

# **JOINT WIB/CONSORTIUM BOARD**

## **MEETING AGENDA**

**December 1, 2010**

CALL TO ORDER & WELCOME – Chair Samples/Chair Hutchins

PLEDGE OF ALLEGIANCE/PRAYER – Chair Hutchins

INTRODUCTION OF BOARD STAFF

ROLL CALL

APPROVAL OF THE AGENDA (Both Boards)

APPROVAL OF MINUTES (Previously Distributed) (Both Boards)

PUBLIC COMMENT PERIOD

### **FISCAL AGENT REPORT**

- A. [Spending Authorization for Balance of PY'10 Funds](#)

ACTION ITEMS:

- A. [Approve Distribution of Available Adult/DLW Funding](#) (Both Boards)
  - 1. [Review Program Summaries](#)
- B. [Approve Distribution of Available Youth Funds](#) (Consortium Board)

### **EXECUTIVE COMMITTEE ACTION TAKEN** (Consortium Board)

INTRODUCTION OF DR. JACK LEWIS, NRCC PRESIDENT – Discussion on Workforce Needs

### **ONE STOP OPERATOR REPORT**

[ARRA/NEG/OJT SERVICE PLAN](#) – Linda Matthews, Goodwill Industries of the Valleys, Inc.

ELECTION OF CONSORTIUM BOARD OFFICERS – Jim Heaney, Committee Chair

GRANTS UPDATE – Staff

[TRAVEL REIMBURSEMENT](#) (Both Boards)

[2011 MEETING SCHEDULES](#) (Both Boards)

OTHER BUSINESS

ADJOURNMENT

## Workforce Investment Board Treasurer's Report

Report Period: 7/01/10 – 10/31/10

<b>WIA Available Administration Funds</b>		<b>\$ 330,088</b>
Obligated	239,073	
Un-obligated	91,015	
<b>Expenditures</b>		<b>\$ 41,546</b>
Board/Fiscal Agent	35,462	
One Stop Operator	6,084	
<b>Balance</b>		<b>\$ 288,542</b>

<b>WIA Available Adult Program Funds</b>		<b>\$ 836,834</b>
Obligated	646,010	
Un-obligated	190,824	
<b>Expenditures</b>		<b>\$ 205,978</b>
Board	19,717	
Operators	186,261	
<b>Balance</b>		<b>\$ 630,856</b>

<b>WIA Available DLW Program Funds</b>		<b>\$ 745,511</b>
Obligated	605,950	
Un-obligated	139,561	
<b>Expenditures</b>		<b>\$ 243,533</b>
Board	20,759	
Operators	222,774	
<b>Balance</b>		<b>\$ 501,978</b>

# CLEO FISCAL REPORT BY PROGRAM OPERATOR

## ARRA Dislocated Worker Program Operator

Program Operator: Goodwill Industries of the Valleys

Contract Total: .....	\$ 802,192
Expended thru October 31, 2010: .....	\$ 790,391
% Expended: .....	99%

### Expenditure Breakdown

Administration -	\$ 26,193	3%
Operational Costs -	\$116,471	15%
Client Services Cost -	\$159,630	20%
Direct to Client Costs -	\$488,097	62%
	<u>\$790,391</u>	<u>100%</u>

### Administration

Financial, One Stop Center Operations, etc.

### Operational Costs

Rent, utilities, operational staff, benefits, accounting, audits, etc.

### Client Services Costs

Case Managers salaries, benefits and travel only.

### Direct to Client Costs

Training, tuition, books, supportive services, needs based payments, work experience costs, etc.

# CLEO FISCAL REPORT BY PROGRAM OPERATOR

## ARRA Adult Program Operators

Program Operator: Goodwill Industries of the Valleys, Inc.

Contract Total: .....	\$ 107,250	
Expended thru October 31, 2010:.....	\$ 100,180	
% Expended: .....	93%	

### Expenditure Breakdown

Operational Costs -	\$ 29,507	29%
Client Services Cost -	\$ 22,601	22%
Direct to Client Costs -	\$ 48,072	49%
	<u>\$100,180</u>	<u>100%</u>

Program Operator: People Inc. of Virginia

Contract Total: .....	\$ 126,000	
Expended thru October 31, 2010:.....	\$ 96,521	
% Expended: .....	77%	

### Expenditure Breakdown

Operational Costs -	\$20,898	22%
Client Services Cost -	\$ 2,921	3%
Direct to Client Costs -	\$72,702	75%
	<u>\$96,521</u>	<u>100%</u>

