



**Bay Consortium Workforce Development Board, Inc.**

**Bay Consortium Workforce Development Board, Inc. Meeting**

**Wednesday, February 1, 2023**

**10:00 am**

**Wind Vineyards**

**5178 Richmond Tappahannock Hwy**

**Tappahannock, VA 22560**

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**Draft Agenda**  
**Bay Consortium Workforce Development Board/Chief Local Elected Officials Board**  
**Joint Meeting**  
**Wednesday, February 1, 2023**  
**10:00 a.m.**

- I. Call to order
- II. Welcome – Tyler Wind – Wind Vineyards
- III. Roll Call
  - A. Board
  - B. CLEO
- IV. Approval of Minutes
  - A. November 2, 2022 – BCWDB
  - B. December 12, 2022 – CLEO
- V. Public Comment
- VI. Joint New Business
  - A. One-Stop Manager Report (Jessica Weber)
  - B. Business Services Report (JoAnn Murchison)
  - C. Youth Report (Giles Scott)
- VII. CLEO Action Items
  - A. New Appointments to the Bay WDB
  - B. By-Law Review
  - C. Consortium Member Review
  - D. Board Certification
- VIII. Joint Action Items
  - A. New Business
    - i. PY 22-23 Budget
    - ii. [Local Plan](#)
    - iii. [Audit](#)
- IX. Executive Committee Report
  - A. Strategic Plan
  - B. Portal Utilization Policy
  - C. Funds Transfer
  - D. Request for Proposal (RFP) for Talent Pipeline Initiative (TPI)
- X. One-Stop Committee Report
- XI. P&A Committee Reports
- XII. Labor Market Committee Report
- XIII. Board Development Committee Report
- XIV. Youth Council Report
- XV. Old Business
- XVI. New Business

- XVII. Executive Director's Update
- XVIII. Public Comment
- XIX. Adjournment

**Board Minutes**  
**Bay Consortium Workforce Development Board, Inc.**  
**Tuesday, November 2, 2022**  
**11:00 A.M.**

The Board met together on November 2, 2022 at 11:00 a.m. at Cyber Bytes Foundation, 1010 Corporate Dr. Suite 103, Stafford, VA 22554. Prior to the meeting being called to order, Matt Weaver gave everyone a tour of the Cyber Bytes Foundation and explained what Cyber Bytes does and their mission.

**I. Call to order:** Ashley Forbes, Chairperson, called the meeting to order at 11:55 a.m.

**II. Roll Call:** Ashley Forbes requested the roll call:

Name	Attendance	Name of Alternate/Proxy
Felicia Ansia, Rappahannock Electric	Present In-person	
Jennifer Bowhey, Visiting Angels	Present In-person	
Lamont Brown, ALNA Financial Group	Present In-person	
Hosey Burgess, Virginia Employment Commission	Present In-person	
Sara Carroll, Cuddlebugs/Warsaw Richmond Co. COC	Present In-person	
Melvin Carter, United Auto Workers Local 2123	Absent	
Stephen Cox, Rappahannock Goodwill Industries	Present In-person	
Beverly Davis, Gravities Light	Present In-person	
Ashley Forbes, JES	Present In-person	
Ian Ginger, GOVA, GWRC	Present In-person	
Josh Gemerek, Bay Aging	Present In-person	
Steve Goodall, Westrock	Present In-person	
Tracy Harrington, Dept for Aging and Rehab. Services	Present In-person	
Shawn Hildebrand, A&N Electric	Present Virtual	
Marjorie Lampkin, Rappahannock Community College	Absent	
Tina Lance, Germanna Community College	Absent Proxy	Nick Minor
Vanesa Livingstone, Richmond County DSS	Present Alternate	Katina Johnson
David Mann	Absent	
Nick Minor, King George County Economic Development	Present In-person	
Greg Moon, Carry-On Trailers	Present In-person	
Dennis Parsons, EXIT Realty Group	Absent	
Amy Shockley, Adult Education	Absent	
Patrick Tompkins, Eastern Shore Community College	Absent	
Debbie Warf, Virginia Employment Commission	Present Alternate	Melissa King
Matt Weaver, Cyber Bytes Foundation	Present In-person	
Kendall Webre, Norton Yachts	Present Virtual	
Ben Whanger, Rivah Lawn and Landscapes	Absent	
Gary Wilson, Caroline County Economic Development	Absent	

A quorum was present.

Others present were: Jackie Davis, Lauren Fallin, Kristina Allen, Steven Golas, JoAnn Murchison, Jessica Weber, and Giles Scott.

Public Present: Jamie Replogle, Joel Scharlt, Tina Stratton-Taylor.

**III. Approval of Minutes—August 3, 2022 Meeting:** A motion was made to approve the August 3, 2022 Board Meeting Minutes. The motion was seconded and approved.

**IV. Public Comment:** There was no public comment.

**V. Committee Reports**

**a. Executive Committee Report:** The Executive Committee met on October 26, 2022 at the Northern Neck Planning District Commission. Jackie Davis informed the Executive Committee of the upcoming Business Appreciation Event to be held on November 18<sup>th</sup>, 2022 in partnership with the Northern Neck Technical Center. She said that the Bay Consortium Workforce Development Board (BCWDB) was awarded the GOVA grant that was submitted in September. Jackie also informed the Executive Committee that the updated Local Plan is due February 1, 2023 to the state, and Steve Golas and Lauren Fallin will be working together to complete the updates to the Local Plan to be submitted to the Board at the next meeting.

**b. One-Stop Committee Report:** The One-Stop Committee met on October 11, 2022 via Zoom and had a quorum. They discussed new business, reviewing the Strategic Plan. Jessica Weber, One-Stop Manager provided updates. Jessica said that traffic has been increasing in one-stop committees, and the GOVA Grant was discussed.

