

**DRAFT
AGENDA**

**Bay Consortium Workforce Development Board, Inc.
Board Development Committee
Wednesday, April 17, 2019
Bay Transit Middle Peninsula Regional Transit Facility
5959 Fiddler's Green Road, Gloucester, VA
11:00 A.M.**

- I. Call to Order
- II. Roll Call
- III. Public Input
- IV. Approval of Meeting Notes from January 16, 2019 Meeting
- V. New Business
 - A. Board Membership and Representation
 - B. Chair and Vice Chair Nominations
- VI. Old Business
 - A. Strategic Plan and Committee Assignments
- VII. Other Topics for discussion
- VIII. Adjournment

Bay Consortium Workforce Development Board, Inc.
Board Development Committee Meeting
Draft Minutes
Wednesday, January 16, 2019
11:00 A.M.

The Board Development Committee met Wednesday, January 16, 2019 at the Bay Transit Middle Peninsula Regional Transit Facility at 11 am.

Call to Order: Josh Gemerek called the meeting to order at 11 am.

Roll Call: Present were Josh Gemerek and Danielle Robinson. In addition, present were Jackie Davis, Kristina Allen, and Katlyn Moss, WDB Staff. A quorum was present.

Public Input: There was no public input.

Approval of Minutes: A motion was made to approve the minutes from the October 17, 2018 meeting with changes, which was seconded and approved.

New Business: Jackie Davis went over the Statement of Economic Interest with members. She stated that this will be an annual form that is needed for monitoring.

Old Business: Jackie Davis mentioned that Caroline County was still in need of a representative on the Board. She stated that she would be meeting with all the county administrators for the area and she was planning to make Caroline County one of her first stops and discuss their representation. Members asked that a list be sent out of Board members that includes who they represent.

Other Items for Discussion: Jackie Davis let members know that the Board meeting will be February 6, 2019 at Port Town Village in Urbanna. She discussed the possibility of revising committee makeup after the Board meeting to make sure that all members were on committees that interest them and they feel they best serve on.

There being no further business, the meeting was adjourned at 11:35 am

Respectfully submitted,
Katlyn Moss

Bay Consortium Workforce Investment Board, Inc. Membership				
Representation and Term				
Jurisdiction	PD/RM*	Board Member	Representation	Term Expiration
Caroline	16			
Fredericksburg	16	Sperlazza, Rebecca	Business	6/30/2020
Fredericksburg	16	Mann, Rebecca	Business	6/30/2021
King George	16	Gandy, Ryan	Economic Development	6/30/2022
Spotsylvania	16	O'Keefe, Martha	Education-Community College	6/30/2022
Spotsylvania	16	Carter, Melvin	Labor, Business	6/30/2020
Spotsylvania	16	Parsons, Dennis	Business	6/30/2022
Stafford	16	Bohmke, Meg	Business	6/30/2022
Lancaster	17	Knoll, Kenneth	Business	6/30/2019
Northumberland	17	Mann, David	Business	6/30/2020
Richmond	17	Lampkin, Majorie	Education-Community College	6/30/2019
Richmond	17	Landess, Bridget	Business	6/30/2022
	17	Livingstone, Vanesa	Other: Social Services	6/30/2022
Westmoreland	17	Culver, Russ	Business	6/30/2022
Essex	18	Rounds, April	Business	6/30/2020
	18	Sidney-Ross, Cherlanda	Other: Social Services	6/30/2020
King & Queen	18	Pollard, Percy	Business	6/30/2022
King William	18	Goodall, Steve	Business	6/30/2019
King William		Robinson, Danielle	Education	6/30/2022
Mathews	18	Perry, Jason	Education-Community College, One Stop Partner	6/30/2021
Middlesex	18	Gemerek, Joshua	Housing, One Stop Partner	6/30/2022
Middlesex	18	Belcher, Louis	Economic Development, Business	6/30/2021
Accomack	22	Pettit, Kelvin	Business	6/30/2022
Northampton	22	Johnson, Thomas	Education-Community College, One Stop Partner	6/30/2021
	RM	Harrington, Tracy	Dept Rehabilitative Services, One Stop Partner	6/30/2020
	RM	Warf, Deborah	VA Employment Commission, One Stop Partner	6/30/2019
	RM	Leyden, Bill	Elevator Constructors Local 52, Labor	6/30/2022
*PD-Planning District				
*RM-Required Member				

Strategic Priorities and Goals, 2015-2020
Strategic Priority Number One: Funding

Goal: Maximize funding opportunities to support strategic priorities
Objective 1 – Diversify streams of revenue to support the strategic priorities
Objective 2 – Secure professional grant writer on an as need basis
Objective 3 – Monitor funds for correlation with goals
Objective 4 – Evaluation

Review/Revise

1. What objectives have been met? Give examples.
Obj. 3: Spending required 40% and 20% on training.
2. What objectives need more work? Suggestions?
Obj. 1: Need to analyze other opportunities
Obj. 2: Change objective. Could it be combo grant writer and business coordinator/outreach.
Secure: Grant for social media
3. What objectives were not met? Are they still relevant or obsolete?
Obj. 2. Yes still relevant
4. For 2020 – 2025, should a new objective be added?
No
5. How can you evaluate progress with this strategic priority?
Reviewing quarterly reports, annual budgets, and any funding from grants.