## CLEO FISCAL REPORT BY PROGRAM OPERATOR

Program Operator: Rooftop of VA-CAP

Contract Total: .....	\$ 84,750
Expended thru October 31, 2010: .....	\$ 84,347
% Expended: .....	100%

### Expenditure Breakdown

Operational Costs -	\$ 778	1%
Client Services Cost -	\$14,182	17%
Direct to Client Costs -	\$69,387	82%
	<u>\$84,347</u>	<u>100%</u>

# CLEO FISCAL REPORT BY PROGRAM OPERATOR

## ARRA Youth Program Operators

Program Operator: Goodwill Industries of the Valleys, Inc.

Contract Total:.....	\$ 334,144
Expended thru October 31, 2010: .....	\$ 334,099
% Expended:.....	100%

### Expenditure Breakdown

Operational Costs -	\$ 25,563	8%
Client Services Cost -	\$ 38,072	11%
Direct to Client Costs -	\$270,464	81%
	<u>\$334,099</u>	<u>100%</u>

Program Operator: People Inc. of Virginia

Contract Total:.....	\$ 388,664
Expended thru October 31, 2010.....	\$ 388,314
% Expended:.....	100%

### Expenditure Breakdown

Operational Costs -	\$ 46,030	12%
Client Services Cost -	\$ 61,094	16%
Direct to Client Costs -	\$281,190	72%
	<u>\$388,314</u>	<u>100%</u>

## CLEO FISCAL REPORT BY PROGRAM OPERATOR

Program Operator: Rooftop of VA - CAP

Contract Total: .....	\$ 172,692
Expended thru October 31, 2010.....	\$ 170,091
% Expended: .....	98%

### Expenditure Breakdown

Operational Costs -	\$ 3,342	2%
Client Services Cost -	\$ 22,602	13%
Direct to Client Costs -	\$144,147	85%
	<u>\$170,091</u>	<u>100%</u>

# **CLEO FISCAL REPORT BY PROGRAM OPERATOR**

## **Dislocated Worker Program Operator**

Program Operator: Goodwill Industries of the Valleys

Contract Total: .....	\$ 550,000
Expended thru October 31, 2010: .....	\$ 228,858
% Expended: .....	42%

### **Expenditure Breakdown**

Administration -	\$ 6,084	3%
Operational Costs -	\$ 56,162	24%
Client Services Cost -	\$ 61,650	27%
Direct to Client Costs -	\$104,962	46%
	<u>\$228,858</u>	<u>100%</u>

### **Administration**

Financial, One Stop Center Operations, etc.

### **Operational Costs**

Rent, utilities, operational staff, benefits, accounting, audits, etc.

### **Client Services Costs**

Case Managers salaries, benefits and travel only.

### **Direct to Client Costs**

Training, tuition, books, supportive services, needs based payments, work experience costs, etc.

# CLEO FISCAL REPORT BY PROGRAM OPERATOR

## Adult Program Operators

Program Operator: Goodwill Industries of the Valleys, Inc.

Contract Total: .....	\$ 198,435
Expended thru October 31, 2010: .....	\$ 66,293
% Expended: .....	33%

### Expenditure Breakdown

Operational Costs -	\$12,779	19%
Client Services Cost -	\$28,462	43%
Direct to Client Costs -	\$25,052	38%
	<u>\$66,293</u>	<u>100%</u>

Program Operator: People Inc. of Virginia

Contract Total:.....	\$ 376,565
Expended thru October 31, 2010: .....	\$ 119,968
% Expended: .....	32%

### Expenditure Breakdown

Operational Costs -	\$ 28,232	23%
Client Services Cost -	\$ 31,299	26%
Direct to Client Costs -	\$ 60,437	51%
	<u>\$119,968</u>	<u>100%</u>

# CLEO FISCAL REPORT BY PROGRAM OPERATOR

## Youth Program Operators

Program Operator: Goodwill Industries of the Valleys, Inc.

