Virginia Workforce Council
Hilton Garden Inn-Richmond Downtown
501 East Broad Street
Richmond, Virginia
November 2-3, 2011

November 2  Council Convenes

Opening Reception  5:30 p.m.  Foyer, Miller
Dinner  Welcome by Chair  6:30 p.m.  Miller & Rhoads

Keynote speaker  Martin Simon, NGA Center for Best Practices, Workforce Development
Topic  Closing the Skills Gap Along the Career Pathway: Best Practices in the Nation

November 3  Full Council Business Meeting  Miller & Gerhart

I. Organizational Items  8:30 a.m.
   a. Call to Order
   b. Welcome
   c. Roll Call
   d. Approve Minutes from June 9, 2011 meeting
   e. 2012 Meeting dates
      January 5, 2012
      June 13-14, 2012

II. Public Comments  9:00 a.m.

III. Chairman’s Report  9:15 a.m.
    a. Welcome and Introductions of new appointees to Council
    b. Charge 2012

IV. Governor’s Report  9:45 a.m.
    a. Secretary of Education  Laura Fornash
    b. Secretary of Commerce and Trade  James Cheng

Break  10:15 a.m. – 10:30 a.m.

V. Measuring Success  10:30 a.m.
   a. Workforce Performance Snapshot:  John Broadway, Commissioner
      Virginia Employment Commission
   b. VWC Communications:
      2010-2011 Annual Report and Update on Virginia Workforce Network (VWN) Website
   c. Workforce Metrics:  Jane Kusiak, Executive Director
      Council of Virginia’s Future

LUNCH
VI. Supply and Demand 11:30 a.m.
   a. Career Pathways System
   b. Recommendations of the Governor’s Prisoner & Juvenile Re-entry Council
      Lawrence D. Wilder, Esquire
      Special Assistant, Secretary of Education, Office of the Governor
   c. State Health Workforce Development Implementation Grant
      Judith Cash, Deputy Director
      Virginia Health Care Foundation
      Kathy Wibberly, Ph.D.
      Director, Division of Primary Care and Rural Health, Virginia Department of Health

Council Committee Structure 12:30 p.m.
   d. Executive Committee
   e. Career Pathways System
   f. Performance and Accountability

VII. Announcements 2:00 p.m.

VIII. Adjournment 2:30 p.m.
VIRGINIA WORKFORCE COUNCIL
Keynote Speaker
November 2, 2011

TITLE: Closing the Skills gap along the Career Pathway: Best Practices in the Nation

Martin Simon
Program Director, NGA Best Practices
Economic, Human Services & Workforce Division

Martin Simon is the director for workforce development programs at the National Governors Association, Center for Best Practices. In this position, he is responsible for managing and providing strategic direction for the Centers’ analysis, research, information development, and technical assistance services to governors and states related to workforce and economic development policy and programs. In addition, he is the manager of several projects including the Center’s state sector strategies and adult postsecondary education projects. Mr. Simon has authored and co-authored numerous NGA Center publications including: State Sector Strategies: Innovative Policies to Address Worker and Employer Needs; A Governor’s Guide to Creating a 21st Century Workforce; and A Sharper Focus on Technical Workers: How to Educate and Train for the Global Economy. He currently serves on the U.S. Department of Labor Advisory Council on Apprenticeship, the National Advisory Panel on Employment and Training Research, and the National Advisory Group on Tapping Mature Talent.

Before joining NGA, Mr. Simon was the Director for Policy and Program Development with the Governor’s Office for Job Training in Michigan. In this position, he was responsible for managing the development of Michigan’s integrated human resource investment system; overseeing a range of employment and training policy and program development areas; directing staff support to the Governor’s Human Resource Investment Council; and advising key policymakers on a broad range of workforce development policy and programmatic issues. In other state policy positions, he provided consultation to companies as part of the state's dislocated worker rapid response operation and worked with companies on customized training programs for new and incumbent workers. Prior to this work, he directed adult and youth development programs at the state and local levels.
Virginia Workforce Council Meeting

November 2-3, 2011

November 2, 2011
Speaker:
Martin Simon, NGA Center for Best Practices
Topics:

• The “New Normal” and Workforce Challenges
• Review of SWIB Responsibilities
• Strengthening SWIB Leadership Roles
• Trends Across SWIBs
• Major Areas of Focus for SWIBs
• Innovative Local WIBs
• Effective SWIBs
New Normal for State Workforce Development Systems

Three Massive forces:

1. **Economy** — changes in the economy present opportunities and challenges for developing a skilled and educated workforce

2. **Public Resources** — pose immediate and longer term challenges

3. **Demographics** — fastest growing population groups face greatest hurdles to acquiring skills and education
The Challenge Ahead

• We will need 22 million new college degrees by 2018 to meet labor market demand – but will likely fall short by 3 million degrees.

• In addition, we will need at least 4.7 million new workers with postsecondary credentials.

• The current education pipeline of younger individuals cannot fill the gap – new graduates make up 5% of workforce annually.

• 80% of the 2018 workforce will be comprised of adults in the workforce today.

• 88 million of adult workers lack the literacy skills to meet the skill demands of the labor market.

• The cost of filling the degree gap requires an increase of $158 billion by 2020 – nearly $16 billion a year.
As Educational Attainment Decreases...

Percentage of U.S. Population with High School/Diploma or 2-year Degree, 1997-2008
Skill Requirements Increase...

**FIGURE 3: The Service Economy Creates Demand for Advanced Skills**

- Complex Communication
- Expert Thinking
- Routine Manual
- Routine Cognitive

*Source: Council on Competitiveness, Competitiveness Index, 2007.*
Responsibilities of SWIB

To Assist the Governor in:

• Setting the strategic direction for the State Workforce Investment System.
• Developing linkages to assure coordination across programs and with the private sector.
• Designating Local Service Areas.
• Setting the criteria and performance goals for local plans.
• Ensuring that there is quality data to inform policy and planning.
• Developing Comprehensive State Performance Measures.
• Preparing an Annual Report.
Strengthening SWIB Leadership Role

• Engaging members in articulating strategic workforce vision for the state;
• Strengthening the Board’s ability to coordinate across systems;
• Strengthening relationships with local WIBs;
• Engaging the Board in “branding” the system;
• Setting standards for the system and evaluating
Trends Across SWIBs

• Aligning private sector membership with key industries in the state.
• Strengthening focus on policy and strategic planning.
• Shifting the focus to training and credential attainment.
• Initiating and strengthening regional approaches.
• Introducing return on investment measures.
Major Areas of Focus for SWIBs

- Building a system – moving away from managing government programs to developing solutions for employers and workers.
- Organizing a policy framework that addresses the issues of the current economy and supports the state’s economic recovery.
- Prioritizing investments around key industries.
- Creating multiple pathways to K-20 education.
Branding

• Using the SWIB Logo as a brand and to communicate a message
• Tying the Work of the SWIB to a key Governor’s or State Initiative
• Creating a targeted message for various stakeholders
• Creating a brand for the public workforce system
SWIB Logos

Governor’s Workforce Development Council
Policy Solutions that Work for Minnesota

Colorado Workforce Development Council
ADVANCE, GROW, EXCEL.
Innovative Local WIBs

• Expand the base of funding - for 30% of LWIBs, WIA is less than 50% of their funding.
• Use data creatively to connect with economic development and education.
• Define metrics specific to their unique local needs.
• Look at technology solutions for expanding service delivery.
• Be the connection to business and industry.
Effective SWIBs

Have:

• A strong connection to the Governor;
• The right members – key industries – relevant state agencies – key stakeholders;
• A strategic vision and clear goals;
• A dedicated staff; and
• A willingness and commitment to lead.
Thank you!

Martin Simon,
Director, Workforce Development Program
National Governors Association, Center for Best Practices
(msimon@nga.org)
Title: Organizational Items

a. Call to Order, business meeting convenes

b. Welcome

c. Roll Call

d. Approve Minutes from June 9, 2011 meeting

e. 2012 Meeting dates

   January 5, 2012
   June 13-14, 2012
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<th>Names (Current Members)</th>
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<tr>
<td>Governor Robert McDonnell</td>
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<td>Huey Battle, Chair</td>
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<td>Mark Dreyfus, Vice-Chair</td>
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<td>Jeanne S. Armentrout</td>
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<td>Commissioner John R. Broadway</td>
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<td>Debra Parsons Buchanan</td>
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<td>Secretary James Cheng</td>
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<td>Doris Crouse-Mays</td>
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<td>Dr. Glenn DuBois</td>
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<td>Barry Duval</td>
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<td>Secretary Laura Fornash</td>
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<td>Mark Frantz</td>
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<td>Secretary William Hazel, Jr. M.D.</td>
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<td>Mayor Linda T. Johnson</td>
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<td>Delegate Daniel Marshall III</td>
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<td>Brian T. Warner</td>
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<td>Sybil Wheatley</td>
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The Virginia Workforce Council meeting convened at 8:45 a.m. on Thursday, June 9, 2011.

Members Present: Huey Battle, Chair
Delegate Kathy Byron
Doris Crouse-Mays
Dr. Glenn DuBois
Dr. Robert P. Leber
Delegate Daniel Marshall III
Senator Yvonne B. Miller
Rumy Mohta
Doyle Rasnick
Rita Ricks
Secretary Gerard Robinson
William Thumel
Tim Tobin
Raul D. Vargas
Andrea Wooten

Members Absent: Commissioner John Broadway
Secretary James Cheng
Roozbeh Dadabhoy
Mark Dreyfus
Barry Duval
Secretary William Hazel
Mayor Linda Johnson
Christine Kennedy
Senator A. Donald McEachin
Guillermo Meneses
Toney Rigali
Don R. Sullenberger
Brett Vassey
CALL TO ORDER

Mr. Battle called the meeting to order and welcomed the public.

Mr. Battle reminded Council that there were two action items on the agenda that required a vote, January 7th meeting minutes and local workforce investment boards’ (LWIB) incentive awards. Mr. Battle announced the next date for Council meeting is scheduled on Wednesday, October 12, 2011.

Mr. Battle opened the floor to Dr. Glenn DuBois, Chancellor, Virginia Community College System (VCCS), to introduce new staff to the Council, Dr. Craig Herndon.

Dr. DuBois introduced Dr. Craig Herndon, as the interim Vice-Chancellor for Workforce Development Services. Dr. DuBois stated that Dr. Herndon will take on the rolls and responsibilities formerly managed by Peter Blake. Mr. Herndon will serve as Vice-Chancellor to Workforce in an interim position during Mr. Blake’s interim role at SCHEV as executive director.

Mr. Battle thanked Drs. DuBois and Herndon.

ROLL CALL

Ms. Jean Thomas-Banks called the roll. The quorum was not confirmed at 9:01 a.m.

MINUTES

- Action deferred until quorum confirmed:
- Quorum confirmed at 12:52 p.m. and January 2011 meetings minutes were approved.

PUBLIC COMMENTS

Chair Battle opened the floor for public comments and acknowledged Mr. William Mann.

Public comments were received from William Mann, Executive Vice-President and Chief Operating Officer, Peninsula Council for Workforce Development, Local Workforce Investment Boards XIV.

On behalf of Sybil Wheatley, Chair, and Jim Icenhour (incoming Chair), Local Workforce Investment Board (LWIB) with supporting documents presented to Chair Battle, Mr. Mann addressed concerns regarding correspondence to local workforce investment boards on October 1, 2010. The communication identified as Notice of Obligation (NOO), the language prohibited the use of the Adult and Dislocated Worker Formula Funds, being provided under the NOO, for expenditures incurred prior to the effective date of the notice; the effective date being October 1st.

Mr. Mann addressed the immediate effect of this action, all of the Adult and Dislocated Worker expenses, incurred during the first Quarter of PY ’10 and drawbacks of needing to set into action a process that will meet the budgetary demands from the new language included in the communication. Mr. Mann noted that until this communication NOOs issued by the state to its local areas allowed Adult and Dislocated Worker Formula Funds, obligated under either the July 1st or October 1st NOO to be used to cover all allowable costs incurred anytime during the program year for which the funds had been appropriated.
Mr. Mann acknowledged that in response to their concern, Workforce Development Services Staff had informed the new restrictive language did not originate at the state level but was the result of a question that had been submitted to the Department of Labor (DOL), Employment and Training Administration’s (ETA) Region II Office, which resulted in some additional guidance in appropriated funds by Congress, the first available for obligation on July 1st, the second available on October 1st, and that the funds obligated as of October 1st could not be used to cover costs incurred prior to the dates specified (more explicitly, those costs incurred during the first quarter of the current program year).

Mr. Mann stated that per Ms. Wheatley, “this is a disturbing turn of events, as the flow of customers into our local One-Stop Centers, seeking help to upgrade or acquire new occupational skills has not abated. Putting these individuals on “hold” until we can access the larger part of our allocations next October is, I believe, inconsistent with Congressional intent as expressed through the provisions of the Workforce Investment Act and puts bureaucratic rulemaking ahead of common sense and good customer service.”

The Local Workforce Investment Area 14 request before Council: Area 14 leadership requests that the state workforce council investigate this matter to ascertain the validity of this new requirement and its equal application across other states both within and outside of DOL Region II. If this requirement is sustained, requests that VCCS Workforce Services Staff provide local areas with such technical assistance and support, as may be necessary, to prevent or minimize future disruption of training services to customers.

George Taratsas, WDS Staff, responded regarding the language, percentages, and the cyclical effects of the process.

