

**VIRGINIA WORKFORCE COUNCIL**

**January 5, 2012**

**Patrick Henry Building**

**1111 East Broad Street**

**Richmond, VA**

**AGENDA**

<b>Full Business Meeting</b>		<b>West Reading Room</b>
I.	Organizational Items	8:30 a.m.
	A. Call to Order and Welcome	
	B. Roll Call	
	C. Approve minutes from November 2-3, 2011 meeting	
	D. 2012 Tentative Meeting dates June 13-14, 2012	
II.	Public Comment	8:45 a.m.
III.	Chairman's Report	9:00 a.m.
	Washington Update: Federal Legislative Activity	
IV.	Governor's Report	9:30 a.m.
	A. Highlights of 2012 Biennial Budget for the Commonwealth	
	The Honorable Laura Fornash, Secretary of Education	
	Carrie Cantrell, Deputy Secretary of Commerce & Trade	
	<b>BREAK</b>	10:00 a.m.
V.	Council Committees Meet	10:15 a.m. to Noon
	A. Industry Sectors & Career Pathways System	Conference Room 2 (1009)
	1. Career Pathways System	
	i. Solicit Input on Adult Career Coach Program	
	ii. Update on State-Agency Heads Cross-Collaboration meeting	
	2. Work Ready Communities Report	
	3. Career Readiness Certificate Report	
	B. Performance & Accountability	Conference Room 1 (1013)
	1. Review of Local Workforce Investment Areas	
	2. Scorecard: Progress in Workforce Metrics	
	3. Discussion of Incentive Awards Programs for Local Workforce Areas (LWIAs)	
VI.	Lunch	Conference Room 3 (1006) 12:15 p.m.
VII.	Committee Reports	West Reading Room 12:45 p.m.
VIII.	Announcements	2:00 p.m.
IX.	Adjournment	2:30 p.m.

# VIRGINIA WORKFORCE COUNCIL

January 5, 2011  
Agenda Item (I.B.)

## ROLL CALL

<b>Names (Current Members)</b>	
Governor Robert McDonnell	
Huey Battle, Chair	
Mark Dreyfus, Vice-Chair	
Jeanne S. Armentrout	
Commissioner John R. Broadway	
Debra Parsons Buchanan	
Delegate Kathy Byron	
Secretary James Cheng	
Doris Crouse-Mays	
Dr. Glenn DuBois	
Barry Duval	
Secretary Laura Fornash	
Mark Frantz	
Secretary William Hazel, Jr. M.D.	
Mark Herzog	
Mayor Linda T. Johnson	
Christine Kennedy	
Delegate Daniel Marshall III	
Senator A. Donald McEachin	
Senator Yvonne B. Miller	
Rumy Mohta	
Toney Rigali	
Morton A. Savell	
William Thumel	
Tim Tobin	
Raul D. Vargas	
Brett Vassey	
Brian T. Warner	
Sybil Wheatley	

**VIRGINIA WORKFORCE COUNCIL**

January 5, 2011  
Agenda Item (I.C.)

**VIRGINIA WORKFORCE COUNCIL**

**November 2-3, 2011**  
**Hilton Garden Inn-Downtown Richmond**  
**501 East Broad Street**  
**Richmond, Virginia 23219**

The Virginia Workforce Council business meeting convened on Wednesday, November 2, 2011 at 5:30 p.m. at the Hilton Garden Inn.

**Members Present:**

Huey Battle, Chair  
Mark Dreyfus, Vice-Chair  
Jeanne S. Armentrout  
Commissioner John R. Broadway  
Debra Parsons Buchanan  
Delegate Kathy Byron  
Doris Crouse-Mays  
Barry DuVal  
Secretary Laura Fornash  
Mark Herzog  
Christine Kennedy  
Delegate Daniel Marshall III  
Senator A. Donald McEachin  
Senator Yvonne B. Miller  
Rumy Mohta  
Toney Rigali  
Morton Savell  
Raul D. Vargas  
Brett Vassey  
Brian T. Warner  
Sybil Wheatley

Members Absent:

Secretary James Cheng  
Chancellor Glenn DuBois  
Mark Frantz  
Secretary William Hazel, Jr. M.D.  
Mayor Linda T. Johnson  
William Thumel  
Tim Tobin

## **November 2, 2011 Business Meeting**

The meeting of the Virginia Workforce Council convened following the 2nd Annual Governor's Forum on Education & Workforce Training.

Huey Battle, Chair to the Virginia Workforce Council, welcomed guests and members to the Council. Mr. Battle introduced the keynote speaker, Martin Simon, Program Director, National Governor's Association (NGA) Best Practices, Economic, Human Services and Workforce Division.

Mr. Simon's topic, "*Closing the Skills Gap along the Career Pathway*", addressed

- The "New Normal" and Workforce Challenges
- Strengthening of State Workforce Investment Boards (SWIB) responsibilities
- Trends across SWIBs
- Major areas of focus for SWIBs
- Innovative local WIBs
- Effective SWIBs

Mr. Simon discussed three massive forces- economy, public resources, and demographics, and the challenges ahead as it pertains to skill gaps. He provided data pertaining to innovative initiatives and the importance of each State Workforce Investment Board (SWIB) having a strong connection to the Governor's plan for jobs and skill development, the right members, key industries, relevant state agencies, and key stakeholders. He further stated that a strategic vision and clear goals are necessary, along with a willingness and commitment to lead.

Mr. Simon's presentation may be reviewed at <http://vwn.vccs.edu/resources/virginia-workforce-council/>

Chair Battle opened the discussion for questions and answers.

Mr. Battle acknowledged Tom West, Executive Director, Kentucky State Workforce Board. Mr. West is a guest visiting to observe Virginia's Workforce Council.

Mr. Battle thanked Mr. Simon and Mr. West, and reminded Council that the next day full business meeting convenes at 8:30 a.m. on November 3, 2011.

## **November 3, 2011 Full Business Meeting**

The Virginia Workforce Council business meeting convened on Thursday, November 3, 2011 at 8:30 a.m. at the Hilton Garden Inn.

### **CALL TO ORDER**

**Huey Battle, Chair**

Mr. Battle called the meeting to order and welcomed the public.

Mr. Battle recognized and welcomed new members to Council and each member was introduced.

Mr. Battle acknowledged guest, Tom West, Executive Director, Kentucky State Workforce Board.

Mr. Battle informed Council that the minutes from the business meeting held on June 9, 2011 meeting would require a vote. Mr. Battle announced the next meeting of the Council will be held on Thursday January 5, 2012.

### **ROLL CALL**

Ms. Jean Thomas-Banks called the roll and the quorum was confirmed.

### **MINUTES**

- Action recommended: Approval of the minutes for the June 9, 2011 meeting.  
The Council approved the minutes as submitted.

### **PUBLIC COMMENTS**

Chair Battle opened the floor for public comments and acknowledged at least one item from area VI. Mr. Battle introduced Local Workforce Investment Board (LWIB) VI Co-WIB Chairs, Barbara Kessler and Rudolph Beverly, and Heather Foor, Program Manager, Thomas Jefferson Program for Economic Development.

Public comments were received from Area VI pertaining to concern for ongoing partnerships and the need to update current State Memorandum of Understanding.

Ms. Kessler emphasized the need for collaboration and partnership in order to create and strengthen the system. In addressing the Council, Ms. Kessler reviewed the history of the Piedmont Workforce Network and its commitment to doing business and providing services in their locality. The current concerns are surrounding partnerships with local agencies/businesses, state and local government agencies, and any decisions that directly impacts comprehensive support for local and/or regional efforts.

Ms. Kessler informed Council of the current status of work relationships and strategic goals, which include a regional targeted workforce study. This study will include a business cluster analysis to prepare for target identification and evaluate emerging and growth industries. The desired outcome is to provide data that is needed to move to the next level and meet strategic goals.

