

HAMPTON ROADS WORKFORCE COUNCIL BOARD OF DIRECTORS
MEETING MINUTES
DECEMBER 15, 2021

A meeting of the Hampton Roads Workforce Council Board of Directors was convened at HUB 757 Event Venue, Suffolk at 9:08 a.m. on December 15, 2021. The meeting was called to order by Dr. John Olson, Chair with a quorum present. See Attachment 1 for a list of attendees.

CONSENT AGENDA

Dr. Olson directed members attention to the four action items below as presented under the Consent Agenda. He asked if there were any items that members would like removed; none were requested.

I. MEETING MINUTES

The Joint Meeting of the Hampton Roads Workforce Council Board of Directors and the Greater Peninsula Workforce Board meeting minutes for June 16, 2021. The Hampton Roads Workforce Council Board of Directors Retreat meeting minutes for September 15, 2021.

II. BUSINESS AND WORKFORCE SERVICES COMMITTEE RECOMMENDATIONS

Dr. Dotolo referred to Attachment B which outlined the Committee's two action items. The first being approval of the Individual Training Account - Approval of Training Provider Programs. He noted that the state had issued an extension of vendors through June 30, 2022, so those vendors that did not respond to the 11/18 solicitation will have another opportunity to submit for remainder of CY '22 through December 30, 2022. The second item receiving approval was the Local Board's Definition of Self-Sufficiency (WIOA). The Board's local definition for what constitutes Self-Sufficiency is used to determine an employed participant's eligibility for Training Services per federal and state requirements. Dr. Dotolo reviewed the recommended updated definitions for employed Adult population and employed Dislocated Worker population.

III. FINANCE AND STRATEGY COMMITTEE RECOMMENDATIONS

Co-Chair, Jesse Goodrich reviewed updates to the Program Year '21 Budget. She stated that the Council had received new funding totaling \$1,702,141 from two sources: the U. S. Department of Labor (\$1,502,141 CAREER National Dislocated Worker Grant) and City of Virginia Beach (\$200,000 Mental Health Worker Recruitment and Retention Bonus).

IV. YOUTH SERVICES COMMITTEE RECOMMENDATION

Chairman, Kevin Will stated the Youth Services Committee was recommending approval of Field Guidance Memorandum 502: Youth Work Experience Policy Modification to align the WIOA youth stipend payment with Virginia's minimum wage rate so that when future increases to the State's minimum wage rate occur, so will the WIOA youth stipend payment.

A motion to approve the Consent Agenda was made and seconded. The motion was approved.

INFORMATIONAL ITEMS

I. FINANCE AND STRATEGY COMMITTEE

Ms. Goodrich referred to Attachment C which included the Council's Funding, Budget and Expenditure Summary through October 31, 2021. She requested questions; there being none the meeting continued with the next agenda item.

II. YOUTH SERVICES COMMITTEE

Mr. Will reviewed the Youth Services Committee report, stating that the WIOA Program staff conducted its quarterly contractor training on November 3, 2021 and noted this was the second in-person training for PY '21. As of September 30, 2021, In-School Programs had served 34 youth the Out-of-School Programs had served 116 youth. He noted that the 2022 NexGen Opportunity Fair, as sponsored by the City of Chesapeake's RU Ready Coalition was scheduled to be held on March 10, 2022, at the Chesapeake Conference Center.

III. BUSINESS AND WORKFORCE SERVICES COMMITTEE

Dr. Dotolo reviewed the Business and Workforce Services Committee report as of September 30, 2021, reviewing a variety of statistics as outlined in Attachment G. He highlighted the progress of the Financial Opportunity Grant, Connecting Opportunities Grant, Network to Work Grant and provided an update of the Hampton Roads Veterans Employment Centers and the Business Services Unit.

IV. TARGETED TALENT PIPELINE UPDATE AND CAMPUS 757 PROGRAM PROGRESS

Mr. Avery stated that the Talent Development Division would be providing new reports on the Targeted Talent Pipeline and Campus 757 Program. Future reports would be included as part of the Business and Workforce Services Committee Report. He noted that a Campus 757 newsletter was emailed.

MEETING AGENDA

I. PARTICIPANT SUCCESS STORIES

Dr. Olson recognized Mr. Avery to introduce participants. Mr. Avery requested that the Director, Youth Programs, Ms. Amanda Green make introductions.

Ms. Green introduced Ms. Karla Stallworth, Case Manager/Recruiter with the Youth Workforce Center, New Horizons Regional Education Centers. Ms. Stallworth recognized Out-of-School Youth Program Participant, Ms. Natasha Lindstrom who successfully completed the Medical Administrative Assistant course through the Center for Apprenticeship and Adult Training. She stated that Ms. Lindstrom was assigned to a work experience at a local health facility after completion of her course.

