



PIEDMONT
Workforce Network

PWN Joint Council & Board Meeting Agenda

February 15, 2016 – 10:00 AM – 11:30 AM

UVA Research Park, Town Center Two

1001 Research Park Boulevard, 4th Floor Conference Room

Charlottesville, VA 22911

- | | | |
|-------------|---|----------------------------|
| I. | Welcome and Introductions – <i>Kathy Galvin, Steve Ray, & Amanda Moxham</i> | 10:00 AM – 10:05 AM |
| II. | Public Comment | 10:05 AM – 10:10 AM |
| III. | Consent Agenda – <i>Kathy Galvin, Steve Ray, & Amanda Moxham</i> <ul style="list-style-type: none">December 15, 2016 PWN Council Meeting Minutes (<i>Council Only</i>)December 15, 2016 PWN Board Meeting Minutes (<i>Board Only</i>) | 10:10 AM – 10:15 AM |
| IV. | PWN Board Appointments – <i>Kathy Galvin (Council Only)</i> <ul style="list-style-type: none">PD-9 Community Based OrganizationAt-Large Member | 10:15 AM – 10:20 AM |
| V. | LWDA6 – Local Plan Review – <i>Steve Ray & Amanda Moxham</i>
Local Plan Link | 10:20 AM – 11:20 AM |
| VI. | Other Business | 11:20 AM – 11:25 AM |
| VII. | Adjournment | 11:25 AM |



PWN Council Meeting Minutes
December 15, 2016 – 1:00 PM – 2:30 PM
Holiday Inn – Express
5920 Seminole Trail
Ruckersville, VA 22968

Council Member	Present
Ann Mallek	X
Kathy Galvin	X
Alexa Fritz	X
Holder Trumbo, Jr.	X
Tony O'Brien	X
Jim Frydl	
Stephanie Koren	
Clay Jackson	
Allen Hale	
Lee Frame	X
Ron Frazier	X
PWN Staff	Present
Helen Cauthen	X
Morgan Romeo	X
Phil Geer	X
Debi Pettry	X

Welcome & Introductions

Ms. Kathy Galvin welcomed everyone and called the meeting to order at 1:05 PM.

Public Comment

Ms. Galvin noted that there were not attendees signed up for public comment.

Consent Agenda

Ms. Galvin presented the consent agenda to the Council, which included the following items:

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

A motion was made by Mr. Lee Frame to approve the Consent Agenda as presented. Ms. Ann Mallek seconded. Motion carried.

Financial Reports

Ms. Morgan Romeo presented the FY2017 Year-to-Date Financials to the Council. Ms. Romeo noted that the Culpeper Budget vs. Actual Reports showed an increase in expenditures in the Personnel category. Ms. Romeo stated that the Eligibility Specialist position had not been spending time in Culpeper as budgeted, and that a modification was needed to adjust to current staff allocations.

Ms. Romeo pointed to the large sheet with Budget Allocations for FY2017. Three items were on the agenda for the budget modification, with the first being an allocation of the Virginia Incumbent Worker Innovation Program (VIWIP). Ms. Romeo stated that the Board and Council did not approve the allocation of the VIWIP at the beginning of the fiscal year, and needed to allocate \$20,000 to PWN Administration for staff administration costs, and \$180,000 for Incumbent Worker Training which would go directly to employers in the region. The second allocation is the budget modification mentioned previously, which was a request from Goodwill Industries of the Valleys to transfer \$65,000 (\$35,000 from PD-10 and \$30,000 from PD-9) from the Dislocated Worker program to the Adult program. Ms. Romeo noted that this may not be the only transfer we see during the Fiscal Year, as the trend for participants is increasing for the Adult program. The third allocation item is Locality funding to be put toward motivational interviewing training for Case Management staff. The training will be conducted by Piedmont Virginia Community College (PVCC) and will have room for not only WIOA Case Managers, but also Case Managers from other partner agencies.

A motion was made by Mr. Lee Frame to approve the Year-to-Date Financial Reports and the Budget Modifications are presented. Ms. Ann Mallek seconded the motion. Motion carried.

PWN Workforce Development Board Appointments

Ms. Galvin noted that a new member representing Career and Technical Education Programs needed to be appointed to the PWN Board. Ms. Galvin stated that the appointment would be for a three year term. The four individuals from the region that were nominated to fill the vacancy were:

- Ms. Sarah Frye, Career & Technical Education Supervisor, Fauquier County Public Schools;
- Dr. Donna Matthews, Superintendent, Rappahannock County Public Schools;
- Dr. Brenda Tanner, Superintendent, Orange County Public Schools; and
- Dr. Matthew Eberhardt, Superintendent, Madison County Public Schools.

A motion was made by Mr. Lee Frame to appoint Dr. Matthew Eberhardt, Superintendent of Madison County Public Schools, to the PWN Board. Ms. Alexa Fritz seconded the motion. Motion carried.

Ms. Romeo informed the Council that there was still a vacancy for an Albemarle County Business Representative as well as a Community Based Organization in PD-9. Lee Frame noted that Amanda Settle was no longer the Executive Director of the Orange County Chamber of Commerce but that he would check with the new Executive Director to see if they were interested. Mr. Tony O'Brien stated that he would reach out to his colleagues to find a suitable candidate for Albemarle County. Helen Cauthen asked if the new Culpeper Chamber of Commerce Executive Director would be a good fit, and there was consensus from the Council to reach out to her to see if she was interested.

