

HAMPTON ROADS WORKFORCE COUNCIL BOARD OF DIRECTORS

MEETING MINUTES

June 15, 2022

A meeting of the Hampton Roads Workforce Council Board of Directors was convened at the HUB 757 Event Venue in Suffolk at 9:00 a.m. on June 15, 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

Minutes of the March 16, 2022, Hampton Roads Workforce Council Board of Directors meeting.

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

MEETING AGENDA

I. PRESENTATION - TALENT DIVISION

Mr. Avery introduced Mr. Whitney Lester, Senior Director of Talent Development at the Hampton Roads Workforce Council (HRWC). Mr. Lester presented a PowerPoint on the Council's Talent and Campus757 Divisions and covered a variety of topics including a review of ODU's Dragas Center for Economic Analysis & Policy's 2021 State of the Region report that included statistics on how COVID-19 exacerbated a drop in the labor force; a review of "The Talent Engine" that attracts, retains, and develops talent; a review of the Council's "Talent Pipeline Management;" review of the Talent Team staff members; a flow chart of the Hampton Roads Maritime Workforce Development. He reviewed Campus757's mission "to retain and develop emerging talent professionals in Hampton Roads by immersing the 757's regional assets and connecting them to the business community;" he reviewed the new Campus757 website, their Summer757 internship program, and a host of upcoming events.

II. COMMITTEE REPORTS

A. Business and Workforce Services – Dr. Larry Dotolo, Chair 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 April 30, 2022. He reported that Basic Career Services activity was 8,417 individual customers. The new individualized career services customer enrollment activity was 482 and the new training service customer enrollment activity was 3295. The credential attainment rate at exit for Adults was 79% and for Dislocated Workers was 63%. The employment rate at exit for Adults was 59% and for Dislocated Workers was 82%. The average placement wage for Adults was \$18.50 and for Dislocated Workers was \$25.35.

Dr. Dotolo summarized the remaining reports that included Financial Opportunity Center Grant, Connecting Opportunities Grant, and Network to Work Grant.

- B. Youth Services** – Mr. Kevin Will, Chair of the Youth Services Committee, gave an update on the federal and non-federal programs. He reported that as of April 30, 2022, the in-school and out-of-school year-round programs have served 247 youth, which included 47 in-school and 200 out-of-school youth.

Mr. Will reported that on May 4, 2022, the WIOA Youth Program Staff conducted its quarterly contractor training in Norfolk. The contractors received instructions for PY '21 close-out, program, and policy updates.

Mr. Will announced that the 2022 NextGen Regional Internship Program would serve 200 youth. The program will expand beyond Chesapeake, Portsmouth, and Norfolk for the first time.

Mr. Will announced that on June 28-29, 2022, the NextGen Pathways Program will host a Choose 757 Career Conference for educators at Tidewater Community College Suffolk Campus.

- C. Finance and Strategy** – Ms. Jesse Goodrich, Co-Chair of the Finance and Strategy Committee, provided an overview of the Program Year 2021 (PY '21) Funding, Budget, and Expenditure Summary for the 10-month period ending April 30, 2022, which represents 83.33% completion of the program year.

Proposed Program Year Program 2022 (PY '22) Budget – Ms. Goodrich provided the Board of Directors with a copy of the proposed Program Year 2022 (PY '22) Budget and Budget Narrative. She stated that the proposed budget for PY '22 is \$15,414,052.

Mr. Avery explained that the original budget when approved is based on estimates of new and carryover funding. He said the budget is then revised after the beginning of the program year to adjust for actual allocations and actual carryover funds. Mr. Avery stated that the proposed budgets include a 5% cost of living increase for the HRWC staff effective July 1, 2022. Ms. Goodrich stated that the Finance and Strategy Committee approved the proposed PY '22 budget and is requesting the Board of Directors approval.

A motion to approve the PY '22 budget revisions as presented was made by Mr. Guenter Weissenseel, seconded by the Honorable Linwood Johnson, and approved by a unanimous voice vote.

III. PRESIDENT'S REPORT

- A. Key Performance Indicators (KPI) for Strategic Plan Measurement** – Mr. Avery provided an overview of the KPI's for the Council's Strategic Plan Measurement. He discussed the Strategic Framework that included values, vision, priorities, goals, and KPIs. Mr. Avery then reviewed the Strategic Imperatives including ecosystem leadership, employer-centric focus, new talent delivery, talent support, and portfolio management.

Mr. Avery stated that going forward the Board of Director's Finance and Strategy Committee would build on these performance indicators and arrive at a final set to track and report.

- B. Year in Review/Post Merger** – Mr. Avery presented an update on the regional workforce merger. He announced that July 1, 2022, would be the one-year anniversary of the merger. Mr. Avery stated that the HRWC is the largest workforce board in the Commonwealth of Virginia. He then discussed the Council's programs (Veterans Employment Centers, Virginia Career

Works, NextGen Pathways Program, and Talent and Campus 757); Business Services; Staff Retreat; Let's Go to Work Campaign, and the Key Performance Indicators.

Mr. Avery announced that the Hampton Roads Workforce Council will hold its Annual Workforce Innovation Awards meeting in September 2022.