Contract Total:.....	\$ 228,791
Expended thru October 31, 2010: .....	\$ 108,596
% Expended:.....	47%

### Expenditure Breakdown

Operational Costs -	\$ 17,761	16%
Client Services Cost -	\$ 39,251	36%
Direct to Client Costs -	\$ 51,584	48%
	<u>\$108,596</u>	<u>100%</u>

Program Operator: People Inc. of Virginia

Contract Total: .....	\$ 371,209
Expended thru October 31, 2010:.....	\$ 139,309
% Expended: .....	38%

### Expenditure Breakdown

Operational Costs -	\$ 32,380	23%
Client Services Cost -	\$ 29,046	21%
Direct to Client Costs -	\$ 77,883	56%
	<u>\$139,309</u>	<u>100%</u>

## Workforce Investment Board Treasurer's Report

Report Period: 7/01/10 – 10/31/10

<b>WIA Available Youth Program Funds</b>		<b>\$ 901,068</b>
Obligated	686,657	
Un-obligated	214,411	
<b>Expenditures</b>		<b>\$ 269,400</b>
Board	21,495	
Operators	247,905	
<b>Balance</b>		<b>\$ 631,668</b>

## Workforce Investment Board Treasurer's Report

Report Period: 5/01/09 – 10/31/10

<b>ARRA Available Administration Funds</b>		<b>\$ 166,147</b>
Obligated	122,790	
Un-obligated	43,357	
<b>Expenditures</b>		<b>\$ 140,132</b>
Board	93,470	
One Stop Operator	46,662	
<b>Balance</b>		<b>\$ 26,015</b>

<b>ARRA Available Adult Program Funds</b>		<b>\$ 326,384</b>
Obligated	326,384	
Un-obligated	0	
<b>Expenditures</b>		<b>\$ 288,221</b>
Board	7,173	
Operators	281,048	
<b>Balance</b>		<b>\$ 38,163</b>

<b>ARRA Available DLW Program Funds</b>		<b>\$ 829,152</b>
Obligated	829,152	
Un-obligated	0	
<b>Expenditures</b>		<b>\$ 775,352</b>
Board	11,155	
Operators	764,197	
<b>Balance</b>		<b>\$ 53,800</b>

## Workforce Investment Board Treasurer's Report

Report Period: 5/01/09 – 10/31/10

<b>ARRA Available Youth Program Funds</b>		<b>\$ 889,790</b>
Obligated	<u>889,790</u>	
Un-obligated	<u>0</u>	
<b>Expenditures</b>		<b>\$ 888,510</b>
Board	<u>16,740</u>	
Operators	<u>871,770</u>	
<b>Balance</b>		<b>\$ 1,280</b>

# VIRGINIA COMMUNITY COLLEGE SYSTEM

James Monroe Building  
101 North Fourteenth Street  
Richmond, Virginia 23219

## WORKFORCE INVESTMENT ACT

### NOTICE OF OBLIGATION

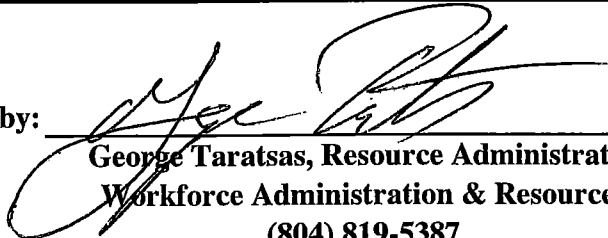
To: Pulaski County

NOO No.: LWA 2-10-03  
Effective Date: October 1, 2010  
Program Code: 1200

<u>CFDA</u>	<u>Fund Type</u>	<u>Prior Level</u>	<u>CHANGE</u>	<u>New Level</u>
17.258	Adult Programs	\$ 134,929	\$ 642,431	\$ 777,360
17.259	Youth Programs	\$ 896,550	\$ 0	\$ 896,550
17.278	Dislocated Worker Programs	\$ 224,340	\$ 595,764	\$ 820,104
	Total All Programs	\$ <u>1,255,819</u>	\$ <u>1,238,195</u>	\$ <u>2,494,014</u>

**Note:** Administrative costs are limited to 10% of this authorization and 80% of the total funds must be obligated by June 30, 2011. The period of availability expires June 30, 2012.