Ms. Lindstrom expressed her appreciation for Ms. Stallworth and the Youth Workforce Center. She stated that the program had enabled her to be employed by Family Dental of Hampton as a Medical Administrative Assistant. Additionally the Youth Workforce Center supported her placement at Family Dental by funding a X-ray certification that would enable her to move out of the administrative role into becoming a Dental Assistant.

Ms. Nahla Saleh, Workforce Initiatives Coordinator introduced Ms. Latavia Cherry, a Bridge757 participant. She said that Bridge757 is a program sponsored by the Council and the Urban League of Hampton Roads to provide personalized one-on-one financial coaching. A video was shown.

Ms. Cherry said she went through the CDL training program and recognized her Financial Opportunity Center (FOC) Coach, Ms. Patricia Aughtry. She said the process to receive her CDL license was rewarding, and she attributed her success to her “awesome,” FOC Coach Ms. Aughtry who provided guidance. She said Ms. Aughtry assisted with identifying funding for her CDL program and made sure her credit score was improving and provided her assistance with securing employment.

Ms. Shay Claxton, Career Planner introduced Ms. Amber Hines who attended MedCerts’ Certified Medical Administrative Assistant program. Ms. Claxton said that Ms. Hines received a perfect score.

Ms. Hines stated that she was offered a position at TPMG as a Medical Administrative Assistant before taking her exam. She was happy to say that after successfully completing her exam, she received a raise and benefits along with a Christmas bonus. Ms. Hines said she was very thankful to Ms. Claxton and the WIOA program for all that it had to offer.

II. STRATEGIC PLANNING UPDATE

Mr. Shawn Avery recognized Consultant, Mr. John Martin with SIR.

Mr. Martin noted that he would be presenting solo as Ms. Cathy Lewis was recovering from a fall that resulted in a broken leg. He began the Hampton Roads Workforce Council Stakeholder Survey Report PowerPoint presentation stating that SIR’s assignment was to create a strategic plan for the new Hampton Roads Workforce Council (Council). The presentation included: I. Research Overview – Goals, Objectives, and Approach; II. Survey Respondent Profile; III. 10 Key Findings and Implications for HRWC’s Strategic Plan and IV. Immediate Next Steps.

Mr. Martin said the survey was open from November 12 to December 2, 2021 and was sent to 5,704 individuals that resulted in 224 responses. Stakeholders included employers, educational institutions, government agencies, military, local elected officials, business recruitment organizations and workforce training providers and related nonprofit organizations. He said a third of the responses were employers and remainder was from other employment ecosystem organizations which represented a good sample.

The presentation continued with a review of the key findings. He said that over half (57%) of stakeholders were familiar with the new, merged HRWC. Mr. Martin said the new HRWC should prioritize business to business marketing to build increasing familiarity of the new HRWC.

Ms. Vick stated that it is important that agency programs such as Virginia Career Works, NextGen, Campus 757, etc. be tied to HRWC.

Mr. Martin said that HRWC’s current brand recognition and agency awareness begins with general satisfaction and that the overall sample of those that have engaged in the past indicated that nearly two-thirds were very satisfied with the programs and services provided. The overall top 5 words used to describe HRWC included regional, collaboration/collaborative, opportunities/ opportunity, efficient/efficiency/training/training opportunities.

There was discussion regarding the lack of sample responses. Mr. Avery pointed out that historically the Council had experienced low participation in survey responses

Mr. Martin continued presentation with review of key findings and implications. He stated that next steps included using the survey results to complete HRWC's communications compass and to inform HRWC's strategic plan.

Mr. Martin said that he is looking forward to working with staff to finalize the strategic plan.

Dr. Olson stated that the presentation would be emailed to members.

III. ANNOUNCEMENTS

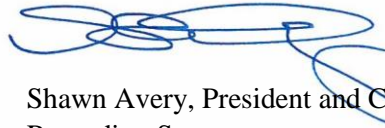
Dr. Olson announced the next meeting of the full board meeting would be at 9:00 a.m. on March 16, 2022, location to be determined.

Vice Chair, Mark Johnson invited and received comments from the Chief Local Elected Officials (LEOs).

IV. PUBLIC COMMENT PERIOD

There being no public comments, the meeting was adjourned at 10:40 a.m.