Performance Negotiations

Ms. Romeo informed the Council that new Common Measures had been adopted with the new WIOA legislation and the performance negotiation process had just occurred with the Virginia Community College System (VCCS). The new Common Measures technically began July 1, 2016 and VCCS negotiated the levels that PWN will need to meet in FY2017 and FY2018. Ms. Romeo noted that there would be no sanctions for areas that did not meet performance during the first two years of enactment (FY2017 and FY2018). Ms. Romeo pointed the Council to review the negotiated performance measures that PWN staff completed on behalf of the Board and Council, and noted the emphasis changing to employment retention rather than employment placement. Ms. Romeo asked the Council to review these measures and motion for their approval for PWN's records.

A motion was made by Ms. Ann Mallek to approve the negotiated performance metrics for FY2017 and FY2018. Mr. Lee Frame seconded. Motion carried.

Youth Job Summit

Ms. Galvin gave an update on the progress of hosting a Youth Employment Summit to the Council. Ms. Galvin noted that because of the amount of work involved in hosting the event, it has been put on the back burner until later in the spring of 2017. Ms. Galvin stated that the letter to youth practitioners had not been released but that PWN staff would be working to send the letter out at the beginning of the New Year. Ms. Romeo stated that PWN staff had reached out to Barboursville Vineyards as a potential hosting space, as the Boars Head Inn was not within PWN's financial means to reserve. Ms. Mallek voiced concern for the guidance counselors and teacher's time, and said that late April may be of interest since many school functions and projects were completed by that time. Ms. Galvin suggested that a sub-committee be formed to work on the event, but the Council stated that it may be too much to form a sub-committee, as they would need to be official meetings with public notice. Ms. Alexa Fritz volunteered to work with Ms. Romeo and other PWN staff to put on the event and would give contacts in PD-9 that may be of interest.

The Council brainstormed some potential idea for the summit, including a panel of success stories from around the region, a facilitator for a panel discussion, and a potential guest speaker. Ms. Romeo noted that Leo Miller from the Department of Labor was an interesting and engaging speaker and may be worth contacting. Ms. Mallek stated that he was of great interest when he spoke to the Virginia Board of Workforce Development.

One Stop Lease update

Ms. Helen Cauthen gave an update on the Comprehensive One Stop Center lease. The City of Charlottesville has agreed to hold the lease if the One Stop Center is in Charlottesville; Albemarle County has agreed to hold the lease if it's in Albemarle County. The Partnership is in the process of signing a tenant representative agreement with CBRE to assist with the negotiation and location process. After doing an analysis of the needs of the One Stop partners, Ms. Cauthen stated that the One Stop may only need 5,000 – 7,000 feet of space. MS. Cauthen also reported that the Department of Aging and Rehabilitative Services (DARS) has released a Request for Proposals (RFP) for approximately 3,000 feet of their own space. Ms. Cauthen said that the One Stop would still like to be co-located with DARS but may have challenges due to their space requirements.

WIOA Operator Contract

Ms. Galvin reported that the Executive Committee met on Monday, December 12, 2016 and reviewed the details surrounding Goodwill Industries of the Valleys performance as the WIOA One Stop and Program Operator. Ms. Galvin stated that communication and reporting has improved since the initiation of the probationary contract and PWN staff felt as if the relationship and performance had improved. Thus, Ms. Galvin reported, the Executive Committee voted to remove Goodwill Industries of the Valleys from probation. Ms. Galvin noted that a performance review would occur again in March to possibly extend the contract through June 30, 2018. Ms. Mallek requested that Goodwill Industries of the Valleys come and speak to the Council on March 30, 2017 to report on their performance and answer questions regarding their previous performance. Ms. Mallek expressed that she was still concerned with their performance and wanted to make sure that they knew they would continue to be reviewed on an ongoing basis. Ms. Romeo stated that Goodwill also presented to the Executive Committee and would be presenting to the PWN Board at 3:00 PM regarding their performance and

their in-kind contributions to the region. Ms. Romeo said that she would forward the information they provide to the Council following the meeting. Ms. Romeo noted that the Council needed to approve removing Goodwill Industries of the Valleys from probationary status.

A motion was made by Alexa Fritz to remove Goodwill Industries of the Valleys from probation. Mr. Ron Frazier seconded the motion, but amended the motion to reflect that they will be reviewed in March 2017 for continued performance. Motion carried with a majority vote, with Mr. Tony O'Brien and Ms. Ann Mallek objecting.

Strategic Planning Retreat

Ms. Galvin pointed the Council to review the draft Strategic Plan presented in the packets. Ms. Romeo noted that this was only a portion of the plan, but included a majority of the details for goals and progress, with the most important piece being the four strategic goals listed on the last page. Ms. Galvin mentioned the web presence and awareness and that the members of the Council were not on the website. The Council confirmed that their contact information should be on the website as well, and Mr. Romeo said that this could be changed immediately.

Other Business

Ms. Cauthen mentioned that the GO Virginia Planning Team developed a membership structure for the Regional Council and that it would begin soliciting for members soon with an official application. Mr. Cauthen noted that there would be four (4) representatives from Chambers of Commerce and five (5) At-Large members. Ms. Cauthen also noted that all Elected Official representatives would be appointed by the Planning District Commissions and those interested should contact the appropriate Executive Director.

With no other business, Ms. Galvin adjourned the meeting at 1:25 PM.



PWN Board Meeting Minutes

December 15, 2016 – 3:00 PM – 4:30 PM

Holiday Inn – Express

5920 Seminole Trail

Ruckersville, VA 22968

Board Member	Present
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
PWN Staff	Present
Helen Cauthen	X
Morgan Romeo	X
Debi Pettry	X

Phil Geer	X
Stephanie Boynton	
Guests	Present
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 12th 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 15th 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 15th 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.