Mr. Beverly presented part-two of this discussion and identified the challenges with reduced budgets, and the need for continued support by state agencies to support one stops and the services provided through Workforce Investment Boards (WIBs). Mr. Beverly stated that Piedmont Workforce Network (PWN) is committed to remaining in partnership with its partners, both statewide and local, and look forward to a mutual agreement that will allow these entities to continue to work together and to achieve greater results for employers and job seekers.

Mr. Beverly expressed pride in Area VI achievements, as it provides services to increase the quality and improve the competitiveness and productivity of the workforce in the region. He emphasized that the partnerships were crucial and imminent changes to structure that would jeopardize continuity of services would impact success in integrating a seamless customer service delivery system. He emphasized the importance of making Council aware that collaboration fostered working relations in training programs, performance driven services, deliverables, strategies to improving and equipping the workforce, and decisions that create a change in the comprehensive system will effect services.

On behalf of Piedmont Workforce Network, Mr. Beverly and Ms. Kessler expressed that the economic future and sustainability rest with partners working together to avoid or minimize disruption of services to customers.

Mr. Battle thanked Ms. Kessler, Mr. Beverly, and Ms. Foor for their discussion and opened the floor for questions and answers.

Christine Kennedy addressed the Council in response supporting that there are recognized barriers on funding streams for specific entities which designate funds for coordinated efforts for new initiatives and creates restraints in processes. She agrees that initiatives that break down collaboration causes increase barriers for economic competitiveness, and limits joint focus to develop regional mindsets for a robust performance.

Mr. Battle introduced Dr. Craig Herndon, Vice-Chancellor, Virginia Community College System (VCCS) Workforce Development Services. Dr. Herndon briefed Council on the Chancellor's updates regarding Achieve 2015, the direct reflection of re-engineering programs as they target Health and Human Services, and other employment training strategic plans. Dr. Herndon acknowledged a recently awarded grant received by Tidewater Community College that will allow services to target Trade-Adult Dislocated Workers, services and training skills. The grant to Virginia Community Colleges System (VCCS) from United States Department of Labor (USDOL) for \$24.1 million with Tidewater Community College as fiscal agent.

Mr. Battle thanked Dr. Herndon and opened the floor to questions. Several questions and some clarification regarding the grant information were presented.

Senator Miller requested a point of contact for the grant programs that will target Adult Dislocated Workers' services and training. The grant to Virginia Community Colleges System (VCCS) from United States Department of Labor (USDOL) for \$24.1 million with Tidewater Community College as fiscal agent.

Mark Dreyfus inquired about the grant funding objectives to meet a criterion to create jobs with the monies.

Delegate Byron expressed concerns regarding Agenda items presented and to have items be more aligned with strategic goals identified by members of Council. Delegate Byron requested copies of the federal guidelines and staff to the Council to provide information that identifies areas that may provide flexibility in identifying and meeting services and performance measures that will address job creation, skill gaps, and focus on Council initiatives identified by Council.

Mr. Battle thanked members of Council for their feedback and requested Workforce Development Services (WDS) staff to Council to follow-up with responses to address the questions and/or concerns of Senator Miller, Delegate Byron, and Mr. Dreyfus.

## REPORTS

### Chairman's Report

- Welcome and introductions of new appointees to Council

Chair Battle acknowledged outgoing members of Council with terms ending on June 30, 2011, these members included-Roozbeh Dadabhoy, Robert P. Leber, Guillermo Meneses, Doyle Rasnick, Rita Ricks, Don Sullenberger, and Andrea Wooten. Mr. Battle noted that their services to Council and the Commonwealth of Virginia were awarded with letters of recognition from the Office of the Governor.

- 2012 Charge to Council

- Alignment
- Regionalism
- Branding

Mr. Battle appealed to Council to provide leadership and support for the Career Pathways State Plan; support improvement in the youth related performance measures; provide careful stewardship of public resources given reductions in federal grant sources including the Workforce Investment Act (WIA), Perkins, and Tech Prep. Mr. Battle recognizes that the demand for workforce services is at an all-time high, yet funding sources are decreasing.

Mr. Battle opened the floor to a questions and answer session.

Mr. Battle introduced the newly appointed Secretary of Education, Laura Fornash. In the absence of Secretary of Commerce and Trade, Secretary James Cheng, Mr. Battle introduced Carrie Cantrell, Deputy Secretary, Commerce and Trade. Each presented information on the Governor's Report and updates following the 2011 Governor's Forum: 2nd Annual Governor's Forum on Education and Workforce Training.

### Governor's Report

- Secretary Fornash discussed points that aligned with the presentation of Martin Simon, and she recognized that this group with the leadership of Dr. Leber had initiated credential attainment and identified specific goals. She noted several performance initiatives and pilots that were in place currently under the Governor's initiative (college labs continuum and planning grants, K-12 diplomas), and the goal to have students be college and/or career ready with workforce credentials upon graduation. Secretary Fornash stated that these initiatives are in the early research or pilot stages. She also referenced an initiative that would include Microsoft Academy in all schools to level the field and progression in high schools and technical centers. She stated one of the challenges for this initiative is broadband and technical availability to rural areas but if this can be addressed it would prove advantageous in the employment arena across Virginia. The current administration is focused on Higher Education.
- Deputy Secretary Cantrell discussed Workforce Development Initiatives and joint partnerships. The Governor's administration is currently considering hiring a Workforce Development Director, to be housed under the Secretary of Education, which will address some of the points that the Chair has spoken of (branding, measuring outcomes, credential attainment). The Workforce Director will build upon high skill level, building partnerships with private businesses and focus on a strategic plan to move forward, address change, identify new initiatives that will drive towards employable workers, creating jobs, supporting business investments in the Commonwealth of Virginia. Ms. Cantrell recognized the efforts of the Council on Virginia Future and its efforts in supplying performance measure data and its partnership with Virginia Community College's Workforce Development initiatives.

Mr. Battle thanked Secretary Fornash and Deputy Secretary Cantrell for these updates. Mr. Battle asked if there was a strategic plan for Workforce. In response, Secretary Fornash stated that this is being considered as an initiative for the Workforce Development Director position when established.

Mr. Battle introduced John Broadway, Commissioner, Virginia Employment Commission.

### **Measuring Success**

- Workforce Performance Snapshot

Commissioner Broadway's presentation is part of a series of performance snapshots provided by partners in the Virginia Workforce Network (VWN). These snapshots provide common measures and data on initiatives identified as performance indicators. Commissioner Broadway's focus points were five of the partner programs mandated to be present in the one stop centers: employment services, unemployment insurance, trade, veterans' employment & training, migrant/seasonal farmworkers, work opportunity tax credit. He provided statistical data that recorded services to 2898 employer contacts, 2032 job orders placed, and 3000 job openings. There were 54,686 jobs posted by employers who recruited for 221,178 positions. Agency staff and self-service job seekers made 666,180 referrals to open jobs.

The full presentation can be viewed at <http://vwn.vccs.edu/resources/virginia-workforce-council/>

Mr. Battle thanked Commissioner Broadway for the report and opened the floor to questions and comments.

Mr. Battle presented WDS staff, Paula Dehetre to present Virginia Workforce Council updates.

- VWC Communications-2010-2011 Annual Report

Ms. Dehetre presented updated report information provided in the annual report that is required according to code. This report features activities and initiatives of the Council and Workforce Investment Areas, promoting excellence and increasing awareness of Virginia Workforce Network Centers and the Workforce Development System (WDS). Based on suggestions by the Council and staff, several features were revamped-resource pages with easier access to WIA information for work professionals; addition of a Blog features to the main menu for current news and information, along with a feed from various links, such as Twitter, Facebook, and LinkedIn accounts.

