



Program Planning & Service Delivery Committee Meeting

September 16, 2016 – 10:00 AM – 11:30 AM

PVCC Eugenie Giuseppe Center (Greene County Library, 2nd Floor)

222 Main Street

Stanardsville, VA 22973

I. Welcome & Introductions

In attendance: Darla Rose, Anita Delgado, Marty Baywaters-Baldwin, Naomi Akins, Susan Erno, Caroline Smeltz, Ginger Hillary, Dr. Andrea Whitmarsh, Dr. Rosa Atkins, Carol Lee, Val Palmountain, Morgan Romeo, Debi Pettry

Darla Rose, committee chair, thanked everyone for coming and mentioned how wonderful it is to have this facility in the community. Dr. Whitmarsh's parents donated this room where we are meeting.

II. PWN Board Staff Update – Morgan Romeo

- Local Plan Development We have to make a local plan for our workforce development region that will work off a template set up by the state. The template was e-mailed out 9/15 and Morgan will send that out to the committee when gets back to the office after this meeting. In the past Morgan has written up and sent it in now we're going to have to have multi meetings with partners to figure out how we are going to provide workforce services for our region. General guidelines the emphasis is going to be on five different things:
 - i. How we're going to increase business engagement and deliver value to customer
 - ii. Achieve measurable skills development in jobseekers in form of workforce credentials
 - iii. fill jobs in demand occupations that show promise for long term growth
 - iv. help individuals including individuals with barriers gain access to the middle class and demonstrate career progression
 - v. Insure that workforce systems public investments generate a quality return to Virginia and the customers we serve.

The agencies involved in the Local Plan is found on page two of the packet handout in a detailed diagram. (Dept of Social Services, Dept of Education, Dept of Adult Education, Vocation Rehab, VEC, CTE, SNAP, WIOA, Tanif, Perkins, Businesses, Labor Rep) Morgan feels that many of these agencies will need to meet every two weeks to get the plan worked out. As far as plan development these are the main points-

- workforce supply analysis
- workforce demand analysis
- SWOT analysis
- vision and goals
- strategy and partnership

- regional vision
- protocol that anticipates industry needs needs of incumbent and underemployed workers
- development of partners and guidelines for OTJ training
- setting up standards and metrics for operational delivery
- alignment of monetary and other resources
- generation of new sources of funding

We have to do a programs partners overview:

Collaborative strategy Business Services
 Economic development collaboration
 Onestop Delivery
 Adult and Dislocated Worker Services
 Rapid Response Coordination
 Youth Services
 Supportive Services
 Training services
 Collaboration with Community college
 Collaboration with education
 Collaboration with Adult Education
 Priority of Service
 Fiscal Agent Procurement

Morgan is double checking all of this information but will forward the link to the committee when she is sure this is all the parts of the plan development. She didn't see anything about Vocational Rehab. Plan is due to VCCS on March 1st. We also have to give a 30-day comment period and have time to review those comment. Morgan would like to have all this done by the meeting in December for them to approve. Our only other choice is to call a special board meeting.

Susan Erno made a suggestion that we recommend that the Board has a special meeting in mid-February to review the local plan.

The duration of the local plan is for four years. This local plan will describe our operations in the region. How we will implement the Regional Plan.

Morgan will put the recommendation of the committee to have a special board meeting with the review of the local plan as the only agenda item. She will invite everyone to come to that meeting to review it. Morgan will begin to set up meetings at the beginning of October after the Board has seen this and will have a chance to review and give input. It will probably be core partners for the every two week meetings. The core partners are WIOA, Adult Education, Vocational Rehab and Wagner-Pyser.

MOU- We have to develop a new Memorandum of Understanding for our workforce system. In the past it has been solely for our Charlottesville Onestop but now they are looking for us to do this as a system as a whole. It seems the best course of action is to take the information we come up with for the plan and plug it into the MOU. So this will be a joint task as we move forward.

If anyone has questions about this please let Morgan know.