**c. Labor Market Committee Report:** Shawn Hildebrand said the Labor Market Committee met on October 5, 2022 via Zoom and discussed meeting together and working on a timeline for updating the Strategic Plan.

**d. Performance & Accountability Committee Report:** Jennifer Bowhey said the Performance & Accountability Committee met on October 18, 2022 via Zoom. The committee discussed that there has been significant increase in numbers for Youth measures, Dislocated Workers measures, and Adult measures.

**e. Board Development Committee Report:** Joshua Gemerek said the Board Development Committee met on October 12, 2022 via Zoom. The Board Development Committee's primary focus of their meeting was overlooking and reviewing the Strategic Plan.

**f. Youth Council Report:** Jackie Davis said the Youth Council met on October 17, 2022 via Zoom and had a quorum. They discussed the quarterly reports and the summer Youth event that was held this past summer.

**VI. Old Business:** There was no old business to discuss.

**VII. New Business:** Jessica Weber provided an overview of in-person visitor data for VA Career Works centers. She also reviewed the survey system used at VA Career Works centers. Most dissatisfaction comes from not being able to access unemployment insurance. Adult education traffic has increased significantly.

Giles Scott discussed the Northern Neck/Middle Peninsula Job Fair hosted at Wind Vineyards, which had a turnout of about 40 employers and 30-40 Northern Neck Technical Center students, as well as job seekers. He also discussed the upcoming Business Appreciation Event being held at the Northern Neck Technical Center on November 18<sup>th</sup>, 2022, to connect employers to the youth.

Giles will be going to the Middlesex High School in 2 weeks to show and teach youth how to utilize the new acquired Transfr Virtual Reality headsets for career exploration and workplace training.

Giles updated the VCW Bay Consortium Region Facebook page and created an Instagram, TikTok, and Twitter as well. 15,000 people were reached on Instagram. There were 560 views in one day on the TikTok page. 18,000 people were reached on the various social media platforms all together, which is an increase of almost 14,000 from last month. 2,000 people were reached with post engagement, which is an increase of 1,800 from last month.

Giles also presented a video showing how the Transfr Virtual Reality Career Exploration Program works, 23 occupations are on the VR for career exploration, and over hundreds of training courses.

Giles will be meeting with various Middle School, High School and Technical Centers across the region to give students time to learn how to use the Virtual Reality Career Exploration Program. There are 23 occupations on the VR for career exploration, and over hundreds of training courses. His goal is to focus working with Juniors and Seniors who are unsure of what career they want to pursue, and Middle School students to give them experience early on. There are no certifications awarded with the Virtual Reality Career Exploration Program, but there is discussion being done about creating certificates from the Board to give them to put on their resume.

JoAnn Murchison, Business Services for Bay Consortium Workforce Development Board (BCWDB), reviewed the business we served and the top 5 industries served this quarter.

Employer Engagement:

301 businesses were served. The top 5 industries served were:

1. Healthcare and Social Services: 15%
2. Administrative Services: 8.6%
3. Education Services: 6.9%
4. Agriculture, Forestry, Fishing, and Hunting: 6.3%

The top service provided was Workforce Recruitment at 50%.

Employer Job Fair Participation:

Four Job Fairs (BCWDB & Partners): 60 Employers

JoAnn discussed the upcoming Business Appreciation Event on November 18, 2022 at the Northern Neck Technical Center.

**VIII. Executive Director's Update:** Jackie Davis informed the Executive Committee of the upcoming Business Appreciation Event planned for November 18<sup>th</sup> in partnership with the Northern Neck Technical Center that will target businesses in the Northern Neck sub-area. Events like this will be planned for each of the sub-areas in the region by JoAnn Murchison.

The Bay Consortium Workforce Development Board (BCWDB) was awarded the GOVA grant they submitted in September. At the State level, leadership at Department of Housing and Community Development (DHCD) recommended that the Board shift focus to the upcoming Talent Pathways Initiative (TPI) since our GOVA grant mirrored the TPI. JoAnn Murchison will be leading this initiative which includes a series of in-person business lead roundtables and an index of trainings available throughout the area.

We have been given notice about the Governor's planned restructuring of the public workforce system. The Governor's office will be setting up a meeting of which they will be requesting Board leadership to attend because of the role the Board will play in the restructuring.

The updated Local Plan is due February 1, 2023 to the state, Steven Golas and Lauren Fallin will be working together to complete the updates to the Local Plan to be submitted to the Board at its next meeting. Once this is complete the Local Plan will be used to help guide the Strategic Plan that has an expiration of June 30, 2023. The Labor Market



Committee has been given a timeline that they will be working with to make sure we have an updated Strategic Plan to present to the Board at its May 2023 meeting.

The Board has purchased virtual reality equipment from Transfr as part of the Youth Initiative to assist with career pathway exploration activities. The equipment comes with an exploration component and a more in-depth component that measures interest. Giles Scott will be working with closely with the various youth clubs and the local K-12 school systems to introduce the virtual reality career pathways exploration component to the youth in the local area.

Jackie Davis informed the Executive Committee that the Board is working on a special project with Stafford County with details to come at the February Board meeting.

We are also working on a potential job readiness project in partnership with the local Departments of Social Services in the region. We are also in the early stages of a potential Incumbent Worker Training project in the local area. We also are continuing to explore possible locations for a Virginia Career Works Center located in the Middle Peninsula.