- Virginia Workforce Network (VWN) website

Ms. Dehetre briefly summarized this report which features activities and initiatives of the Council and Workforce Investment Areas (WIA), with interactive exploratory e-tools created by Virginia Information Technologies Agency (VITA).

Detailed information is provided at the VCCS website (<http://vwn.vccs.edu/resources/virginia-workforce-council/>). Additional questions may be sent to Paula Dehetre ([pdehetre@vccs.edu](mailto:pdehetre@vccs.edu)).

Mr. Battle thanked staff to Council for the update regarding the 2010-2011 Virginia Workforce Council's Annual Report and opened the floor to discussion and questions.

Delegate Byron requested a copy of the final Annual Report document be distributed electronically to members of Council for review. Review of this document would prepare members of Council to address any information prior to the General Assembly session. (The document was sent to the Council on November 4, 2011.)

The report is in final production and under review by the Office of the Secretary of Education. It will be submitted to the Governor and General Assembly in accordance with the Code of Virginia.

Mr. Battle thanked Ms. Dehetre for the information pertaining to the 2010-2011 VWC Annual Report and VWN website. Chair Battle introduced Jane Kusiak to discuss the next agenda item under Measuring Success.

- Workforce Metrics

Jane Kusiak, Executive Director, Council on Virginia Future presented information that aligns with the performance snapshots and partnership. The Council on Virginia's Future focuses on Virginia Performs, Educational attainment, income, and economic growth, and workforce metrics.

Ms. Kusiak gave an overview of the history of the Council on Virginia's Future, established in 2003 (Code of Virginia 2.2-2683 et seq.). It supports the vision for Virginia's-vibrant economy, well-educated citizenry, Virginia's best practices for being the best managed state in the nation, informed and engaged citizens; to accomplish their goals they support change via research, data analysis, methodology for measuring success; monitor progress by incorporating performance based planning and budgeting, and tracking goals.

The Council on Virginia Future is charting the course for excellence by establishing long term goals and societal indicators, enterprise level priorities and outcome measures. These initiatives are tracked by a score card at a glance that includes scales for economy, education, health and family, public safety, natural resources, transportation, and government and citizens.

Ms. Kusiak summarized the collaborative long-term efforts that have been identified to help improve outcomes that will increase workforce quality and economic growth across Virginia.

The full presentation can be viewed at <http://vwn.vccs.edu/resources/virginia-workforce-council/>.

Mr. Battle thanked Ms. Kusiak for her presentation to Council and acknowledged that the details of the report should be reviewed on the website as time did not allow full presentation details as planned. Mr. Battle introduced WDS staff, Elizabeth Creamer and Wendy Kang, to present Supply and Demand-Career Pathways System.

## **SUPPLY and DEMAND**

- Career Pathways System

Ms. Elizabeth Creamer and Ms. Wendy Kang provided updated information on Career Pathways System as it pertains to continued efforts in establishing a Statewide Career Pathways System. Ms. Kang provided the goals and objectives for the Career Pathways Strategic Action Plan. The Supply and Demand of Career Pathways in Virginia focus points were discussed and include-Career Pathways as defined by the state and how it has been developed through a process of partnerships, gap analyses, roles and responsibilities, education and training, funding sources, and outcome metrics. Ms. Creamer further discussed Career Pathways being aligned with the Governor's education and workforce objectives as discussed in the 2011 Governor's Forum that preceded this meeting of the Council.

The full presentation can be viewed at <http://vwn.vccs.edu/resources/virginia-workforce-council/>.

Mr. Battle thanked Staff to Council and introduced Lawrence Wilder, Special Assistant to the Secretary of Education.

- Virginia Prisoner and Juvenile Offender Re-Entry Council

Mr. Wilder reported on Virginia Prisoner and Juvenile Offender Re-Entry Council. Mr. Wilder identified the Charge of the Virginia Prisoner and Juvenile Offender Re-entry Council, its Approach and Priorities, which include

identifying barriers, resolutions to barriers that have been identified, cross-collaboration and coordination of transitional services/training, and establishing partnerships.

The full presentation can be viewed at <http://vwn.vccs.edu/resources/virginia-workforce-council/>.

Mr. Battle thanked Mr. Wilder for his presentation to Council.

Mr. Battle introduced Dr. Wibberly and Ms. Cash to provide updates information about the grant initiatives of the State Health Workforce Development Implementation Grant.

- **State Health Workforce Development Implementation Grant**

Dr. Wibberly and Ms. Cash provided updates on the State Health Workforce Development Implementation Grant and their plans to hire a director to manage the program. The Council was presented with grant timelines and regional grant process. The purpose of the grant is to facilitate the development of statewide health professions that identifies, educates, recruits, and retains diverse, appropriately geographically distributed and culturally competent quality workforce.

For full details review the report at <http://vwn.vccs.edu/resources/virginia-workforce-council/>, or contact Wendy Kang (wkang@vccs.edu).

Mr. Battle thanked Drs. Wibberly and Cash for their presentation to Council.

Mr. Battle announced a change in the agenda. Agenda item VII Committees Structure would not be presented. This item has been tabled to introduce an action to the Council.

**Action presented:**

Mr. Battle opened the floor to the action item as presented and stated that this action required a vote.

**Action:** Work-readiness Performance Improvement Resolution.

The action was presented by Brett Vassey:

**Work-readiness Performance Improvement Resolution**

Whereas, there is an intrinsic linkage between economic prosperity and workforce readiness; and  
Whereas, the Commonwealth of Virginia is committed to individual achievement and economic growth; and  
Whereas, employers depend upon the government education infrastructure to prepare the current and future workforce to be prepared for technology jobs; and  
Whereas, employers have resolved to focus their attention on skills credentials and degree pathways; and  
Whereas, the government education infrastructure and Virginia Workforce Network is best suited for work and career readiness assessment and development statewide; and  
Whereas, 2.2-2670 of the Code of Virginia calls upon the Virginia Workforce Council to provide advice to the Governor and direction the local workforce investment boards to implement and foster workforce training :

We hereby direct the following action:

1. Assign a workgroup, e.g., CRC Advisory Council to

- a) Review relevant information on work ready communities and the condition of the Commonwealth, relative to the Career Readiness Certificate, and provide clear information on the opportunities and challenges in implementing work-ready communities;;
  - b) Provide options for implementation (December 2011-January 2012).
2. Based on reports for the CRC Advisory Council, a committee of the Virginia Workforce Council will review the options, opportunities and challenges, and make a recommendation to the full Council (complete by April 2012).

The vote was open to floor, properly motioned and second.

The action will be rewritten and sent to the Council for further clarification on the action required and deadlines presented. The revised document was sent to Council for review on November 10, 2011. Below is the final action document presented to Council.

The revised action item was sent on November to members of Council to review and approve as an agenda item at the January 5, 2011 meeting with a plan of action.

Mr. Battle thanked Mr. Vassey and asked Staff to the Council to address the Charge presented with the action. Mr. Battle stated the Agenda Item (VII) regarding Council Committee Structure will be presented at the January 5, 2012 meeting.

#### **ANNOUNCEMENTS**

Chair Battle opened the floor to Paula Dehetre, Staff to Council, to provide administrative announcements to the Council.

Next meeting of the Virginia Workforce Council is January 5, 2012.

Members complete travel expense reimbursement and evaluation forms and return to Jean Thomas-Banks.

Members that have not completed an electronic deposit form are asked to complete and EDI form and return to Jean Thomas-Banks.

Reminder the Financial Disclosure form deadline is January 15, 2012.

#### **ADJOURNMENT**

Chair Battle thanked members of Council for their commitment. Chair Battle called for a motion to adjourn the meeting. Motion to adjourn was rendered and properly seconded; and the meeting adjourned.

The meeting adjourned at 2:32 p.m.

**VIRGINIA WORKFORCE COUNCIL**

January 5, 2011  
Agenda Item (I.D.)

