



**PWN Board Meeting Minutes**

December 15, 2016 – 3:00 PM – 4:30 PM

Holiday Inn – Express

5920 Seminole Trail

Ruckersville, VA 22968

<b>Board Member</b>	<b>Present</b>
Steven Ray, Co-Chair	Phone
Amanda Moxham, Co-Chair	X
Naomi Aitken	X
John Baldino	X
John Boswell	
Casey Carwile	X
Todd Cook	
Debbie Desmond	
Janelle Downes	
Susan Erno	X
Miles Friedman	
Karen Gottlieb	
Ronda Guill	X
Joe Martin	
Wes Mayles	
Peter MocarSKI	X
Valerie Palamountain	X
Christy Phillips	
Katy Reeves	
Valerie Reid	
Peter Rice	X
Darla Rose	X
Ridge Schuyler	X
Richard Sindy	X
Steven Snyder	X
Randy Soderquist	X
Mark Stapleton	
Jeff Waite	X
Elizabeth Walters	X
Jeanne Wesley	X
<b>PWN Staff</b>	<b>Present</b>
Helen Cauthen	X
Morgan Romeo	X
Debi Pettry	X

Phil Geer	X
Stephanie Boynton	
<b>Guests</b>	<b>Present</b>
Marty Bywaters-Baldwin	X
Amanda Burkin	X
Mary Ann Gilmer	X
Sharon Johnson	X
Bruce Phipps	X
Clay Stein	X
Rick Slusher	X

### **Welcome and Introductions**

Amanda Moxham welcomed everyone and called the meeting to order at 3:10 PM.

### **Public Comment**

Amanda Moxham informed the Board that there were no attendees interested in making public comment.

### **Consent Agenda**

The Consent Agenda consisted of the following items:

- September 29, 2016 Meeting Minutes
- October 27, 2016 Meeting Minutes

***A motion was made by Naomi Aitken to accept the Consent Agenda as presented. John Baldino seconded the motion. Motion carried.***

### **Executive Committee Meeting Update**

Amanda Moxham gave an update to the Board on the Executive Committee meeting that was held on December 12, 2016 in Culpeper, VA.

### **Performance Metrics**

Amanda noted that the Common Measures under WIOA were different than the measures under WIA. Amanda discussed the focus on employment retention rather than placement under the new legislation, as well as looking at median wages instead of average wages. The WIOA Operator, Goodwill Industries of the Valleys, will need to work with their Case Managers to ensure that this new methodology is embraced. Peter Rice what source the Department of Labor or Commonwealth of Virginia would be using to gather the wages for participants? Morgan Romeo said that the wages were gathered from the Virginia Employment Commission (VEC) data, but that Case Management staff could also collect supplemental information since there is the possibility for a lag in data collection by the VEC.

Amanda also noted that credential attainment moves from being a state performance measure under WIA to a federal Common Measure under WIOA. Ridge Schuyler asked what the definition of a “credential” was under the new legislation. Morgan Romeo pointed out that credentials were anything

that was recognized by a third party, like the American Welding Society (AWS) or the Virginia Manufacturers Association (VMA), or a diploma from a 2-year or 4-year institution.

#### WIOA Operator Contract

Amanda informed the Board that the Executive Committee reviewed in detail the performance of Goodwill Industries of the Valleys from July 1 through the present. Amanda reported that communication and reporting to PWN staff had improved since the probationary contract was put in place and everything was functioning well. Amanda said that the Executive Committee had approved to terminate the probationary period for Goodwill, but noted that another performance review would occur at the March 2017 meeting to extend the Operator's contract through June 30, 2018.

#### Budget Allocation

Amanda stated that the Executive Committee also reviewed the financial reports, including budget vs. actual reporting for all programs under PWN. Amanda let the Board know that Goodwill Industries of the Valleys requested a transfer of a total of \$65,000 (\$35,000 from PD9 and \$30,000 from PD-10) from the Dislocated Worker program to the Adult program. This will allow Goodwill to serve more participants on the Adult program since the number of Dislocated Workers requesting services had decreased significantly.

#### Virginia Incumbent Worker Innovation Program (VIWIP)

Morgan Romeo reported to the Board the progress with the VIWIP grant received from the Governor's office. Morgan noted that the process of data collection from employers is still in limbo and the VCCS has agreed to review the collection requirements once more to match the federal legislation and the VaWC system of record. Morgan informed the Board that staff had requested, as instructed by the Board, to amend the required performance of credential attainment from 95% of participants attaining a credential to 65%. VCCS denied this request stating that it would undermine the evaluation process that was undertaken to award the grants. Steve Ray noted that prior to proceeding with grant, he would feel more comfortable with requesting in writing from VCCS information regarding the allowability of training expenditures that do not lead to credentials. Morgan stated that she had already submitted this question to George Taratsas at VCCS but had not heard back from him. Amanda noted that if a response is received that states the costs are unallowable, that PWN should communicate to the Governor's office the lack of technical assistance and programmatic delivery methodology of VCCS is not meeting the business need in PWN's region.

