

MINUTES
JUNE 27, 2019

A meeting of the Greater Peninsula Workforce Board was convened at 8:40 a.m. on June 27, 2019, by Chairman, Dr. John Olson. The meeting was held at the Newport News Marriott at City Center without a quorum present. See Attachment 1 for a list of attendees,

WELCOME

Dr. Olson welcomed everyone and began his remarks reflecting on the past year's many accomplishments and especially on the progress that had been made following the decision to reorganize to stabilize the Board's financial situation. He was pleased to note that in the one year since the reorganization began, the Board's finances were now on a solid, stable footing, and thanked Mr. Mann for his leadership and Mrs. Partain for her outstanding work in support of this effort.

As to other accomplishments, Dr. Olson was particularly pleased to note that he and Mr. Mann, acting on a suggestion by Newport News Vice Mayor Tina Vick, had over the past several months conducted a PowerPoint presentation for each of the region's seven jurisdictional governing bodies. Each presentation included an overview of the Board's operations as well as information on specific programs and services that were delivered within each locality. Dr. Olson reported that these presentations were well received by the city councils and county boards of supervisors and complimented Mr. Mann on a job well done.

Dr. Olson went on to note that these presentations, also provided a good opportunity to acquaint the area's local elected officials with the staff's role in support of the state's efforts to rebrand the workforce system, and how that led to a Board decision to change the organization's name from the Peninsula Council for Workforce Development to the Greater Peninsula Workforce Board. This rebranding effort provided an excellent opportunity to reinvigorate the Board's image as the "go to source" for timely labor market information and the delivery of high-quality workforce services for its employer and job seeker customers.

Another important accomplishment that Dr. Olson commented on was the collaborative relationship that had been established between the Greater Peninsula Workforce Board and the Hampton Roads Workforce Council. Over a year ago, such a relationship was little more than a "pipe dream" but thanks to the hard work of each Board's staff this dream became a reality with the signing of a joint resolution in September 2018 that established the Southeastern Virginia Regional Workforce Collaborative. The following February, Dr. Olson noted that the two Board's respective Executive Committees met in joint session which laid the groundwork for a joint meeting of the two full boards on the campus of Hampton University this past March.

Dr. Olson said that these were great strides to have achieved over the course of the past year and he recognized Hampton Roads Workforce Council's President and CEO, Mr. Shawn Avery for comments.

Mr. Avery thanked Dr. Olson for his kind remarks and likewise expressed his excitement and support for the ongoing collaboration between the two local workforce development areas. He went on to discuss the recent breakfast meeting held at the Chesapeake Conference Center where the Center for Adult and Experiential Learning (CAEL) and Avalanche Consulting presented the results of their regional workforce gap analysis and talent alignment strategy to over 400 local business leaders. The information presented by CAEL and Avalanche Consulting is contained in three reports that include a workforce analysis, a supply/demand analysis and a talent alignment strategy to guide future workforce and economic development efforts.

Mr. Avery said these reports would help inform focus groups that would be established and tasked with implementing an ongoing process to address Hampton Roads skilled labor shortage. Mr. Avery expressed his appreciation to all the partners who were involved in the event and recognized Dr. Casey Roberts who served on a panel that discussed labor shortages and talent retention strategies.

Returning to the podium, Dr. Olson concluded his remarks noting that it was now time to “look forward,” and called the Board membership’s attention to a copy of the document entitled, “A Call to Action for Workforce Development Boards” (<https://iion.workforceegps.org/-/media/Communities/ion/Files/WDB-Guide-508.ashx>). This document breaks the role of the board into four roles—Strategist, Convener, Manager, and Optimizer. Dr. Olson stated that we as a board must constantly continue to improve and stretch ourselves. We must:

1. Be aware of current trends and changing tides, and make sure we keep our mission aligned with those changes;
2. Continue to convene meetings of various public and private stakeholders so we as a community can address the many challenges of workforce development;
3. Manage our resources and partnerships so that we provide a customer-centric experience—remembering that we serve two customers, employers and job seekers; and,
4. Analyze data so we can make informed decisions and have a constant focus on “What can we do better?”

Dr. Olson noted that while we’re moving into the 2019-2020 program year in a much better place than just a year ago, we must continue to focus on what lies ahead so we can “advance the prosperity and well-being of our community by engaging stakeholders to help accelerate workforce and economic development opportunities.”

Following Dr. Olson’s remarks, breakfast was served.

UPDATES

Mr. Mann welcomed everyone and asked attendees to join him in expressing their appreciation to the staff of the Marriott for the excellent breakfast they served that morning.

Mr. Mann echoed Dr. Olson’s comments regarding regional collaboration and reported that he along with Mr. Avery, Dr. Olson, and Dr. Dan Lufkin did a presentation on the regional collaborative for the VA Board of Workforce Development (VBWD). He stated that members of the state board were impressed with both the level of cooperation and trust the two boards had exhibited along with the strategies being employed to better leverage shared resources to build a more vibrant regional economy. Mr. Mann said it was repeatedly noted that the collaborative working relationship should serve as a model for the other 13 Local Workforce Development Boards in the Commonwealth.