**Title: 2012 Tentative Meeting Dates**

June 13-14, 2012

Location: To be determined

Agenda Item (II.)

**Title: Public Comments**

Chair will call for public comments.

## VIRGINIA WORKFORCE COUNCIL

January 5, 2011  
Agenda Item (III.)

### **Title: Chairman's Report**

Washington Update: Federal-Legislative Activity

### **Background:**

#### **FY2012 Appropriations**

Just before Christmas, the House and Senate agreed to a \$1 trillion omnibus spending package (H.R. 2055) that includes nine bills for FY 2012, including the Labor-HHS-Education appropriations bill. President Obama signed the measure, just hours before the existing stopgap measure was set to expire at midnight, December 16.

The conference agreement provides \$14.5 billion for the Department of Labor, which is \$145.4 million above last year's level and \$251.2 million below the President's request. The increase above FY 2011 is due to a provision that fully funds Job Corps in the current fiscal year. Absent this provision, the conference agreement reduces the Department of Labor's budget by \$545.6 million below last year and \$942.2 million below the request.

The budget agreement ensures most workforce programs will be funded at levels similar to fiscal 2011. The final bill did not include the House-bill language that eliminated the advance appropriation for WIA and Wagner-Peyser programs, which would have had a dramatic negative impact on funding for workforce programs. Highlights of the conference agreement include the following:

- The Governor's WIA State set aside will not exceed five percent (it used to be at 15%);
- Dislocated Workers State Grants are reduced nationally by \$55 million;
- Workforce Innovation Grants are reduced from approximately \$100 million in the Senate bill to \$50 million;
- It includes a directive for the Government Accountability Office (GAO) to assess the capabilities of the Adult and Dislocated Worker Employment and Training programs to adequately prepare participants for currently available jobs.
- For Veterans Employment and Training Service (VETS), the bill provides a total of \$265 million, which is \$9.3 million above last year's level and \$4 million above the President's request.

Work on the FY2013 Appropriations cycle is well underway. President Obama will unveil his FY2013 budget proposal in early February.

#### **WIA Reauthorization**

Two bills were introduced in the House of Representatives in December to reauthorize the workforce investment system.

- **H.R. 3610, *Streamlining Workforce Development Programs Act***, introduced by Representative Virginia Foxx (R-N.C.), chairwoman of the Subcommittee on Higher Education and Workforce Training,

would consolidate 33 of the 47 federal job training programs identified in the GAO report from earlier this year into four "Workforce Investment Funds". The bill would also utilize common performance measures across all employment and training programs; allow governors to determine workforce areas; and allow states to submit one statewide workforce development plan. The four "Workforce Investment Funds" identified in H.R. 3610 include:

- A **Workforce Investment Fund**, which would provide formula funding to States for job training services to adults, unemployed workers, and youth seeking employment. Formula factors are similar to current Adult formula factors. Funds would be allocated to Local Areas based on the same formula factors. This stream would replace WIA Adult and Dislocated Worker, Wagner-Peyser, Title V Older Worker, NEG, and possibly other current programs. The bill authorizes \$4.3 billion annually for Fiscal Years (FYs) 2013-2018.
- A **State Youth Workforce Investment Fund**, which would provide formula funds to States to serve disadvantaged youth, with a focus on school completion. Funds would be awarded by the States to LWIBs and/or not-for profit or for-profit service providers on a competitive basis. Formula factors for allotments to States are number of disadvantaged youth (50%) and number of HS dropouts aged 16-17 (50%). States can require match from youth service providers. Funding for Job Corps Centers, if States choose to award funds to them, would come from this funding stream. Grants would be for 1 year, renewable for up to 4 additional 1 year awards. The bill authorizes \$1.9 billion annually for FYs 2013-2018.
- A **Veterans Workforce Investment Fund**, which would provide formula funds to States for employment and training services to U.S. veterans. Funds would be allocated to States and then to Local Areas based on the number of unemployed veterans. Local areas would be required to hire Vet Reps to coordinate and deliver services. Currents Vets programs are consolidated into this stream. The bill authorizes \$218 million annually for FYs 2013-2018.
- A **Targeted Populations Workforce Investment Fund**, which would provide formula funds to States for assistance to special populations, including refugees and immigrants, ex-offenders, migrant and seasonal farm workers, and Native Americans. Funds would be allocated to local areas based on the same formula factors used to allocate funds to States. Current funding for these target populations is rolled into this stream and current program authorizations are repealed. The bill authorizes \$581 million annually for FYs 2013-2018.
- The bill provides Governors with additional flexibility in designing and operating programs. The infrastructure would remain similar to WIA with state and local workforce boards that are more business focused. The Governor has more latitude in designating workforce areas including an option for a single statewide area. One stop continues as the primary service point for workforce services and it appears that process requirements are less stringent.
- Performance measures for all adults are common with separate, but related measures for youth. There is also common data collection and reporting but it appears even more demanding than individual program data collection systems now require.

- The second bill (**H.R. 3611**), introduced by Congressman Joe Heck (R-Nev.)--*Local Job Opportunities and Business Success Act (or Local JOBS Act*, is aimed at strengthening the role of businesses in the workforce system and reduce red tape on local workforce boards. Specifically, the bill would require a two-thirds majority of board members represent business and would eliminate representation requirements for WIA partner programs, local educational entities, and labor organizations. The bill would mandate that local boards reserve a minimum percentage of funds for training activities, according to criteria determined by such boards.

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Earlier in 2011, the Howard “Buck” McKeon (R-Calif.) introduced the *Workforce Investment Improvement Act (H.R. 2295)* to increase training flexibility. H.R. 3610 and H.R. 3611 supplement the former Chairman’s legislation. All three bills were praised by Committee Chairman John Kline (R-Minn.) and form a package of reforms.

It is expected that the Senate Health, Education, Labor and Pensions (HELP) Committee will introduce its bi-partisan WIA Reauthorization bill in early 2012. In addition, Democrats on the House Education and Workforce Committee may also introduce a WIA bill in early 2012.

#### **Extension of UI and Payroll Tax Cut**

Just prior to the Christmas recess, Congressional leaders in the House and Senate agreed to a temporary two month extension of the expiring Emergency Unemployment Compensation Act (EUC08) program and Social Security payroll tax cut. This issue will be debated again soon after Congress returns in January.

#### **ACTION RECOMMENDED:**

There is no action recommended. This is an information item.

#### **PREVIOUSLY REVIEWED BY:**

The document updates were created by Katy Cashen, National Governor’s Association (NGA).

#### **RESOURCE PERSON:**

Paula Dehetre, Manager, Administration & Resources  
Virginia Community College System-Workforce Development Services  
[pdehetre@vccs.edu](mailto:pdehetre@vccs.edu)

## VIRGINIA WORKFORCE COUNCIL

January 5, 2011  
Agenda Item (IV.)

### **Title: Governor's Report**

#### **Laura Fornash, Secretary of Education**

Governor Bob McDonnell on August 23, 2011. As a member of the Governor's Cabinet, the Secretary assists the Governor in the development and implementation of the state's education policy. In addition, Secretary Fornash provides guidance to the 16 public universities, the Virginia Community College System, five higher education and research center, the Department of Education and the state-supported museums. Prior to this appointment, she served as Deputy Secretary of Education and as the Executive Director of the Governor's Commission on Higher Education Reform, Innovation, and Investment.

Before joining the McDonnell administration, Mrs. Fornash spent 20 years with Virginia Tech in a number of different divisions including student affairs, continuing education, distance learning, and government relations. She most recently served as the Director of State Government Relations for the University. She was the school's Restructuring Project Director with the responsibility of managing Virginia Tech's implementation of the 2005 Restructuring Act that created new levels of operational autonomy for all public higher education institutions in exchange for meeting certain academic performance measures. She was Director of the Virginia Tech Richmond Center, an extended campus center, where credit and noncredit programs were offered to working professionals.