Mr. Mann thanked Council and staff for time and attention to this matter.
Chair Battle thanked Mr. Mann and acknowledged his request that will be follow-up by Workforce Development Services Staff.

REPORTS
Chairman’s Report

• Communications Update
  Chair Battle introduced Lauren Von Herbulis, WDS Staff to present information on the annual report and revised Virginia Workforce Network webpage.

Virginia Workforce Council Annual Report
The Council, in accordance with the Code of Virginia, is required to provide an annual report to the Governor and General Assembly highlighting the workforce development system in Virginia. Ms. VonHerbulis informed Council that the formal call for submission was sent on June 1, 2011 and at this time Members of Council, are asked to submit information regarding programs snapshots, pilot programs, local workforce areas, customer and business profile success stories, etc. The Call for Submission deadline is June 30, 2011

New! Virginia Workforce Network website
The Virginia Workforce Network website under the VCCS banner website has been revamped. Lauren VonHerbulis presented the webpage during the meeting and invited Council to visit the website
(http://vwn.vccs.edu) to review and provide feedback. The webpage is active and up at this time with an announcement to the public to be made in August.

Several members of Council immediately posed some thoughts regarding resource links, access, public communication, and the population that does not respond to electronic data.

Mr. Battle asked each member to take the time to review the web link and send questions or suggestions to Lauren Von Herbulis (lvonherbulis@vccs.edu). Mr. Battle asked staff to Council to provide an active demonstration as an update at the next meeting, scheduled on October 12, 2011. Delegate Marshall inquired about the mechanism that determines the average percentages of hits to the link and whether it is possible to determine the target population percentages.

Mr. Battle thanked Ms. Von Herbulis for the information, reminded Council of the Call for Submission deadline of June 30, 2011, as well as review of web link to provide feedback.

- **Honor Outgoing Member, former Chair, Dr. Robert P. Leber**
  Chair Battle acknowledged the services of Dr. Leber as the outgoing Chair to the Council and thanked him for his tireless efforts and service to the Commonwealth and the Council. Mr. Battle presented to Dr. Leber, Certificate of Recognition from the Office of the Governor, and a certificate from the Virginia Workforce Council for his services as a member and Chair to the Council.

  Chair Battle opened the floor to comments; additional members of Council acknowledged and thanked Dr. Leber for his vision and dedication to education, economic and workforce development, and support towards apprenticeship and skill trainings.

  Mr. Battle opened the floor to Dr. Leber for comments. Dr. Leber thanked Council, Local Workforce Investment Boards, business partners and all those who have made his contribution a success.

- **Workforce Development System Resource survey**
  Mr. Battle opened the floor to discuss the results of the Workforce Development System Resource survey and introduced George Taratsas to present this information.

  Mr. George Taratsas presented the results of a survey comparing funding available for various programs comprising the workforce development system within the Commonwealth of Virginia. The survey was conducted to obtain financial information for programs that support workforce development activities in partnering state agencies. The survey included information on federal and state funding sources.

  Mr. Taratsas stated that this effort provides a more comprehensive picture of the resources available to make sure resources are aligned with the Governor’s Workforce Development Strategic Plan.

  Mr. Battle thanked Mr. Taratsas for the report and opened the floor to questions and comments.

  **Keynote Speaker:**
Chair Battle introduced and welcomed Dr. Paul E. Harrington, Director, Center for Labor Markets, Drexel University, PA

Dr. Harrington addressed the Council on the budget and labor market environment both in Virginia and nationally. Dr. Harrington presented some workforce strategies to consider in the current environment, including some best practices and approaches to implement.

Dr. Harrington prepared two presentations for Council. These presentations can be viewed/printed from http://www.vwn.vccs.edu/

Chair Battle thanked Dr. Harrington and opened the floor to questions and comments. Chair Battle opened the floor to Business agenda items and Dr. Najmah Thomas.

BUSINESS

- **Measuring Success: Workforce Data Quality Initiative**

  Dr. Thomas provided a follow-up discussion on the grant award for Workforce Data Quality Initiative (WDQI) from the US Department of Labor. The purpose of the grant is to develop a workforce longitudinal data system. This award builds on a major ($17.5m) state longitudinal data system (SLDS) initiative for Virginia funded by the US Department of Education focuses on an educational data system. The basic functionality of the grant-

  - **Outcomes of the grant:**
  
  - **Partners and programs:** As mentioned, this initiative data will build the SLDS, which includes secondary and postsecondary data. This initiative will add workforce data to the system, which will allow workforce and education to match data across programs. Partners of the workforce initiative include:
    
    - Virginia Employment Commission (co-direct on grant): Unemployment wages and benefits, Wagner-Peyser, Trade Act, and other labor market data
    - Department of Labor and Industry: Registered Apprenticeship
    - Department of Rehabilitative Services: Vocational Rehabilitation
    - Department of Social Services: SNAP Employment and Training and VIEW (in TANF)
    - Virginia Department of Education: WIA Title I Adult Education
    - Virginia Community College System: WIA Adult, Youth, and Dislocated Worker programs
    - Potential additional partners based on time and resources available with the grant: Department of the Blind and Vision Impaired, Department of Correctional Education and Department for the Aging

  - **Benefits and expected outcomes of the system:**
    
    - Ability to match data across workforce and education programs in a secure manner
    - Ability for users to access a web-based portal to request data and use on-line tools, including GIS mapping to view output data
    - Measurement of program and system performance
    - Development of scorecards
-Identification of how Virginian’s access workforce programs and where services may overlap

**Status Update:**
Team staffing complete with the hiring of a grant manager and data analyst to support the project; agency/stakeholder meetings held one-on-one with each partner; research and review of practices complete; Workgroup convenes June 2011 (report pending); profiles in development; and initial data merge expected April 2012.
Chair Battle thanked Dr. Thomas for the update and opened the floor to discussion. With no discussion, Chair Battle opened the floor to James Rothrock, Commissioner, Virginia Department of Rehabilitative Services,

**Measuring Success: Workforce Performance Snapshot: Virginia Department of Rehabilitative Services**
This is a continuation in a series of performance snapshots provided by partners in the Virginia Workforce Network. A snapshot of federal Workforce Investment Act (WIA) common measures and data on Virginia’s performance under these measures was provided to the Council in January. Commissioner Jim Rothrock, with the Virginia Department of Rehabilitative Services presented an overview of the Vocational Rehabilitation (VR) program and its performance indicators.
Chair Battle thanked Commissioner Rothrock for his discussion on Vocational Rehabilitation program and performance. With no discussion, Chair Battle opened the floor to Wendy Kang, WDS staff.

**Measuring Success: Business Measures Update**
Ms. Kang gave an update regarding VWC Performance and Accountability with the workgroups recommendations to improvement measurements. These recommendations included, move from the 17 core performance measures under WIA to the 6 common measures; implementation of a credential matrix for career pathway model/certification (i.e. Career Readiness Certificate) and a subset of system measures that relate to employer services and repeat customers.
Ms. Kang outlined the state of the project.

**Item 1 Common Measures:** On July 1, 2010 US DOL approved Virginia’s waiver to measure performance through the common measures. To assist local areas with this shift, VCCS staff provided two regional trainings to local areas on the definitions and tracking of these measures in the software system. Staff followed with site visits to each local area to provide additional support. In addition, VCCS staff visited one-stop centers and youth contractors across the state to provide programmatic support to local areas.

**Item 2 Business Measures:** VCCS staff reviewing local area activities related to these measures as described in their annual plans. Staff formed a follow-up workgroup of WIB directors to gain additional guidance on methods to collect the measures listed. Staff developed a draft guidance letter that provides services local areas should provide to businesses. Staff plans to develop metrics to measures these by July 1, 2011.
Item 3 Credential Attainment: Staff developed a draft guidance letter that aligns with the current national and state level goals to increase credential attainment. In addition, VCCS will continue to track Career Readiness Certificate attainment.

Item 4 System Measure Related to Employers: VCCS reviewed practices in other states that track these measures and found that the data sources originate through services offered by local employment commission offices as a part of the federal Employer Services program. Staff plans to work with the Virginia Employment Commission to obtain these data.

Chair Battle thanked Ms. Kang for the updates pertaining to business measures and asked her to continue her discussion for next agenda item referencing incentive awards and the report of the Workforce Investment Board Workgroup lead by Council Member, Andrea Wooten and the Chair.

Measuring Success: Incentive Awards
This report was submitted as an action item and required a majority vote. Virginia Workforce Council offers incentive awards to local workforce investment areas annually. These awards recognize the hard work of local areas to meet past performance standards and offer an incentive to local areas to increase partnerships both locally and regionally to meet the changing needs of the economy and Virginia’s workforce and to improve performance through WIA common measures. The awards are available through four major areas: (1) regional collaboration, (2) local coordination, (3) exemplary performance, and (4) most improved. The first two focus on methods to improve local and regional partnerships within and across WIB areas, while the last two focus primarily on past performance.

Based on review of the workgroup, this year the regional collaboration and local coordination grants included changes in the amount of the awards and in the application process. Up to $300,000 was available to local areas through four grant awards (two awards of up to $75,000 for local coordination and two awards of up to $75,000 regional collaboration). In addition, the application process requested local areas to provide more detailed information on their planned activities, expected outcomes, and budget than in prior years. The goal of these changes was to allow the Council to gain a better understanding of the overall expected impact of the proposed activities on the region and the workforce system.

Detailed information is provided in the grant guidelines and the VCCS website (www.vccs.edu/workforce/grants under WIA Incentive). Additional questions may be sent to wkang@vccs.edu.

Chair Battle thanked Andrea Wooten and the other members of Council that participated in the workgroup. Members include: Rumy Mohta, Danny Vargas, and Bill Thumel. Chair Battle thanked WDS staff for the report and measure outcomes to distribute incentive awards upon Council’s approval. Chair Battle opened the floor to the next agenda item pertaining to Career Pathways Taskforce and WDS staff, Elizabeth Moran.
Supply and Demand: State Career Pathways Taskforce Update

Ms. Moran presented to Council an update on the state’s Career Pathways Taskforce which is guiding the delivery of the goals of Virginia’s multi-year plan for development of a career pathways system. Ms. Moran acknowledged partner participation with the Virginia Community College System (VCCS) includes Virginia Department of Education (VDOE), State Council for Higher Education in Virginia (SCHEV), Virginia Economic Development Partnership (VEDP), Department of Labor and Industry (DOLI), and the Office of the Secretary of Education, Commonwealth of Virginia, the Taskforce expanded in Fall 2010 to include the Virginia Department of Social Services (DSS), Department of Business Assistance, and Virginia Employment Commission (VEC).

Ms. Moran reported on awards distributed throughout the state to various locations and made possible by a grant funded by the Ford Foundation. These include awards of $75,000 issued to the Peninsula Council for Workforce Development, Southside Virginia Community College, and Southwest Virginia Community College. Each of the three regional teams—Virginia Peninsula, Southside Virginia, and Southwest Virginia—are working to produce a regional career pathways system plan for a targeted industry sector: High Performance Manufacturing and Green Technologies on the Peninsula, Energy in the Southwest, and Corrections and Allied Health at Southside. The Virginia Peninsula is currently completing a job market analysis which will be presented at an upcoming regional summit for key regional leaders in business, government, and education sectors. The Southwest Virginia Community College team is working on career ladders for lifelong learners and is also identifying roles and responsibilities of all of its key players in the region to develop green/sustainable energy pathways. And Southside Virginia Community College has hired, trained, and deployed three adult career coaches and has created both the candidate selection and intake documentation required to identify students into selected career pathways.

A fourth regional career pathways system grant project, led by Lord Fairfax Community College in collaboration with the Shenandoah Valley Workforce Investment Board, was initiated in fall 2010. The project is funded through a US Department of Labor (DOL) Career Pathways grant in the amount of $60,000. In May 2011, representatives from the Ford Foundation and the Secretary of Education attended the Career Pathways Taskforce Meeting where they learned that increased cooperation between the leaders on the state’s career pathways taskforce has resulted in changes in policies and institutional practice.

Ms. Moran discussed state level indicators of progress towards the goals of Virginia’s Career Pathways System plan that were referenced—new adult career coaches in key adult education programs, expansion of both Middle College and PlugGED In programs.

Detailed information is provided at the VCCS website (www.vccs.edu/workforce/grants). Additional questions may be sent to emoran@vccs.edu.

Chair Battle thanked Ms. Moran. Chair Battle opened the floor to Mac McGinty and Talibah Majeed to provide the update of Virginia’s Career Readiness Certificate.
Supply and Demand: CRC Update: Governor’s Public Service Announcement

Mr. McGinty introduced Talibah Majeed as the Career Readiness Certificate Coordinator. Mr. McGinty proceeded to provide the update for Virginia’s Career Readiness Certificate (CRC). In summary, the colleges, along with the One-Stops, continue to promote the CRC in the service regions.


The Council was briefed on the progress and future plans for Career Readiness Certificate (CRC). Several activities have been initiated to grow the recipients statewide:

- CRC database contract with Chmura and Associates July 2011
- Governor’s CRC website and increased access.
- Outreach and marketing, including Governor’s public service announcement (PSA) that will be distributed in the media, schools, businesses, agencies, and throughout communities to assist in the outreach and explanation of the CRC. Council viewed the Governor’s Public Services Announcement.
- Projections

Chair Battle thanked Mr. McGinty. Chair Battle opened the floor to Dr. Kathy Hsu Wibberly, Director of the Division of Primary Care and Rural Health, Virginia Department of Health-Office of Minority and Health Equity. Dr. Wibberly updated the Council on the State Health Workforce Development Implementation grant.