Approved by: \_\_\_\_\_

  
George Taratsas, Resource Administrator  
Workforce Administration & Resources  
(804) 819-5387

Date: \_\_\_\_\_

11/8/10

cc: New River Planning District Commission  
New River/ Mt Rogers Workforce Investment Board

## PY'10 Additional Funding Distribution Summary

### DLW

	<u>Initial</u>	<u>Additional</u>	<u>Revised</u>
Goodwill Industries of the Valleys	\$525,000	\$135,00	\$660,000

### Adult

	<u>Initial</u>	<u>Additional</u>	<u>Revised</u>
People Inc. of Virginia	\$376,565	\$123,065	\$499,630
Goodwill Industries of the Valleys	<u>\$198,435</u>	<u>\$66,935</u>	<u>\$265,370</u>
	\$575,000	\$190,000	\$765,000

## ***DLW PROPOSAL SUMMARY FORM***

**NAME OF PROPOSER:** Goodwill Industries of the Valleys, Inc.

**AMOUNT REQUESTED:** \$ 135,000      **TOTAL TO BE SERVED:** 46

**AREA TO BE SERVED:** Counties of Bland, Carroll, Floyd, Giles, Grayson, Montgomery, Pulaski, Smyth, Washington, and Wythe; cities of Bristol, Galax, and Radford.

### **BRIEF SUMMARY OF PROPOSED PROGRAM**

Goodwill Industries of the Valleys, Inc. will provide an array of intensive and training services as needed to all Dislocated Workers through a comprehensive One-Stop system of service delivery. Through Workforce Centers in Radford, Galax, Bristol, and Wytheville, and Satellite Centers in Montgomery, Bland, Carroll, Grayson, Giles, Floyd, Pulaski, Washington and Smyth counties, Goodwill Industries of the Valleys, Inc., will ensure that access to services will be accomplished without undue hardship; and, when needed, flexible hours of operation will be established for customers who cannot access during traditional hours. Dislocated Workers will receive intensive and training services including Job Search assistance, On-the-Job Training, Occupational Skills Training, literacy activities, short term pre-vocational training, Skills upgrading, and the opportunity to earn a Career Readiness Certificate. All Dislocated Workers receive 12 month follow-up contacts to assist them in maintaining and advancing in their employment opportunities.

Goodwill consulted WIA case managers throughout Area 2 and Dr. Alan Hawthorne, Executive Director of the Joint Industrial Development Authority, for input on new, creative and innovative concepts that will aid Dislocated Workers in obtaining employment and foster career growth now and into the future. This is done by looking at career ladders that have open rungs of opportunity today and will be in demand at higher levels in the future. Examples of these opportunities in WIA Area 2 are healthcare, IT, and advanced manufacturing. Goodwill will provide counseling to all Dislocated Workers on these and other careers that are relevant to the region. Additionally, in partnership with Goodwill International we are providing GoodProspects, a virtual career exploration tool. GoodProspects utilizes social networking allowing individuals to learn about career opportunities and interact with fellow job seekers and industry experts. GoodProspects will be utilized in conjunction with one-on-one counseling on career paths.

Call centers such as Dish Network are an important employer group in Area 2. Goodwill is developing call center contacts to explore the type of training that can be delivered in partnership with the community colleges to prepare Dislocated Workers for job opportunities in this industry. The training would focus on areas such as customer service with the end goal of improving call center employee performance and retention.

On-the-Job (OJT) training is a logical and worthwhile investment that can lead to long term career opportunities. The goal at the end of the training period is that the employee is skilled in their field and is likely to remain employed in that field for an extended period of time. Goodwill is partnering with local businesses to provide OJT training that may include an apprenticeship. A full-time person is actively working throughout Area 2 to identify and develop OJT opportunities.

<b>TARGET GROUPS</b>	<b>NUMBER</b>	<b>PERCENT</b>
Adults	46	100%
Youth (18-21) Served as Adults	0	0%
Welfare	3	6%
Minorities	9	20%
Individuals with a Disability	1	2%
Cost Per Participant: \$2,960		
Cost Per Placement: \$4,500		

**PROGRAM OUTCOMES- DLW**

CONTRACTOR Goodwill Industries of the Valleys, Inc.  
 CONTRACT NO. \_\_\_\_\_  
 MODIFICATION NO. \_\_\_\_\_  
 DATE December 1, 2010

Cumulative Enrollment and Termination

	I.	A.	B.	II.	A.	A.1	B.	C.	III
Report Period	Total Participants	New Enrollments	Carryovers	Total Terminations	Entered Unsubsidized Employment	Employed Who Rec'd Recognized Credential	Other Positive	Non Positive	Current on Board
1 <sup>st</sup> Qtr. 10/1 to 12-31	<b>5</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
2 <sup>nd</sup> Qtr. 1-1 to 3-31	<b>10</b>	<b>10</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>8</b>
3 <sup>rd</sup> Qtr. 4-1 to 6-30	<b>20</b>	<b>20</b>	<b>0</b>	<b>9</b>	<b>8</b>	<b>8</b>	<b>0</b>	<b>1</b>	<b>11</b>
4 <sup>th</sup> Qtr. 7-1 to 9-30	<b>46</b>	<b>46</b>	<b>0</b>	<b>22</b>	<b>17</b>	<b>17</b>	<b>3</b>	<b>2</b>	<b>24</b>