In 1998, as the Director of Information Technology Programs, Mrs. Fornash launched an innovative web based interdisciplinary Master's Degree program to help transition professionals into the information technology field as result of research conducted for the International Technology Association of America.

Mrs. Fornash received her undergraduate and Master's Degree from Virginia Tech. She is a native of Chesterfield, Virginia and is a graduate of Virginia public schools. She is married and has 3 children.

## VIRGINIA WORKFORCE COUNCIL

January 5, 2011  
Agenda Item (IV.)

### **TITLE: Governor's Report**

#### **Carrie Cantrell, Secretary of Commerce and Trade**

Carrie Cantrell was appointed by Governor Bob McDonnell as Deputy Secretary of Commerce and Trade in 2010. In this role Carrie oversees policy development and implementation as well as assists in managing the secretariats 13 agencies. During the Governor-elect's transition, Carrie was as an adviser on economic development issues coordinating business recruitment and business development initiatives.

Carrie has over 17 years of public policy and communications experience at the state and federal level. Prior to joining the administration, Carrie was President of her company Capitol Square Communications and as Principal of Rhumb Line, a government affairs firm. Carrie also served as Executive Director of the State Government Leadership Foundation and as Senior Advisor for the Republican State Leadership Committee, working with state officials on issues that challenge executive branch officials, legislative leaders, attorneys general and the private sector.

During her career, she has appeared in state, national and international media, including the Washington Post, Washington Times, Los Angeles Times, New York Times, Investor's Business Daily, Politics Magazine, "Perspectives" in Newsweek Magazine and on FOX News "Strategy Room."

Carrie served as Press Secretary for U.S. Senator George Allen, whom she worked for from 1993 to 2003, and as Policy Director for the gubernatorial campaign of Attorney General Jerry Kilgore. She was as a member of the Government and Community Affairs Board of the Greater Richmond Chamber of Commerce and the Board of Directors of the Richmond Chapter of the Public Relations Society of America.

Carrie attended Hillsdale College and is a graduate of Virginia Commonwealth University in Richmond, Virginia.

**VIRGINIA WORKFORCE COUNCIL**

January 5, 2011  
Agenda Item (V.)

**TITLE: Council Committees**

- A. Industry Sectors and Career Pathways System
- B. Performance and Accountability

## VIRGINIA WORKFORCE COUNCIL

January 5, 2011

Agenda Item (V.A.1.i.)

### **TITLE: Industry Sectors and Career Pathways System**

Adult Career Coaches in Virginia

#### **BACKGROUND:**

Working cooperatively, the Virginia Community College System (VCCS) and Virginia Department of Education's (VDOE) Office of Adult Education and Literacy (OAEL) are driving a vision and developing a model for adult career coaches to be deployed at strategic entry points to Virginia's workforce system including: community colleges, adult education providers, and One Stop Career Centers. As envisioned by the VCCS and VDOE team responsible for designing an adult career coach model, career coaches for adults will provide: career and educational planning services; assistance with admissions and financial aid (including financial assistance available through the workforce and higher education systems); connections to support services—such as child care and transportation—available through human services agencies and community based organizations; connections to experiential learning opportunities such as internships and cooperative learning; and guidance in the job search and placement process including coaching in employability skills and interviewing. The vision is that Virginia will stand up a coaching program—including statewide goals and outcomes, professional development and a community of practice—that supports the program goals and performance benchmarks of multiple agencies and institutions administering such diverse workforce initiatives as Workforce Investment Act (WIA) Adult and Dislocated Worker programs, Postsecondary Perkins, adult education and more.

Currently, both the VCCS and VDOE's Adult Education Office are supporting regional adult career coach projects. In 2010-11, OAEL deployed two Transitional Specialists based in regional adult education locations in Hampton Roads and Northern Virginia and added a third specialist, in 2011-12, in Danville. Simultaneously, the VCCS, through a Ford Foundation grant awarded to the Virginia Foundation for Community College Education, provided fiscal resources and technical assistance to Southside Virginia Community College for three adult career coaches currently working in adult education settings in that community college service region. The number of adult career coaches deployed throughout the workforce system will dramatically increase beginning Winter 2012 as community colleges, through a Trade Act Adjustment (TAA) grant led by Tidewater Community Colleges, will initiate hiring of 60 full and part-time adult career coaches and experiential learning/job placement coordinators.

In addition to fielding coaches, the TAA grant provides for development and assessment of an adult career coaching model including professional development and a community of practice to drive continuous program improvement. Initial steps towards building a national model of adult career coaching include a jointly planned and funded two day professional development workshop that was offered by VDOE's OAEL and VCCS Workforce Development in early November. Focusing on the career and educational advising needs of low skills, low wage adults, the workshop drew participation from more than 50 professionals providing one-on-one assistance to transitional adults through workforce development programs such as Middle Colleges and Plugged In, On Ramp, One Stop Career Centers, and community colleges and adult education providers. The event marked the first statewide training of practitioners functioning as adult career coaches in Virginia and was also notable for the diversity in terms of organizational affiliation of those participating in the training.

Immediately following the two day training, on November 9, a statewide focus group, comprised of representatives from VCCS, VDOE, and State Council of Higher Education for Virginia (SCHEV) as well as local school divisions, community colleges, universities, One Stop Centers and Workforce Investment Boards (WIBs), and Virginia Department of Social Services (DSS) convened in Richmond to identify essential services that adult career coaches should provide, identify statewide

outcomes by which coaching can be evaluated, and identify competencies that will be needed by career coaches. The focus group was facilitated by Gregory Brittingham, a consultant with the Performance Management Group of the Virginia Commonwealth University's Center for Public Policy. A summary report of the focus group's conclusions will be disseminated, and the Virginia Workforce Council will be asked to review and advise the focus group's conclusions so as to ensure a program that meets the needs and expectations of business and industry in the Commonwealth.

**ACTION RECOMMENDED:**

Review and revision or approval of list of services to be provided by adult career coaches, statewide outcomes of coaching program, and competencies required of coaches so as to meet expectations and needs of Virginia's employers.

**PREVIOUSLY REVIEWED BY:**

VCCS Workforce Development Services Staff

**Resource Contacts:**

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Vice Chancellor, Workforce Development Services  
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Virginia Community College System, Workforce Development Services  
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**VIRGINIA WORKFORCE COUNCIL**

**January 5, 2012**

Agenda Item (V.A.1.ii.)

**TITLE: TITLE: Industry Sectors and Career Pathways System**  
State Agency Heads Cross-Collaboration

**BACKGROUND:**

No document

**VIRGINIA WORKFORCE COUNCIL**

January 5, 2011  
Agenda Item (V.2.)

**TITLE: Industry Sectors and Career Pathways System**  
Work Ready Communities Report

**BACKGROUND:**

This report was sent electronically on January 4<sup>th</sup> to the Members of the Virginia Workforce Council and will be provided in hard copy on January 5, 2012.

## VIRGINIA WORKFORCE COUNCIL

January 5, 2011  
Agenda Item (V.A.3.)

### **TITLE: Industry Sectors and Career Pathways System**

Virginia Career Readiness Certificate

### **BACKGROUND:**

#### **2011 Annual Report for the Virginia Workforce Council**

With support from the Virginia Workforce Council (VWC), the numbers of Career Readiness Certificate (CRC) recipients continue to grow to certify the workplace readiness skills of Virginians. The Virginia CRC is based on ACT's WorkKeys® assessments – Applied Mathematics, Locating Information, and Reading for Information – that provide individuals a workplace skills certification that employers can use to make reliable decisions on hiring and training. By putting the right people in the right jobs, businesses can be more productive and profitable.