Supply and demand: State Health Workforce Development Implementation Grant

Dr. Wibberly gave a brief history of the grant.

In September of 2010, Virginia received a $1.9 million grant as part of the state health professions grants awarded under six health professions programs administered by the federal Department of Health and Human Services’ Health Resources and Services Administration (HRSA) and funded under the Affordable Care Act’s Public Health and Prevention Fund. Virginia was the only state in the nation to receive an implementation grant (as opposed to a planning grant). The purpose of the grant is to facilitate the development of a statewide health professions pipeline that identifies, educates, recruits, and retains a diverse, appropriately geographically distributed and culturally competent quality workforce for all Virginians.

The Virginia Workforce Council will play a key role in the implementation of this grant, along with Department of Health Professions, Virginia Health Care Foundation, Virginia Area Health Education Centers, Virginia Community Health Care Association and Virginia Academy of Family Physicians. The Virginia Health Workforce Development Authority will also play a key role with this grant.

The council was presented the grant timeline and regional grant process. Detailed information is provided at the VCCS website (www.vccs.edu/workforce/). Additional questions may be sent to wkang@vccs.edu.

Chair Battle thanked Dr. Wibberly and WDS Staff for this update. Chair Battle opened the floor to Elizabeth Moran and Gerard Robinson, Secretary of Education.

Governor’s Report
Governor’s Forum: Aligning the Agendas for Education, Economic Development & Business

Secretary Robinson briefed the Council on the Governor’s Forum 2010 supported by a $10,000 grant from the National Governor’s Association to plan and deliver a statewide Forum for Increasing Postsecondary Education Credential Attainment by Working Adults. The Governor’s Forum was held on October 21, 2010 and engaged business and education leaders in an assessment of the Commonwealth’s performance in terms of educational attainment by working adults. The Forum also focused on how reforms in state policy and expanding the capacity of successful, ongoing statewide initiatives might help the state to attain 100,000 new postsecondary education credentials in the next 15 years. The Governor provided the keynote address for the Forum. A Forum Planning Commission, comprised of members appointed by the Governor, was chaired by the Secretary and staffed by the VCCS and SCHEV. An indicator of the success of the event is that the Virginia Chamber of Commerce committed to sponsor a second Governor’s Forum in fall 2011.

Detailed information is provided at the VCCS website (www.vccs.edu/workforce/). Additional questions may be sent to emoran@vccs.edu.

ANNOUNCEMENTS
Chair Battle opened the floor to Paula Dehetre, WDS Staff, to provide administrative announcements to the Council.

- Next meeting of the Virginia Workforce Council is October 12, 2011.

- Members complete travel expense reimbursement and evaluations forms and return to Jean Thomas-Banks.

- Members that have not completed an electronic deposit form are asked to complete an EDI form and return to Jean Thomas-Banks.

Reminder: Please review the New website and submit suggestions and/or questions to Lauren VonHerbulis (lvonherbulis@vccs.edu).

Adjournment
Chair Battle again acknowledged Dr. Leber and opened the floor to Dr. Leber for final comments. Dr. Leber thanked Council and staff for their continued diligence and support during his tenure as Chair to the Virginia Workforce Council and Senior Advisor to the Governor for Workforce.

Chair Battle called for a motion to adjourn the meeting. Motion to adjourn was rendered and properly seconded; and the meeting was adjourned.

The meeting adjourned at 2:05 p.m.
TITLE: 2012 meeting dates

Thursday, January 5, 2012, Richmond, Virginia

Wednesday and Thursday, June 13-14, 2011, Virginia Beach, Virginia

TITLE: Public Comments

TITLE: Chairman’s Report

TITLE: Governor’s Report
TITLE: Governor’s Report

Laura Fornash, Secretary of Education

Governor Bob McDonnell on August 23, 2011. As a member of the Governor’s Cabinet, the Secretary assists the Governor in the development and implementation of the state’s education policy. In addition, Secretary Fornash provides guidance to the 16 public universities, the Virginia Community College System, five higher education and research center, the Department of Education and the state-supported museums. Prior to this appointment, she served as Deputy Secretary of Education and as the Executive Director of the Governor’s Commission on Higher Education Reform, Innovation, and Investment.

Before joining the McDonnell administration, Mrs. Fornash spent 20 years with Virginia Tech in a number of different divisions including student affairs, continuing education, distance learning, and government relations. She most recently served as the Director of State Government Relations for the University. She was the school’s Restructuring Project Director with the responsibility of managing Virginia Tech’s implementation of the 2005 Restructuring Act that created new levels of operational autonomy for all public higher education institutions in exchange for meeting certain academic performance measures. She was Director of the Virginia Tech Richmond Center, an extended campus center, where credit and noncredit programs were offered to working professionals.

In 1998, as the Director of Information Technology Programs, Mrs. Fornash launched an innovative web based interdisciplinary Masters Degree program to help transition professionals into the information technology field as result of research conducted for the International Technology Association of America.

Mrs. Fornash received her undergraduate and Masters Degree from Virginia Tech. She is a native of Chesterfield, Virginia and is a graduate of Virginia public schools. She is married and has 3 children.
TITLE: Governor’s Report

Jim Cheng, Secretary of Commerce and Trade

As Secretary of Commerce & Trade, Jim Cheng manages the jobs and opportunity agenda for Virginia. In this role, Secretary Cheng oversees thirteen state agencies focused on promoting the growth of Virginia’s vibrant business community and attracting new investment into Virginia’s economy.

Secretary Cheng has over 20 years of experience in information technology and government contracting, and is active in angel investment and early stage entrepreneurial ventures of various types. He was most recently the President of Totus Lighting Solutions, a startup efficient-energy firm, and mentored several emerging companies.

From 1994-2005, Secretary Cheng was founder and CEO of CHM, a government contracting company specializing in Information Technology, which he grew from a staff of 5 people to 550 and $90M in revenue at the time of sale in 2005. In 1999, his company was named Virginia Business Magazine’s fastest growing private company in Virginia and the 12th fastest growing private US company in Inc Magazine’s “Inc 500”. In 2001, he was named SE Virginia’s KPMG Entrepreneur of the year. From 1981-1994 at ECI, a government IT contracting firm, Secretary Cheng held various management and technical positions, rising to the position of Sr. Vice President of Marketing.

Secretary Cheng is active in the community and has served on the boards of non-profits, state-level and community organizations. He was a board member of the Virginia Small Business Finance Authority from 1999-2007, and is currently a Trustee of the Darden School Foundation at UVA, and a member of the ODU Education Foundation Board. Secretary Cheng holds a BS Degree in Computer Science from Old Dominion University, a MBA from the Colgate Darden Graduate School of Business (UVA) and a JD from Georgetown University Law Center.

Long-time residents of Virginia Beach, Jim and his wife, Jeanette, moved to Northern Virginia in the late 1990’s, where they reside.
Title: Measuring Success—Workforce Performance Snapshot

John R. Broadway
Commissioner, Virginia Employment Commission


Prior to his role as Virginia Employment Commission (VEC) as Commissioner, Mr. Broadway served as Vice President for Law & Policy and General Counsel for the 30,000-member organization of the Virginia Association of Realtors from 2003 until May 2010.

He is a member of the Virginia State Bar, the Virginia Bar Association, and the Virginia Society of Association Executives (past president and 2005 recipient of the Award of Excellence, the association’s highest honor to recognize achievement and professionalism). He is a former member of the Board of Trustees of the Jamestown-Yorktown Foundation and past chairman of the Virginia Board of Historic Resources.

After law school, he began work as Assistant to the Secretary of the Commonwealth in 1975 during the second Godwin administration. From 1979 to 1982, he was a staff attorney for the General Assembly at the Division of Legislative Services where he also served as counsel to the Senate Committee on General Laws and as Registrar of Regulations for the Commonwealth. He left state service to become Director of Government Relations for the Virginia Chamber of Commerce, and then was hired as the first fulltime Director for the Virginia Chapter of the National Federation of Independent Business where he worked from 1990 to 2000. He served as Liaison for Senate Relations in the Governor’s Office from 2000 to 2002, and also as Executive Director of the Governor’s Commission on Government Finance Reform.
Workforce Performance Snapshot

Virginia Workforce Council
November 3, 2011
VEC Administered Programs

• Employment Service
• Unemployment Insurance
• Trade
• Veterans Employment & Training
• Migrant/Seasonal Farmworkers
• Work Opportunity Tax Credit
Services to Individuals

- **Claimants**
- **Veterans**
- **Other Job Seekers**

<table>
<thead>
<tr>
<th>Year</th>
<th>Claimants</th>
<th>Veterans</th>
<th>Other Job Seekers</th>
</tr>
</thead>
<tbody>
<tr>
<td>PY 2007</td>
<td>1,720,146</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PY 2008</td>
<td>3,087,694</td>
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<tr>
<td>PY 2009</td>
<td>4,605,790</td>
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<tr>
<td>PY 2010</td>
<td>3,776,158</td>
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</tbody>
</table>

Source: Virginia Workforce Connection Detail Master Summary and Registered Individuals reports for July 1 to June 30 Program Years ending June 2011, June 2010, June 2009 and June 2008
Referrals to WIA

Source: DOL 9002 A and 9002 B Reports for July 1 to June 30 Program Years ending June 2011, June 2010, June 2009 and June 2008
Business Team

2,898 Employer Contacts

Resulted In

2,032 Job Orders Placed

For an Estimated

3,000 Job Openings
Total Number of Job Openings

PY 2007: 154,318
PY 2008: 151,672
PY 2009: 141,707
PY 2010: 221,178

July 1 to June 30 Program Years ending June 2011, June 2010, June 2009, and June 2008
Source: Quarterly Program Performance Analysis Report dated August 31, 2011 covering April to June 2011 reporting period
Referrals to Jobs

July 1 to June 30 Program Years ending June 2011, June 2010, June 2009, and June 2008
Source: Virginia Workforce Connection Job Order Report
Entered Employment

Source: DOL 9002C and 9002D Reports for July 1 to June 30 Program Years ending June 2011, June 2010, June 2009 and June 2008
Unemployment Insurance Claims
(Excluding Extensions)

Initial Claims

<table>
<thead>
<tr>
<th>Year</th>
<th>Claims</th>
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<tbody>
<tr>
<td>CY 2006</td>
<td>260,804</td>
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<tr>
<td>CY 2007</td>
<td>260,561</td>
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<td>CY 2008</td>
<td>356,220</td>
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<tr>
<td>CY 2009</td>
<td>501,950</td>
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<tr>
<td>CY 2010</td>
<td>395,888</td>
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January 1 to December 31 Calendar Years
Source: Quarterly Program Performance Analysis Report dated August 31, 2011 covering April to June 2011 reporting period
Average Tax per Employee
Fourth Circuit – Year Ending 12/31/2010

<table>
<thead>
<tr>
<th>State</th>
<th>Cost per Employee</th>
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<tbody>
<tr>
<td>DC</td>
<td>$1,403</td>
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<tr>
<td>MD</td>
<td>$952</td>
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<td>NC</td>
<td>$784</td>
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<td>SC</td>
<td>$715</td>
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<tr>
<td>VA</td>
<td>$922</td>
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<tr>
<td>WV</td>
<td>$706</td>
</tr>
<tr>
<td>US Avg.</td>
<td>$886</td>
</tr>
</tbody>
</table>
Veterans

Program Year 2010 Highlights

- Total Served 45,593
- Received Intensive Services 4,862
- Referred To WIA 14,229
- Entered Employment Rate 53%
- Employment Retention Rate 80%
- Average Annual Earnings $36,352

Source: DOL 9002B and 9002D Reports for July 1, 2010 to June 30, 2011
Trade

Trade Adjustment Assistance (TAA) is a federal program, administered by the Virginia Employment Commission, providing aid to US workers who have lost their jobs as a result of foreign trade.

Program Benefits: job training, job search and relocation allowances, income support, and assistance with healthcare premium costs.
Trade

• Year-to-date participants: 4,959
• Enrolled in training: 1,673
• Co-enrolled in Wagner-Peyser: 4,945
• Co-enrolled in WIA: 4,224
• Weekly Income Support: $8,352,593
• Training & Job Search: $7,973,085

October 1 to September 30 Program Year, Cumulative Year-To-Date as of June 30, 2011
Source: Quarterly Program Performance Analysis Report dated August 31, 2011 covering April to June 2011 reporting period
Migrant Seasonal Farm Workers

Program Year 2010

2,289 Applications Taken
1,337 Referrals to Jobs
436 Placed in Jobs

Source: Quarterly Program Performance Analysis Report dated August 31, 2011 covering April to June 2011 reporting period
Work Opportunity Tax Credit
(July 1, 2010 to June 30, 2011)

41,365 Certifications

- Family Receiving TANF
- Ex-Felons
- Vocational Rehabilitation
- Summer Youth
- Family Receiving SNAP
- Designated Community Members
- SSI Recipients
- Other Categories
TITLE: Measuring Success – VWC Communications update

BACKGROUND:

*Virginia Workforce Council Annual Report:* The Council, in accordance with the Code of Virginia, is required to provide an annual report to the Governor and General Assembly, highlighting the workforce development system in Virginia. The report features activities and initiatives of the Council and workforce investment areas, promoting excellence and increasing awareness of Virginia’s Workforce Network Centers and the workforce development system. The performance measures, reported by the Council, will be incorporated into an interactive exploratory tool created by Virginia Information Technologies Agency (VITA).

