

**BOARD OF DIRECTORS
OF THE HAMPTON ROADS WORKFORCE COUNCIL
EXECUTIVE COMMITTEE
MEETING MINUTES
FEBRUARY 16, 2022**

A meeting of the Executive Committee, Board of Directors of the Hampton Roads Workforce Council (HRWC) was convened in the Boykin Room, Brooks Crossing Innovation and Opportunity Center, 550 - 30th Street, Newport News, at 9:03 a.m. on February 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 the attention of the Executive Committee members to the Consent Agenda. He asked if members would like to remove the single item; no request was received.

I. MEETING MINUTES

Executive Committee of the Hampton Roads Workforce Council Board of Directors minutes for November 17, 2021 and January 19, 2022.

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

MEETING AGENDA

I. COMMITTEE REPORTS

A. Business and Workforce Services Committee (BWSC) – Dr. Olson recognized Committee Chair, Dr. Larry Dotolo.

Dr. Dotolo reviewed the Business and Workforce Services Committee report for the period 7/1/21 to 12/31/21 highlighting a variety of statistics. He noted that numbers remained low due to impact of COVID. He continued his report by reviewing the Financial Opportunity Center Grant which was a partnership with the Urban League that has joint staffing. The grant assists people with financial coaching services to support long term financial well-being. He pointed out the progress of the Connecting Opportunities Grant, Network to Work Grant, the Hampton Roads Veterans Employment Center updates along with the Business Services hiring events. Dr. Dotolo reviewed the Talent Team Deliverables and the Targeted Talent Pipeline Initiative report through January 2022 along with the Campus 757 report.

A discussion followed on retaining talent within our area.

B. Youth Services Committee – Dr. Olson recognized Committee Vice Chair, Mr. Dudley Harris for a report.

Mr. Harris stated that the Committee met and had two items for consideration. First item was a request from Paul D. Camp Community College to increase their out-of-school work experience budget by \$45,760.00 to accommodate additional work experience opportunities for enrolled youth. Mr. Harris said the Committee recommended approval.

Dr. Olson noted that when a Board Committee has a recommendation resulting from a recent meeting, the motion does not require a second before being considered.

The Youth Services Committee recommended that Paul D. Camp Community College's work experience budget be increased by \$45,760.00. The motion was approved.

Mr. Harris said the second item for consideration was the termination of an In-School Youth Contract with Southampton County Public Schools. Mr. Harris stated that due to a record of underperformance by Southampton County Public Schools, it was the recommendation of the Youth Services Committee to terminate Contract #WIOA-ISY-PY '19-2 Modification 3 (as per paragraph 10) with a 30 day written notice; with the contractor receiving just and equitable compensation for any allowable services rendered through the effective date of termination.

Chairman Olson recognized the Honorable Chris Cornwell from Southampton County for comment. Supervisor Cornwell stated that Dr. Olson had advised him of the contract situation with Southampton County Public Schools and he was in support of the Committee's recommendation.

The Honorable Tina Vick expressed concern about serving youth within the Southampton County area. A discussion followed.

The Youth Services Committee's recommendation to terminate Contract #WIOA-ISY-PY'19-2 Modification 3 with Southampton Public Schools was approved.

Mr. Harris directed members attention to the flyer announcing the NextGen Opportunity Fair to be held on March 10, 2022 at the Chesapeake Conference Center from 5:30 p.m. - 7:30 p.m.

C. Finance and Strategy Committee: Dr. Olson recognized Committee Chair, Dr. Johnny Garcia for a report.

Dr. Garcia briefly reviewed the financial report ending 12/31/21 noting that the Board's budget went from \$5.5 million to being just short of \$20 million budget. He said the reports, as distributed to members, indicated how funds were allocated. He noted that the organization's Chief Financial Officer, Mr. Clif Duncan was retiring as of June 30, 2022 and that the search had begun for his replacement.