As required by the CRC legislation passed during the 2008 General Assembly session, VWC adopted a budget to develop outreach and incentive activities to enhance and expand Virginia's CRC program. The budget included \$900,000 available from FY2008 through FY2012. The funding is a combination of federal and state funds as well as in-kind resources to support the continued implementation of the CRC.

In collaboration with the Virginia Community College System, the Community College Workforce Alliance (CCWA) provides leadership through FY 2012 for the CRC initiative, as established by a contract between CCWA and the Virginia Community College System in 2008. CCWA is the workforce development partnership of J. Sargeant Reynolds and John Tyler Community Colleges.

Community colleges, paired with their local One-Stops, improved partnerships with businesses, enhanced outreach efforts and saw increases in the number of CRCs achieved from the previous year. In FY2011, Virginia awarded approximately 7,500 CRCs which was a 30 percent increase over the previous year. Over the lifetime of this program, over 25,000 Virginians have received a CRC.

Continued licenses with software providers, WIN and KeyTrain, allow community colleges and One-Stop Centers to administer Internet-based, interactive training to provide comprehensive learning systems for emerging, transitional and incumbent workers on common skills required by all jobs based on ACT's WorkKeys® assessment system.

The CRC has been approved by the Virginia Board of Education as an industry recognized credential that may substitute for the student-selected verified credit toward graduation requirements. State funds for the career and technical education student industry certifications can be used to pay for the CRC.

The cost for the CRC has been reduced for Virginia's school divisions and direct partners of the community colleges (including college employees, recipients of Rapid Response, WIA, and ARI participants) from the standard \$45 to \$30 providing that these entities proctor the assessments.

A revised website –[www.crc.virginia.gov](http://www.crc.virginia.gov) – and database was launched to provide employers, jobseekers and economic development and workforce professionals with information about the CRC. The site provides a user-friendly tool for employers to search data on the skill levels of Virginia's workforce.

Governor McDonnell presented a public service announcement declaring the impact of the CRC to Virginia's economy by increasing the credentialing and building Virginia's workforce. Other brief testimonials by employers and certificate holders spout the benefits of the CRC for building connections between employer and the workforce.

A CRC Advisory Council made up of business, economic development, education and workforce leaders is meeting to develop strategies to expand the use of the CRC by education, workforce development and employers.

In November 2011, the VWC approved a Work-Readiness Performance Improvement Resolution authorizing a special advisory committee to review relevant information on work ready communities and the condition of the Commonwealth,

relative to the goal of expanding attainment of the Career Readiness Certificate (CRC), including clear information on the opportunities and challenges in implementing work-ready communities. A special advisory committee, a subset of the CRC Advisory Council, was formed in November and will present its recommendations to the VWC in early January 2012. In the same resolution, the VWC is seeking a plan to be presented in April 2012 to implement an increase to no less than 25% CRC attainment for WIA recipients.

**ACTION RECOMMENDED:**

There is no action recommended. This is an information item.

**PREVIOUSLY REVIEWED BY:**

VCCS Workforce Development Services Staff

**RESOURCE PERSON:**

Louis “Mac” McGinty, Vice President Workforce Development,  
Community Colleges Workforce Alliance (CCWA)

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Mindy C. Fast

Coordinator, Customized Training and Continuing Education  
Virginia Community College System-Workforce Development Services

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## VIRGINIA WORKFORCE COUNCIL

January 5, 2011  
Agenda Item (V.B.1.)

### **TITLE: Performance and Accountability**

Evaluation/Review of WIBs

### **BACKGROUND:**

At the November 2011 VWC meeting, Deputy Secretary, Carrie Cantrell requested the VWC to review the local WIBs. Committee staff reviewed evaluations conducting in other states and asked for additional input on the focus of the request from the Secretary's office. Based on this input, there are three potential areas that could act as focal areas for the review. These include:

- Strategic planning: Some areas of focus could include how WIBs work to develop strategic plans that have clear objectives and measureable outcomes and how they use these plans to drive performance and leverage partnerships.
- Employer needs: Some areas of focus could include how WIBs align training needs with employer demand, utilize labor market information to develop strategies, and
- Customer needs: Some areas of focus could include performance on the WIA common measures, funds provided for direct service to customers, and customer satisfaction.

The Secretary's office highlighted that there is an interest to know more regarding the services provided to employers in local areas. However, these additional areas may be of interest to the Council as well.

There are several approaches to evaluate the WIBs. Methods can included -self-assessments, on-site interviews, analysis of data and survey instruments. In several states that have reviewed WIBs, the first year is focused understanding operations and identifying methods to improve process at a state level. The second year focuses more on compliance with established processes and guidance communicated based on findings in the first year.

### **ACTION RECOMMENDED:**

Committee Staff seek input from Council members to identify potential metrics for evaluation of WIBs, expected outcomes, the tools to be used to conduct the evaluation, and estimated timeline to complete the review.

### **PREVIOUSLY REVIEWED BY:**

VCCS Workforce Development Services Staff

### **RESOURCE PERSON:**

Wendy Kang, Assistant Vice Chancellor Workforce Research and Evaluation  
Workforce Development Services  
Virginia Community College System  
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## VIRGINIA WORKFORCE COUNCIL

January 5, 2011  
Agenda Item (V.B.2.)

### **TITLE: Performance and Accountability**

Scorecards

### **BACKGROUND:**

Current efforts are underway to measure Virginia's public workforce programs with one common tool. It is important to highlight that this is an active process, with continuous enhancements expected overtime based on multiple levels and sources of stakeholder input. The balanced scorecard method was selected as an ideal way to present several layers of performance information in a concise manner. A balanced scorecard is a management tool that aligns performance measures with strategic objectives, and helps decision makers track progress, foster accountability, and prioritize areas for improvement (Center for Workforce Learning, 2010).

### **Scorecard Audience**

The potential audience and users of Virginia's Workforce Scorecard is varied. In general, users can be categorized in three broad levels: system-level stakeholders who are interested in a summary of the performance of the entire public workforce system; agency-level stakeholders who may need more detailed performance information according to target populations; and program-level administrators who may require access to real-time program performance in a specific region or workforce area.

### **Rationale for scorecard measures**

Staff developed the foundation for Virginia's workforce scorecard based on internal and external research efforts. An examination of practices, particularly in other states with active scorecard initiatives (Florida, Maryland, Pennsylvania and Washington) suggests that an effective approach is to focus on a few measures that are most critical to the achievement of strategic goals. Outlined below are the six measures proposed for consideration as performance areas for Virginia's initial workforce scorecard:

- *Business engagement measures* - Includes qualitative assessments of services to employers as customers for the workforce system
- *Economic growth measures* - Considers multiple indicators of business and job expansion
- *Education measures* - Evaluates standard credential outcomes and industry-specific credentialing trends
- *Employment measures* - Takes into account employment outcomes, industry cluster penetration, employment retention and wages.
- *Return on investment measures* - Includes an analysis of program costs and economic value added for the system
- *System growth measures* - Considers the training and retention of individuals responsible for delivering workforce system services

### **ACTION RECOMMENDED:**

Staff seeks input from Council members and stakeholders of workforce programs on the refinement of the performance areas outlined above and the development of specific metrics for each area. For example, the

*employment measure* might include entered employment, average earnings, employment retention, and industry cluster metrics. Sample scorecards will be provided during the committee session for review and input.

**PREVIOUSLY REVIEWED BY:**

VCCS Workforce Development Services Staff

**RESOURCE PERSON:**

Wendy Kang

Assistant Vice-Chancellor – Research & Evaluation

Virginia Community College System-Workforce Development Services

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## VIRGINIA WORKFORCE COUNCIL

January 5, 2011  
Agenda Item (V.B.3.)