*Virginia Workforce Network website:* Responding to the requests of workforce investment board areas, customers and businesses, staff to the council has developed a brand new website dedicated specifically to the Virginia Workforce Network and partners. This new website is customer-focused, easy to navigate and tailored to connecting customers and businesses with workforce services in their local areas, while providing resources for practitioners at the state level. The site has been reviewed by the Department of Rehabilitative Services for accessibility and received multiple improvements and changes throughout the summer based on feedback from the council, workforce boards and partner agencies. To view the website, visit


Features/Facts (since June 2011)

- Revamped “Resources” page with easier access to WIA information for workforce professionals
- Added a “Blog” feature to the main menu for current news and information provided by council staff. The blog also features a RSS feed from various Twitter, Facebook and LinkedIn accounts, which works to populate the blog page with the most recent information.

ACTION RECOMMENDED:

There is no action recommended. This is an information item.

PREVIOUSLY REVIEWED BY:

VCCS Workforce Development Services Staff
RESOURCE PERSON:

Lauren Von Herbulis, Communications Coordinator
Workforce Development Services
Virginia Community College System
lvonherbulis@vccs.edu  804-819-4987
VIRGINIA WORKFORCE COUNCIL
November 3, 2011
Agenda Item (V.b.ii)

TITLE: Measuring Success – Virginia Workforce Network website update

BACKGROUND:

The Council, in accordance with the Code of Virginia, is required to provide an annual report to the Governor and General Assembly, highlighting the workforce development system in Virginia. The report features activities and initiatives of the Council and workforce investment areas, promoting excellence and increasing awareness of Virginia’s Workforce Network Centers and the workforce development system. The performance measures, reported by the Council, will be incorporated into an interactive exploratory tool created by Virginia Information Technologies Agency (VITA).

ACTION RECOMMENDED:

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PREVIOUSLY REVIEWED BY:

VCCS Workforce Development Services Staff

RESOURCE PERSON:

Lauren Von Herbulis, Communications Coordinator
Workforce Development Services
Virginia Community College System
lvonherbulis@vccs.edu 804-819-4987
Meeting Virginia’s Workforce Needs

Virginia Workforce Council 2010-2011 Annual Report
Virgin Virginia Workforce Area Hosts U.S. Secretary of Labor Solis

October 23rd, 2011 • By: Staff

On October 20, the U.S. Secretary of Labor Hilda L. Solis and Assistant Secretary for Employment and Training Jane Oates met with job seekers utilizing the Falls Church SkillSource Center in WIA Area 11. Secretary Solis and Assistant Secretary Oates discussed the need for continued skills development and training with job seekers at the Center and also met with several job seekers working in the Center’s computer lab while preparing to test for the Virginia Career Readiness Certificate.

In addition to touring the One Stop and meeting WIA participants, Secretary Solis and Asst. Secretary Oates sat down with WIB Director David Hunn, WIB Chair Dr. David Mills, Area 11 staff and Vanessa Rastberger, Workforce Services Consultant at Virginia’s Community Colleges to learn more about Area 11’s workforce programs and to discuss current workforce challenges. All parties in attendance benefited from sharing their unique perspectives.

- Vanessa Rastberger, Workforce Services Consultant

VWN Blog Sources

August 30th, 2011 • By: Staff

We’ve worked hard to gather the best sources to help employers and job seekers, and hope readers this blog to show...
bobmcdonnell: I want to hear from business owners large and small about how we can better support their job-creating activities. http://t.co/9KPKnSzI

November 1st, 2011 • By: Gov. Bob McDonnell on Twitter

bobmcdonnell: I’ve proclaimed November "Job Creator Appreciation Month" – there is no substitute for a good job. http://t.co/qfpvzdYZ

November 1st, 2011 • By: Gov. Bob McDonnell on Twitter

aawib: RT @tmj_val_jobs: #Job in #Alexandria , VA: Guest Experience Agent at 7-Eleven http://t.co/Hl1HFSsQ #Jobs #TweetMyJOBS

November 1st, 2011 • By: Alexandria/Arlington Workforce Investment Board on Twitter
Virginia Workforce Council

The Virginia Workforce Council is a business-led board that acts as the principal advisor to the Governor and provides strategic leadership to the state regarding the workforce development system and its efforts to create a strong workforce aligned with employer needs. The VWC is also charged with serving as the State Board for the federal Workforce Investment Act (WIA), setting policy and standards for the local Workforce Investment Boards (WIBs) and One Stop Centers.

Meetings

Upcoming

Virginia Workforce Council Business Meeting
Date: Nov 23, 2011
Location: Hilton Garden Inn-Downtown Richmond
501 East Broad Street
Richmond, VA 23219
Time: 8:30 a.m. - 2:30 p.m.
Agendas: To be determined (TBD)

Previous

VWC Council Meeting
Date: June 9, 2011
Location: Patrick Henry Building, West Reading Room
1111 E. Broad Street, Richmond, VA 23219
Agendas: Click here
Virginia Workforce Development Program Funding Survey Results
Presentations from Dr. Paul E. Harrington, Director, Center for Labor Markets, Drexel University
The Federal Budget & Impact on Workforce Programs
Presentation 1
Presentation 2

Resources
Google Analytics (time frame June 6 – October 31)

- VWN Page Views/Visitors
  - Total Views: 12,585
  - Total Unique Views: 7,774
  - Council page views: 5,421
- Top Three Visited Content
  - One Stop Centers Map
  - WARN notices (Rapid Response)
  - Employment Resource Guide (Rapid Response)

DNN Analytics (timeframe October 2011)

- Visitors who gained access through VCCS website
  - One Stop Centers Map Visits: 1,813 (among top 20 visited links in VCCS site)
  - Virginia Workforce Network Visits: 1,200
Title: Workforce Metrics

JANE NORWOOD KUSIAK
Executive Director
Council on Virginia’s Future

Ms. Kusiak is the Executive Director of the Council on Virginia’s Future, which is chaired by the Governor. In addition to the Governor, membership includes the Lieutenant Governor and representatives from the General Assembly, business community, and the Governor’s Cabinet. A signature initiative of the Council is Virginia Performs, a performance leadership and accountability system for state government.

For over twenty-five years, Ms. Kusiak has served the Commonwealth of Virginia in senior leadership and policy positions in the legislative and executive branches, including the House Appropriations Committee, the Governor’s Office, and the Joint Commission on Health Care as its first Executive Director.

Ms. Kusiak has served on a number of boards, including Retreat Hospital, Virginia Health Information, and Women’s Health Virginia. She currently serves as Vice-Chair of the Virginia Health Care Foundation and as a member of the Advisory Board for the University Of Virginia School Of Nursing.

In 1992, Ms. Kusiak received the Outstanding Woman in Government Award from the Richmond Metropolitan Area YWCA; and in 2009, she and the Council received an Excellence in Virginia Government Award from the Virginia Commonwealth University’s Wilder School of Government and Public Affairs.

Ms. Kusiak holds a Bachelor of Science degree in hospital administration from Ithaca College and a Master of Arts degree from St. Louis University.
Ms. Kusiak has been married to Tom Kusiak for twenty-three years and has two children, Emily who is twenty-two and Brian who is twenty-one.
Presentation to the Virginia Workforce Council

November 3, 2011

Jane N. Kusiak
Executive Director
Outline of the Presentation

Council on Virginia’s Future
Virginia Performs
Educational Attainment, Income, and Economic Growth
Workforce Metrics
Concluding Remarks
Council Overview and Membership

Established in 2003 (Code of Virginia, § 2.2-2683 et seq.) to serve as an advisory board to the Governor and the General Assembly, the Council is a forum where legislative, executive branch, and community leaders come together for work that transcends election cycles, partisanship, organizational boundaries, and short-term thinking.

The Council:
• Provides a long-term focus on high-priority issues.
• Creates an environment for improved policy and decision-making.
• Increases government accountability, operations, and performance.
• Informs citizens about performance and engages them in dialogue about Virginia’s future.

The Honorable Robert F. McDonnell, Chair
Governor, Commonwealth of Virginia

Mr. John O. (Dubby) Wynne, Vice Chair
President & CEO (retired), Landmark Communications

General Assembly Members

The Honorable William T. Bolling
Lieutenant Governor, Commonwealth of Virginia

The Honorable William L. Armstrong
Minority Leader, Virginia House of Delegates

The Honorable Charles J. Colgan
President pro tempore & Chairman, Senate Finance Committee, Senate of Virginia

The Honorable M. Kirkland (Kirk) Cox
Majority Leader, Virginia House of Delegates

The Honorable William J. Howell
Speaker of the House, Virginia House of Delegates

The Honorable Yvonne B. Miller
Member, Senate Finance Committee, Senate of Virginia

The Honorable Thomas K. Norment, Jr.
Minority Leader, Senate of Virginia

The Honorable Lacey E. Putney
Chairman, House Appropriations Committee Virginia House of Delegates

The Honorable Richard L. Saslaw
Majority Leader, Senate of Virginia

Citizen and Business Community Leaders

The Honorable William D. Euille
Mayor, City of Alexandria

Mr. W. Heywood Fralin
President & CEO, Medical Facilities of America, Inc.

Mr. Edward W. Gillespie
Principal & Founder, Ed Gillespie Strategies

Mr. Harris N. Miller
President & CEO, Career College Association

Dr. Edward G. Murphy
President & CEO, Carilion Clinic

The Honorable Michael J. Schewel
Partner, McGuireWoods LLP

Cabinet Members

The Honorable Richard D. Brown
Secretary of Finance

The Honorable Martin L. Kent
Chief of Staff to Governor Robert F. McDonnell

Council support provided by the Weldon Cooper Center for Public Service at the University of Virginia and the Virginia Department Planning and Budget, in cooperation with the Governor’s Office.
ROADMAP FOR VIRGINIA’S FUTURE

**Vision for Virginia**
- Vibrant economy
- Well-educated citizenry
- Best managed state in the nation
- Informed and engaged citizens

**Virginia Performs**

**Executive Branch**
- Establish priorities and develop plans that link to long-term objectives and the budget (Strategic Planning)

**Council**
- Adjust funding based on goals and results (Performance-based Budgeting)
- Evaluate and improve performance (Continuous Improvement)
- Assess progress against long-term objectives, current service levels, and productivity improvement
- Review and update the Roadmap as needed

**Performance**
- PERFORMANCE

**Efficiency and Effectiveness**
- EFFICIENCY AND EFFECTIVENESS
Council Interaction with Change-Focused Groups

Council on Virginia’s Future

Support change:
• Research
• Data analysis
• Methods for measuring success

Monitor progress:
• Incorporate into performance-based planning and budgeting
• Track approved goals and targets in Virginia Performs

Research, discussion, and analysis

Findings and Recommendations

Change-Focused Groups

- Legislative and Gubernatorial Initiatives and Commissions
  - Government Reform & Restructuring
  - Higher Education
  - Jobs & Economic Development

- Enterprise-level Councils and Initiatives, e.g., The Virginia Workforce Council
- Agency-Level Initiatives
- State-Local Initiatives
- Other

Vision for Virginia
- Vibrant economy
- Well-educated citizenry
- Best-managed state
- Informed & engaged citizens

IMPROVED OUTCOMES
Virginia Performs Architecture

Charting a Course for Excellence

LONG-TERM GOALS AND SOCIETAL INDICATORS
- Economy, Education
- Health & Family, Transportation, Public Safety, Natural & Cultural Resources
- Government and Citizens

How is Virginia doing?

ENTERPRISE-LEVEL PRIORITIES AND OUTCOME MEASURES
- Transforming Virginia
- Transforming Government

Are we getting results on our highest priorities?

AGENCY KEY OBJECTIVES AND MEASURES
- Improving Outcomes
- Improving Efficiency

Are we improving government services and operations?

SERVICE AREA, PRODUCTIVITY, AND ADMINISTRATIVE MEASURES

Council

Executive Branch
## Economy
**Goal:** Be a national leader in the preservation and enhancement of our economy.

- Business Climate
- Business Startups
- Employment Growth
- Personal Income
- Poverty
- Unemployment
- Workforce Quality

## Education
**Goal:** Elevate the levels of educational preparedness and attainment of our citizens.

- School Readiness
- 3rd Grade Reading
- 4th Grade Reading/Math
- High School Graduation
- High School Dropout
- College Graduation
- Educational Attainment
- Lifelong Learning

## Health and Family
**Goal:** Inspire and support Virginians toward healthy lives and strong and resilient families.

- Adoption
- Cancer
- Cardiovascular Disease
- Child Abuse and Neglect
- Foster Care
- Health Insurance
- Immunization
- Infant Mortality
- Life Expectancy
- Obesity
- Smoking
- Suicide
- Teen Pregnancy

## Public Safety
**Goal:** Protect the public’s safety and security, ensure a fair and effective system of justice, and provide a prepared response to emergencies and disasters of all kinds.