Dr. Garcia said there was a request from the Committee to increase the budget by \$1,037,300 which was directly tied to the Hampton Roads Skilled Trades Rapid On-Ramp Network for Growth (HR STRONG) grant from the Virginia Community College System. Mr. Avery noted that these funds were to fund a 13 month pilot program for the advancement of shipbuilding, ship repair, offshore wind and skilled trades in workforce development.

Dr. Garcia recalled that Mr. John Martin and Ms. Cathy Lewis with SIR Consultants had been assisting the Board with moving through their strategic planning process. He said they reported their progress at the last Finance and Strategy Committee. Dr. Garcia noted that the Finance and Strategy Committee would take the lead on accountability and key performance indicators (KPIs) pertaining to the strategic plan's objectives. He recognized Ms. Lewis for an update.

Ms. Lewis presented a PowerPoint presentation reviewing the latest updates to the Strategic Plan for the Hampton Roads Workforce Council based on comments received at the last Finance and Strategy Committee meeting. She reviewed the planning process 1) successful merger - employee support; 2) new organization values; 3) stakeholder input – employers/workforce ecosystem survey; 4) HRWC

strategic plan; and 5) brand strategy map. She moved through the presentation reviewing key inputs in evaluating the HRWC's current stakeholders and opportunities that included: employee survey; employee retreats; communication compass; stakeholder survey; board member's input; RVA757 connects market opportunity study; business trends, and 757 recovery and resilience action framework. She said that the various inputs resulted in overarching strategy for the Council including to hyper-focus on employers as a primary customer. She reviewed the employees' values that were affirmed by the Board that resulted in the acronym "I Act;" based on these values our vision for the ecosystem is: One Region, One Workforce, One Economy that delivers economic empowerment for all "757 = ONE"; priorities include serve employer needs, training and develop talent and help talent keep moving up that result in concrete goals with key performance indicators that developed the strategic framework. The framework developed five strategic imperatives: ecosystem leadership; employer centric focus; new talent delivery; talent support and portfolio management. The meeting continued with a discussion about brand strategy.

Dr. Garcia interjected that the Board needs to position itself with measureable tasks to ensure the success of becoming an employer-centric agency. Mr. Avery said that he plans to dedicate a staff member to each of the five strategic imperatives to ensure accountability.

Ms. Lewis reviewed the brand strategy map. She noted that the map was an internal document for use by board and staff members to become familiar with the Council's key messages. She reviewed each of the sections. Ms. Lewis concluded her remarks stating that SIR would fine tune the document for presentation at the March full board meeting.

The Honorable Mamie Johnson reminded members that it was the two Boards from the Southside and the Peninsula who decided to be bold risk takers and make one of the greatest strategic moves for regionalism by combining the two workforce boards to fulfill the dream of how we can do better and have done better by bringing SIR Consultants to assist the Board in the development of a strong foundation

Ms. Lewis concurred that the strategic plan was not a shelf document but rather was meant to be maintained front and center by periodically reviewing the strategy map.

Dr. Olson asked if there were any questions. Mr. Harris questioned how the employer partners would be identified under the strategic framework goals. He suggested that we consider existing industry groups and organizations that create jobs; i.e. economic development agencies as well as employers of all sizes.

Ms. Lewis reviewed the Why, What and How of being Employer-Centric.

Dr. Garcia said that the Finance and Strategy Committee would provide additional feedback to SIR to make the plan more actionable; build out the five action steps to be achieved within the committee.

II. PRESIDENT'S REPORT

Mr. Avery announced that an application for the Good Jobs Grant was submitted to the U.S. Economic Development Administration for 11 million dollars which will have a maritime focus. He recognized the staff's effort. Additionally, he recognized Mr. Whitney Lester for pulling together the talent pipeline strategy into two documents; short version to be shared with other Boards and a larger document that had been included in the Go Virginia grant for \$25 million for this year \$25 million next year. Mr. Avery stated that Go Virginia used our model as Exhibit A. He said we have requested \$2 million.

III. OLD BUSINESS

There was no old business to be considered.