Mr. Mann continued his report, providing an update on WIOA performance stating that as of the third quarter of Program Year ‘18 our area was meeting 10 of its 11-performance metrics. He expressed his appreciation to the One-Stop Staff and partners, our adult and dislocated worker training providers, and our youth service provider, New Horizons Regional Education Center in achieving these metrics. He said these goals included measures of unsubsidized employment, median earnings, and credential attainment. It is anticipated that our area will meet or exceed all 11 standards by the end of the program year.

Mr. Mann reported that our Comprehensive One-Stop Center located on the main campus of Thomas Nelson Community College (TNCC) had again met all certification requirements and was approved for full certification at the June meeting of the VBWD. This achievement was the result of the hard work of the

WIOA Title I Staff, our One-Stop Partners, and our One-Stop Operator. He noted that all centers must be certified once every two years. The purpose of this process is to (1) ensure the consistent delivery of high-quality services across the Commonwealth, (2) ensure there is a continuous improvement process in place at each of the One-Stop Centers, (3) furnish a basis for the evaluation of service provider effectiveness, and (4) maintain Board eligibility for One-Stop infrastructure funding.

Turning to another subject, Mr. Mann reported that Board Staff have been working with Newport News Staff in the City Manager's Office and the Economic Development Authority to provide for the management and delivery of workforce services by ourselves and our partner agencies at the Brook's Crossing Innovation and Opportunity Center (BCIOC). He stated that we are presently focused on assisting the City to put a contract in place with our One-Stop Operator, The WorkPlace, Inc. to manage the delivery of workforce services within the BCIOC; such services to be provided through a closely coordinated effort with our One-Stop Partners. A grand opening ceremony for the BCIOC is presently scheduled for August 24, 2019.

On a related subject, Mr. Mann reported that President John Dever of TNCC had generously offered to provide space at TNCC's Historic Triangle Campus to house a satellite One-Stop Center to serve the residents and employers in the Williamsburg, James City County, and upper York County area. Mr. Mann said that discussions with our One-Stop Partners have begun to formulate an action plan that will lead to a soft opening of a satellite center at this location in January 2020. Mr. Mann expressed his appreciation to Dr. Dever for his support.

Concluding his update, Mr. Mann advised that his office was working with Mr. Avery and his staff to jointly apply for a \$500,000 grant from the Commonwealth to meet the needs of out-of-work and underserved populations, especially those individuals who are public assistance recipients. If successful, the grant award would be split in half and would underwrite work to be taken in conjunction with four of our six local Departments of Social Services (Williamsburg, James City County, Gloucester County and York/Poquoson). Services would include soft skills training, work experience, on-the-job training, and supportive services with the goal of enabling the participants to earn industry recognized credentials leading to unsubsidized employment providing living wages and benefits.

With the Greater Peninsula's share of the funds we would plan to minimally serve 20 participants, 5 from each of our 4 participating Departments of Social Service (DSS). All four of our participating DSS Agencies have endorsed our plan, which is due to the state on July 12, 2019.

INTRODUCTION OF SPEAKER

Mr. Mann introduced the guest speaker for the morning, Ms. Veronica Hurd, Director, Academies of Hampton, Hampton Public Schools. He noted that she was a graduate of Christopher Newport University and Old Dominion University with degrees in Communications and an emphasis in adolescent vocational anticipatory socialization. As a dedicated advocate for positive youth development, Ms. Hurd believes in communities as the foundation for student learning. Under Ms. Hurd's leadership, the Hampton community has become the first designated Ford Next Generation Learning Community in the Commonwealth of Virginia and one of 23 in the nation. Ms. Hurd is a founding fellow with the National Career Academy Coalition, as well as the Hampton City Schools' lead with the Ford Next Generation Learning network.

Ms. Hurd said she was excited to share what is happening at Hampton City Schools. Using a PowerPoint presentation Ms. Hurd provided a review of The Academies of Hampton beginning with Hampton City Schools at a glance. Ms. Hurd explained that The Academies of Hampton was working within the Ford Next Generation Learning Community framework. She reviewed the Ford Next Generation Learning Community Roadmap and why an academy model was selected. She reviewed the Academies mission, that,

“The Academies of Hampton will provide career-focused small learning communities in which every young person will prepare for success in a career, lifelong learning, and life.” Ms. Hurd continued her presentation by reviewing the Academies’ steering committee members, alignment process, labor market demand and the specific Academies that were located in each of the division’s four high schools.

Ms. Hurd concluded her presentation with quotes from students and a request for attendees to engage in this initiative to help ensure the continued success of the Academies.