### **TITLE: Performance and Accountability**

WIA Incentive Awards

### **BACKGROUND:**

Each year, based on VWL policy #05-02, the Virginia Workforce Council offers incentive awards to local workforce investment areas. These awards recognize the hard work of local areas to meet past performance standards and offer an incentive to local areas to increase partnerships both locally and regionally to meet the changing needs of the economy and Virginia's workforce and to improve performance through WIA common measures. The awards are available through four major areas: (1) regional collaboration, (2) local coordination, (3) exemplary performance, and (4) most improved. The first two focus on methods to improve local and regional partnerships within and across WIB areas, while the last two focus primarily on performance.

Last year, the VWC restructured the awards for Regional Collaboration and Local Coordination to focus on career pathways systems development. This aligned with recent guidance issued jointly by the US Departments of Labor and Education that encouraged adoption of the elements outlined in career pathways development to improve economic development and delivery of services in regions and local areas. In addition to adopting a thematically focused approach to WIA Incentive Grants this year, the process changed in that two of the four Incentive award categories were issued through a competitive grant application process that provided larger grant awards to a select number of local WIBs. Virginia Workforce Council members served as grant application reviewers.

The Exemplary Performance and Most Improved awards are provided based on prior performance on the US DOL WIA measures. Criteria for determining these areas are outlined in state policy. However, in FY 2011, Virginia switched reporting through 17 core measures to reporting through six common measures, which will require a review of the criteria that should be used for identifying areas as Most Improved, since that award category involves a year-to-year comparison of performance data.

### **ACTION RECOMMENDED:**

Committee Staff seek four Council members to assist in reviewing the criteria for providing incentive awards for FY 2013. The process typically involves a conference call to review the application and criteria (January 2012), a review of applications provided by local areas (May 2012), and a follow up conference call to determine the recipients prior to the next VWC meeting (late May).

### **PREVIOUSLY REVIEWED BY:**

VCCS Workforce Development Services Staff

### **RESOURCE PERSON:**

Wendy Kang

Assistant Vice Chancellor Workforce Research and Evaluation

Virginia Community College System-Workforce Development Services

[wkang@vccs.edu](mailto:wkang@vccs.edu); 804-819-4781

## **VIRGINIA WORKFORCE COUNCIL**

January 5, 2011  
Agenda Item (VII.)

### **TITLE: Council Committee Structure**

#### **Executive Committee**

The Executive Committee is established with the primary purpose of executing decisions on behalf of the full Council as may be required between full Council meetings. Members shall include the Governor, Council Chair, Council Vice-Chair, Secretary of Commerce and Trade, Secretary of Education, Secretary of Health and Human Resources, one Senator from the Council's membership, one Delegate from the Council membership, and the Chairs for any such sub-committee that may be established. Either the Governor or the Council chair shall have the ability to call and convene meetings of the Executive Committee. The Council Chair and Vice-Chair are Chair and Vice-Chair of the Executive Committee.

#### **Industry Sectors and Career Pathways System Committee**

In order to build upon the Council's role in providing leadership in relation to Virginia's Career Pathways Plan, this committee will serve to identify gaps that exist in the alignment between education systems and the business community that prevent employers from having a skilled workforce or residents from having the education and training necessary to develop and adapt their skills in a changing economy. Based upon such analysis, the Committee will recommend what strategies or interventions might be developed or refined by career pathway system partners to fill these gaps. This committee will analyze future trends and also focus on issues and challenges which prevent the Virginia Workforce Network (Virginia's public workforce development system created under the Workforce Investment Act) from achieving full success in roles as articulated in federal law and State Code.

#### **Performance and Accountability Committee**

Under the umbrella of advocating for continuous improvement of the statewide workforce investment system, this committee will focus on identifying metrics that can assist the Council and other key decision and policy makers at the local, state and national levels in efficiently determining the effectiveness of workforce system services in meeting the needs of Virginia's employers, workers and job seekers, as well as evaluating those results on a regular basis and making recommendations for improvement. This committee will also have a role with the federal common measures and local workforce investment board-specific program performance, incentives and sanctions.

**VIRGINIA WORKFORCE COUNCIL**

January 5, 2012  
Agenda Item (VII)

**TITLE: Council Committee Structure**

**Virginia Workforce Council Committee Membership**

**Industry Sectors & Career Pathways**

**Chair:** TBD

Tim Tobin  
Brian Warner  
Toney Rigali  
Jeanne Armentrout  
Barry Duval  
Doris Crouse-Mays  
Delegate Marshall  
John Broadway  
Glenn DuBois  
Brett Vassey  
Mark Frantz

**Performance & Accountability**

**Chair:** Danny Vargas

Rumy Mohta  
Bill Thumel  
Debra Buchanan  
Christine Kennedy  
Linda Johnson  
Donald McEachin  
Morton Savell  
Sybil Wheatley  
Mark Herzog

**Executive**

Huey Battle  
Mark Dreyfus  
Senator Miller  
Delegate Byron  
Danny Vargas  
Career Pathways Committee Chair  
Laura Fornash  
Jim Cheng  
Bill Hazel

# VIRGINIA WORKFORCE COUNCIL

January 5, 2012

Agenda Item (VII)

## **TITLE: Council Committee Structure, Articles**

### **Articles of Organization Virginia Workforce Council**

#### **Article I Name**

The name of the Council is the Virginia Workforce Council as enacted by the General Assembly of Virginia hereinafter referenced as the Council.

#### **Article II Purpose and Membership**

Section 1: Purpose. The purpose of the Council is to assist the Governor in meeting Workforce training needs in the Commonwealth by:

- Providing policy advice to the Governor on workforce and workforce development issues;
- Providing policy direction to local workforce investment boards;
- Identifying current and emerging statewide workforce needs of the business community;
- Forecasting and identifying training requirements for the new workforce;
- Creating strategies that will match trained workers with available jobs;
- Providing an annual report to the Governor
- Creating procedures, guidelines, and directives applicable to local workforce investment boards and the operation of one-stops
- Serving as the State Workforce Investment Board for purposes of the Workforce Investment Act.

Section 2: Membership. The Council shall be composed of not more than the following twenty-nine members:

#### ***Governor's Appointments.***

- The Governor;
- Three Cabinet Secretaries: Commerce and Trade; Education; and Health and Human Resources.
- Two state agency heads: Virginia Community College System and Virginia Employment Commission.
- Two labor representatives, including the president of the Virginia AFL-CIO.
- Fifteen business representatives, including the presidents of the Virginia Chamber of Commerce and the Virginia Manufacturer's Association, one representative of a proprietary employment training school; and one representative of health care

employers. The remaining business representatives must be business owners, chief executive officers, chief operating officers, chief financial officers, senior managers or other business executives or employers with optimum policy making or hiring authority. Businesses must represent diverse regions of the state, including urban, rural and suburban; and at least two shall be members of local workforce investment boards,

- Two local Chief Elected Officials, to include a mayor and chair of a county board of supervisors.

#### ***General Assembly Appointments.***

- Two members of the House of Delegates appointed by the Speaker of the House.
- Two members of the Senate appointed by the Senate Committee on Privileges and Elections.

#### ***Dual Positions***

Persons qualified may fill more than one membership position, at the discretion of the Governor.

#### ***Senior Advisor to the Governor for Workforce***

In accordance with Executive Order #61, the Senior Advisor shall represent the Governor on workforce development matters and at Virginia Workforce Council meetings. This includes the authority to vote on the Governor's behalf at Virginia Workforce Council meetings.

Section 3. Conflict of Interest. All members must complete a conflict of interest disclosure statement, annually.

Section 4: Terms. Business members shall serve four-year terms, subject to the pleasure of the Governor, and may be reappointed. Legislative members shall serve terms coincident with their terms of office.

Section 5: Compensation. Appointed Council members shall not be compensated. However, they shall be reimbursed for reasonable and necessary expenses incurred in the performance of their duties on behalf of the Council. Legislative members shall be compensated according to appropriate state law.

