

DRAFT

Agenda

Bay Consortium Workforce Development Board XIII
Labor Market Committee
January 19, 2022
11:00 AM

- I. Call to Order
- II. Roll Call
- III. Public Input
- IV. Approval of October 6, 2021 Minutes
- V. New Business
 - A. Strategic Plan Annual Review
- VI. Old Business
- VII. Other topics for discussion
- VIII. Adjournment

Bay Consortium Workforce Development Board, Inc.
Labor Market Committee Meeting
Draft Minutes
Wednesday, October 6, 2021
11:00 a.m.

The Labor Market Committee met Wednesday, October 6, 2021 via Zoom.

Call to Order: Jackie Davis called the Labor Market meeting to order at 11:00 a.m.

Roll Call: Present was Felicia Ainsa, Meg Bohmke, Melvin Carter, and Shawn Hildebrand. Not present was Lamont Brown, David Mann, and Greg Moon. In addition, also present was Jackie Davis and Katlyn Moss. A quorum was present.

Approval of Minutes: The minutes from the July 7, 2021 meeting were tabled until next meeting.

Public Input: There was no public input.

New Business: Jackie Davis discussed the marketing plan with members. The committee agreed to wait till after the Strategic Plan is done before creating the marketing plan. Felicia Ainsa recommended creating different strategies to target Adults, Dislocated Workers, and Youth.

Old Business: Jackie Davis reviewed the new Strategic Plan Evaluation with members. A discussion was held on the importance of a Business Services person. She also discussed that a new electronic survey had been created that would collect customer satisfaction rates.

Other Topics: Jackie Davis noted that the next Board meeting would be November 10, 2021 at 9 a.m. as a joint CLEO meeting, with Strategic Planning from 10 a.m. to 2 p.m. She also noted that Conflict of Interest Forms should be completed and returned for monitoring purposes.

There being no further business, the meeting was adjourned at 11:45 a.m.

Respectfully submitted,

Katlyn Moss



BAY CONSORTIUM REGION

STRATEGIC PLAN ANNUAL REVIEW: FOCUS AREAS FOR 2022-2023

The board identified strategic priorities for 2022-2023 during a retreat in November 2021. This is an Addendum to the current strategic plan.

STRATEGIC PRIORITIES for July 2022 through June 2023

- Increase Labor Force Participation
- Build Organizational Capacity to Serve Business Needs
- Build Essential Workplace Skills and Executive Functioning Skills¹
- Create an Annual Legislative Agenda

CURRENT GOALS	FOCUS AREAS FOR July 2022 – June 2023
<p>STRATEGIC GOAL 1: Tailor programs to the geographic diversity of the region to meet workforce needs</p>	
<p>STRATEGIC GOAL 2: Create, Support and Sustain a Talent Pipeline for the Bay WDB’s Targeted Industries</p>	<p>Increase Labor Force Participation</p> <ul style="list-style-type: none"> • Reach out to employers to discuss the following: <ul style="list-style-type: none"> ○ How to reach out to and recruit ‘non-traditional workers’ such as youth, ex-offenders, parents, those with disabilities. ○ How a change in schedules/shifts may attract more workers. • Use data to develop a clear understanding of the changes in the labor force for the board to devise strategies. • Recruit high school seniors by creating an annual program at each high school where we go to the senior ‘assembly’ and/or host a job fair specifically for graduating seniors in each county or for several contiguous counties.

¹ Workplace readiness skills ensure workers have the basic academic, critical thinking and personal skills necessary to maintain employment. Executive functioning skills facilitate the behaviors required to plan and achieve goals. The fundamental skills related to executive function include proficiency in adaptable thinking, planning, self-monitoring, self-control, working memory, time management, and organization.

	<p>Build essential workplace skills and executive functioning skills</p> <ul style="list-style-type: none"> • Identify and train mentors at the worksite. • Develop a coordinated and accessible infrastructure to connect individuals to the training opportunities to develop these skills. • Confirm the competencies employers categorize as work ready by creating a list based on local feedback from employers and national research on the skills required for the future workplace.
<p>STRATEGIC GOAL 3: Sustain efforts to regularly forecast the talent needs of companies coming to the area and forthcoming openings in existing companies.</p>	<p>Build organizational capacity to serve business needs</p> <ul style="list-style-type: none"> • Explore the possibility of working with VA Economic Development (VEDP) to increase our capacity to visit employers to learn about their needs. • Explore the possibility of jointly funding a Business Services Representative with regional economic development. • Use WIOA program dollars to fund a position. • Fund as a program through Go Virginia. <p>Build essential workplace skills and executive functioning skills (see above)</p>

Each of the goals are supported by **creating a legislative agenda each year** to promote during each state legislative session. A *Legislative and Policy Workgroup* was identified to begin work on a legislative agenda to present during the 2021 legislative session, if possible, and to establish a full agenda for the 2022 legislative session.

