



CENTRAL REGION

Central Virginia 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, January 11, 2022

The Lynchburg Regional Business Alliance
Lynchburg, VA 24504

Approved Minutes

Members Present: Nat Marshall – Chair, Christine Kennedy, John Redding, Sterling Wilder, Gary Campbell, Jason Shockley, Bryan Lyttle, Cheryl Giggetts, Dana Hogan, Andy Crawford, Bobby Johnson, Nate Mahanes, Robbie Morrison, Ron Lovelace, Mike Hertzler, Anthony Cardoza, Sonya Todd, Lauren Anderson (via Teams), Renee Chalmers (via Teams), Travis Griffin (via Teams), Sam Penn (via Teams), Sierra Phillips (via Teams), Luke Saechao (via Teams), Andrew Tisosky (via Teams), Cheryl Toler (via Teams).

Members Absent, Excused: Michael (Scott) Francis, Richard Russo, Marjette Upshur.

Members Absent: Dr. John Capps, Nathan Dowdy, Charles Mann, Samuel Pinn.

Staff Present: Traci Blido, Tim Saunders, Gary Christie, Gina Dudley (via Teams), Lori Cumbo (via Teams), Sarah Grant (via Teams), James Martin (via Teams), Rosalie Majerus (via Teams), Tonya Hengeli (via Teams).

Others Present: Christian Wiscovitch-DARS, Dorothy White-LynCag, Alicia Meador-City of Lynchburg, Shirley Dodson—VEDP (via Teams), Kimberly McIvor-VEC (via Teams), Antonio Davis-Jubilee Center (via Teams), Hannah Tillotson-Jubilee Center (via Teams), Devon Stewart-Jubilee Center (via Teams).

1. Roll Call

Nat Marshall, Chair, checked attendance and thanked everyone for attending.

2. Call to Order and Greetings from the Chair

Nat welcomed everyone and opened the meeting. He stated Traci Blido, Executive Director, joined him at the State Board in December 2021 and has also received additional training within the past few weeks. Nat thanked Traci for all her hard work.

Nat welcomed Dorothy White, Program Director for LynCag, and stated that after approval from the CLEO's and submission to the State for approval she will be appointed to the Workforce Development Board. Nat stated that Dorothy is responsible for program management and Community Outreach, she has a Bachelor's in Occupational Study from ODU, and prior to that she was a graduate at CVCC. Traci added that Dorothy can do everything on the board, except for voting, until she is officially appointed by the CLEO in June.

Nat welcomed Alicia Meador, who is substituting today for Marjette Upshur, City of Lynchburg. Nat stated that Alicia will hopefully come on board as a full member and we will be sending her the paperwork to get the process started.

Nat stated that there are 17 WDB members who are up for reappointment at the end of June 2022. Traci stated she will send out an e-mail to everyone that is up for reappointment to get the reappointment paperwork started.

Nat stated that this is Rosalie Majerus' official last Board meeting. Nat thanked Rosalie for everything she has done over the years with the Finance Committee. Traci added that Rosalie will be with the Board through February and there will be a retirement party. Traci introduced Tonya Hengeli, who will be Rosalie's replacement, and asked her to say a few words. Tonya replied how excited she is to take on the role. Tonya stated she has been with CVPDC since November 2019 in a Financial Services professional role and has been able to work with Rosalie for a couple of years. Tonya stated she has enjoyed Rosalie's leadership management and is looking forward to learning as much as she can in the following months. Rosalie responded that Tonya will do a fabulous job. Rosalie added that she appreciates all the support over the years and thanked everyone.

Nat entertained the motion for approval of the October 12, 2021, minutes. The motion was made by Christine Kennedy and seconded by Bobby Johnson. The motion was unanimously approved.

3. Jubilee Center's Astronaut Leland Melvin STEM Center

Sterling Wilder presented the Jubilee Center team and stated that one of the biggest issues they face is the poverty rate and how to address it. He stated there was a lot of support from Leland Melvin to start and build a STEM Center. The main focuses at the STEM Center are Science, Technology, Engineering, and Mathematics for Youth, as well as adult programs. He stated there

is a lot of excitement when an individual can come to the STEM Center and take programs through CVCC for actual credits. Additionally, there is a Nursing Aide class through Amherst County School System. He stated that the Center can change dynamics for someone making minimum wage to making more than \$20 an hour.