**IX. Public Comment:** There was no public comment.

**X. Adjournment:** There being no further business to discuss, the meeting was adjourned at 12:53 p.m.

Respectfully submitted,  
Lauren Fallin

## PY 22-23 Proposed Budget Amendment

<b>Bay Consortium Workforce Development Board, Inc.</b>			
<b>PY 2022-2023 Proposed Budget</b>			
<b>Revenue</b>	<b>Approved August 2022</b>	<b>Proposed Changes</b>	<b>January Total Proposed PY22-23</b>
WIOA Admin	\$ 171,395.30		\$ 171,395.30
WIOA Adult	\$ 683,819.28		\$ 683,819.28
WIOA Dislocated	\$ 519,233.17		\$ 519,233.17
WIOA Youth	\$ 791,990.88		\$ 791,990.88
Management Fee (One-Stop)	\$ 6,000.00		\$ 6,000.00
CAREER DWG	\$ 54,167.00		\$ 54,167.00
<b>Locality Support</b>	<b>\$ 58,268.25</b>	<b>\$ 46,299.50</b>	<b>\$ 104,567.75</b>
AJC Security	\$ 51,974.48		\$ 51,974.48
<b>AJC Security - 2</b>		<b>\$ 26,000.00</b>	<b>\$ 26,000.00</b>
<b>GOVA TPI</b>		<b>\$ 250,000.00</b>	<b>\$ 250,000.00</b>
<b>Total Revenue</b>	<b>\$ 2,336,848.36</b>	<b>\$ 322,299.50</b>	<b>\$ 2,659,147.86</b>
<b>Expenses</b>	<b>Approved August 2022</b>	<b>Proposed Changes</b>	<b>January Total Proposed PY22-23</b>
<b>Board</b>	<b>Approved August 2022</b>	<b>Proposed Changes</b>	<b>January Total Proposed PY22-23</b>
Advertising	\$ 500.00		\$ 500.00
Audit	\$ 15,000.00		\$ 15,000.00
Dues/Publications	\$ 500.00		\$ 500.00
Employee Salaries	\$ 227,276.65		\$ 227,276.65
Employee Benefits	\$ 68,183.00		\$ 68,183.00
Employee Taxes	\$ 21,023.09		\$ 21,023.09
Equip. Purchase	\$ 1,500.00		\$ 1,500.00
Equip. Rental	\$ 4,000.00		\$ 4,000.00
Equip. Repair	\$ 750.00		\$ 750.00
Insurance	\$ 7,000.00		\$ 7,000.00
Office Rent	\$ 10,000.00		\$ 10,000.00
Office Supplies	\$ 2,000.00		\$ 2,000.00
Postage	\$ 500.00		\$ 500.00
Printing	\$ 500.00		\$ 500.00
Telephone/Communications/Webpage	\$ 7,500.00		\$ 7,500.00
Professional Fees/PT Staff	\$ 2,000.00		\$ 2,000.00
Professional Development	\$ 5,000.00		\$ 5,000.00
Staff Travel	\$ 15,500.00		\$ 15,500.00
Board/CLEO Travel	\$ 13,500.00		\$ 13,500.00
<b>Board Total</b>	<b>\$ 402,232.74</b>	<b>\$ -</b>	<b>\$ 402,232.74</b>
<b>Programs</b>	<b>Approved August 2022</b>	<b>Proposed Changes</b>	<b>January Total Proposed PY22-23</b>
SUB AREA 16 Adult/Dislocated	\$ 474,555.21		\$ 474,555.21
SUB AREA 17 and 18 Adult/Dislocated*	\$ 267,842.14		\$ 267,842.14
SUB AREA 22 Adult/Dislocated	\$ 161,709.36		\$ 161,709.36
SUB AREA 16 YOUTH	\$ 206,040.09		\$ 206,040.09
SUB AREA 17 and 18 YOUTH*	\$ 123,264.82		\$ 123,264.82
SUB AREA 22 YOUTH	\$ 72,027.07		\$ 72,027.07
One-Stop Operator	\$ 50,000.00		\$ 50,000.00
Business Services	\$ 108,427.50		\$ 108,427.50
Incumbent Worker Training	\$ 30,000.00		\$ 30,000.00
On-the-Job Training	\$ 30,000.00		\$ 30,000.00
Youth Outreach	\$ 93,642.50		\$ 93,642.50
Youth Initiative	\$ 150,000.00		\$ 150,000.00
AJC Security	\$ 51,974.48		\$ 51,974.48
<b>AJC Security - 2</b>		<b>\$ 26,000.00</b>	<b>\$ 26,000.00</b>
<b>GOVA TPI</b>		<b>\$ 250,000.00</b>	<b>\$ 250,000.00</b>
CAREER DWG	\$ 54,167.00	\$ -	\$ 54,167.00
<b>Programs Total</b>	<b>\$ 1,873,650.17</b>	<b>\$ 276,000.00</b>	<b>\$ 2,149,650.17</b>
<b>Expense Total</b>	<b>\$ 2,275,882.91</b>		<b>\$ 2,551,882.91</b>
<b>Unobligated Reserve</b>	<b>\$ 60,965.45</b>	<b>\$ -</b>	<b>\$ 107,264.95</b>
<b>Total</b>	<b>\$ 2,336,848.36</b>		<b>\$ 2,659,147.86</b>
<b>Date Board Approval</b>			
<b>Date CLEO Approval</b>			

**Executive Committee**  
**Bay Consortium Workforce Development Board, Inc.**  
**Wednesday, January 25, 2023**  
**11:00 am**

The Executive Committee met on Wednesday, January 25, 2023 at 11:00 a.m. at the Northern Neck Planning District Commission.