RELATIONSHIPS: I – II = III; A + B + C = II

**ADULT PROPOSAL SUMMARY FORM**

**NAME OF PROPOSER:** Goodwill Industries of the Valleys, Inc.

**AMOUNT REQUESTED:** \$ 66,935 **TOTAL TO BE SERVED:** 26

**AREA TO BE SERVED:** Floyd, Giles, Montgomery and Pulaski counties, Radford city.

**BRIEF SUMMARY OF PROPOSED PROGRAM**

Goodwill Industries of the Valleys, Inc. will provide an array of intensive and training services as needed to Adults through a comprehensive One-Stop system of service delivery. Through the Workforce Center in Radford and Satellite Centers in Montgomery, Giles, Pulaski and Floyd Counties. Goodwill Industries of the Valleys, Inc., will ensure that access to services will be accomplished without undue hardship; and, when needed, flexible hours of operation will be established for customers who cannot access during traditional hours. Adults enrolled in the WIA program often have a significant lack of work history. This makes training opportunities provided under this program critical to their success finding and retaining work. Adults will receive intensive and training services including Job Search assistance, On-the-Job Training, Occupational Skills Training, literacy activities, short term pre-vocational training, Skills upgrading, and the opportunity to earn a Career Readiness Certificate. With this population, supportive services are often required to enable the participant to complete training. All Adults receive 12 month follow-up contacts to assist them in maintaining and advancing in their employment opportunities.

Goodwill will provide counseling to all Adults on training for in-demand occupations that are relevant to the region. Work readiness skills, basic skills training and obtaining a GED are often required before occupational skill training can begin. Goodwill consulted WIA case managers throughout Area 2 and Dr. Alan Hawthorne, Executive Director of the Joint Industrial Development Authority, for input on concepts that will aid Adults in obtaining employment and foster their career growth. This is done by looking at career ladders that have open rungs of opportunity today and will be in demand at higher levels in the future. Examples of career opportunities in WIA Area 2 are healthcare and IT.

Call centers such as Dish Network are an important employer group in Area 2. Goodwill is developing call center contacts to explore the type of training that can be delivered in partnership with the community colleges to prepare Adults for job opportunities in this industry. The training would focus on areas such as customer service with the end goal of improving call center employee performance and retention.

On-the-Job (OJT) training is a logical and worthwhile investment that can lead to long term career opportunities. The goal at the end of the training period is that the employee is skilled in their field and is likely to remain employed in that field for an extended period of time. Goodwill is partnering with local businesses to provide OJT training that may include an apprenticeship. A full-time person is actively working throughout Area 2 to identify and develop OJT opportunities.

<b>TARGET GROUPS</b>	<b>NUMBER</b>	<b>PERCENT</b>
Adults	26	100%
Youth (18-21) Served as Adults	0	0%
Welfare	21	79%
Minorities	4	17%
Individuals with a Disability	2	8%
Cost Per Participant: \$2,586		
Cost Per Placement: \$4,483		

**PROGRAM SUMMARY- Adult**

CONTRACTOR Goodwill Industries of the Valleys, Inc.  
 CONTRACT NO. \_\_\_\_\_  
 MODIFICATION NO. \_\_\_\_\_  
 DATE December 1, 2010

Cumulative Enrollment and Termination

	I.	A.	B.	II.	A.	A.1	B.	C.	III
Report Period	Total Participants	New Enrollments	Carryovers	Total Terminations	Entered Unsubsidized Employment	Employed Who Rec'd Recognized Credential	Other Positive	Non Positive	Current on Board
1 <sup>st</sup> Qtr. 12-1 to 12-31	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
2 <sup>nd</sup> Qtr. 1-1 to 3-31	<b>5</b>	<b>5</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>4</b>
3 <sup>rd</sup> Qtr. 4-1 to 6-30	<b>10</b>	<b>10</b>	<b>0</b>	<b>5</b>	<b>4</b>	<b>4</b>	<b>0</b>	<b>1</b>	<b>6</b>
4 <sup>th</sup> Qtr. 7-1 to 9-30	<b>26</b>	<b>26</b>	<b>0</b>	<b>12</b>	<b>9</b>	<b>9</b>	<b>1</b>	<b>2</b>	<b>14</b>