Strategic Priorities and Goals, 2015-2020
Strategic Priority Number Two: Program Development and Implementation

Goal: Lead workforce system of partners to provide comprehensive programs and services
Objective 1 – Provide responsive and innovative employer services
Objective 2 – Provide responsive and innovative training and support services for jobseekers
Objective 3 – Ensure WIOA compliance through tracking and documentation
Objective 4 – Evaluation

Review/Revise

1. What objectives have been met? Give examples.
All objectives have been met
Obj. 1: Business Services Team developed works with innovative employer services, Healthcare Initiative, 4 Part Appreciation Summit, VEC Business Representatives, Business Surveys for all businesses
Obj. 2: WIOA – A/DW Youth Initiative, referrals between partners/community resources, workshops monthly/overview/orientations for all programs, all jobseekers are treated as individuals, follow priority of services
Obj. 3: 12 month follow up in VAWC, monthly/quarterly reports, documentation, onsite monitoring, oversight for/of programs, desk reviews, common intake form – in process from state with WTA July- Sept. 2019

2. What objectives need more work? Suggestions?
 All objectives are an ongoing process.
 Obj. 1: Would like more technical assistance provided, possibly from the State, Keep up with trends and apps
 Obj. 2: More technical assistance needed, reacting to the changes/needs of clients/employers, responding to comments
 Obj. 3: Continue to follow mandates
3. What objectives were not met? Are they still relevant or obsolete?
 All objectives are still a work a progress and still relevant
4. For 2020 – 2025, should a new objective be added?
 Add technical assistance – state may be updating/regulating, if not compliant – means for technical assistance support or have an outside source, innovative technical assistance report with access to funding
5. How can you evaluate progress with this strategic priority?
 Written reports to the committee to address

Strategic Priorities and Goals, 2015-2020

Strategic Priority Number Three: Business and Community Engagement

Goal: Enhance outreach and connectivity to business and community partners

Objective 1 – Create and implement a plan for connecting with regional employers

Objective 2 – Improve communication with local elected officials

Objective 3 – Coordinate and collaborate with community partners to better align resources

Objective 4 – Evaluation

Review/Revise

1. What objectives have been met? Give examples.
 Obj. 1: Previous business Development Coordinator achieved outreach with individual employer entities, but not so with groups
 Obj. 2: Have CLEO/BCWDB collaboration, Joint Working Committee
 Obj. 3: Presentations to Boards of Supervisors
2. What objectives need more work? Suggestions?
 Obj. 1: Business after hours and Chambers of Commerce events, identify all strategic groups, social media
3. What objectives were not met? Are they still relevant or obsolete?
 Obj. 1: Few businesses are familiar with BCWDB
4. For 2020 – 2025, should a new objective be added?
 Tailor made outreach to partners in each distinct region, Connects with EDAs, BCWDB staff job descriptions should reflect interaction with community, Funding- marketing and business outreach

5. How can you evaluate progress with this strategic priority?
Number of presentations made in various areas and make connection to calls/contacts generated data processing and reports.

Strategic Priorities and Goals, 2015-2020
Strategic Priority Number Four: Marketing

Goal: Enhance visibility and viability of WDB as an important key community resource

Objective 1 – Create and implement a comprehensive marketing plan to support strategic priorities

Objective 2 – Pursue sponsorships and partnerships to support program initiatives

Objective 3 – Create and build rapport with industry and business community through personal engagement

Objective 4 – Evaluation

Review/Revise

1. What objectives have been met? Give examples.
Obj. 1: Revised comprehensive marketing plan to align with VA Career Works, forward facing materials have been updated
Obj. 2: Partnerships have been met, sponsorships need improvement
Obj. 3: Continuing exercise
2. What objectives need more work? Suggestions?
All objectives need more work. The process for each objective needs to be more defined to determine success.
3. What objectives were not met? Are they still relevant or obsolete?
All objectives are relevant and still actively in process.
4. For 2020 – 2025, should a new objective be added?
Increased focus on on Obj. 1 and 3 to further enhance the visibility and viability of the Workforce Board
5. How can you evaluate progress with this strategic priority?
It needs continued improvement with actionable strategies to achieve the objectives

Expectations

- Work together effectively
- Review/update SWOT
- Set priorities for next 5 years
- Realistic plan that we can accomplish
- Clear strategy/direction to allow BCWDB to progressively lead region in workforce development
- Training/workforce for rural areas
- Firm foundation for future strategic planning
- Clear goals and directions for WDB
- What can I personally do to facilitate the permission of WDB

Strengths

- Diversity of Board
- Relationships with partnerships
- Specific training and certifications for specific career pathways
- Communication amongst Board members
- Commitment to what we do
- Really nice people, teamwork
- Goodwill/commitment to common goals
- Good facilities for most part
- Exec. Office operations – knowledgeable
- Professionalism from Board
- Understanding of community needs
- Diversity of partnerships
- Leadership of community college
- Strong engagement with local elected officials

Weaknesses

- Follow through
- Educating who we are/what we do
- Varying views could create conflict
- Size of region, variance, rural
- Promotion, awareness
- Acceptance by employers
- Out of date presentation/promotion
- Not enough business representation on Board
- Federal/State policy changes
- Turnover of partners

Opportunities

- Developing presentations/promotions Boards, employers, partners with present/potential workers
- Establish partnership with school systems
- Better utilize social media
- Seeking grant funding
- VA Medicaid expansion work requirement
- Educate job seekers on what employers expect
- Work with elected officials/PIOs to create viable promotions
- Stronger engagement with CLEOs

- More data driven decisions
- Work with faith communities/resource councils
- Working with veteran groups

Threats

- Political atmosphere
- Economy – out commuting, budget cuts
- Jobs open, jobs needed
- Partner turnover
- Self-sufficient jobs
- Competition from other regions
- Transportation issues
- Skills gap
- Employer lack of awareness to workforce services