- Additional Funding Sources
 - America's Promise Grant- the Shenandoah valley asked us to go in with them and Lynchburg area for this grant. It is focused on very general population-the unemployed, the underemployed and those with barriers to employment, as well as youth with barriers to employment. Provides additional funding for us to send people to training. Shenandoah Valley really focused on Manufacturing and Healthcare Industries and also enhancing the apprenticeship programs in our region. Provide a career counselor to PVCC and Germanna. We proposed to serve 300 over 4 years. Focused on the CNA, LPN, RN, phlebotomist, and in the manufacturing side we focused on industrial maintenance, manufacturing technician, welders. The grant would start by December. We do have a 6-month planning period. We asked for 2 million over 4 years.
 - Locality Funding
This year we only have 6 out of 11 localities (Albemarle, Charlottesville, Culpepper, Fluvanna, Orange, and Rappahannock). We are going to propose a project based application. We had the Shenandoah Valley come over and present their Valley Career Hub website. We would like to develop the same sort of website.
 - Workforce Innovation Fund Grant we have 20 people on the roles. Amber, our case manager for this grant is looking to leave. We might see some turnover there. If you know anyone who is interested in financial coaching or career coaching, please let us know.

III. Strategic Planning Retreat – *Darla Rose*

- Review old Strategic Plan- review of old plan in packet.
Lot of activity with the Chamber which was good. There seems to be no commitment by employees to do what they have agreed to
- Maybe in the future talk about– Employer Satisfaction
Who are the employers that are retaining their employees and what can we learn from them? Can we do a survey to them and figure out how they're keeping. Success stories need to be told—Design Electric and also the company that had employees together on the same page (PVCC training). The mindset of the employers is still of the recession. They do not realize that we are at full employment.
- Branding and marketing—
Would like to keep the 12 pages internally. DARS said that it's good for them.
Website issues? Websites missing some key information
What is the purpose of our website?
-Do we have a video elevator speech? - Or something with a catchy song? One for jobseekers and one for employers?
-Couple of webinars with SHRM credit for training and those were very good for getting information out there—
Do we have constant contact? (you'd have to have the analytics as well) Do we have facebook? We need use technology to reach customers a little bit better and a little bit more effectively? Could that be something we strive for?
What is our message? What do we want to tell people?

Let's talk about youth how do we reach them?
Social media. Facebook, twitter, Dr. Witmarsh said sometimes the parents. All Call, facebook, twitter is how the schools keep in touch. How do we let the kids know we exist? Through the school counseling center. So there needs to be an outreach to the CTE folk. Schools when they do the 1 year call—can we hook into that?

Engage internal teams? Does anyone know what that means? Naomi said she felt like that meant people around this table.

This plan doesn't have any outcomes. When we work on this plan this year we need to make outcomes.

Brand and Marketing—Something Val Palmountain still confused as to what our identifiable brand is. What do we want to be known as to our community? She thinks we need to ask who is our target market? And what message do we want to convey to them?

Questions about what utilization and what that means looking at the section of the strategy Organization Culture.

IV. VBWD Policies for the One Stop System – Morgan Romeo

- These two policies are policies stating on page 13 are being proposed to be approved by the state workforce board. They met yesterday but were not passed. They will be holding a special meeting to vote on these. These two policies effect our partners. The lease ends on Jan 31, 2018 and we've talked to our partners about this. This policy is going to help us drive what we look like. 2A defines what our comprehensive one stop must have. 2B talks about what has to be accessible. It also defines our affiliate centers as well. Once this gets passed we have to make the changes to make this works for us. Our local plan has to include the details of this so we need to describe what we have now and what we hope to have in the future. This is an opportunity to think do we need an comprehensive center in PD 9?
- The last policy is going to make the biggest changes. It describes what career services is. They have defined it and stated they are to be provided by Wagner-Piser staff. This will mean there will be someone in the resource room helping with applications and resumes. They have not set the special meeting yet but Morgan Romeo thinks they want these to go into effect October 1st.

V. Partner Roundtable – Darla Rose

Workforce Credential Grant—is 1/3 student pays , 1/3 paid by the state, 1/3 paid when they earn they're credential. Added two classes- Soldering and Remote airman pilot (drones)

VI. Additional Business-none

VII. Adjournment

12:15