A set of key issues began to emerge:

Issue 1: Focus on Preparing Work Ready Students and Young Adults

The focus should not be on those that are students only. We also need to support young adults, 16 to 24, who are not in school, not working and disconnected from most institutional supports. Being disconnected during early ages (between sixteen and twenty-four) can have negative impacts on future labor-market success and other outcomes. There are currently **4.6 million disconnected youth** – or about one in nine members of this age group - in the United States.

The successful reconnection of these young people is both a local issue and national issue. At the local level, it requires community collaborations that effectively remove barriers, connect the many systems that touch their lives, and build and deepen opportunities to reengage them in skills development that result in industry related credentials and employment pathways. This will not occur if all of the focus is about reaching students – those already in school.

The WDB calls upon local elected leaders to expand the local workforce board's capacity to reengage these young adults. *See attached for data on Virginia's disconnected young adults.* This data is from 2017. All national research shows the pandemic has exacerbated disconnection for this population. It is likely that the numbers are higher for VA in 2021.

Issue 2: Address Changes Needed to Pell Grants

Congress recently opted not to fold into federal legislation a provision that would have made Pell Grants available to learners in short-term certificate training programs.

Debate over that idea has smoldered for several years. In one corner, supporting the change, are community college leaders, many major corporations and groups focused on increasing the skills of the unemployed and other disadvantaged Americans. In the other are critics who argue that using Pell Grants for programs as short as eight weeks would hurt, not help, low-income and minority workers and learners.

Non-credit programs offered at community colleges and other training institutions that result in an industry related credential include many occupations in the trades such as welders, as well as truck drivers and some IT certifications. These jobs result in high wages and are in demand throughout VA.

A two-pronged legislative approach is needed:

1. Local elected officials could engage with businesses to continue to push for this provision in federal legislation.
2. Virginia should create a 'Pell like' scholarship fund to fund these certification programs. While WIOA has funds that are used to fund industry related certification training, the need is greater than the limited funding available under WIOA.

Non-credit, short-term programs eligible for Pell Grants or a state fund can be designed to ensure that they lead to better jobs and can be part of a career pathway, building to a next higher-level credential.

Issue 3: Create More Flexibility in the State's 40% Training Mandate

In VA, all Local Workforce Development Areas (LWDA) are required to ensure that at least **40% of their formula-allocated expenditures** in a program year are expended on allowable training costs in the WIOA Title I Adult and Dislocated Worker programs. Administrative expenditures do not accrue to this requirement. This is not a federal requirement.

Issue 2 above speaks to the need for more funds invested in short term training that results in industry-based certificates. However, requiring that all local areas in VA expend 40% of WIOA limited dollars on training puts a burden on the local area and takes away a local region's ability to choose appropriate program designs that meet the needs of their businesses and jobseekers. WIOA dollars are limited. Workforce services include more than training. Other services include:

- Building Essential Workplace Skills for the New Workplace, such as:
 1. Analytical (critical) thinking
 2. Active learning with a growth mindset

3. Creativity
4. Digital skills/literacy
5. Diversity and cultural intelligence
6. Embracing change
7. Emotional intelligence (EQ)
8. Interpersonal communication skills
9. Judgment and decision making
10. Leadership skills
11. Technology skills

- Support to gain a high school diploma or obtain a GED. WIOA funds need to be expended to support retention in these services, such as childcare, transportation, and tutoring. In addition, support for basic education and basic skills/literacy development.
- Other services in addition to job training include career guidance, labor market information, employability assessment, employability plan development, job search assistance, job referral, job development, job placement, employer outreach.

The focus on spending 40% on training limits the funds that can be spent on these other crucial workforce services. The consequence is that individuals who need workforce services other than technical training may not be enrolled in WIOA.