- Crime
- Emergency Preparedness
- Juvenile Intakes
- Recidivism
- Traffic Fatalities

## Natural Resources
**Goal:** Protect, conserve and wisely develop our natural, cultural and historic resources.

- Air Quality
- Energy
- Historic Resources
- Land Preservation
- Solid Waste and Recycling
- Water Quality

## Government & Citizens
**Goal:** Be recognized as the best-managed state in the nation.

- Bond Rating
- Civic Engagement
- Consumer Protection
- Government Operations
- Internet Access
- Taxation
- Voter Registration & Turnout

### Each topic covers:
- Why Is This Important?
- How Is Virginia Doing?
  - Over Time
  - By Region
  - Compared to Other States
- What Influences the Indicator?
- What Is the State's Role?
Our Journey

The Council has long considered a “vibrant economy” and “well-educated citizenry” to be the key foundations for Virginia’s long-term prosperity.

• The Council commissioned a survey of business leaders to learn more about the factors that are most important in creating and sustaining an excellent business climate. Not surprisingly, the quality of the workforce and an ongoing supply of skilled workers are vital.

• The Council then began an extensive analysis of higher education attainment. The 100,000 new undergraduate degree goal of the “Preparing for the Top Jobs of the 21st Century: The Higher Education Opportunity Act of 2011” (Opportunity Act) stemmed from the Council’s review of educational attainment. Among other items, the Opportunity Act provides a road map focused on increasing student enrollments, improving graduation and retention rates, and increasing degree completion for students with partial credits to achieve the 100,000 new degrees goal.

• Given the strong correlation between education and the economy, the Council is now more broadly examining the drivers of economic growth including business environment, infrastructure, workforce skills alignment, innovation, and investment. The Council is working with Dr. Christian Ketels of Harvard Business School’s Institute for Strategy and Competitiveness and Dr. Christine Chmura of Chmura Economics and Analytics on this review, and more specifically on the role of industry clusters as a framework for understanding the drivers of economic growth.
What the Data Tell Us: Education and Income

Median Earnings by Level of Educational Attainment, Virginia, 2010

- Less than High School: $20,392
- High School or Equivalent: $27,801
- Some College or Associate Degree: $35,552
- All Adults: $39,480
- Bachelor's Degree: $52,876
- Graduate or Professional Degree: $75,523

Source: 2010 American Community Survey, U.S. Census Bureau
Per Capita Income and Educational Attainment

Source: Educational Attainment - U.S. Census Bureau; 2009 Per Capita Personal Income - Regional Economic Information System, Bureau of Economic Analysis, U.S. Department of Commerce.
Per Capita Income and Educational Attainment

NOTE: Most states see regional variations similar to those in Virginia.

Source: Educational Attainment - U.S. Census Bureau; 2009 Per Capita Personal Income - Regional Economic Information System, Bureau of Economic Analysis, U.S. Department of Commerce.

Council on Virginia's Future
Less Than High School by Region

Adults with Less Than High School Diploma, Age 25 and Older, by Region, 2000

Source: 2008 American Community Survey, U.S. Census Bureau
Workforce Skills Gap

2007 Skill Levels in America’s Workforce
- Low: 45%
- Middle: 25%
- High: 30%

2014 Demand for Skill Levels in the Workplace
- Low: 22%
- Middle: 45%
- High: 33%

20% Skills Gap

Source: Analysis by Chmura Economics and Analytics based on ACT data.
The supply side is based on education attainment. Low Skill = high school or less. Middle Skill = two years of education/training beyond high school. High Skill = four-year degree and higher.
The demand side compares requirements of jobs based on education and/or skills needed to be successful on the job. This information comes in part from the ACT Job Pro database and test and BLS O*NET information.
What National and State Leaders Tell Us: Economic Growth

The Council has been working with Dr. Christian Ketels of Harvard Business School’s Institute for Strategy and Competitiveness and Dr. Christine Chmura of Chmura Economics and Analytics.

• The Institute for Strategy and Competitiveness is led by Dr. Michael Porter, who in *The Competitive Advantage of Nations* proposed a new theory of competition and the sources of national and regional economic prosperity. His theory included the concept of industry clusters, which has led to a number of public-private cluster initiatives throughout the world.

• Chmura Economics and Analytics provides advanced economic research and analysis to governments and organizations across the country. The workforce and consulting firm is based in Richmond, Virginia and led by Dr. Christine Chmura.

What are industry clusters?

• Industry clusters are a geographically concentrated group of interconnected companies and associated institutions in a field of several related industries.

• Traded clusters compete to serve national and international markets, and drive prosperity within a region while local clusters serve almost exclusively local markets.
Traded Cluster Composition of the Virginia Economy

Business services is Virginia’s strongest industry cluster. Occupations within the business services can range from administrative assistants to mechanical engineers to marketing sales managers.

Source: Dr. Christian Ketels, State Economic Growth: Applying the New Learnings to Virginia, Presentation to the Council on Virginia’s Future, October 3, 2011
Traded Cluster Composition of the Virginia Economy (continued)

Source: Dr. Christian Ketels, State Economic Growth: Applying the New Learnings to Virginia, Presentation to the Council on Virginia’s Future, October 3, 2011
Industry Clusters and Occupations

Industry clusters consist of occupations that require certain skills.

For example, the Northern Virginia region’s strong occupational clusters require Science, Technology, Engineering, and Math (STEM) skills, which are easily transferable between industries.
Industry Clusters and Occupations

In regions with strong production and mechanical occupational clusters, there are few employment alternatives for individuals with the skills required of these occupations. For example, textile workers’ skills are not easily transferable to other industries.


<table>
<thead>
<tr>
<th>Occupation Title</th>
<th>Approximate Training Rank</th>
<th>Current Employment</th>
<th>Total Average Annual Demand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helpers - Production Workers</td>
<td>1</td>
<td>527</td>
<td>9</td>
</tr>
<tr>
<td>Mail Clerks and Mail Machine Operators, Except Postal Service</td>
<td>2</td>
<td>106</td>
<td>2</td>
</tr>
<tr>
<td>Shoe and Leather Workers and Repairers</td>
<td>3</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Pourers and Casters, Metal</td>
<td>4</td>
<td>7</td>
<td>0</td>
</tr>
<tr>
<td>Printing Machine Operators</td>
<td>5</td>
<td>82</td>
<td>2</td>
</tr>
</tbody>
</table>

Source: Dr. Christine Chmura, *Council on Virginia’s Future State Perspective of Economic Growth*, Presentation to the Council on Virginia’s Future, October 3, 2011
Virginia Performs: Workforce Measures

<table>
<thead>
<tr>
<th>Societal Level</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Workforce Quality</strong></td>
</tr>
<tr>
<td>• Percentage of workforce in science and engineering occupations</td>
</tr>
<tr>
<td>• Percentage of populations with less than a high school diploma, age 25 and older (statewide and regional)</td>
</tr>
<tr>
<td>• Real output (in dollars) per worker</td>
</tr>
<tr>
<td>• Percentage of populations, age 25 and older with a master’s, professional, or doctorate degree</td>
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<tr>
<td></td>
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</tbody>
</table>
Virginia Performs: Workforce Measures

<table>
<thead>
<tr>
<th>Agency and Enterprise Level</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Public K-12 Education</strong></td>
</tr>
<tr>
<td>• Percentage of students successfully completing Algebra I by the eighth grade</td>
</tr>
<tr>
<td>• Number of students passing selected competency assessments from the National Occupational Competency Testing Institute (NOCTI) and selected industry certifications</td>
</tr>
<tr>
<td>• Percentage of high school students who exit high school with a diploma</td>
</tr>
<tr>
<td>• Percentage of school divisions offering General Educational Development (GED) testing</td>
</tr>
<tr>
<td>• Percentage of students enrolled in one or more Advanced Placement, International Baccalaureate, or dual enrollment courses</td>
</tr>
<tr>
<td>• Percentage of high school students earning the advanced studies diploma</td>
</tr>
<tr>
<td>• Percentage of third graders passing the third grade Standards of Learning test</td>
</tr>
</tbody>
</table>
| **Two- and Four-Year Public Colleges and Universities**

1 Indicators for Virginia’s four- and two-year universities and colleges are maintained by the State Council of Higher Education for Virginia (SCHEV) as a part of the Higher Education Restructuring Act of 2005. Performance standards will be realigned to reflect the goals of the Virginia Higher Education Opportunity Act of 2011.

| • Progress toward an agreed upon target for the total and percentage of graduates in high-needs areas (engineering, medicine, nursing, and teaching) |
| • Number of degrees awarded |
| • Number of degree awarded per Full-Time Equivalent students |
| • Number of transfers from two-year colleges to four-year colleges |
| • Number of K-12 partnerships |
| • College retention and graduation rates |

| **Higher Education Centers and Institutes** |

- Number of students enrolled in the Institute for Advanced Learning and Research’s (IALR) supported academic programs who earn a certificate or degree
- Cumulative number of participants in the service region attending IALR sponsored science, technology, math, engineering, and entrepreneurship (STEM-E) programs, internships, workshops, courses, and seminars
- Number of students enrolled in credit-based advanced learning courses supported by IALR
- Number of client inquiries serviced by the Career Center of the Roanoke Higher Education Center
- Number of students participating in pre K-12 STEM programs at the Southern Virginia Higher Education Center

| VA Department of Labor and Industry |
| • Number of apprentices participating in the Registered Apprenticeship training program |

| State Council of Higher Education for Virginia |
| • State appropriation for higher education financial aid |

| VA Department of Correctional Education |
| • Percentage of adult offenders administered the WorkKeys assessment who earn a Career Readiness Certificate (CRC) |

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1 Indicators for Virginia’s four- and two-year universities and colleges are maintained by the State Council of Higher Education for Virginia (SCHEV) as a part of the Higher Education Restructuring Act of 2005. Performance standards will be realigned to reflect the goals of the Virginia Higher Education Opportunity Act of 2011.
### Other States and Regions: Workforce Measures

<table>
<thead>
<tr>
<th>Maryland</th>
<th>Florida</th>
<th>Georgia</th>
<th>North Carolina</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of people in the labor force</td>
<td>Percentage of population aged 25 to 64 years with at least a bachelor's degree or higher</td>
<td>Number of Adult Basic Education (ABE) graduates</td>
<td>Percentage of population completing high school</td>
</tr>
<tr>
<td>Number of employed people</td>
<td>High school graduation rates</td>
<td>Passage rate of adult learners who enrolled in an ABE course with the goal of obtaining a GED</td>
<td>Percentage of adults with college degrees</td>
</tr>
<tr>
<td>Labor force participation rate</td>
<td>Percentage of full time bachelor’s degree seeking students earning a degree within six years</td>
<td>Number of companies that receive company-specific training from the Customized Business and Industry Services program</td>
<td>Technical education attainment rates</td>
</tr>
<tr>
<td>Number of adult basic education participants</td>
<td>Percentage or students testing proficient or above on the NAEP eighth grade math test</td>
<td>Percentage of employed graduates of the Jobs for Georgia Graduates program that achieve a full time placement</td>
<td>Basic skills, vocational, and technical training rates</td>
</tr>
<tr>
<td>Number of adult secondary education participants</td>
<td>Percentage of population enrolled in graduate science and engineering programs</td>
<td>Graduation rate of Jobs for Georgia high school seniors</td>
<td>Average annual wage</td>
</tr>
<tr>
<td>Median age of workers</td>
<td>Percentage of workforce with science and engineering doctorates</td>
<td>High school graduation rate</td>
<td>Equitable pay</td>
</tr>
<tr>
<td>Percentage of workforce with a high school degree or equivalent</td>
<td>Percentage of students testing proficient or above on the NAEP eighth grade science test</td>
<td>Education level of population 25 years and older</td>
<td></td>
</tr>
<tr>
<td>Percentage of workforce with a bachelor’s degree</td>
<td>Number of workers employed by industry</td>
<td>College retention and graduation rates</td>
<td></td>
</tr>
<tr>
<td>Percentage of workforce with an advanced degree</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of seniors who took an AP Exam during high school</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of associate, bachelor’s, and graduate and professional degrees awarded</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of registered apprentices by occupation</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Virginia uses workforce measures similar to those used by its peer states.

However, ensuring a high-quality workforce necessitates developing a few simple metrics that can be used to measure workforce on a broader scale.
Concluding Remarks

Collaborative long-term efforts currently underway will help improve outcomes that will increase overall workforce quality and economic growth across Virginia, such as:

- College and Career Readiness Initiative that is aligning post-secondary expectations with high school performance;
- Virginia Education Wizard;
- *Achieve 2015*, the new strategic plan for the Virginia Community College System that establishes goals for Access, Affordability, Student Success, Workforce, and Resources; and
- Data initiatives, including the Workforce Quality Data Initiative and a new federal grant to establish a longitudinal database, drawing data from the Department of Education, SCHEV, VCCS and VEC to track educational attainment and workforce quality.

A great opportunity is emerging to transform the way we assess and improve Virginia’s workforce:

- A few key measures of workforce that transcend funding, institutional, and programmatic boundaries can help to drive the development of a high-quality workforce in Virginia.
Sites of Interest

Virginia Performs:
VaPerforms.virginia.gov

Council on Virginia’s Future:
future.virginia.gov

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JANEKUSIAK@VIRGINIA.EDU
Title: Supply and demand- Career Pathways Systems
Executive Summary

With growing pressure from international competition and the rapid pace of technological change, the “war for talent” has been described as the central battleground for businesses in the 21st century economy. As a result, the competitive position of states and regions in the global marketplace is largely dependent on their workforces. States and regions are the keepers of the educational institutions that develop workforce talent.

This talent in turn attracts new businesses and supports the growth of existing businesses and emerging industries. By bolstering the public education and training systems that prepare talented workers, state and regional policymakers can provide the lifeblood for thriving economies.