Section 6. Resignations. A Council member may resign by giving written notice to the Governor and the Secretary of the Commonwealth.

Section 7. Removal. The Governor may remove a Council member for due cause, conflict of interest or criminal acts.

### **Article III Officers and Duties**

Section 1. General. The Governor shall select a chair and vice-chair from among the fifteen business representatives. The term of the chair and vice chair shall coincide with their membership term on the Council.

Section 2. Duties. The Chair shall preside at all Council meetings, enforce the Articles of Organization and Chair the Executive Committee. The Chair shall also appoint the Chairs of standing and special or advisory committees. The Vice-Chair shall, during the absence or inability of the Chair, perform the duties of the Chair.

## **Article IV Meetings of the Council**

Section 1. Regular Meetings. The Council shall meet regularly and establish a schedule of meetings, annually at the beginning of each fiscal year. The fiscal year is from July 1 to June 30. At least one meeting annually shall be devoted to strategic planning, training and other related issues.

Section 2. Meeting Notice. A notice of Council and Committee meetings will be published in the Commonwealth Calendar according to submission guidelines.

Section 3. Quorum. A majority of the Council constitutes a quorum. One half of Committee membership constitutes a quorum.

Section 4. Attendance. Council members are required to attend a majority of Council meetings each year. Alternates, who are specifically designated on an annual basis and who are similarly situated with policy-making authority, may attend, but cannot participate or vote in a Council member's absence.

Section 5. Order of Business. Robert's Rules of Order shall govern Council meetings. There shall be an order of business for each meeting.

Section 6. Public Participation. All meetings will include a reasonable time for public comment.

Section 7. Executive Session. Prior to meeting in Executive Session, the Council must adopt a motion to go into Executive Session. Matters, which may discussed in executive session, are specified in the Virginia Freedom of Information Act.

## **Article V Committees**

Section 1 - The following standing committees will conduct the on-going work of the Council:

Section 2 – The Executive Committee is in charge of the direction of the Council, when Council action is necessary between meetings. This committee exercises the full authority and power of the Council, to the extent permitted by law. The Executive Committee shall be composed of the Chair, Vice-Chair, 3 Cabinet Secretaries, the Chair for each Committee described herein, and a member of the Senate and House of Delegates. The Council Chair and Vice-Chair are Chair and Vice-Chair of the Executive Committee.

Section 3 – The Strategic Planning Committee, formerly known as the Workforce System Development Committee will primarily focus on establishing system roles and responsibilities, planning, infrastructure funding, integration and alignment and capacity building.

Section 4 – The Workforce Services Committee, formerly known as the One Stop Committee will primarily focus on partner participation, at-risk populations, center certification, standardized forms and applications, customer needs, marketing, best practices and staff certification.

Section 5 – The Performance and Accountability Committee will primarily focus on state performance measures, WIB performance issues, one stop performance (including partners) and effectiveness, incentives and sanction for WIBs and the Federal Common measures.

Section 6 – The Business Services Committee, formerly known as the Skills Committee will primarily focus on the worker pipeline, low-skill workers, incumbent workers, high tech skills, current and emerging workforce needs of the business community, forecasting and identification of training requirements, strategies to match trained workers with available jobs and the role of the community college system within workforce development.

Committees may also identify other focus areas and tasks through the course of their work or from the Governor’s Workforce Development Strategic Plan.

Section 9 Meetings. The Executive Committee shall meet as needed, by the call of the Chair.

Committees will establish a meeting schedule to accomplish their tasks.

Section 10. Temporary Committees. The Chair may establish Advisory Committees for special purposes. Advisory committees shall be composed of persons who represent the views and interest of the various workforce development stakeholders and who are known to be qualified to perform their duties. State and local agency personnel may serve on these committees as members or consultants. The Chair may establish Special Committees for specific assignments. Temporary committees shall have a definite time of duration.

## **Article VI Staffing**

Section 1. Designated Staff. The Chancellor of the Virginia Community College System, Workforce Development Services Office, will staff the Council.

## **Article VII Articles of Organization**

Section 1. Amendments. The Articles of Organization may be amended by vote of the majority of the members of the Council present at any Council meeting. Notice of such amendment must have been sent to the Council members prior to such meeting.

Effective Date: August 12, 1999 \_\_\_\_\_

Revision 1 – September 19, 2000

Revision 2 – June 12, 2002

Chair: Michael A. Daniels

Conforming Revisions 3 – July 1, 2003

Revision 4 – March 31, 2004

Revision 5 - September 13, 2005

Revision 6 – October 31, 2006

Revision 7 – October 23, 2008

Chair: Dr. Robert Leber

Revision 8 – October 26, 2011

Chair: Huey Battle

## VIRGINIA WORKFORCE COUNCIL

### Agenda Item (VIII.)

#### **Title: Announcement**

Tentative dates for the next meeting of the Virginia Workforce Council are June 13-14, 2012. Save the dates.

-Members complete travel expense reimbursement and evaluations forms and return to Jean Thomas-Banks.

-Members that have not completed an electronic deposit are asked to complete EDI form and return to Jean Thomas-Banks.

\_Members please remember to complete the Conflict of Interest and/or Financial Disclosure by deadline (January 15, 2012), go to [www.commonwealth.virginia.gov](http://www.commonwealth.virginia.gov)



## SECRETARY OF THE COMMONWEALTH

### FINANCIAL DISCLOSURE STATEMENT

Members of certain boards of state and local government are required to file this Financial Disclosure Statement as a condition of assuming office and, then, annually while serving as an officeholder.

You must complete this form. Attach additional pages when necessary. **You must sign and date this form upon completion.**

The annual filing deadline is January 15<sup>th</sup>.

**For State Board Members:** If you have recently been appointed, you must file this form with the Secretary of the Commonwealth prior to attending your first meeting.

**For Local Board Members:** If you have recently been appointed, you must file this form with the Clerk of the appropriate governing body prior to attending your first meeting.

As an annual filing, this form constitutes a report of financial interests for the calendar year beginning January 1 and ending December 31. As a condition for assuming an office, this form constitutes a report of financial interests at the time of filing.

The information required on this form must be provided on the basis of the best knowledge, information and belief of the individual filing the form as of the date of this report unless otherwise stated.

**This Financial Disclosure Statement is open for public inspection.**

**VIRGINIA WORKFORCE COUNCIL**

**January 5, 2012  
Agenda Item (VIII.)**

**Title: FORMS**

**Virginia Workforce Council  
January 5, 2012  
Meeting Evaluation**

Your feedback and comments are important to us. Please circle your responses and provide any comments. You may return this evaluation at the end of the meeting, or mail it to:

**Jean Thomas-Banks  
Virginia Community College System-Workforce Development Services  
101 North 14<sup>th</sup> Street, 17<sup>th</sup> Floor  
Richmond, VA 23219**

Were the objectives of the meeting clearly stated?	Poor	Average	Good	Excellent
Were the objectives achieved?	Poor	Average	Good	Excellent
Were the speakers' topics useful?	Poor	Average	Good	Excellent
Was there sufficient opportunity for questions?	Poor	Average	Good	Excellent
Was there sufficient time for interaction and input?	Poor	Average	Good	Excellent
Was the location convenient?	Poor	Average	Good	Excellent
How would you rate the facility and food?	Poor	Average	Good	Excellent
Overall rating of the meeting?	Poor	Average	Good	Excellent
Was this meeting worth your time?		Yes		No

Why or why not?

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Committee structure informative? Yes No

As a member to the Council which committee would you like to serve on?

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How could future meeting be improved?

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Comments:

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(use back side or additional pages, if needed)

Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
(Optional)



**VIRGINIA WORKFORCE COUNCIL**

Agenda Item (IX)

**Title: Adjournment**