Respectfully Submitted,



Shawn Avery, President and CEO
Recording Secretary

Attachment

**HAMPTON ROADS WORKFORCE COUNCIL BOARD OF DIRECTORS
DECEMBER 15, 2021
ATTENDANCE RECORD**

BOARD MEMBERS PRESENT

Taylor Adams	City of Virginia Beach Economic Development
Terry Banez	Greater Williamsburg Business Council
Tony Barlett	Sumitomo Drive Technologies
Brad Barnes	Ferguson Enterprises
Joseph C. Barto, III	TMG
Hosey Burgess	Virginia Employment Commission
Dr. Kermit Crawford	Hampton University
William W. Crow	Virginia Ship Repair Association
Dr. Larry Dotolo	Virginia Tidewater Consortium for Higher Education
Greg Garrett	Garrett Realty Partners
Jesse Goodrich	Riverside Health System
Alice Graham	Region 20 Adult Education
Kasia Grzelkowski	VersAbility Resources
Dudley Harris	Bay Electric Co., Inc.
Howard Hoege, III	Mariners' Museum
Mark Johnson	Truist Bank
Shannon Kane	EWR Management Group
Dr. Corey McCray	Paul D. Camp Community College
John Meyer	SynEnergy Inc.
Delceno Miles	The Miles Agency
Dr. John Olson	ECPI University
Casey Roberts	New Horizons Regional Education Centers
Bryan Stephens	Hampton Roads Chamber
Barbara Watson	James City County Department of Social Services
Gunter Weissenseel	IMS Gear Virginia LLC
Kevin Will	Boys & Girls Club of Southeast Virginia

BOARD MEMBERS ABSENT

Dr-. Keisha Anderson	Newport News Shipbulding
Dr. Towuanna Porter Bannon	Thomas Nelson Community College
Mike Briley	Virginia Peninsula Central Labor Council
Rhonda Bunn	Canon Virginia Inc.
Thomas Calhoun	Norfolk Federation of Teachers
Carrie Chi	1st Advantage Federal Credit Union
Jeffrey Clemons	The PNC Financial Services Group
Ellis Cofield, Jr.	Cofield's Locksmith, LLC
Dr. Johnny Garcia	SimIS, Inc.
Stephanie Gorham	VOLUNTEER Hampton Roads
Andy Jaeckle	STIHL, Incorporated
L'Tanya Johnson	Cost Plus World Market
Robert McKenna	Virginia Peninsula Chamber of Commerce
Josie Pearson	Science Systems and Applications, Inc.
Thom Prevette	Bon Secours Health System
Becky C. Sawyer	Sentara Healthcare
Kimberly Shepard	Virginia Department for Aging and Rehabilitative Services
Doug Smith	Hampton Roads Alliance

BOARD MEMBERS ABSENT - Continued

Chris Stuart	Top Guard Security
Cathie Vick	Virginia Port Authority
Edith White	Hampton Roads Community Action Program
Chas Wright	TowneBank

CHIEF LOCAL ELECTED OFFICIALS (CLEO's) REPRESENTATIVES PRESENT

The Honorable Christopher Cornwell, Sr.	Southampton County
The Honorable Donald Goldberg	City of Suffolk
The Honorable James Gray	City of Hampton
The Honorable Linwood Johnson	City of Franklin
Honorable John McGlennon	James City County
The Honorable Sheila Noll	County of York
The Honorable Tina Vick	City of Newport News

CHIEF LOCAL ELECTED OFFICIALS (CLEO's) REPRESENTATIVES ABSENT

The Honorable Joel Acree	Isle of Wight County
The Honorable Robert M. Dyer	City of Virginia Beach
The Honorable Shannon Glover	City of Portsmouth
Honorable Herbert Green, Jr.	Poquoson City Council
The Honorable Mamie Johnson	City of Norfolk
The Honorable Ted Maslin	City of Williamsburg
Honorable Robert Orth	Gloucester County
The Honorable Rick West	City of Chesapeake

STAFF

Shawn Avery	President and CEO
Rita Bond	Office Manager, Peninsula
Christina Brooks	Senior Director, NextGen and Special Projects
Gary Butler	Chief Administration Officer
Shay Claxton	Career Planner
Steve Cook	Chief Innovation Officer
Clif Duncan	Chief Financial Officer
Loretta Earl	Office Manager, Southside
Cathy Ellis	Director, Executive Support
Latonya English	Senior Director, Virginia Career Works Southside
Amanda Green	Director, Youth Programs
Whitney Lester	Senior Director, Talent Development
Terri Partain	Director, Finance
Nahla Saleh	Workforce Initiatives Coordinator

GUESTS

Amber Hines	Participant
Natasha Lindstrom	Participant
John Martin	SIR
Karla Stallworth	Youth Workforce Center, NHREC