

Keith walked board members through the PY21 QTR 2 Performance Measures report. All measures reflect satisfactory performance except for Dislocated Worker (DLW) “Credential Attainment within 1 Year”. Keith explained that during this quarter (10/20 – 12/20) there were no participants who were included in this measure and therefore performance for the measure was 0% but this was not indicative of actual failure of the measure.

Program Coordinators James Martin and Sarah Grant gave brief highlights regarding their programs.

James reported a 57% increase in Adult and DLW active cases since July 2021. He expressed his gratitude towards Career Navigators Denise Hutton and Lamont Hobson for their hard work. He briefly discussed an On-the-Job (OJT) success story involving a displaced homemaker who was able to obtain an OJT position at a livable wage.

Sarah provided an update on the WDB’s Youth Committee who were challenged to learn more about Title I Youth programs and report back to the committee. Sub-committees are being formed to strategize transportation issues regarding Out of School Youth. Additionally, Sarah stated they are experiencing increases in youth referrals from both Amherst and Appomattox counties.

8. Action Items:

1) Consideration to Amend Youth Work Experience (WEX): Amendment to remove the hourly work week maximum and time restriction of six months to complete a WEX was presented by Traci Blido. Nat entertained the motion for approval of the amendments. The motion was made by Andrew (Andy) Crawford and seconded by Robbie Morrison. The motion was unanimously approved as presented.

2) Consideration to approve Virginia Technical Institute’s CDL program application for placement on the statewide Eligible Training Provider List (ETPL): Lori Cumbo presented the CDL program application. Nat entertained the motion for approval of the application. The motion was made by Robbie Morrison and seconded by Michael Hertzler. The motion was unanimously approved as presented.

3) Consideration of the Addendum to the HumanKind Contract: Addendum to add a Whistleblower Statement to the current HumanKind contract. The motion for the approval of the addendum was made by the Executive Committee and does not require a second. The motion was unanimously approved as presented.

9. Committee Reports:

Executive Committee – Chairman Nat Marshall reported that the Executive Committee met February 23 and took care of some timely business, much of which is in today’s action items too, such as the whistleblower addendum requirement and youth work experience. He said the Executive Committee sometimes approves action items that are time sensitive, until the full board can meet.

Youth Committee – Robert Johnson was unable to attend today’s meeting. Sarah Grant’s comments regarding the youth committee are noted in #7.

DEI Committee – Renee Chalmers reports the committee is still working on laying the foundation. The committee is capped at 11 members and are presently at capacity. The committee has completed several actionable items including translating the online orientation into Spanish (text) and will continue to work with Tim Saunders for Spanish audio. Over the next several meetings the committee will host several speakers to

establish DEI goals. A committee member recently completed an informal EO walk through of the Career Center and other members have reviewed the website for accessibility features. The committee continues to discuss and strategize outreach initiatives.

Finance Committee – Traci reported Ron Lovelace was unable to be here today but is receiving the finance reports from Tonya Hengeli.

Operations & Performance Committee – No update this meeting.

10. Adjournment

There being no further business, the meeting was adjourned at 4:32 p.m.