The call for a career pathways system is one of several actions the Commonwealth has taken to respond to market needs. In 2006, the Governor released strategic plans for both Virginia’s economic and workforce development systems. Earlier this year, he formalized the cross-agency Workforce Sub Cabinet to coordinate all workforce development efforts across the state. These include the Workforce Investment Act (WIA) and the Workforce Investment Systems (Title I) programs, which were transferred to the Virginia Community College System in July. Add to this the planned revision of the state’s Standards of Learning, and it is clear that Virginia has made significant strides in creating the foundation for a world-class workforce development system. But there is still more to be done.

The Governor’s Task Force for Career Pathways System Development was created to develop a strategic plan for implementing the state’s career pathways system. With assistance from Workforce Strategy Center, a nationally recognized authority on career pathways, the Task Force assessed Virginia’s current workforce development and education systems. Having researched and examined data and consulted with national experts and state and local leaders in the Commonwealth, the Task Force has concluded the following:

• Education and training need to be better aligned.
• Connections to the business community and the labor market need to be strengthened.
• Support services at all levels of education, particularly in community colleges and adult education, need to be bolstered.
• Enrollment in and access to post-secondary education need to be increased.
• Education and training need to become more rigorous to meet the skill demands for 21st century careers.

Based on these findings, the Task Force makes the following recommendations to guide the implementation of a career pathways system in Virginia:

1. ESTABLISH STATE LEADERSHIP AND AN OPERATIONAL FRAMEWORK TO SUPPORT REGIONAL ACTION.

Action: Charge the Virginia Workforce Council (Council) with responsibility for leading the state’s career pathways system initiative.

Action: Set clear implementation guidelines by creating an operational plan for the state and regional career pathways system.

Action: Identify opportunities for resource alignment to support the career pathways system at the state level.
2. **ESTABLISH A MEANS TO ENCOURAGE AND FACILITATE THE USE OF DATA TO STRENGTHEN CONNECTIONS TO BUSINESS, INFORM PROGRAM DEVELOPMENT AND MEASURE SUCCESS.**

**Action:** Create a labor market information advisory group to keep the Council, Career Pathways System Sub Council (Sub Council) and state agencies apprised of current labor market data trends, research and analysis and how these might affect and be used to inform both policy and practice.  
**Action:** Explore options for tracking career pathways system progress and success.

3. **ESTABLISH THE MEANS TO ENCOURAGE TRANSITIONS AMONG EDUCATION AND EMPLOYMENT SYSTEMS, PROGRAMS AND SERVICES. TRANSITIONS SHOULD ALLOW FOR FLEXIBILITY AT THE REGIONAL AND/OR INSTITUTIONAL LEVEL.**

**Action:** Set a policy goal for improving student transitions at all levels and develop indicators of success for meeting this goal.  
**Action:** Create guidelines for strengthening transitions for adult learners.  
**Action:** Establish guidelines to enable the one-stop system to serve as an integral component of the career pathways system.  
**Action:** Strengthen the roles that registered apprenticeship and lifelong learning can play in advancing transitions.

4. **ESTABLISH THE MEANS FOR EXPANDING THE PROVISION OF SUPPORTIVE SERVICES, INCLUDING ADVISING AND COACHING, TO INCREASE RETENTION AND COMPLETION RATES AMONG VIRGINIANS ENROLLED IN WORKFORCE TRAINING AND EDUCATION PROGRAMS.**

**Action:** Set a policy goal for improving access to coaching and advising services to help improve program retention and completion rates. Establish indicators of success for meeting the goal.

5. **ESTABLISH SUSTAINABILITY OF VIRGINIA’S CAREER PATHWAYS SYSTEM AS A CROSS-AGENCY AND BUSINESS PRIORITY ACROSS ALL RELEVANT AGENCIES AND KEY INDUSTRIES.**

**Action:** Task the Sub Council with the responsibility to explore how each of the member agencies and businesses can support and sustain the career pathways system into the future.  
**Action:** The Council should build on the Sub Council findings and within one year of adopting the career pathways system responsibility develop a sustainability plan that identifies roles for each of the Sub Council agencies.
Establishing a Statewide Career Pathways System

In keeping with the Governor’s vision, Virginia’s career pathways system will be guided by state policy—with an emphasis on regional development. Public systems will need to work collaboratively with business and industry to create a flexible road map of education and training programs tied to career opportunities that allows multiple entry and exit points for students and adults. Armed with the requirements of the labor market, students, workers and unemployed youth and adults need to be able to move seamlessly from one learning institution to another to advance their education and careers.

To create this system, the Task Force has addressed establishing a governance structure and foundation for a statewide career pathways system. The following career pathways system position statement, definition and goals were developed by the Task Force.

**POSITION STATEMENT**
In today’s world, a business’ skilled workforce is its future success. The state that delivers a skilled workforce delivers success for its economy and its citizens.

**CAREER PATHWAYS SYSTEM DEFINITION**
A career pathways system is a series of connected education and training programs and support services that enable individuals to secure employment within a specific industry or occupational sector and to advance over time to successively higher levels of education or employment in that sector. Each step on a career pathway is designed explicitly to prepare for the next level of employment and education.

**CAREER PATHWAYS SYSTEM GOALS**
A career pathways system delivers success by:
- Providing employers with a connection to a skilled workforce.
- Providing Virginia residents with education and training opportunities to develop and adapt their skills to a changing economy.

A career pathways system in Virginia will:
- Align and connect education and training systems with the business community.
- Inform and advise learners and workers about seamless career and training opportunities in key industries.
- Issue degrees, certificates, diplomas and certifications that are meaningful to employers and portable for individuals to prepare for changing careers.
- Ensure access to postsecondary education by providing all learners with career and educational advising, including assistance with college admissions and financial aid.
- Better utilize articulation agreements that foster smooth transitions to higher levels of education for individuals to progress in education and training.
- Provide experience-based learning, including cooperative learning, internships, service learning or business-based projects, to foster employability skills.
- Encompass all individuals, including K–12 students, postsecondary students, unemployed and underemployed youth and adults, registered apprentices and incumbent workers.
- Provide system flexibility to respond to evolving business needs.
COMMON CHARACTERISTICS OF CAREER PATHWAYS

- Extensive reliance on data from the initial step of selecting target industries and occupations to identifying gaps in education and training for target industries to evaluating the effectiveness of efforts to improve educational attainment and economic advancement in those industries.
- “Road maps” delineating career opportunities and the education and training required for those careers, jointly produced by educators, workforce development professionals and employers.
- Clear linkages between remedial, academic and occupational programs within and among educational institutions.
- Curricula defined in terms of competencies required for jobs and further education at the next level, and, where possible, tied to industry skill standards, certifications or licensing requirements.
- Emphasis on “learning by doing” through class projects, laboratories, simulations and internships at the secondary and postsecondary levels.
- Programs offered at times and places (including workplaces) convenient for working adults and structured in small modules or “chunks,” each leading to a recognized credential.
- The flexibility to enter and exit education as participants’ circumstances permit.
- “Wrap-around” support services, including career assessment and counseling, case management, child care, financial aid and job placement.
- Outreach to middle and high schools to prepare and motivate students.
- “Bridge programs” for educationally disadvantaged youths and adults that teach basic skills, such as communication, math and problem-solving in the context of training for advancement to better jobs and postsecondary education.
- Blending of funds from both public and private sources—such as the Perkins Act, Workforce Investment Act (WIA), Temporary Assistance to Needy Families (TANF), state and federal financial aid and employer tuition reimbursement—and sharing of costs among partners to provide needed education and support services in a cost-effective way.

Title: Supply and demand- Career Pathways Systems
<table>
<thead>
<tr>
<th>Goals</th>
<th>Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Establish state leadership and operational framework to support regional Career Pathways actions</td>
<td>1. Enhance alignment with the Virginia Workforce Council (VWC), ensuring that Career Pathways strategies and actions are adopted by the VWC  &lt;br&gt; 2. Increase engagement, as measured by the number of high-quality communications with: Council on Virginia’s Future (CVF), the office of the Secretary of Commerce and Trade, office of the Secretary of Education, office of the Secretary of Health &amp; Human Resources, and office of the Secretary of Public Safety  &lt;br&gt; 3. Increase engagement, as measured by the number of high-quality communications with state legislators  &lt;br&gt; 4. Increase engagement, as measured by the number of high-quality communications with the heads of agencies responsible for supporting workforce: DOLI, DRS, DSS, SCHEV, VCCS, VDOE, &amp; VEC</td>
</tr>
<tr>
<td>2. Promote and facilitate the use of data in order to inform program development, measure success and strengthen connections to the business community</td>
<td>1. Identify cross-agency data elements that track program performance  &lt;br&gt; 2. Identify realistic and measurable indicators of success for the Career Pathways system that include metrics of importance to members of the business community</td>
</tr>
<tr>
<td>3. Support transitions among education and employment systems, programs, and services, encouraging flexibility at the regional and/or institutional level</td>
<td>1. Develop and disseminate guidelines to enable the One-Stop system to serve as an integral component of the career pathways system  &lt;br&gt; 2. Develop and implement collaborative efforts in tandem with individual agency goals and objectives</td>
</tr>
<tr>
<td>4. Foster the expanded provision of supportive services to increase retention and completion rates among workforce training and education program participants</td>
<td>1. Evaluate access to coaching and advising services, and other supportive services for target populations  &lt;br&gt; 2. Establish policy goals related to improving access to supportive services for target populations</td>
</tr>
<tr>
<td>5. Establish sustainability of Virginia’s Career Pathways system as a cross-agency and business priority across all relevant agencies and key industries</td>
<td>1. Ensure that each Career Pathways member agency has a clearly-identified method for supporting the Career Pathways system  &lt;br&gt; 2. Gain commitment to sustainability of the Career Pathways system from key business leaders and economic development entities  &lt;br&gt; 3. Cultivate public and private foundation support</td>
</tr>
</tbody>
</table>
Title: Supply and Demand – Career Pathways System

Career Pathways in Virginia

1. Career Pathways are defined by the state as “a series of connected education and training programs and support services that enable individuals to secure employment within a specific industry or occupational sector and to advance over time to higher levels of education and employment in that sector.” Career pathways are developed through a process that includes:
   a. Building cross agency partnerships
   b. Engaging employers and conducting gap analyses of labor market needs and educational options and capacity
   c. Clarifying partners’ roles and responsibilities
   d. Designing education and training and support services to better serve the needs of lifelong learners youth and adults
   e. Identifying funding sources and needs
   f. Identifying outcomes and metrics

2. Career Pathways are aligned with the Governor’s education and workforce goals and objectives:
   a. “Build a stronger education pipeline to prepare graduates and expand incentives for continuous learning” (Governor’s Commission on Economic Development and Job Creation – Workforce Development Report)
   b. “Connect workforce development to employers’ workforce needs on a regional and industry basis” (Governor’s Commission on Economic Development and Job Creation – Workforce Development Report)
   c. “Attracting and preparing young people for the STEM (science, technology, engineering, and math) areas and other disciplines (e.g., healthcare and advanced manufacturing) where skill shortages now exist and/or unmet demand is anticipated.”(Governor’s Commission on Higher Education Reform)

3. Career Pathways are about multi-agency and institution connections and collaborations. It is not feasible for one agency to implement Career Pathways, but there are several examples of how individual agency funds, including federal, state and private funds, are being braided or combined to key Career Pathways initiatives and objectives:
   b. Joint funding of Virginia Department of Education Transitional Specialists, which are adult career coaches serving students enrolled in adult education programs in select regions
throughout the Commonwealth (Virginia Department of Education, Virginia Community College System)

c. Joint funding of high school based career coaches in select regions throughout the state (Local Workforce Investment Boards, local school divisions and community colleges and the Virginia Community College System)

4. Career Pathways are working right now; there are concrete results of the implementation of Virginia’s career pathways plan and model for career pathways development available at regional levels:

   a. A collaboration of employers and economic development and education and training providers on the Virginia Peninsula that has created a labor market study to determine education and training needs to meet demand for 14,300 STEM related jobs in advanced manufacturing and green technologies that are scheduled to be needed in the region in the next five years. The labor market study has included in-depth interviews and analysis of the HR needs of the region’s top 14 manufacturers as well as development of a Web-based portal through which Virginians will learn about the educational and workforce competencies needed for the new positions and the education and training and support services regionally available to prepare workers to meet those requirements

   b. An 18 month series of forums and surveys of stakeholder groups in the Southwest region that has led to development of four new career pathways to prepare youth and adults in careers available in that region in the energy industry including Welder/Pipefitter, Mining Electrician, Industrial Maintenance Technician, and Lineman/Power Line Technician. Alignment of current education and training programs regionally available with newly identified competencies for each of these four career pathways is now underway, and a toolkit on regional career pathways development for use by other industry sectors and regions is in its final stages

   c. Initiation of a regional program to train and deploy adult career coaches to assist low wage, low income adults in creating career and educational plans and to obtain the financial aid and support services necessary to allowing them to complete their plan of education and attain workforce credentials is underway at Southside Community College where adult career coaches who are community college employees are serving adult education programs, One Stop Career Centers, and Middle College programs.
Title: Supply and Demand – Virginia Prisoner and Juvenile Offender Re-Entry Council

Lawrence D. Wilder, Jr., Special Assistant Secretary of Education

Mr. Wilder has over 20 years of experience in designing, developing and implementing community development models. Mr. Wilder most recently served as a consultant with Unisphere Development Strategies, which focused on creating innovative business and investment strategies that fostered economic opportunity in low-income communities.

