



PIEDMONT REGION

VCW-PIEDMONT COUNCIL MEETING MINUTES

*Serving Albemarle ~ Charlottesville ~ Culpeper ~ Fauquier ~ Fluvanna ~ Greene ~ Louisa ~
Madison ~ Nelson ~ Orange ~ Rappahannock*

VCW-Piedmont Council Meeting Wednesday, December 8, 2021 1:00 PM- 2:30 PM	Via Zoom Videoconference
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VCW-PIEDMONT COUNCIL	PROGRAM YEAR 2021 (JULY 2021 – JUNE 2022)			
COUNCIL MEMBERS	ATTENDED			
QUARTERLY MEETINGS	SEPT 2021	DEC 2021	MAR 2022	JUNE 2022
Lee Frame – Chair				
Ron Frazier		X		
Heather Hill				
Tony O’Brien		X		
Ann Mallek		X		
Kathy Campbell				
Fitzgerald Barnes		X		
Holder Trumbo, Jr.				
Marie Durrer				
Amber Foster		X		
Robert “Skip” Barton		X		
PWDB STAFF				
Sarah Morton		X		
Helen Cauthen		X		
Dave Kilgore		X		
Stephanie McNamara		X		
Caroline Rice		X		
Rahul Maitra				
Shannon Holland				
Candace Spence		X		
OTHER GUESTS				
Stephanie Hoer		X		

I. **Meeting Called to Order** by Ann Mallek at 1:02 p.m.

II. **Determination and Announcement of Quorum**

Quorum was declared with 6 Council members in attendance.

III. **Opportunity for Public Comment**

There were no public comments.

IV. **Items Requiring Approval**

September 2021 Meeting Minutes

- Ann Mallek would like 'DEI' spelled out to specify Diversity, Equity, and Inclusion for clarification.
- A motion was carried to approve by Ron Frazier, seconded by Ann Mallek. The motion was approved unanimously.

Bylaw Revisions

- The cover sheet was changed to show the new amendment.
 - "Assistant Director" was changed to "Director" in Article IV, Section 5.
 - The Committee Names were updated in the Index and Article VI, Section 2.
 - The Executive Committee roster was updated in Article VI, Section 3 to include the CLEO Chair and Vice-Chair.
- Skip Barton made a motion to approve the Bylaw changes, seconded by Ann Mallek. The motion was approved unanimously.
- Antwon Brinson and Kenny Allison will be invited to Council meetings as Chair and Co-Chair of the Board.

DWG – Social Services and SCHEV Grants

- State Workforce Directors – Dislocated Worker Grant for supportive services (\$200K).
 - The application is under review.
- SCHEV Grant (State Council of Higher Education for Virginia).
 - Partnering with UVA.
 - Includes one part-time VCW-P position for internships.
 - Sarah Morton will keep the Council updated on the next steps of this grant.
- A motion was carried out by Ann Mallek and seconded by Skip Barton.
 - A vote was carried out on granting Sarah Morton permissions for deciding to pursue the DLW and SCHEV grant further and was approved unanimously.

V. **Director's Report**

Introduction - New Team Member

Sarah Morton gave an overview of the new Board Staff Member hired using funds from the Go VA Grant.

- Kelvin Whitehurst, Talent Engagement Specialist (shared with CVPED).

Website Update

- Sarah Morton presented the recent updates made to VCW-P's website.
 - The website is now easier to navigate with minimal text and heavier use of visuals.
 - Readily available with resources, social media updates and news.

- The next steps are to make the website more dynamic to retain and educate users and to work with partners to make it more user-friendly.

Charlottesville Career Center Collaboration

- Stephanie McNamara has been providing on-site support one day each week after losing their director and other supportive staff members.
 - This provides a connection between VCW-P and the CDJC and allows time for the team member to be out in the community to better serve clients.
- Next Steps
 - Expansion of support into the new year will be considered.
 - This will be revisited in the next quarterly meeting in March 2022 to decide if this is still necessary.
 - Digital outreach and co-branding opportunities.
 - Inclusion of the CDJC team members in job fairs and career symposiums when appropriate.
 - Options for a combined location when VCW-P's lease expires.
 - VCW-P will make suggestions for a hospitality grant program.
- Stephanie McNamara mentioned that there was not much traffic while she's there, and that people are there for Home for Hope more so than career services.

Career Pathways Guide Update

- Dave Kilgore presented the completed, in-process and pending Career Pathways with businesses in the Region.
 - This project has been expanded to economic developers.
 - The testimonials from the businesses that receive a customized guide have been overwhelmingly positive.
 - Videos are also provided, which include interviewing employees talking about why they work where they do, and the growth opportunities their employer has provided for them.
- This is not something VCW-P presents to individual people. It is customized to help businesses with employee recruitment and retention strategies.

State Performance Update

- We are outperforming the state in many areas.
- The VCCS was impressed with Median Earnings after the Second Quarter after Exit
- Metric.