- I. Call to Order:** Ashley Forbes called the meeting to order at 11:06 a.m.
- II. Welcome and Introductions:** There were no welcomes or introductions.
- III. Roll Call:** Present in-person was Ashley Forbes, Greg Moon, Josh Gemerek, Marjorie Lampkin, Deborah Warf, Vanesa Livingstone, and Nick Minor representing Shawn Hildebrand. Present virtually was LaMont Brown. Also present was Jackie Davis, Kristina Allen, and Lauren Fallin.
- IV. Approval of Minutes – October 26, 2022:** Vanesa Livingstone made a motion to approve the meeting minutes from October 26, 2022, and Marjorie Lampkin seconded her motion.
- V. Public Comment:** There was no public comment.
- VI. Standing Committees:**
  - A. One-Stop Committee:** The One-Stop Committee met on Tuesday, January 10, 2023 via zoom and discussed the Portal Utilization Policy.
    - i. Portal Utilization Policy:** Jackie Davis discussed that the Portal is a state mandated system that 100% of Virginia Career Works visitors must use. An implementation plan needs to be submitted by February 28<sup>th</sup>. Jessica Weber will be in charge of the implementation across the region. The policy was reviewed by the One-Stop Committee. The Portal under the implementation plan will be fully utilized by July 1, 2023. Vanesa Livingstone made a motion to submit the policy to the Board for approval, and Greg Moon seconded her motion. The motion was carried by unanimous vote.
  - B. Performance and Accountability Committee:** The Performance and Accountability Committee met on Tuesday, January 17, 2023 via zoom. Vanesa Livingstone noted that they reviewed the Performance Reports. Everyone is meeting their performance with nothing standing out.
  - C. Labor Market Committee:** Jackie Davis noted that the Individual Training Account Policy was reviewed and updated. A motion was made to present the Individual Training Account Policy to the full Board for its approval. The motion was seconded. There was no further discussion, the motion was carried by unanimous vote.
    - i. Strategic Plan Review:** Nick Minor discussed how the Strategic Plan was reviewed. Kevin Marshall led the review and made it more direct, concise and easy to understand, which shortened the Strategic Plan to a 1-page

document with 3 goals. The committee also reworded the vision for the Bay Consortium Workforce Development Board. Nick Minor made a motion to submit the Strategic Plan to the Board for review, and Vanesa Livingstone seconded his motion. There was no further discussion, the motion was carried by unanimous vote.

- D. **Board Development Committee:** The Board Development Committee did not meet. Joshua Gemerek noted that it would be a good idea to lay the groundwork for discussion of Board composition. There are two vacancies on the Board. One of the vacancies is in Mathews County and one vacancy is in King and Queen County representation.. Jackie Davis noted that Raymond Straton will be our new Labor Union representative, he is in the process of finalizing his nomination form. Joshua Gemerek also noted that the Board Officers will renew on July 1, 2023 with a slate of officers being submitted at the May 2023 Board meeting.
  - E. **Youth Council:** The Youth Council met on Monday, January 20, 2023 via zoom. Marjorie Lampkin noted that they reviewed the Performance Reports. Giles Scott shared his experiences with visiting schools and job fairs getting individuals to use the VR equipment for career exploration activities. We are working on a Summer Youth program that introduces services to students who do not know what they want to do career wise, and introduce them to resources that can help further their career exploration.
- VII. Old Business:** There was no old business to be discussed.
- VIII. New Business**
- A. **Strategic Plan**
  - B. **Portal Utilization**
  - C. **Local Plan:** Jackie Davis sent out the crosswalk for the Local Plan which showed what was changed and what was not changed. The main changes were updated statistics and links. There were no major changes. The Local Plan is due February 1, 2023. Ashley Forbes and Lee Sanders’ must sign the plan for it to be presented to the State Board for approval. Vanesa Livingstone made a motion to present the Local Plan to the Board for approval, and Deborah Warf seconded her motion. There was no further discussion, the motion carried with unanimous vote.
  - D. **Budget:** Jackie Davis reviewed the amended PY 22-23 Budget. Vanesa Livingstone made a motion to send the budget to the Board for approval. Nick Minor seconded her motion and Marjorie Lampkin abstained.
  - E. **Audit:** The PY22 Audit was presented to the Executive Committee. There was a motion to submit the Budget to the Board for its approval. The motion was seconded. There was no further discussion, the motion carried by unanimous vote.
- IX. F: RFP for Talent Pipeline Initiative:** Jackie Davis reviewed the RFP for the Talent Pipeline Initiative (TPI) grant. A motion was made by Vanesa to present the RFP to the full Board. Debbye Warf seconded the motion. There was no further discussion, the motion was carried by unanimous vote. Jackie Davis requested that the Board authorize Board staff and TPI advisory committee to award a contract to the

consultant for the TPI grant. This will allow staff to bring the consultant in earlier. Given the short duration of the TPI grant, waiting until the next Board meeting will delay progress of the grant deliverables. There was a motion to for Board Staff and the TPI Advisory Committee to be award the contract. The motion was seconded. There was no further discussion and the motion was carried by unanimous vote.

**G: Funds Transfer:** Ashley Forbes discussed that the funds are being transferred from the dislocated worker funding stream to the adult funding stream, which will allow us to serve more adults that are walking in the centers. Deborah Warf made a motion to send the Funds Transfer to the Board for approval. Vanesa Livingstone seconded her motion. There was no further discussion, the motion carried with Marjorie Lampkin abstaining.

**Executive Director's Update:** Jackie Davis gave an update of workforce restructure. Also, Jackie discussed the TPI grant. Board staff will be holding multiple employer roundtables and gathering educational data from Career Technical Education (CTE), Community Colleges, and other educational providers. Jackie also noted that the upcoming Board meeting is a joint meeting with CLEO on Wednesday February 1, 2023 at Wind Vineyards at 10:00 a.m.