***A motion was made by John Baldino that if the response to PWN's inquiry is unfavorable, a letter signed by the Co-Chairs of the PWN Board will be composed and sent to VCCS and the Governor's Office detailing the challenges of administered the VIWIP and WIOA Incumbent Worker Training in the region. Dick Sindy seconded the motion. Motion was carried.***

#### America's Promise Grant

Morgan Romeo reported that the America's Promise Grant that PWN applied for in partnership with the Shenandoah Valley Workforce Development Board and the Region 2000 Workforce Development Board was not awarded to the region. Morgan noted that the grant application process was beneficial, even if

PWN was not awarded funding, because it paved the way for future grant applications and great partnerships across regions.

#### Batten School Intern

Morgan Romeo reported that a senior at the Batten School of Public Policy had approached the Partnership and PWN about completing a public policy initiative for her Capstone project. The student will be completing an analysis of the 40% policy in Virginia, speaking with other Workforce Development Boards and proponents of the bill in the General Assembly, to assess the successes and unintended consequences of the legislation.

#### Executive Committee Member

Amanda Moxham let the Board know that there was a vacancy on the Executive Committee for an At-Large member. Elizabeth Walters nominated herself to be a part of the Executive Committee. No other nominations were received.

***A motion was made by Jeanne Wesley to appoint Elizabeth Walters, Human Resources Administrator at Bingham & Taylor, to the Executive Committee as an At-Large member. Valerie Palamountain seconded the motion. Motion carried.***

#### Goodwill Industries of the Valleys Presentation

Bruce Phipps, CEO, and Mary Ann Gilmer, Vice President of Workforce Development, presented to the Board about Goodwill Industries of the Valleys programs and contributions to the PWN region. Bruce noted the performance of Goodwill Industries of the Valleys in the region over the last Program Year as some of the highest marks in the Commonwealth of Virginia. Bruce also presented the in-kind financial support that was provided by Goodwill Industries of the Valleys and Rappahannock Goodwill Industries to the region, a majority of which was provided for the Culpeper Workforce Center operations.

Helen Cauthen noted to the Board that Goodwill Industries of the Valleys had the highest Adult Entered Employment Rate and the Highest Youth Employment and Education Attainment rate in the Commonwealth of Virginia. Helen also pointed out that Goodwill exceeded 11 out of 12 of the federal performance measures and met the 12<sup>th</sup> performance measure last Program Year. Helen noted her appreciation of performance and helping PWN's region to achieve high outcomes.

#### Strategic Planning Retreat Follow-Up – Strategic Actions

Morgan Romeo directed the Board to review the draft Strategic Plan located in their packets. Morgan noted that while this is not the finished product, the majority of the details of the plan were included in the draft. The special Board and Council joint meeting being held on February 15<sup>th</sup> will be to approve the Local Plan for submission to VCCS, as well as to review the Strategic Plan for approval. Morgan pointed out the four priority goals that were created during the strategic planning retreat and noted that committees would be assigned to create strategic actions for these goals.

Jeanne Wesley asked if the committees would need to address social media and increasing PWN's presence on those platforms, or if it was implied in the strategic goal related to marketing? Morgan

noted that it was implied but that she made a note for the Marketing and Business Outreach Committee to review.

John Baldino stated that if the Board would be looking for increased web presence, that an outside firm would need to be contacts to assist in that endeavor. Morgan noted that staff felt it best to review the current web and social media presence, define what the Board and Council are looking to achieve and what audience to target, and then devise a plan to achieve those goals.

Steve Snyder asked what the timeline would be for implementation of the plan. Morgan noted that the February 15<sup>th</sup> meeting would be the approval point, and then the strategic plan would last through 2020 to coincide with the Local Plan implementation.

Susan Erno voiced concern that there should be an efficient way to communicate between the committees regarding the development of strategic actions and the implementation of those actions. Amanda Moxham agreed that this was vital to the success of implementation and the Board would work with staff to ensure that communication was key.

#### **Presentation – Sharon Johnson, CEO, Shenandoah Valley Workforce Development Board**

Sharon Johnson presented to the Board her dissertation activities surrounding the effectiveness of Workforce Development Boards. Sharon requested that the PWN Board members who were interested complete a survey regarding the activities of the Workforce Development Board. These operational indicators and behavioral characteristics would be taken by her, analyzed in aggregate, and reported in her dissertation. Sharon offered to come back once the dissertation had been approved to provide PWN their responses, categorized by private and public sector responses, and give suggestions on how the PWN Board could be more strategic in nature. The Board members completed the survey and returned their responses to Sharon Johnson.

***Amanda Moxham adjourned the meeting at 4:20 PM to allow for those done with the survey to leave the meeting.***