WIOA Performance Update

- Youth participation has increased in PD'9 and PD'10.
- The action plan is being worked on every month.
- Adult and DLW
 - We are above our stretch targets, due allocating more funds to Goodwill.
- Measurable Skills Gain
 - One area of concern is the measurable skills gain, but this is a trend that happened every year since classes aren't completed until December.
 - The State was impressed with this year's and last year's results.

Other Grant Status

- PPE, DW Temperature Taker, Security, and Return to Earn Grants are continuing and the funds will be returned for each of these grants.
 - The security budget will be liquidated.
- DSS 4F – Food, Farm, Family, Finance
 - Partnering with United Way to implement a \$190K grant, with a potential for 5 renewals.
 - Culinary Concepts was chosen by UW to teach a course.
 - An extension is required – an email confirmation was received during the grant application process.
 - The plan is to kick-off in January, and an outreach plan is in-process.

Funding Opportunities

- YouthBuild: \$700K - \$1.5 million
 - The grant goes until January 21, 2022.
 - The purpose is to provide a pre-apprenticeship program model that encompasses education, occupational skills training, leadership development, and high-quality post-program place opportunities to opportunity youth.
 - The delivery model is to include meaningful partnership and collaboration with public workforce development systems, education and human services systems and labor and industry partners.
 - Balances project-based academic learning and occupational skills training to prepare opportunity youth for career placement.
 - Sarah Morton asked if this would be a grant that the Partnership would want to pursue.
 - This is a large grant that each county in the region could apply for if they'd like and Ann Mallek suggested reaching out to school superintendents about this grant.

501c3 and Administrative/Fiscal Agent Options

- Positive discussions with the Central Virginia Partnership have continued, but changes are being considered.
 - Director reporting to CLEO, with hiring and compensation.
 - The partnership's ability to ramp up fiscal support for new grants.
 - Processes for significant decisions with clear thresholds and delegation of responsibilities between VCW-P and the partnership.
- The 501c3 status could be beneficial for obtaining additional grants.
 - 501c3 status is often required by Grantors.
 - The Central Virginia Partnership Foundation is the current 501c3 organization.
 - VCW-P's business-oriented programs are aligned with the Foundation's purpose – some social services-oriented programs may be outside of scope.
 - The current structure and/or proposed changes are compatible with either structure.
 - A move to full independence is not possible in the short-term due to insufficient financial reserves.
- Sarah Morton opened the floor for discussion.
 - Dave Kilgore believes that the capital needed is \$250K, and that there is currently \$170K available.

- Employee salaries make up about 80-85% of the budget, so we would need to ensure we have 60 days' worth of salary built up.
 - It may take at least 12 months to move to independence.
- Many localities have restrictions on how VCW-Piedmont spends their money.
- The Partnership would like to stay informed as VCW-P grows and hires new staff.
- A meeting will be called around the holidays to determine the next steps.

VI. Financial Agent Reports and Financials

- There is about \$210K available in locality funds.
- VCW-P has already received about \$55K for PY'22.
- The WIOA spending through 10.31.21 is \$133K below budget
 - Goodwill: \$153K underspent.
 - Goodwill's financials have monitored monthly for the past nine months.
 - VCW-P: \$20K overspent.
 - Locality funds are unrestricted.
- An increase in Locality Funds to about \$300K will be necessary if we move to full independence.
- Financial forecast through 7/31/2022.
 - After protection Quarter 1 in PY'22, we are projecting to carry forward an additional \$240K from PY'21.
 - Goodwill monthly spending is likely to increase due to hiring delays in Q1 PY'21.

VII. Partner and Provider Presentations

Goodwill of the Valleys

- Stephanie Hoer presented updates for Goodwill of the Valleys starting with PD'9.
 - A total of 145 career-seekers and 76 businesses were served through monthly hiring events.
 - An HR roundtable was hosted for manufacturing and distribution businesses in Orange County, Virginia.
- PD'10
 - 28 career-seekers and 61 employers were served at 3 job fairs.
 - 97 high school students had opportunities to meet with potential future employers.
 - 3 new additions to the Goodwill team.
 - Tracy Sides
 - William Morris
 - Lisa Smith
- Ron's success story
 - Ron is a re-entry individual who required more help in the career-seeking journey. Through WIOA, Ron was able to find a job as a truck-driver and completed his Commercial Driver's License class. Additional funds were provided through the Charlottesville Area Community Foundation.

VIII. Questions and Answers

Skip Barton asked about the employee shortage.

- Many people retired early or left their jobs to become stay-at-home parents at the beginning of the pandemic.
- It will be important to determine how to get more entry-level employees into the workforce to resolve the employee shortage.
- Employment is around 3% in the region.
- Lifestyle is also a factor in people's priorities in the career-seeking process.

Meeting Adjourned by Ann Mallek at 2:24 p.m.