- X. Other Items for Discussion:** There were no other topics for discussion.
- XI. Public Comment:** Deborah Warf mentioned that the Eastern Shore center will be losing their Foreign Labor employee.
- XII. Adjournment:** With no further business to be discussed, Vanesa Livingstone made a motion to adjourn the meeting. Nick Minor seconded her motion and the meeting was adjourned at 12:05 p.m.

Respectfully submitted,  
Lauren Fallin



# BAY CONSORTIUM WORKFORCE DEVLEOPMENT BOARD

## Strategic Plan



Setting out strategies to bring about the Board's vision, mission, and objectives

July 2023 through June 2026



BAY CONSORTIUM REGION

A proud partner of the AmericanJobCenter® network

### **Vision and Mission**

- VISION:** Ensure the LWDA 13 has a viable and qualified workforce that is capable of supporting existing businesses and attracting new businesses by providing a sustainable and expanding employment base.
- MISSION:** To achieve the purpose of WIOA and Virginia’s strategic and operational vision and goals by providing comprehensive, customer-driven workforce services that connect employers, education providers, job seekers, workers, and youth.

### **Goals**

#### **Funding**

Objective: Maximize funding opportunities to support strategic priorities

Action Items:

1. Diversity streams of revenue to support the goals of the organization
2. Secure professional grant writer on an as needed basis
3. Monitor funds for correlation with goals

#### **Program Development and Implementation**

Objective: Lead workforce system of partners to provide comprehensive programs and services to support the business community and residents of our region

Action Items:

1. Provide responsive and innovative employer services utilizing the Business Services Teams and other resources
2. Provide responsive and innovative training and support services for jobseekers through our Virginia Career Works Centers
3. Ensure compliance for all programs through tracking and documentation
4. Provide streamlined and consistent business and job seeker services across the BCWDB

#### **Business and Community Outreach**

Objective: Enhance outreach, connectivity, visibility, and viability of the BCWDB to become a key resource to the business and community.

Action Items:

1. Create and implement a comprehensive outreach plan to support the goals of the organization that include connection with regional employers, education, and the community stakeholders
2. Improve communication with local government, by enhancing outreach with local social services and human resources departments
3. Coordinate and collaborate with community partners to better align resources

The BCWDB Strategic Plan is the road map to help fulfill the requirements of the Local Plan. To view the local plan please [click here](#)

## Portal Utilization Policy

**Policy Number:** 22-02

**Effective Date:** February 1, 2023

**Title:** BCWDB Workforce Portal Utilization Policy

### PURPOSE

The Virginia Board of Workforce Development’s (VBWD) strategic plan includes the goal to “Increase awareness, accessibility, and usage of the Virginia Career Works Job Seeker Workforce Services Referral Portal (“Portal”) to connect workers to sustainable jobs and provide actionable information to decision makers within Virginia’s workforce development system.”

This policy provides guidance for leveraging and utilizing the Portal to improve efficiency, transparency, and outcomes for all workforce partners in the Bay Consortium region.

### BACKGROUND

A primary goal of the Portal is to allow job seekers to register for services and to identify appropriate referrals for workforce programs and services. The business value of the Portal to the Commonwealth includes:

- Reduce redundancy of client paperwork
- Increase efficiency by sharing client information across providers
- Increase data transparency to better allocate funding
- Increase management of co-enrollment of clients
- Enable self-service access to workforce resources by clients
- Streamline client access to services through a single online source to request program services without having to use multiple systems

The foundation of the Portal is the Workforce Data Trust established by State code (*see section on References for additional information*) and requires a central repository of data from all workforce programs and services be established and available for performance reporting and sharing information between workforce partners.

### REFERENCES

- *Code of Virginia, Section 2.2-435.8.* Defining the use of the Virginia Workforce Data Trust.
- *Code of Virginia, Section 2.2-2472.* Powers and duties of the Board; Virginia Workforce System created.

### DEFINITIONS

*Data Trust* - As defined by State code, the Virginia Workforce Data Trust is a centralized workforce data repository maintained by the Secretary of Labor of the Commonwealth and integrates related workforce organizations, systems, data elements, and functionality.



*System of Record* - Technology platform supporting the individual Workforce Innovation & Opportunity Act (WIOA) programs including VOS for Titles I and III, AWARE for Title IV, etc.

*Target Portal Utilization Rate* - The proportion of active/new clients requesting services as reported by the program systems of record compared to the number of active/new clients registered the portal.

**POLICY**

To fully realize the benefits of the Portal, there is a need to ensure consistent and comprehensive usage of the portal across all American Job Centers (AJC) in the Bay Consortium region.

A phased implementation (Attachment A) shall begin January 1, 2023. The Bay Consortium Workforce Development Board (BCWDB) must complete an implementation plan that will lead to full adoption and utilization of the Portal no later than June 30, 2023. This implementation plan, includes a client onboarding process with action and timelines, and shall be completed and submitted to the Director of the VBWD no later than February 28, 2023.

Beginning July 1, 2023 all new AJC clients shall be onboarded through the Portal and all subsequent referrals shall be recorded and tracked through the Portal.