IV. NEW BUSINESS

Dr. Olson stated there was one action item for the Chief Local Elected Officials consideration; approval of the nomination of new private sector Board member, Mr. Tony Barlett, Vice President of Business Operations, Sumitomo Drive Technologies. He requested any discussion. There being none, a motion was made by The Honorable Tina Vick and second by The Honorable Buddy Green to accept the nomination of Mr. Tony Barlett.

V. ANNOUNCEMENTS AND PUBLIC COMMENT PERIOD

Dr. Olson announced that the next meeting would be a Board of Directors meeting held at 9:00 a.m. on March 16, 2022, at Hub 757, Bridgeway Drive, Suffolk.

Dr. Olson invited comments from the CLEOs. Councilwoman Vick noted that a big supporter of the Board, former City of Hampton Councilman Will Moffett passed away on February 1, 2022.

Dr. Olson welcomed new CLEO members, the Honorable Jim Icenhour, representing James City County and The Honorable Richard Grice, representing Isle of Wight County.

VI. PUBLIC COMMENTS

There being no public comments, the meeting was adjourned at 10:25 a.m.

Respectfully Submitted,



Shawn Avery, President and CEO
Recording Secretary

Attachment

**EXECUTIVE COMMITTEE
BOARD OF DIRECTORS
OF THE HAMPTON ROADS WORCEFORCE COUNCIL
FEBRUARY 16, 2022
ATTENDANCE RECORD**

EXECUTIVE COMMITTEE MEMBERS PRESENT

Dr. Larry Dotolo	Virginia Tidewater Consortium for Higher Education
Dr. Johnny Garcia	SimIS, Incorporated
Jesse Goodrich	Riverside Health System
Kasia Grzelkowski	VersAbility Resources, Incorporated
Dudley Harris	Bay Electric Company. Incorporated
Delceno Miles	The Miles Agency
Dr. John Olson	ECPI University

EXECUTIVE COMMITTEE MEMBERS ABSENT

Taylor Adams	City of Virginia Beach
Terry Banez	Greater Williamsburg Business Council
Rhonda Bunn	Canon Virginia, Incorporated
William W. Crow	Virginia Ship Repair Association
Mark Johnson	Truist Bank
Robert McKenna	Virginia Peninsula Chamber of Commerce
Bryan Stephens	Hampton Roads Chamber
Guenter Weissenseel	IMS Gear Virginia Incorporated
Kevin Will	Boys and Girls Club of Southeast Virginia

Chief Local Elected Officials (CLEO's) REPRESENTATIVES PRESENT

The Honorable Christopher Cornwell	Southampton County
The Honorable Herbert Green, Jr.	City of Poquoson
The Honorable Richard Grice	Isle of Wight County
The Honorable James Icenhour	James City County
The Honorable Linwood Johnson	City of Franklin
The Honorable Mamie Johnson	City of Norfolk
The Honorable Ted Maslin	City of Williamsburg
The Honorable Tina Vick	City of Newport News

Chief Local Elected Officials REPRESENTATIVES ABSENT

The Honorable Robert M. "Bobby" Dyer	City of Virginia Beach
The Honorable Shannon Glover	City of Portsmouth
The Honorable Don Goldberg	City of Suffolk
The Honorable James Gray	City of Hampton
The Honorable Sheila Noll	York County
The Honorable J. J. Orth	Gloucester County
The Honorable Rick West	City of Chesapeake

HAMPTON ROADS WORKFORCE COUNCIL STAFF

Shawn Avery	President and CEO
Rita Bond	Office Manager, Peninsula
Christina Brooks	Senior Director, NexGen and Special Projects
Gary Butler	Chief Administration Officer
Clif Duncan	Chief Financial Officer
Loretta Earl	Office Manager, Southside
Cathy Ellis	Director, Executive Support
Amanda Green	Director, Youth Programs
Katherine Henderson	Senior Director, Administration and Special Projects
Whitney Lester	Senior Director, Talent Development

GUESTS

Cathy Lewis	SIR
John Martin	SIR