IV. OLD BUSINESS

There was no old business.

V. NEW BUSINESS

There was no new business.

VI. ANNOUNCEMENTS

Dr. Olson announced that the next meeting would be an Executive Committee meeting on August 17, 2022, and the location was to be determined.

VII. PUBLIC COMMENT PERIOD AND ADJOURNMENT

There being no public comments, the meeting was adjourned at 10:09 a.m.

Respectfully Submitted,

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

Shawn Avery, President and CEO
Recording Secretary

Attachment

HAMPTON ROADS WORKFORCE COUNCIL BOARD OF DIRECTORS
JUNE 15, 2022
ATTENDANCE RECORD

BOARD MEMBERS PRESENT

Tony Barlett	Sumitomo Drive Technologies
Kevin & Tom Barto - for Joseph C. Barto, III	TMG
Hosey Burgess	Virginia Employment Commission
Carrie Chi	1st Advantage Federal Credit Union
Jeffrey Clemons	The PNC Financial Services Group
Dr. Kermit Crawford	Hampton University
Dr. Larry Dotolo	Virginia Tidewater Consortium for Higher Education
Greg Garrett	Garrett Realty Partners
Jesse Goodrich	Riverside Health System
Stephanie Gorham	VOLUNTEER Hampton Roads
Kasia Grzelkowski	VersAbility Resources
Dudley Harris	Bay Electric Co., Inc.
Howard Hoege, III	Mariners' Museum
Andy Jaeckle	STIHL, Incorporated
Mark Johnson (On Zoom)	Truist Bank
John Meyer	SynEnergy Inc.
Dr. John Olson	ECPI University
Becky C. Sawyer (On Zoom)	Sentara Healthcare
Doug Smith	Hampton Roads Alliance
Bryan Stephens	Hampton Roads Chamber
Barbara Watson	James City County Department of Social Services
Guenter Weissenseel	IMS Gear Virginia LLC
Kevin Will	Boys & Girls Club of Southeast Virginia
Aaron Woodard	IBEW Local 1340

BOARD MEMBERS ABSENT

Taylor Adams	City of Virginia Beach Economic Development
Dr. Keisha Anderson	Newport News Shipbuilding
Terry Banez	Greater Williamsburg Business Council
Brad Barnes	Ferguson Enterprises
Dr. Towuanna Porter Bannon	Thomas Nelson Community College
Rhonda Bunn	Canon Virginia Inc.
Thomas Calhoun	Norfolk Federation of Teachers
Ellis Cofield, Jr.	Cofield's Locksmith, LLC
William W. Crow	Virginia Ship Repair Association
Dr. Johnny Garcia	SimIS, Inc.
Alice Graham	Region 20 Adult Education
L'Tanya Johnson	Cost Plus World Market
Shannon Kane	EWR Management Group
Dr. Corey McCray	Paul D. Camp Community College
Robert McKenna	Virginia Peninsula Chamber of Commerce
Delceno Miles	The Miles Agency
Josie Pearson	Science Systems and Applications, Inc.
Thom Prevette	Bon Secours Health System
Casey Roberts	New Horizons Regional Education Centers
Dr. James Shaeffer	Eastern Shore Community College

Kimberly Shepard
Chris Stuart
Cathie Vick
Edith White
Chas Wright

Virginia Department for Aging and Rehabilitative Services
Top Guard Security
Virginia Port Authority
Hampton Roads Community Action Program
TowneBank

HIEF LOCAL ELECTED OFFICIALS (CLEO's) REPRESENTATIVES PRESENT

The Honorable Christopher Cornwell, Sr.	Southampton County
The Honorable Donald Goldberg	City of Suffolk
The Honorable Richard Grice	Isle of Wight County
The Honorable James Icenhour	James City County
The Honorable Linwood Johnson	City of Franklin
The Honorable Sheila Noll	County of York

CHIEF LOCAL ELECTED OFFICIALS (CLEO's) REPRESENTATIVES ABSENT

The Honorable Robert M. Dyer	City of Virginia Beach
The Honorable Shannon Glover	City of Portsmouth
The Honorable James Gray	City of Hampton
The Honorable Herbert Green, Jr.	City of Poquoson
The Honorable Mamie Johnson	City of Norfolk
The Honorable Ted Maslin	City of Williamsburg
Honorable Robert Orth	County of Gloucester
The Honorable Tina Vick	City of Newport News
The Honorable Rick West	City of Chesapeake

STAFF

Shawn Avery	President and CEO
Deborah Bailey	Interim Director, Business Services
Rita Bond	Office Manager, Peninsula
Christina Brooks	Senior Director, NextGen and Special Projects
Gary Butler	Chief Administration Officer
Steve Cook	Chief Innovation Officer
Stacey Daniels-Fayson	Chief Financial 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 Rafferty	Senior Director, Federal Programs
Whitney Lester	Senior Director, Talent Development
Andrew Nissman	Director, Grants and Corporate Stewardship
Krystal Searcy	Marketing and Communications Manager

GUESTS

Curtis Wray	Virginia Employment Commission
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