

HAMPTON ROADS WORKFORCE COUNCIL BOARD OF DIRECTORS

MEETING MINUTES

MARCH 16, 2022

A meeting of the Hampton Roads Workforce Council Board of Directors was convened at HUB 757 Event Venue, Suffolk at 9:00 a.m. on March 16, 2022. 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 Consent Agenda. He asked if there were any items that members would like removed; none were requested.

I. MEETING MINUTES

The Hampton Roads Workforce Council Board of Directors meeting minutes for March 16, 2022.

II. BUSINESS AND WORKFORCE SERVICES COMMITTEE RECOMMENDATIONS

Dr. Dotolo referred to Attachment B which outlined two Committee recommendations. He said for the last six plus years, the Council had maintained a maximum cap of \$5,000 of funding support for any locally approved training vouchers being issued to eligible participants. He said the Business and Workforce Services Committee is recommending that the cap be raised to \$8,000, effective immediately. The second recommendation is approval to submit the certification document recommending full certification for the Portsmouth VEC Affiliate One-Stop Center. Also, approval to submit a letter to the State requesting a six-month extension of the current probationary certification status for the Suffolk Affiliate One-Stop Center in order to provide sufficient time for Center to correct ADA Physical Accessibility issues that were identified during the review process.

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

INFORMATIONAL ITEMS

I. FINANCE AND STRATEGY COMMITTEE

Co-Chair Jesse Goodrich recognized Chief Financial Officer, Mr. Clif Duncan who conducted a brief review of Attachment C which included the Council's Funding, Budget and Expenditure Summary through January 31, 2022.

II. YOUTH SERVICES COMMITTEE

Chairman Kevin Will reported that the 2022 NexGen Opportunity Fair held on March 10, 2022, was a great success with over 120 students and 60 vendors. Mr. Will reported that an additional 20 interns had been added to the Internship Program. He discussed the recommendation that was presented to the Executive Committee to terminate the contract with Southampton County Public Schools. The funds from this contract were reallocated Paul D. Camp Community College.

III. BUSINESS AND WORKFORCE SERVICES COMMITTEE

Dr. Larry Dotolo, Chairperson of the Business and Workforce Services Committee gave an update on the PY '21 VCW – Hampton Roads Region performance for the period of July 1, 2021, to December 31, 2021. He reported that Basic Career Services activity was 4,611 individual customers. The new individualized career services customer enrollment activity was 256 and the new training service customer enrollment activity was 245. The credential attainment rate at exit for Adults was 75% and for Dislocated Workers was 61%. The employment rate at exit for Adults was 62% and for Dislocated Workers was 79%. The average placement wage for Adults was \$17.96 and for Dislocated Workers was \$26.20.

Dr. Dotolo summarized remaining reports that included Financial Opportunity Center Grant, Connecting Opportunities Grant, Network to Work Grant, Hampton Roads Veterans Employment Center Update, Business Services Update, Talent Team Deliverables and the Targeted Talent Pipeline Initiative report along with the Campus 757 report.

MEETING AGENDA

I. “LET’S GO TO WORK” CAMPAIGN

Mr. Avery introduced Kelli Webb, Founder and CEO of The KBD Group. Ms. Webb gave a presentation on the “Let’s Go To Work” Campaign. The Campaign is designed to encourage job seekers to rejoin the workforce, elevate job vacancies in high demand industries in Hampton Roads and connect job seekers and employers through the programs and services offered through Hampton Roads Workforce Council. Ms. Webb discussed the three Key Messages: The Great Resignation; Underperforming Employment Ecosystem and Unequal Impact Across Job Sectors. She discussed how to get the message out regarding the Campaign: Through Earned Media, Paid Media Opportunities, Outdoor Advertising, Social Media, Social Media Content Examples, Community Engagement (Community based agencies, social services, faith community, etc.), Digital/Marketing Collateral (website landing page, flyer, digital banners, signage). She ended her discussion with a Timeline of key launch dates: week of March 14 – press release distribution, media outreach and social media campaign; week of March 21 – community engagement and stakeholder outreach and week of April 4 – WTKR promo spots, radio promos, billboard ads and transit advertisements (HRT, WATA).

II. STRATEGIC PLANNING UPDATE

Dr. Olson recognized Mr. John Martin and Ms. Cathy Lewis with SIR. Mr. Martin and Ms. Lewis provided PowerPoint presentation on Hampton Roads Workforce Council Strategic Framework Review. The presentation provided an overall review of HRWC’s meeting goals and a recap of its merger starting from last year until now. Discussion items included Recap of HRWC’s Landscape Review; Review of HRWC’s Strategic Framework, Review HRWC’s Brand Strategy Map and a discussion of the immediate next steps.: Hampton Roads Employment EcoSystem; Key inputs from the employee and stakeholders’ surveys. The floor was open for discussion.