Hannah Tillotson, STEM Center Director, shared about the adult programs being offered. She stated there is a PCA program through Amherst County at the Adult Career Education Center. This program will take 52 hours for the student to complete and receive their certification. She stated that the students are getting jobs after finishing the program. Classes are starting now for the Medical Terminology program, which is the precursor for the PCA program. Additionally, she said there is a CVCC Mechatronics program that will be featured at the Center. She added that after discussion with Belvac and what degree would benefit our industrial area, Belvac stated it would be Mechatronics. This program starts with Introduction to Mechatronics and then an OSHA 10 training for the first two classes for the first eight weeks. After the end of the eight weeks, the student will be given an OSHA 10 certification, which is a big draw for the local companies. Hannah stated for the Youth, she started the Career Spotlight again this year, which has the middle and high schoolers getting introduced to various careers, and this will continue every other week.

Devon Steward, Life Coach at the STEM Center, stated that his role emphasizes the recruiting of students to participate in the programs, as well as providing wrap-around services for the students who face barriers. Devon stated that as a Life Coach he takes on the responsibility of walking through the process with the students to ensure their success within the program. He stated he works diligently with local agencies that already offer food banks and other services to help the students better focus on training.

Antonio Davis, Program Director, followed up and stated there may be two tracks for the students. Some students may want to go to college, so Jubilee is there to give the students the tools and skills to get them out of poverty. He stated that other students may want to improve their trade skills or career paths, or just want to be employed. He stated the goal is to give the students a chance to have sustainable pay and a quality lifestyle.

Hannah shared Devon's contact information with everyone in case board members know someone who could benefit from Jubilee Center's assistance. Devon can be reached via phone at 434-509-2997 or via e-mail at lifecoach@jubileefamily.org.

4. Finance Report

Rosalie Majerus stated that the budget will be tight for next year and there is a need to look for ways to get through it. She stated there was not as much carryover than what was previously thought. Rosalie stated the cost allocation at the One-Stop has been agreed on with all the partners and billing has been completed. Additionally, she stated the budget is not matching up with what was previously thought and that is shown on some of the line items on the finance report. She stated that the direct program costs are tracking less than planned at this time,

specifically in the Youth. Sarah Grant responded that one reason is that the Youth program is holding off on enrolling In-School Youth until they graduate, so the program can support the student with paying for tuition costs later. Additionally, Sarah added that COVID is an issue too, and is increasing at this time due to the latest variant. Traci commented that she wanted to have an open door to Virginia Career Works because there are people who need help. Traci added that staff took a great opportunity to send out a press release stating that the Center on Odd Fellows Road is open to the public and reported there has been an uptick in walk-ins, as well as an increase in clients filling out assessment forms. Rosalie said there is a strong need over the next year to look for savings so there is adequate funding for next year. Traci said that one reduction has already been seen. There are two less employees at HumanKind now than at the beginning of the year, due to not filling positions that have been recently vacated. HumanKind is under a contract with the Board to operate the One Stop so this savings passes directly onto our budget.

5. Director's Report

Traci stated that since the last board meeting, there have been five committees created and she thanked the committee leaders in attendance. She said the Executive Committee has not had a need to be engaged yet, but the other four committees have been meeting monthly or bi-monthly. Traci stated that Renee Chalmers, who heads up the DEI committee has already seen a success with an action item that came up and got addressed. Traci thanked Christian Wiscovitch of DARS for his work in the committee, translating the Virginia Career Works orientation video to Spanish.

Traci stated she met with many organizations over the past couple of months, including the Blue Ridge Re-entry Council. She stated that many of the individuals coming in through the Center have been incarcerated. She stated the need to look for more employers who are willing to hire the reformed individuals. Traci stated she has also met with great organizations focused on youth such as, Iron Lives, Vector Space, Jubilee Center, and Brook Hill Farm, which helps teenagers overcome issues and break down barriers. Virginia Career Works can co-enroll the clients often times to provide additional resources for those with the greatest barriers.