RELATIONSHIPS: I – II = III; A + B + C = II

We recognize that difficult economic times require innovative business and staffing solutions. To meet the human capital needs of the Mount Rogers area business', People Incorporated proposes a multi-pronged approach consisting of WIA Adult customer Career Readiness Credential obtainment and creating a Business Services Unit which will serve WIA eligible Adult customers as well as business customers/partners in Washington, Smyth, Wythe, Bland, Carroll and Grayson Counties and the cities of Bristol and Galax. Our proposed Business Services Unit will consist of existing and new staff positions from our Workforce Development Group and our Community and Economic Development Group such as a Workforce Development Placement Specialist (new), Community and Economic Development Business Service Managers (existing positions and one new position added to serve Carroll, Grayson and Galax) and Business Trainers. This collaborative team will market the services of the WIA program to both new and existing business partners throughout the Mount Rogers district to develop direct placement, work experience, internship and on-the-job training opportunities for our Adult customers. The Placement Specialist will accompany the Business Development Managers as they meet with new and existing business owners who have contacted People Incorporated to discuss the following programs:

- **Business Start** - Business Start is committed to promoting the economic self-sufficiency and a better quality of life for the region's citizens through small business ownership, job creation, and asset development. Business Start provides business and financial training, one-on-one counseling, and access to credit through a microenterprise loan fund. Business Start microenterprise loans provide up to \$35,000 to start-up and existing businesses. Loan proceeds can be used for working capital, inventory, equipment, and property improvements.
- **Small Business Loans** - In 2003, People Incorporated Financial Services received a \$1,000,000 grant from the Virginia Tobacco Indemnification and Community Revitalization Commission to establish a revolving loan fund for new and expanding businesses in Southwest Virginia. Capitalization of this fund enabled People Incorporated Financial Services to expand its lending capacity to \$100,000 per loan, substantially raising the organization's visibility and impact on community development efforts. Small business loans are often targeted to emerging businesses that wish to expand or stabilize operations. Customers interested in applying for a loan must be a low to moderate income borrower, or must create jobs for low to moderate income people. Training and technical assistance available.

Our Placement Specialist will also market our WIA Adult program to individuals, primarily business owners who participate in the following technical assistance and training opportunities offered through People Incorporated:

<p><b>Business Basics Workshop</b> - a 3-hour overview of the business planning process and the strategic considerations when starting or expanding a business.</p>	<p><b>Core Four® Business Planning Course</b>– Topics include developing a business plan, marketing plan, projecting cash flow, and understanding business operation procedures.</p>
<p><b>Customer Service Training</b>- 2 hour class that covers 4 principles to inspire employees to achieve great things.  <b>Service</b>- Make serving others your number one priority.  <b>Attitude</b>- how you think about the customer is how you will treat them.  <b>Consistency</b>- Set high service standards and live them every day.  <b>Teamwork</b>- Look for ways to make each other look good. Teaches employees the importance of taking care of the</p>	<p><b>Entrepreneur Express Workshop</b> - three hour workshop designed to provide information on available business resources and deliver practical, hands-on training covering key elements of business practice. Workshop segments will feature strategies to build sales, including information on how to start and operate a business, grow an existing business, develop a marketing strategy, obtain financing and find available resources.</p>