Below is the proposed BCWDB implementation plan (Attachment A) for Portal utilization:

Attachment A

Activity	To-do items	Target Date	Bay Consortium Region Targets
<b>Step 1. Staff Communication</b>	The COVID-19 pandemic has created a greater need for workforce programs to quickly and easily connect client with critical workforce development resources and other state services. The Portal serves as an uniform virtual tool to connect.		
A1. Staff orientation of the portal	The Portal has gone through several reiterations and the Portal will be introduced or re-presented to affiliated agencies. Agency leadership will have the opportunity to review the established Portal and discuss within their organizational structure.	October 23, 2022- December 2022  Completed	Targets are established for the entire Virginia Career Works Bay Consortium Region consisting of the (Eastern Shore, Northern Neck and Middle Peninsula, and Fredericksburg locations).  Based on staff size and access the following are anticipated to be completed in this order:  Eastern Shore Fredericksburg Center
B1. Affiliated Agency Messaging	Each affiliated agency that is participating in the Portal will have the opportunity to submit the display information they want to offer on the Bay specific Portal menu of services. The option will remain open for updates and items to be added with a designated review and processing period.	January 1-January 31, 2023  Ongoing update option	
C1. Staff Professional User selection	Agency affiliates will select their designated Staff Professional Users, and all will complete the VCW Referral Portal Professional Center Access Request, read and watch the Article: Managing Referrals. In addition, at least 1	Initial Paperwork Submission Deadline to One-Stop Manager: January 13, 2023	

	triage staff person will be designated from the Center staff at each Bay location to have overarching access to the Portal for quality review and dissemination of referrals.	Processing Period: January 1, 2023- March 1, 2023	Northern Neck and Middle Peninsula *Any future Center locations
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Activity	To-do items	Target Date	Bay Consortium Region Targets
<b>Step 2. Staff Training</b>	The portal is a centralized place to capture client information and share relevant information with agency-specific systems. This reduces duplicative paperwork required by the various state agencies and dramatically increases service efficiency by sharing information with professionals who are serving the same clients. In addition, one unified system increases transparency and generates data for ongoing program improvements.		
A2. Training Development	It is understood, while general training resource are available, Centers should develop training that incorporates the overall workflow of the Center-Virginia Workforce Connection, Skills Learning databases, etc. training elements will include: A. Recorded video Pictorial guide with narrative (translated into SPANISH) B. Confirm all locations for loading of C. Portal connectivity (computers, lobbies, tablets, phone) and test access to ensure display matches training material	Development Period for One-Stop Manager: February 1, 2023- February 30, 2023  Presentations scheduled for March 2023 for Staff Professional Users	Targets are established for the entire Virginia Career Works Bay Consortium Region consisting of the (Eastern Shore, Northern Neck and Middle Peninsula, and Fredericksburg locations).  Based on staff size and access the following are anticipated to be completed in this order:  Eastern Shore Fredericksburg Center Northern Neck and Middle Peninsula *Any future Center locations
B2. Close-the-loop Training	Triage staff will be provided the initial training these are the key leadership individuals at the 3 regional Center locations: Center Navigator Program Specialist Eastern Shore Workforce Services Manager WIOA Youth Influencer	March 1-12, 2023	
C2. Professional User Training	Presentations scheduled for Staff Professional Users for a target 1.5 hour training offer sessions in-person, virtual, and hybrid in each particular regional Center location. <i>Particular cross training to highlight client data shared with Geographic Solutions Eligibility System.</i>	March 12-31, 2023	
D2. Center Staff Training	All Center staff will be trained on assisting clients to establish and navigate the Portal.	April 2023	
E2. Staff Training Access	The Center will have adapted an interface to host communal staff meeting notes, training materials, and general messaging. And commit to launching a training program in the case of the establishment of additional physical Center locations.	May 2023 establishment and ongoing access	

Activity	To-do items	Target Date	Bay Consortium Region Targets
<b>Step 3. Client Communication</b>	When clients create an account, the portal asks them for basic information. The language is simplified to avoid bureaucratic jargon. The Portal captures the client’s information and barriers to personalize service recommendations. As clients provide more data, portal recommendations grow more accurate. Once the client completes the user profile setup, the client can review a selection of service options to add to their “My Journey” page. Each referral and service option guides clients to explore different program resources.		
A3. Online Access	The Portal is accessible through the Bay Consortium website (baywib.org).	Completed	<p>Targets are established for the entire Virginia Career Works Bay Consortium Region consisting of the (Eastern Shore, Northern Neck and Middle Peninsula, and Fredericksburg locations).</p> <p>Based on staff size and access the following are anticipated to be completed in this order:</p> <p>Eastern Shore Fredericksburg Center Northern Neck and Middle Peninsula *Any future Center locations</p>
B3. Establish Outreach Entry Avenues to the Portal	The Portal is envisioned to be convenient and accessible the following access points have been identified through current marketing and outreach for the Portal link to be added, mainly as a QR code: <ul style="list-style-type: none"> <li>A. Added to organizational tagline as an access link to the center</li> <li>B. Center general flyer</li> <li>C. 1 large front door poster for each</li> <li>D. Center highlighting our online registration</li> <li>E. Business cards and signature lines on emails</li> <li>F. Slideshow for Resource Room computers with steps and some print out instructions-languages such as SPANISH, DARI, etc.</li> </ul>	<p>March 12-31, 2023 Establish marketing drafts</p> <p>Include in Staff Training April 2023 for setting up</p> <p>Items needed for Soft Launch</p>	
C3. Soft Launch of public enrollment	All Centers will have the signage posted concerning the Portal. Lobby and Resource Rooms will have all computers and tablets with links to the portal.	End of April 2023	
D3. Regional Public awareness campaign	Center announcements on social media (Facebook, Instagram, Youtube, Twitter, etc.)	May-July 2023	

Activity	To-do items	Target Date	Bay Consortium Region Targets
<b>Step 4. Staff Process Reflection</b>	The Portal is a system of documentation that supports service referrals. The Portal provides the Bay Consortium with the ability to better plan, coordinate, and establish referral control processes for Virginia Career Works services to ensure timely response, transparency, appropriate access, and approved authorized staff.		
A4. Establish Metrics	The following Leadership divisions will approve formal metrics, policy and procedure for the Bay Consortium Portal implementation.	January 2023	Targets are established for the entire Virginia Career Works Bay Consortium Region