III. ANNOUNCEMENTS

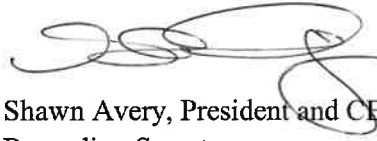
Dr. Olson announced that the Council along with partner agencies would be hosting the Hampton Roads Regional Job Fair from 9:00 a.m. – Noon on April 7, 2022, at the Hampton Convention Center.

Dr. Olson announced that the next meeting of the full board meeting would be at 9:00 a.m. on June 22, 2022, location to be determined.

IV. PUBLIC COMMENT PERIOD

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

Respectfully Submitted,

A handwritten signature in black ink, appearing to read 'Shawn Avery', with a large, stylized flourish at the end.

Shawn Avery, President and CEO
Recording Secretary

Attachment

**HAMPTON ROADS WORKFORCE COUNCIL BOARD OF DIRECTORS
MARCH 16, 2022
ATTENDANCE RECORD**

BOARD MEMBERS PRESENT

Brad Barnes
Hosey Burgess
Carrie Chi
Jeffrey Clemons
Dr. Kermit Crawford
Dr. Larry Dotolo
Greg Garrett
Jesse Goodrich
Stephanie Gorham
Dr. Fontaine Ferebee-Johns for Alice Graham
Kasia Grzelkowski
Howard Hoege, III
Andy Jaeckle
L'Tanya Johnson
Dr. Corey McCray
John Meyer
Delceno Miles
Dr. John Olson
Casey Roberts
Becky C. Sawyer
Doug Smith
Bryan Stephens
Cathie Vick
Barbara Watson
Guenter Weissenseel
Edith White
Kevin Will

Ferguson Enterprises
Virginia Employment Commission
1st Advantage Federal Credit Union
The PNC Financial Services Group
Hampton University
Virginia Tidewater Consortium for Higher Education
Garrett Realty Partners
Riverside Health System
VOLUNTEER Hampton Roads
Region 20 Adult Education
VersAbility Resources
Mariners' Museum
STIHL, Incorporated
Cost Plus World Market
Paul D. Camp Community College
SynEnergy Inc.
The Miles Agency
ECPI University
New Horizons Regional Education Centers
Sentara Healthcare
Hampton Roads Alliance
Hampton Roads Chamber
Virginia Port Authority
James City County Department of Social Services
IMS Gear Virginia LLC
Hampton Roads Community Action Program
Boys & Girls Club of Southeast Virginia

BOARD MEMBERS ABSENT

Taylor Adams
Dr. Keisha Anderson
Terry Banez
Dr. Towuanna Porter Bannon
Tony Barlett
Joseph C. Barto, III
Mike Briley
Rhonda Bunn
Thomas Calhoun
Ellis Cofield, Jr.
William W. Crow
Dr. Johnny Garcia
Dudley Harris
Mark Johnson
Shannon Kane
Robert McKenna
Josie Pearson
Thom Prevette
Dr. James Shaeffer
Kimberly Shepard
Chris Stuart
Chas Wright

City of Virginia Beach Economic Development
Newport News Shipbuilding
Greater Williamsburg Business Council
Thomas Nelson Community College
Sumitomo Drive Technologies
TMG
Virginia Peninsula Central Labor Council
Canon Virginia Inc.
Norfolk Federation of Teachers
Cofield's Locksmith, LLC
Virginia Ship Repair Association
SimIS, Inc.
Bay Electric Co., Inc.
Truist Bank
EWR Management Group
Virginia Peninsula Chamber of Commerce
Science Systems and Applications, Inc.
Bon Secours Health System
Eastern Shore Community College
Virginia Department for Aging and Rehabilitative Services
Top Guard Security
TowneBank

CHIEF LOCAL ELECTED OFFICIALS (CLEO's) REPRESENTATIVES PRESENT

The Honorable Donald Goldberg	City of Suffolk
The Honorable James Gray	City of Hampton
The Honorable Herbert Green, Jr.	Poquoson City Council
The Honorable Richard Grice	Isle of Wight County
The Honorable James Icenhour	James City County
The Honorable Linwood Johnson	City of Franklin
Wendy Evans for The Honorable Ted Maslin	City of Williamsburg
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 Christopher Cornwell, Sr.	Southampton County
The Honorable Robert M. Dyer	City of Virginia Beach
The Honorable Shannon Glover	City of Portsmouth
The Honorable Mamie Johnson	City of Norfolk
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
Holly Bryant	Human Resources Coordinator
Gary Butler	Chief Administration Officer
Steve Cook	Chief Innovation Officer
Clif Duncan	Chief Financial Officer
Loretta Earl	Office Manager, Southside
Cathy Ellis	Director, Executive Support
Amanda Green	Director, Youth Programs
Angela Sullivan Harris	Senior Director, Virginia Career Works Peninsula
Katherine Henderson	Senior Director, Administration and Special Projects
Whitney Lester	Senior Director, Talent Development
Andrew Nissman	Director, Grants and Corporate Stewardship
Terri Partain	Director, Finance

GUESTS

Cathy Lewis	SIR Consultants
John Martin	SIR Consultants
Kelli Webb	KBD Group