<p>customer.</p> <p><b>Growing Your Sales Seminar</b> - focused on helping businesses increase sales through state, federal and private sector markets. The Commonwealth of Virginia and local governments purchase nearly \$10 billion annually in goods and services and according to the U.S. General Services Administration, federal government purchases approximately \$300 billion annually. As a small business owner, this could offer a lucrative market to increase sales and impact your bottom line. In addition, the workshop will help in understanding how to turn leads into sales within private markets, marketing on a shoestring budget and credit issues impacting your ability to grow your business.</p>	<p><b>Social Media Workshop-</b> Social media channels like Facebook, Twitter and YouTube help shape opinions about your company, products and services. This workshop will help you harness that marketing power for your business. This FREE 3-hour workshop will outline how these free tools can be used for promoting business and demonstrate how you can harness the marketing power for your business.</p> <p>Workshop segments include:</p> <ul style="list-style-type: none"> <li>· Social Media basics, opportunities and benefits</li> <li>· How to get started</li> <li>· Computer-equipped hands-on training</li> <li>· Learn how to create a strategy for your business</li> <li>· Share social media ideas</li> </ul>
<p><b>Entrepreneur Express Fundamental Workshop</b> - is a series of five workshop sessions designed to assist and educate new and existing business owners to enhance their business management's skills. Session topics include: (People Inc leads Session 2 on Financing Your Business)</p> <ul style="list-style-type: none"> <li>• <b>First Steps to Business Ownership</b> = This introductory session will focus on steps to establishing a legal entity, record keeping, budgeting, tax ramifications and cash management.</li> <li>• <b>Financing Your Business</b> = <b>This session deals with business financing, including the importance of developing a solid business plan and selecting a community lender and bank. People Inc. will lead this session.</b></li> <li>• <b>Marketing and Advertising</b> = Need help in marketing your business during lean budget times, understanding customer needs and evaluating the effectiveness of promotional efforts?</li> <li>• <b>Managing Employees</b> will be the focus of Session 4 and will include discussion on hiring practices, employee motivation and insurance costs in operating a business.</li> <li>• <b>Real Estate Management and Investment</b> will be our final session and will include discussion about property management, potential real estate income, best practices for closing deals and how to craft leases and rental agreements.</li> </ul>	

The performance indicator for this collaborative effort includes ten (10) placement opportunities with new business partners by June 30, 2011. These placement opportunities will consist of direct placement, internship and on-the-job training placements leading to permanent placements.

In addition to the collaboration outlined above, our Placement Specialist will meet with our Adult Case Managers at least twice each month to "staff" customers who are within 60 days of training completion. Sixty days prior to completion, the Placement Specialist will begin working with the customer on a placement exit strategy. The exit strategy will outline responsibilities of the Placement Specialist, Adult Case Manager and customer to include a timeline for placement. The performance indicator for the additional staff person, Placement Specialist, is twenty-five (25) placements by June 30, 2011.

To meet the Career Readiness Credential attainment indicator set by the state, we are proposing the purchase and use of WIN Courseware with all of our WIA Adult customers. We will incorporate WIN into our current assessment process and require that all Adult customers complete a WIN Placement Test (pre-test) prior to enrollment. We have included a brief description of the WIN program below:

Career Readiness Certificate programs across the nation utilize the WIN Courseware to build workplace skills and ACT, Inc.'s *WorkKeys*® assessments as a common-language for education, workforce, and economic development. WIN is the national leader in implementing Career Readiness Certificates providing a portable credential that promotes career development and skill attainment for the individual, and confirms to employers that an individual possesses basic workplace skills that all jobs require. WIN is the only entity to have implemented statewide initiatives with Career Readiness Certificates and the WIN Courseware is used as the skill-building tool helping students and jobseekers earn Career Readiness Certificates in numerous statewide programs from Florida to Alaska.

The **WIN Courseware** is an interactive curriculum providing foundational skills instruction for all *WorkKeys*® and Pre-*WorkKeys* skill levels. Encompassing ten career-oriented skill and proficiency areas needed in today's workplace, the WIN Courseware was developed directly toward the high standards established by the ACT, Inc. *WorkKeys*® assessments.

Available as a fully-hosted Internet solution for delivering courseware based on the *WorkKeys*® assessment system, the WIN Courseware provides 24-hour, seven day a week access from any location with Internet access. Appropriate for both on-site classrooms or in distance learning situations, the WIN Courseware ensures concept mastery, not just test preparation.

The WIN Courseware consists of 58 competency-based courses including 41 *WorkKeys*® levels and 12 Pre-*WorkKeys* levels and 5 Work Habits levels

#### **WIN Courseware Features:**

- Over 1,200 hours and more than 22,000 pages of print and electronic instruction for *WorkKeys*® assessment preparation.
- Over 20 hours of instructional material for each level of *WorkKeys*® and 12 Pre-*WorkKeys* skill levels.
- Randomized Placement Tests for each skill area quickly determine initial skill level of examinee.
- Post Tests with randomly selected questions for every skill level determine readiness for the *WorkKeys*® assessments.
- Print, LAN, and Internet delivery options.
- Web-delivered Spanish translation for all levels.
- Embedded tracking and management system to ensure evidence development and progress documentation.