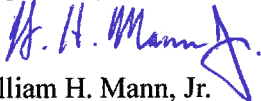
CLOSING REMARKS

Dr. Olson said that a copy of the updated Board Calendar for Program Year 2019 was distributed and noted that the next full board meeting would be a joint luncheon meeting at 11:30 a.m. on October 2, 2019 at the Renaissance Portsmouth-Norfolk Waterfront Hotel with our HRWC Colleagues.

Dr. Olson reminded the members that they had a homework assignment to read, “A Call to Action for Workforce Development Boards” which would be referenced at future meetings to help the Board establish its goals.

Noting that there would not be a July Executive Committee meeting, the program concluded at 9:50 a.m. with Dr. Olson thanking everyone for attending.

Respectfully Submitted,



William H. Mann, Jr.
Secretary

Attachment

GREATER PENINSULA WORKFORCE BOARD
The premier business centric workforce solutions catalyst.

June 27, 2019
ATTENDANCE RECORD

GPWB MEMBERS PRESENT

Mike Briley	Virginia Peninsula Central Labor Council
Rhonda Bunn	Canon Virginia, Incorporated
Jeffery Clemons	PNC Bank
Dr. John Dever	Thomas Nelson Community College
Greg Garrett	Greg Garrett Realty
Honorable James Gray	Hampton City Council
Cassandra Greene	City of Newport News IDA/EDA
Nancy Harvin	Newport News Shipbuilding
Whitney Lester	VersAbility Resources, Inc.
Honorable Ted Maslin	Williamsburg City Council
Honorable John McGlennon	James City County Board of Supervisors
Robert McKenna	Virginia Peninsula Chamber of Commerce
Dr. John Olson	ECPI University
Josie Pearson	Science Systems and Applications, Inc.
Dale Stone	Walmart Distribution Center
Dr. Vince Warren	Newport News Shipbuilding
Albert Welcher	Point Transitions LLC

GPWB MEMBER (Nonvoting) PRESENT

Dr. Susan English	Thomas Nelson Community College
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GPWB MEMBERS ABSENT

Rachel Ambrose	Peninsula Regional Education Center
Andrea Arnett	Sentara Healthcare System
Honorable Phillip Bazzani	Gloucester County Board of Supervisors
Joseph Barto, III	TMG
Honorable Melanie Rapp Beale	Dominion Energy
Verna Chamberliss	United Steelworkers of America Local 8888
Donna Crittenden-Barton	Virginia Employment Commission
Dr. Rex Evans	AARP Foundation
Jesse Goodrich	Riverside Health System
Honorable Herbert Green, Jr.	Poquoson City Council
Ronald Jackson	Hampton Redevelopment and Housing Authority
Dr. Kim Luckes	Hampton University – University College
John Meyer	SynEnergy Inc.
Dr. Robin Nelhuebel	Riverside College of Health Careers
Kimberly Shepard	Virginia Department for Aging and Rehabilitative Services
Ken Taylor	W. M. Jordan Company, Inc.
Thomas Tingle	Guernsey Tingle Architects
Honorable Tina Vick	Newport News City Council
Honorable Jeffery Wassmer	York County Board of Supervisors
Vacant	Private Sector
Vacant	Private Sector
Vacant	Private Sector

LEO STAFF REPRESENTATIVES PRESENT (Nonvoting)

Alan Archer	City of Newport News
Wendy Evans	City of Williamsburg
Sherri Newcomb	York County
Sherry Spring	Gloucester County
Barbara Watson	James City County

LEO STAFF REPRESENTATIVES ABSENT (Nonvoting)

Pamela Croom	City of Hampton
Randy Wheeler	City of Poquoson

ONE-STOP PARTNER REPRESENTATIVE ABSENT (Nonvoting)

Casey Roberts	New Horizon Regional Education Center
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GUESTS PRESENT

Erin Creath	Sentara Healthcare System
David DeBose	Virginia Employment Commission
Amy Gaidmore	Peninsula Regional Education Program
Veronica Hurd	Academies of Hampton, Hampton Public Schools
Delceno Miles	The Miles Agency
Aaru Ma'at	Hampton Redevelopment and Housing Authority
Joan Peterson	Literacy for Life
Amanda Schmidt	Greg Garrett Realty

HAMPTON ROADS WORKFORCE COUNCIL STAFF PRESENT

Shawn Avery	President & CEO
Steve Cook	Vice President of Workforce Innovation

GPWB STAFF PRESENT

Rita Bond	Administrative Office Manager
Veatryce Brown	Career Advisor
Gary Butler	Deputy Director
Eveann Shay Claxton	Career Planner
Tecia Cogdell	Career Planner
Cathy Ellis	Executive Support Specialist
Angela Sullivan Harris	Program Manager
Katherine Henderson	Career Center Assistant Manager
William H. Mann, Jr.	Executive Director
Terri Partain	Accountant
Jasmine Sutherlin	Career Pathways for Individuals with Disabilities Coordinator
Shannon Trochuck	Program Support Manager