		One-Stop Committee Executive Committee Board Approval	consisting of the (Eastern Shore, Northern Neck and Middle Peninsula, and Fredericksburg locations).
B4. Affiliated Agency Feedback	Affiliated agency leadership will have the opportunity to review Portal progress by sharing of Metrics goal status and also share user feedback.	Ongoing-Monthly	Based on staff size and access the following are anticipated to be completed in this order:
C4. Ongoing Staff Messaging	Staff will receive monthly and quarterly reminders of the Portal by sharing of Metrics goal status during interagency staff meetings. Should metrics fall well below target marks.	Ongoing-Monthly and Quarterly	Eastern Shore Fredericksburg Center
D4. Leadership Feedback	Affiliate Agencies will have the opportunity to review Portal metrics and review feedback during quarterly Board Meetings.	Quarterly	Northern Neck and Middle Peninsula *Any future Center locations
D4. MyJourney Report	The Bay Consortium uses a number of databases both free and fee-based. An annual report of progress is both a requirement to measure investment but also review growth, assess barriers, and overcome challenges. The report will include user feedback gathered by quarterly surveys to a sample of users through engagement virtually through a personal survey. The Center also uses a Customer Satisfaction Survey tool and will track comments and feedback an incorporate into reporting.	June 30, 2023 and annually in June thereafter	

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## Funds Transfer

<b>Bay Consortium Workforce Development Board</b>		
<b>Impact Analysis</b>		
<b>Program Year Affected</b>	<b>PY 22-23</b>	
<b>Transfer Amount Requested</b>	<b>\$ 300,000.00</b>	
<b>Funds Expended</b>		
Program Year	Adult	Dislocated
2019-2020	\$ 555,718.69	\$ 344,808.16
2020-2021	\$ 661,407.34	\$ 265,408.03
2021-2022	\$ 693,917.07	\$ 254,388.27
<b>Total</b>	<b>\$ 1,217,126.03</b>	<b>\$ 610,216.19</b>
<b>Participants Served</b>		
Program Year	Adult	Dislocated
2019-2020	226	54
2020-2021	178	30
2021-2022	166	16
<b>Total</b>	<b>404</b>	<b>84</b>
<b>Narrative</b>		
<p>The BCWDB is serving more Adults than Dislocated Workers. The Adult Participants will benefit from this transfer because it will allow services to be continued. The Dislocated Participants will be unaffected because there are ample funds to include the NDWB to cover the program expenditures.</p>		

**One-Stop Committee**  
**Bay Consortium Workforce Development Board, Inc.**  
**Tuesday, January 10, 2023**  
**10:00 A.M.**

The One Stop Committee met Tuesday, January 10, 2023 via Zoom.

- I. Call to Order:** Tracy Harrington called the meeting to order 10:05 a.m.
- II. Roll Call:** Present was Stephen Cox, Tracy Harrington, Tina Stratton-Taylor, alternate for Scott Hall. Jessica Weber, JoAnn Murchison, Jackie Davis, Steven Golas, and Lauren Fallin. Not present was Deborah Warf, Hosey Burgess, and Tina Lance.
- III. Public Input:** There was no public input.
- IV. Approval of Meeting Minutes from October 11, 2022 Meeting:** Stephen Cox made a motion to approve the meeting minutes from October 11, 2022, and Tracy Harrington seconded the motion.
- V. New Business**  
**Portal Implementation:** 100% of clients that come into Virginia Career Works Centers must use the portal. Jessica Weber has made a developed the Portal Utilization Policy. The Utilization Policy will be reviewed by the One Stop Committee, Executive committee, and the Board. After the Board’s approval it will be presented to the Partners. The goal of the portal is to allow job seekers to register for services. The portal reduces client paperwork, increases efficiency by sharing client information across providers, and streamline client access to services through a single online source to request program services without having to use multiple systems. The portal also increases data transparency and management of co-enrollment of clients. The portal is a system of documentation that supports service referrals. It helps better plan, coordinate, and establish referral control processes for Virginia Career Works services. Steve Cox suggested we send out the policy to everyone and get a vote on whether to approve or disapprove the policy and provide feedback by January 18<sup>th</sup>. Jessica Weber will be sending out a poll for everyone to provide their votes and feedback.
- VI. Old Business:** There was no old business to be discussed.
- VII. One Stop Manager Update:** Jessica Weber provided an update on the center visitor data through December 2022. All centers across the board have seen an increase in traffic except for Fredericksburg, which has a slight decrease. Seasonal layoffs are driving traffic increases. She also reviewed the survey system used at Virginia Career Works Centers. Most dissatisfaction comes from not being able to access unemployment insurance. There has been increased utilization of the Resource Room, Unemployment Insurance, WIOA, and Veteran services. There are trends in more interest in workshops –

next quarter will include stronger partnerships with community colleges and the return of digital literacy focused staff. We are bringing the referral process into the digital age, focusing on increasing efficiencies to increase traffic capacity.

- VIII. Business Services Report:** JoAnn Murchison informed the Committee that the BCWDB has been awarded the Talent Pipeline Initiative from GOVA that will focus on aquaculture in Northern Neck and Middle Peninsula, cybersecurity in The Fredericksburg Region and manufacturing throughout the region. She also informed the Committee has about the upcoming presentations in the Eastern Shore and Lancaster County in February, and is having a discussion with the Chamber of Commerce in Fredericksburg.
- IX. Other Topics for discussion:** February 1<sup>st</sup> are the Joint Board and CLEO meeting at Wind Vineyards in Tappahannock at 10:00 a.m. We are planning on talking about the updating of the strategic plan at the meeting. DARS is reaching out to businesses for job shadowing opportunities.
- X. Adjournment:** With no further discussion, Tracy Harrington adjourned the meeting at 10:46 a.m.