Immediately prior to Unisphere, Mr. Wilder served as Strategic Markets Director in the Los Angeles office for Urban America, an investment advisor and asset manager specializing in the urban real estate investment niche. Mr. Wilder’s duties included developing strategic partners, forging public/private partnerships and securing project funding. In addition, he served as political liaison and worked on special projects for the President/CEO. Mr. Wilder also served as an advisor with Pacific Community Ventures, a San Francisco-based non-profit that develops and invests in businesses in low-income communities throughout California.

Mr. Wilder began his legal career at Wilder & Gregory in Richmond, Virginia. During 14 years practicing law Mr. Wilder served as counsel to state and local governmental entities. Subsequent to his law practice, Mr. Wilder held a variety of finance-related positions with public and private sector entities, including the Pennsylvania State Employees’ Retirement System, Jackson Securities, and The World Bank’s International Finance Corporation.

Mr. Wilder earned both his BA (Economics) and JD degrees from the University of Virginia and is a member of the Virginia State Bar. He also holds a Masters Degree in Business Administration from the University of Southern California. Mr. Wilder served in the Virginia General Assembly House of Delegates from 1992-1994.
Title: Supply and Demand – Virginia Prisoner and Juvenile Offender Re-Entry Council

Charge
The Virginia Prisoner and Juvenile Offender Re-entry Council will identify re-entry barriers and develop methods to address them; improve collaboration and coordination of re-entry transition services; establish partnerships to promote jobs; promote re-entry strategies for juveniles and adults; participate in the development of the state re-entry strategic plan; and submit a report of re-entry actions to the Governor.

Approach
The Virginia Prisoner and Juvenile Offender Re-entry Council will make recommendations for more effective re-entry services in Virginia and participate in development of a statewide strategic plan through work with constituent focus area groups and committees dealing with critical issues. Broad input will be solicited from re-entry service providers, public safety professionals, law enforcement, faith-based community, judiciary, community group, employers, educators, public agency representatives, victims of crime, local governments, and persons previously incarcerated as well as their families.

Priorities
- Identify barriers that may impede successful transition of offenders returning to their communities.
- Develop and implement procedures to overcome barriers, to include job training, education, housing, and substance abuse treatment.
- Improve collaboration and coordination of transitional services, including providing cross-training; sharing information among state agencies; and developing policies, procedures, and programs with well-defined, performance-based outcomes that enhance re-entry management.
- Establish partnerships between community colleges and the business community to promote employment and transitional jobs for released offenders.
- Engage local agencies, community-based social service providers, community organizations, faith-based organizations, as well as other stakeholders, in promoting successful re-entry policies and programs.
- Submit a report of actions taken to improve offender transitional and re-entry services to the Governor no later than December 15 of each year.
- Develop a long-term strategic plan for achieving the goal of reducing offender recidivism for those released from incarceration. The plan shall set out comprehensive strategies to be employed while offenders are incarcerated and to continue following their release.

Virginia Prisoner and Juvenile Re-entry Council Workgroups
To identify re-entry barriers for all offenders, seven workgroups have been formed. Each work group will develop recommendations for consideration by the Council.
- Employment, Education and Workforce Workgroup
- Housing Workgroup
- Mental Health and Substance Abuse Workgroup
- Financial Obligations Workgroup
- Health and Family Reintegration Workgroup
2010 Re-entry Council Recommendations regarding Employment, Education and Workforce Development

1. Request that the DCE, Virginia Community College System (VCCS), DOC, and the Department of Juvenile Justice (DJJ), develop more Career and Technical Education (CTE) and post-secondary education (including higher education) opportunities for adult and juvenile offenders in state facilities. Because this has fiscal impact, it is recommended that the agencies identify what is needed to accomplish this recommendation and develop an implementation plan, including the necessary appropriation requests for future years. Opportunities that can be developed and put in place without additional funding should be implemented in 2011.

2. Request the Virginia Workforce Council, working with the Special Advisor to the Governor for Workforce Development along with DOE, DOC, DCE and DJJ to conduct a joint study to determine the various funding sources and levels of funding directed towards education and training for adult and juvenile offenders in state facilities. The study should also identify available federal and state resources that may not be fully utilized by state agencies as they relate to incarcerated persons.

3. Request that Local Workforce Investment Boards and Virginia Employment Commission (VEC) identify in their annual plans the services provided to offenders returning to their communities.

4. Request that DOC and the Department of Business Assistance (DBA) collaborate to initiate a pilot program developing entrepreneurship “behind-the-walls,” providing information regarding what is required to start and run a business.

5. Establish a workgroup under the direction of the Special Advisor to the Governor for Workforce Development as the agent of the Virginia Workforce Network, DBA, DCE, DOC, and DJJ to study development of a pilot bonding program and make recommendations to the Secretaries of Public Safety and Commerce and Trade before June 30, 2011.

The 2011 Appropriations Act included language directing DOC to do this:

The Department of Corrections shall serve as the Federal Bonding Coordinator and shall work with the Virginia Community College System and its workforce development programs and services to provide fidelity bonds to those offenders released from jails or state correctional centers who are required to provide fidelity bonds as a condition of employment. The department is authorized to use funds from the Contract Prisoners Special Revenue Fund to pay the costs of this activity.
Presentation to the Virginia Workforce Council

Summary of Recommendations by the Virginia Prisoner & Juvenile Offender Reentry Council

Lawrence D. Wilder, Jr.
Special Assistant, Office of the Secretary of Education
November 3, 2011
• Executive Order No. 11

• Virginia Prisoner and Juvenile Offender Reentry Council

• Work Groups

• Reentry Council’s November 2010 Report
2010 RECOMMENDATIONS

• Request that the DCE, Virginia Community College System (VCCS), DOC, and the Department of Juvenile Justice (DJJ), develop more Career and Technical Education (CTE) and post-secondary education (including higher education) opportunities for adult and juvenile offenders in state facilities. Because this has fiscal impact, it is recommended that the agencies identify what is needed to accomplish this recommendation and develop an implementation plan, including the necessary appropriation requests for future years. Opportunities that can be developed and put in place without additional funding should be implemented in 2011.

• Request the Virginia Workforce Council, working with the Special Advisor to the Governor for Workforce Development, along with DOE, DOC, DCE and DJJ to conduct a joint study to determine the various funding sources and levels of funding directed towards education and training for adult and juvenile offenders in state facilities. The study should also identify available federal and state resources that may not be fully utilized by state agencies as they relate to incarcerated persons.
2010 RECOMMENDATIONS

• Establish a workgroup under the direction of the Special Advisor to the Governor for Workforce Development as the agent of the Virginia Workforce Network, DBA, DCE, DOC, and DJJ to study development of a pilot bonding program and make recommendations to the Secretaries of Public Safety and Commerce and Trade before June 30, 2011.

• Request that Local Workforce Investment Boards and Virginia Employment Commission (VEC) identify in their annual plans the services provided to offenders returning to their communities.
• Amend §2.2-2669 of the Code of Virginia, which establishes the Virginia Workforce Council and specifies membership, by adding the Secretary of Public Safety to the membership
Lawrence D. Wilder, Jr.
Special Assistant
Office of the Secretary of Education
lawrence.wilder@governor.virginia.gov
(804) 692-2544
VIRGINIA WORKFORCE COUNCIL
November 3, 2011
Agenda Item (VI.b.)

Title: State Health Workforce Development Implementation Grant

Judith Cash, Deputy Director
Virginia Health Care Foundation

Judith Cash is the Deputy Director of the Virginia Health Care Foundation. In this role, she is responsible for all of the Foundation’s grant making and special initiatives. The Virginia Health Care Foundation is a non-profit, public/private partnership dedicated to increasing access to primary care for uninsured and medically underserved Virginians, by strengthening and growing Virginia’s health care safety net. The Foundation was initiated in 1992 by the Virginia General Assembly and its Joint Commission on Health Care.

Judith came to the Virginia Health Care Foundation after 5 years as President and CEO of CHIP of Virginia. In that role she led a network of 11 regional public/private partnerships throughout Virginia, designed to ensure access to healthcare for pregnant women and children from low income families.

Prior to joining CHIP of Virginia, Judith was child health policy analyst with the Virginia General Assembly, and before that, had spent approximately 20 years in direct service and leadership of programs for children with special health care needs and their families.

Judith holds a Bachelor’s Degree in Education from Loyola College and Master’s Degrees from both Loyola and from Virginia Commonwealth University. She also holds a Certificate in Nonprofit Management and is a graduate of the Lead Virginia class of 2008.

Kathy Wibberly, Ph.D.
Director Division of Primary Care and Rural Health
Virginia Department of Health

Kathy Wibberly

Kathy Wibberly, PhD is Director of the Division of Primary and Rural Health in the Virginia Department of Health (VDH) Office of Minority Health and Public Health Policy. She has been with VDH since 1995 during which time she has spearheaded several statewide projects, including the Virginia Partners in Prevention Initiative, the Virginia Right Choices for Youth Initiative, Virginia Telehealth Network, the Culturally and Linguistically Appropriate Health Care Services for Virginians (CLAS Act Virginia) Initiative and the Virginia State Planning Grant. Dr. Wibberly is Chairwoman of the VDH Institutional Review Board and serves as Virginia’s Primary Care Officer and State Office of Rural Health Director. She received her Bachelor of Arts in Psychology from Gordon College, Wenham, MA and her doctorate in Counseling Psychology from Virginia Commonwealth University (VCU) in Richmond, VA.
Virginia Health Care Workforce Implementation Grant Update

Virginia Workforce Council Meeting
November 3, 2011
Partners

- Virginia Department of Health Professions
- Virginia Workforce Council (VWC)
- Virginia Health Care Foundation
- Virginia Area Health Education Centers
- Virginia Community Health Care Association
- Virginia Academy of Family Physicians
To set up the statewide infrastructure required for health workforce needs assessment and planning that maintains engagement by health professions training programs in decision making and program implementation.

- **Objective 1**: To establish the VHWDA as a sustainable public-private partnership.
Goal 1

To set up the statewide infrastructure required for health workforce needs assessment and planning that maintains engagement by health professions training programs in decision making and program implementation.

Objective 2: To establish the Virginia Health Careers Student Registry into a comprehensive registry of all Virginia students with an interest in health careers. Grow Your Own!
To set up the statewide infrastructure required for health workforce needs assessment and planning that maintains engagement by health professions training programs in decision making and program implementation.

**Objective 3:** To expand the scope of the annual Choose Virginia Conference to include all students and residents with an interest in primary care, helping them to “Choose Virginia! A Healthy Place to live and work!”
Goal 2

To encourage regional partnerships that address health workforce pipeline development needs and promote innovative health care workforce career pathway activities.

- **Objective 1:** To identify High Priority Target Areas (HPTAs) within each region of the Commonwealth.
Goal 2

To encourage regional partnerships that address health workforce pipeline development needs and promote innovative health care workforce career pathway activities.

- **Objective 2:** To identify and convene regional leadership to discuss opportunities to better leverage and align existing state, regional and local programs and activities to support regional health workforce pipeline development initiatives that are designed to have a measurable impact on HPTAs.
Goal 2

To encourage regional partnerships that address health workforce pipeline development needs and promote innovative health care workforce career pathway activities.

- **Objective 3:** To make available funds for regional planning and implementation grants to encourage leaders at the regional level to develop partnerships to address the workforce issues in HPTAs and that result in health workforce development initiatives that improve health status and outcomes in those areas.
Goal 2: Objective 3

Members of the “Ad Hoc” Committee:

R. Neal Graham
Chief Executive Officer, Virginia Community Healthcare Association

Tim Tobin
President and CEO, Spotsylvania Regional Medical Center

Doris Crouse-Mays
President, State AFL-CIO

Mike Kennedy
Field Representative, United Mine Workers of America

Huey Battle
Chair, Virginia Workforce Council

Courtney M. Malveaux
Commissioner of the of Labor and Industry

Laura Fornash
Virginia Secretary of Education

- Health care employer
- State federation of labor
- State Workforce Investment Board
- Labor organization
- Public two-year and four-year institutions of higher education
- State public secondary education agency
Goal 2

To encourage regional partnerships that address health workforce pipeline development needs and promote innovative health care workforce career pathway activities.

- **Objective 4:** To capture, package and disseminate best practices and effective regional initiatives throughout Virginia and the nation. PHOTOVOICE!

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**Vision and Mission**

PhotoVoice’s **vision** is for a world in which no one is denied the opportunity to speak out and be heard.

PhotoVoice’s **mission** is to build skills within disadvantaged and marginalised communities using innovative participatory photography and digital storytelling methods so that they have the opportunity to represent themselves and create tools for advocacy and communications to achieve positive social change.

Working in partnerships with other charities, NGOs and community organisations PhotoVoice designs and delivers tailor-made participatory photography, digital storytelling and self-advocacy projects for socially excluded groups. Our pioneering approach brings together the arts, media, development and social change agendas to work with hard-to-reach groups on projects that give voice, build skills, provide platforms for advocacy and work towards sustainable change.
Virginia Health Workforce Development Initiative

Regional Planning and Implementation Grants

- $1 million (federal) available
- Additional $182,750 from State Loan Repayment Program
- Purpose: Health workforce pipeline development
  - Create innovative health workforce development models
  - Provide health and economic benefits
  - Focus on primary care provider and nursing shortages, including oral and mental health.
Who is Eligible to Apply?