Traci stated VCCS, which conducts WIOA monitoring and auditing, suggested the need to look for work experiences for young clients. She encouraged board members to help identify companies that may connect with our youth program to host work experiences.

Traci reported that we may have some financial help with our budget as the Board was a recipient of a new dislocated worker grant program in the state. This "CAREER" grant will be available through 2023 and is focused on the ALICE (Asset Limited, Income Constrained, Employed) population and offering people additional help to get or keep a job through assistance with childcare, housing, transportation, uniforms and work tools. We are conducting outreach and recruitment efforts to identify eligible Title 1 and dislocated workers to take advantage of this additional support.

6. 2022 Communication Plan & Feedback

Tim Saunders stated that the first thing the Board asked him to do when he came on board was to provide an outreach and communication plan that explains how we communicate within the workforce system. Tim said the plan (an 11-page document) is on the website for viewing. He said that the marketing slogan will be “Connecting You with Opportunity”. He stated that this will resonate as a true One-Stop center that will help job seekers learn about employment, and connect businesses with potential workers. Tim showed a VCW video he produced which describes services and features a recipient. Chairman Marshall suggested he discuss with the Operations committee and the board will take action if needed.

7. One-Stop Center Operations/Title 1 Report

Sarah Grant presented the report in Keith Cook’s absence. She showed the year-to-date comparisons from July 2020 – July 2021. Active, ongoing enrollments are at 96 for the quarter, down from 118 in the same quarter last year. New enrollments, at 42, and credentials, at 10, are around the same level year over year this quarter, but employment is down from 14 to 9. She reminded the board that they don’t capture a participant’s record until they complete the credential or obtain the employment.

Sarah showed youth data comparisons as well, which are down from last year. This is due to youth being enrolled later than in previous years in an effort to shift the focus on assistance to long-term help as a student moves to employment. She said they are enrolling disengaged youth and are hoping for that to pay off in the longer term.

Sarah also showed the workforce center statistics for the fourth quarter 2021. It showed that visits to the center are down from 2,197 in 2020 when the pandemic began to 761 visits this past quarter tracked. Orientations are down as well from 302 in Q4 2020 to 195 in Q4 2021. She also showed workforce center visits by locality with three times the visits from 2020 to 2021, due to the pandemic. Sarah gave a Career Essentials and Workshops update as well. Many of these classes are done at Parkview Mission (Life Skills Institute). From July – December 2021, there were four different workshops, each with 16, 37, 20, and 14 participants, respectively.

Chairman Nat asked if Human Kind was getting any feedback from participants who attend the Career Essentials or job workshops and classes. Sarah said that customer satisfaction surveys are done and she will have Keith follow up on that. She said she knows that Jeff Bennett who teaches those classes is doing a great job. She witnessed that when he did an Impact Living Services workshop and they got excellent feedback from participants. This most recent quarter had seven enrolled in Career Essentials, four completed, and three receiving credentials. There are partnerships with this program offered at Vector Space, and most recently, Alicia Meador has connected Jeff Bennett with the Lynchburg Detention Center to facilitate sessions there, and they are connecting with Bedford DSS folks too.

Christine Kennedy suggested staff get in touch with Adam Paveo at Impact Living Services to see other ways to partner too.

8. Committee Reports

Committee Chairs presented brief reports on actions and discussions in the committees.

9. Question: How do we connect with older Youth

Chairman Nat led a discussion about ways we can identify youth ages 14-24 that may need our help with WIOA assistance. He spoke about 18-24 year-olds and where they might hang out. He closed by encouraging board members to participate in a youth sports organization, Laysi.org and its event downtown. He said they had room for organizations to host a booth at the walk they are doing on Martin Luther King Day and gave contact information for those who might be interested.

10. Adjournment

Nat entertained a motion to adjourn at 4:32. The motion was made by Gary Campbell and seconded by Bryan Lyttle and approved.