Respectfully submitted,  
Lauren Fallin

**Performance and Accountability Committee  
Bay Consortium Workforce Development Board, Inc.  
Tuesday, January 17, 2023  
10:00 A.M.**

The Performance and Accountability Committee met Tuesday, January 17, 2023 via Zoom.

- I. Call to Order:** Jennifer Bowhey called the meeting to order at 10:07 a.m.
- II. Roll Call:** Present was Jennifer Bowhey, Beverly Davis, Gary Wilson, and Brittany Metts. Also present was Sherry Davis, Elizabeth Batista Cardenas, Jackie Davis, Lauren Fallin, and Steven Golas.
- III. Public Input:** There was no public input.
- IV. Approval of Meeting Notes from October 18, 2022 Meeting:** A motion was made by Gary Wilson to approve the minutes from the October 18, 2022 meeting, which was seconded by Jennifer Bowhey.
- V. New Business**
  - A. Performance Reports:** There has been outstanding improvement in Youth Measures, Dislocated Workers Measures, and Adult Measures.
- VI. Old Business:** There was no old business to be discussed.
- VII. Other Topics for discussion:** We will be having an upcoming Joint Board CLEO meeting on February 1, 2023 at Wind Vineyards at 10:00 a.m.
- VIII. Adjournment:** There being no further business to discuss, there was a motion to adjourn the meeting by Gary Wilson, and it was seconded by Jennifer Bowhey and the meeting was adjourned at 10:19 a.m.

Respectfully submitted,  
Lauren Fallin



**Labor Market Committee**  
**Bay Consortium Workforce Development Board, Inc.**  
**Wednesday, January 18, 2023**  
**11:00 a.m.**

The Labor Market Committee met Wednesday, January 18, 2023 via Zoom.

- I. Call to Order:** Shawn Hildebrand called the meeting to order at 10:03 a.m.
- II. Roll Call:** Present was Shawn Hildebrand, Felicia Ainsa, Nick Minor, and Meg Bohmke. Also present was Jackie Davis, Lauren Fallin, Steven Golas, and Kevin Marshall.
- III. Public Input:** There was no public input.
- IV. Approval of October 5, 2022 Minutes:** There was a motion made to approve the minutes from October 5, 2022 minutes by Nick Minor and seconded by Felicia Ainsa. The motion was passed with Meg Bohmke abstaining.
- V. New Business:**
  - A. Individual Training Account Policy Review:** Steven Golas reviewed the Individual Training Account Policy changes with the Committee. There was a motion by Nick Minor to send the Policy to the Executive Committee for review. The motion was seconded by Felicia Ainsa. The motion was passed.
  - B. Strategic Plan:** The committee reviewed the Strategic Plan in preparation for the Executive Committee and Board's review. A draft of the plan will be sent to the Committee to review prior to the plan being sent to the Executive Committee for review.
- VI. Old Business:** There was no old business to discuss.
- VII. Other topics for discussion:** Jackie Davis announced that our next meeting is a Joint Board/CLEO meeting on February 1, 2023 at Wind Vineyards at 10:00 a.m. and the strategic plan will be discussed at the meeting.
- VIII. Adjournment:** With there being no further business to discuss, Shawn Hildebrand adjourned the meeting at 11:14 a.m.

Respectfully submitted,  
Lauren Fallin

**Youth Council**  
**Bay Consortium Workforce Development Board, Inc.**  
**Monday, January 20, 2023**  
**10:00 a.m.**

The Youth Council met on Monday, January 20, 2023, via Zoom.

**I. Call to Order:** David Ferguson called the meeting to order at 10:03 a.m.

**II. Roll Call:** Present was David Ferguson, Tina Stratton-Taylor, Sherry Davis, Chris Giles, and Hope Mothershead. Not present was Hutt Williams and Marjorie Lampkin. Also present was Jackie Davis, Steven Golas, Kat Keske, Giles Scott, and Lauren Fallin.

**III. Public Input:** There was no public input.

**IV. Approval of Meeting Minutes from the October 17, 2022 Meeting:** Hope Mothershead made a motion to approve the meeting minutes from the October 17, 2022 meeting, and Tina Stratton-Taylor seconded the motion, making the motion carried for approval.

**V. New Business**

**A. Performance Reports:** Steven Golas reviewed the performance reports of the 2<sup>nd</sup> quarter of the performance year. Steven noted that we need to increase our total contract expenditures.

**B. Youth Update:** Giles Scott showed the committee a video of Middlesex High School students using the VR equipment, as well as a video of how the VR equipment works, and how we can utilize the equipment to give training for local jobs.

**C. Summer Youth Program:** Giles Scott will be taking lead on the Summer Youth Program. Last year's was focused on Cybersecurity, this year we want to expand into a larger variety of occupations.

**VI. Old Business:** There was no old business to be discussed.

**VII. Other Topics for discussion:** David Ferguson recommended that Samantha Dixon, the new principle of the Northern Neck Technical Center, could be a new member of the Youth Council. Giles Scott expressed that he would like to find out different ways to have events for children and their families to have resource fairs to expose and expand our services to individuals and their families.

**VIII. Adjournment:** With there being no further business to discuss, Hope Mothershead made a motion to adjourn the meeting, and Chris Giles seconded the motion. The meeting was adjourned at 10:24 a.m.

Respectfully submitted,  
Lauren Fallin