- 501 c 3 organization or public agency
- Collaborative partnerships required
  - Health care
  - Education
  - Business / Economic development
  - Philanthropy
- Serve High Priority Target Area(s) as identified in the Health Chart Book
How Grant Funds May Be Used

- Planning Grants - $50,000 - $100,000
- Implementation Grants - $300,000 - $400,000
- Grant period: July 2012 – December 2013
- Use for personnel and operational expense; not for construction or equipment
Examples of Workforce Development Projects

• Distance Learning Initiatives
• Health Professions Scholarship Programs
• Health Careers Mentoring
• Other
Grant Application Process & Timeline

- Pre-Proposal Workshop: January 2012
- Review and analysis of data from Health Chart Book; Identification of Partners: February
- Submission of Concept Paper: February
- Submission of Full Proposal: Late March
- Notification of Awards: June
- Grants Begin: July
• HPTA and specific workforce needs
• Roles and contributions of each collaborator
• Description of strategies and activities
• Anticipated results and plans to evaluate
• Timeframe of activities
• Estimated project costs
Full Proposals

- Need statement based on data analysis
- Project description, goals, objectives, activities
- Collaborative partnerships, roles and commitments
- Project management and leadership
- Process measurements
- Plans for outcomes measurement
- Budget
- Support letters
Guidance from Workforce Council

- Health workforce needs
- Promising or potential strategies
- Key partnerships
- Anticipated outcomes
- Evaluation and tracking
- Participation in review process
For More Information

Kathy Hsu Wibberly, Ph.D.

Director, Division of Primary Care and Rural Health
Virginia Department of Health
Office of Minority Health and Health Equity
804-864-7426
Kathy.Wibberly@vdh.virginia.gov

Judith Cash

Deputy Director
Virginia Health Care Foundation
804-828-5804
judith@vhcf.org
VIRGINIA WORKFORCE COUNCIL

November 3, 2011
Agenda Item (VII)

TITLE: Council Committee Structure

Agenda Item (VII.a.)
Executive Committee

Agenda Item (VII.b.)
Career Pathways System Committee

Agenda (VII.c.)
Performance and Accountability Committee
VIRGINIA WORKFORCE COUNCIL
November 3, 2011
Agenda Item (VII)

TITLE: Council Committee Structure

Executive Committee

The Executive Committee is established with the primary purpose of executing decisions on behalf of the full Council as may be required between full Council meetings. Members shall include the Governor, Council Chair, Council Vice-Chair, Secretary of Commerce and Trade, Secretary of Education, Secretary of Health and Human Resources, one Senator from the Council’s membership, one Delegate from the Council membership, and the Chairs for any such sub-committee that may be established. Either the Governor or the Council chair shall have the ability to call and convene meetings of the Executive Committee. The Council Chair and Vice-Chair are Chair and Vice-Chair of the Executive Committee.

Career Pathways System Committee

In order to build upon the Council’s role in providing leadership in relation to Virginia’s Career Pathways Plan, this committee will serve to identify gaps that exist in the alignment between education systems and the business community that prevent employers from having a skilled workforce or residents from having the education and training necessary to develop and adapt their skills in a changing economy. Based upon such analysis, the Committee will recommend what strategies or interventions might be developed or refined by career pathway system partners to fill these gaps. This committee will analyze future trends and also focus on issues and challenges which prevent the Virginia Workforce Network (Virginia’s public workforce development system created under the Workforce Investment Act) from achieving full success in roles as articulated in federal law and State Code.

Performance and Accountability Committee

Under the umbrella of advocating for continuous improvement of the statewide workforce investment system, this committee will focus on identifying metrics that can assist the Council and other key decision and policy makers at the local, state and national levels in efficiently determining the effectiveness of workforce system services in meeting the needs of Virginia’s employers, workers and job seekers, as well as evaluating those results on a regular basis and making recommendations for improvement. This committee will also have a role with the federal common measures and local workforce investment board-specific program performance, incentives and sanctions.
TITLE: Council Committee Structure, Articles

Articles of Organization
Virginia Workforce Council

Article I
Name

The name of the Council is the Virginia Workforce Council as enacted by the General Assembly of Virginia hereinafter referenced as the Council.

Article II
Purpose and Membership

Section 1: Purpose. The purpose of the Council is to assist the Governor in meeting Workforce training needs in the Commonwealth by:

- Providing policy advice to the Governor on workforce and workforce development issues;
- Providing policy direction to local workforce investment boards;
- Identifying current and emerging statewide workforce needs of the business community;
- Forecasting and identifying training requirements for the new workforce;
- Creating strategies that will match trained workers with available jobs;
- Providing an annual report to the Governor;
- Creating procedures, guidelines, and directives applicable to local workforce investment boards and the operation of one-stops;
- Serving as the State Workforce Investment Board for purposes of the Workforce Investment Act.

Section 2: Membership. The Council shall be composed of not more than the following twenty-nine members:

Governor’s Appointments.

- The Governor;
- Three Cabinet Secretaries: Commerce and Trade; Education; and Health and Human Resources.
- Two state agency heads: Virginia Community College System and Virginia Employment Commission.
- Two labor representatives, including the president of the Virginia AFL-CIO.
- Fifteen business representatives, including the presidents of the Virginia Chamber of Commerce and the Virginia Manufacturer’s Association, one representative of
a proprietary employment training school; and one representative of health care employers. The remaining business representatives must be business owners, chief executive officers, chief operating officers, chief financial officers, senior managers or other business executives or employers with optimum policy making or hiring authority. Businesses must represent diverse regions of the state, including urban, rural and suburban; and at least two shall be members of local workforce investment boards,

- Two local Chief Elected Officials, to include a mayor and chair of a county board of supervisors.

**General Assembly Appointments.**

- Two members of the House of Delegates appointed by the Speaker of the House.
- Two members of the Senate appointed by the Senate Committee on Privileges and Elections.

**Dual Positions**

Persons qualified may fill more than one membership position, at the discretion of the Governor.

**Senior Advisor to the Governor for Workforce**

In accordance with Executive Order #61, the Senior Advisor shall represent the Governor on workforce development matters and at Virginia Workforce Council meetings. This includes the authority to vote on the Governor’s behalf at Virginia Workforce Council meetings.

**Section 3. Conflict of Interest.** All members must complete a conflict of interest disclosure statement, annually.

**Section 4: Terms.** Business members shall serve four-year terms, subject to the pleasure of the Governor, and may be reappointed. Legislative members shall serve terms coincident with their terms of office.

**Section 5: Compensation.** Appointed Council members shall not be compensated. However, they shall be reimbursed for reasonable and necessary expenses incurred in the performance of their duties on behalf of the Council. Legislative members shall be compensated according to appropriate state law.

**Section 6. Resignations.** A Council member may resign by giving written notice to the Governor and the Secretary of the Commonwealth.

**Section 7. Removal.** The Governor may remove a Council member for due cause, conflict of interest or criminal acts.

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**Article III**

**Officers and Duties**
Section 1. General. The Governor shall select a chair and vice-chair from among the fifteen business representatives. The term of the chair and vice chair shall coincide with their membership term on the Council.

Section 2. Duties. The Chair shall preside at all Council meetings, enforce the Articles of Organization and Chair the Executive Committee. The Chair shall also appoint the Chairs of standing and special or advisory committees. The Vice-Chair shall, during the absence or inability of the Chair, perform the duties of the Chair.

Article IV
Meetings of the Council

Section 1. Regular Meetings. The Council shall meet regularly and establish a schedule of meetings, annually at the beginning of each fiscal year. The fiscal year is from July 1 to June 30. At least one meeting annually shall be devoted to strategic planning, training and other related issues.

Section 2. Meeting Notice. A notice of Council and Committee meetings will be published in the Commonwealth Calendar according to submission guidelines.

Section 3. Quorum. A majority of the Council constitutes a quorum. One half of Committee membership constitutes a quorum.

Section 4. Attendance. Council members are required to attend a majority of Council meetings each year. Alternates, who are specifically designated on an annual basis and who are similarly situated with policy-making authority, may attend, but cannot participate or vote in a Council member’s absence.

Section 5. Order of Business. Robert’s Rules of Order shall govern Council meetings. There shall be an order of business for each meeting.

Section 6. Public Participation. All meetings will include a reasonable time for public comment.

Section 7. Executive Session. Prior to meeting in Executive Session, the Council must adopt a motion to go into Executive Session. Matters, which may discussed in executive session, are specified in the Virginia Freedom of Information Act.

Article V
Committees

Section 1 - The following standing committees will conduct the on-going work of the Council:

Section 2 – The Executive Committee is in charge of the direction of the Council, when Council action is necessary between meetings. This committee exercises the full authority and power of the Council, to the extent permitted by law. The Executive Committee shall be composed of the Chair, Vice-Chair, 3 Cabinet Secretaries, the Chair for each Committee described herein, and a member of the Senate and House of Delegates. The Council Chair and Vice-Chair are Chair and Vice-Chair of the Executive Committee.
Section 3 – The Strategic Planning Committee, formerly known as the Workforce System Development Committee will primarily focus on establishing system roles and responsibilities, planning, infrastructure funding, integration and alignment and capacity building.

Section 4 – The Workforce Services Committee, formerly known as the One Stop Committee will primarily focus on partner participation, at-risk populations, center certification, standardized forms and applications, customer needs, marketing, best practices and staff certification.

Section 5 – The Performance and Accountability Committee will primarily focus on state performance measures, WIB performance issues, one stop performance (including partners) and effectiveness, incentives and sanction for WIBs and the Federal Common measures.

Section 6 – The Business Services Committee, formerly known as the Skills Committee will primarily focus on the worker pipeline, low-skill workers, incumbent workers, high tech skills, current and emerging workforce needs of the business community, forecasting and identification of training requirements, strategies to match trained workers with available jobs and the role of the community college system within workforce development.

Committees may also identify other focus areas and tasks through the course of their work or from the Governor’s Workforce Development Strategic Plan.

Section 9 Meetings. The Executive Committee shall meet as needed, by the call of the Chair.

Committees will establish a meeting schedule to accomplish their tasks.

Section 10. Temporary Committees. The Chair may establish Advisory Committees for special purposes. Advisory committees shall be composed of persons who represent the views and interest of the various workforce development stakeholders and who are known to be qualified to perform their duties. State and local agency personnel may serve on these committees as members or consultants. The Chair may establish Special Committees for specific assignments. Temporary committees shall have a definite time of duration.

Article VI
Staffing

Section 1, Designated Staff. The Chancellor of the Virginia Community College System, Workforce Development Services Office, will staff the Council.

Article VII
Articles of Organization

Section 1, Amendments. The Articles of Organization may be amended by vote of the majority of the members of the Council present at any Council meeting. Notice of such amendment must have been sent to the Council members prior to such meeting.

Effective Date: August 12, 1999

Revision 1 – September 19, 2000
Revision 2 – June 12, 2002
Chair: Michael A. Daniels

Conforming Revisions 3 – July 1, 2003
Revision 4 – March 31, 2004
Revision 5 – September 13, 2005
Revision 6 – October 31, 2006
Revision 7 – October 23, 2008

Chair: Dr. Robert Leber

Revision 8 – October 26, 2011

Chair: Huey Battle
Title: Announcement

Next meeting of the Virginia Workforce Council is January 5, 2012.

- Members complete travel expense reimbursement and evaluations forms and return to Jean Thomas-Banks.

- Members that have not completed an electronic deposit are asked to complete EDI form and return to Jean Thomas-Banks.

Members please remember to complete the Conflict of Interest and/or Financial Disclosure, go to www.commonwealth.virginia.gov


Members that register will be included in a direct bill and are asked to notify Jean Thomas-Banks when you register to attend the Hire Education Conference.
SECRETARY OF THE COMMONWEALTH

FINANCIAL DISCLOSURE STATEMENT

Members of certain boards of state and local government are required to file this Financial Disclosure Statement as a condition of assuming office and, then, annually while serving as an officeholder.

You must complete this form. Attached additional pages when necessary. You must sign and date this form upon completion.

The annual filing deadline is January 15th.

For State Board Members: If you have recently been appointed, you must file this form with the Secretary of the Commonwealth prior to attending your first meeting.

For Local Board Members: If you have recently been appointed, you must file this form with the Clerk of the appropriate governing body prior to attending your first meeting.

As an annual filing, this form constitutes a report of financial interests for the calendar year beginning January 1 and ending December 31. As a condition for assuming an office, this form constitutes a report of financial interests at the time of filing.

The information required on this form must be provided on the basis of the best knowledge, information and belief of the individual filing the form as of the date of this report unless otherwise stated.

This Financial Disclosure Statement is open for public inspection.
Title: FORMS
Your feedback and comments are important to us. Please circle your responses and provide any comments. You may return this evaluation at the end of the meeting, or mail it to:

Jean Thomas-Banks  
Virginia Community College System-Workforce Development Services  
101 North 14th Street, 17th Floor  
Richmond, VA 23219

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Why or why not?

____________________________________________________________________

____________________________________________________________________

Committee structure informative?                                        | Yes  | No      |

As a member to the Council which committee would you like to serve on?

How could future meeting be improved?

____________________________________________________________________

____________________________________________________________________

Comments:

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________

(Use back side or additional pages, if needed)

Name: 
Phone: 
(Optional)
Title: Adjournment