Also included is access to the WIN Career Center database where jobseekers can identify workplace career paths using a searchable database of job profiles and career information. The courseware also contains 19 Contextual Courseware modules that target critical career and life skills identified for

remediation. The Contextual Courseware modules directly align WorkKeys® skills with career clusters identified by the U.S. Department of Labor. The Contextual Courseware offers instruction for the WorkKeys® skills specific to the field that the learners either has experience in or that is of interest to the learner.

Career Readiness Certificate programs across the nation utilize the WIN Courseware to build workplace skills and ACT, Inc.'s *WorkKeys*® assessments as a common-language for education, workforce, and economic development. WIN is the national leader in implementing Career Readiness Certificates providing a portable credential that promotes career development and skill attainment for the individual, and confirms to employers that an individual possesses basic workplace skills that all jobs require. WIN is the only entity to have implemented statewide initiatives with Career Readiness Certificates and the WIN Courseware is used as the skill-building tool helping students and jobseekers earn Career Readiness Certificates in numerous statewide programs from Florida to Alaska.

Following an initial placement test, we will incorporate the WIN system-generated remediation diagnoses into the customers Individual Employment Plan and assign remedial activities. We have found that many of our Adult customers are basic skills deficient and need some reading and math remediation prior to completing occupational skills training. We believe that these computer-based remedial activities will assist customers in raising their reading and math levels, successfully complete occupational skills training, score a Bronze level or better on their Career Readiness Certificate (CRC) test.

Along with the purchase of the courseware, we will pursue accreditation by ACT as a proctored testing site. The performance indicator for the addition of the WIN Courseware is 25 Bronze level or higher CRC's by June 30, 2011.

## Youth Council Funding Recommendation

Available Funds                      \$210,000

Distribution Methodology          Free/Reduced Lunch by Jurisdiction

### Recommended Distribution:

	<u>Initial Funding</u>	<u>Proposed Increased</u>	<u>Revised Funding</u>
People Inc. of Virginia	\$371,209	\$129,923	\$501,132
Goodwill Ind. of the Valleys	<u>\$228,791</u>	<u>\$80,077</u>	<u>\$308,868</u>
Totals	\$600,000	\$210,000	\$810,000

## Ronnie Martin

---

**From:** Ronnie Martin [rmartin@nrvc.org]  
**Sent:** Thursday, October 28, 2010 11:28 AM  
**To:** 'whowlett@bland.org'; 'dvhutchins@embarqmail.com'; 'dcampbell@floydcova.org'; 'hspencer@suddenlinkmail.com'; 'Mike Maynard'; 'William H. Brown'; 'rlakers@pulaskicounty.org'; 'charlie@rvgrazers.com'; 'oowens@washcova.com'; 'supvr\_atlarge@wytheco.org'; 'Jim Heaney'; 'william.webb@vec.virginia.gov'; 'Bruce E. Brown'  
**Subject:** Executive Committee action taken

Good morning,

At its meeting yesterday, the Consortium Board Executive Committee took the following action on behalf of the Consortium Board.

1. Approved the transfer of \$55,000 of ARRA Admin. funds to DLW program to be effective 11/1/2010.
2. Approved the OJT – MOA with Goodwill Industries for the NEG – OJT grant.
3. Approved the appointment of Ms. Galena Grubb to the Youth Council representing Juvenile Justice

During the WIB meeting held prior to the Executive Committee meeting, the WIB rejected the HCA proposal for Incumbent Worker training.

Let me know if you have any questions.

Thanks,

Ronnie Martin, Executive Director  
New River/ Mount Rogers Workforce Investment Area Consortium Board  
6580 Valley Center Drive, Suite 119  
Radford, VA 24141  
Phone : 633 - 6764  
Fax : 633 - 2502  
Cell : 357 - 0761

**NEW RIVER/MOUNT ROGERS WORKFORCE INVESTMENT AREA  
ONE-STOP OPERATOR REPORT TO THE WORKFORCE INVESTMENT BOARD  
DECEMBER 1, 2010**

**WYTHEVILLE COMPREHENSIVE WORKFORCE CENTER UPDATE**

A proposal is under consideration to locate the center within the existing Workforce Center (VEC), and share facilities with the Department of Rehabilitative Services in their new adjacent location. This is cost effective and has been approved as a jobs campus by the Virginia Community College Office of Workforce Services and applauded as a creative approach.

**ONE-STOP CENTER ACTIVITY – MONTH ENDING OCTOBER 31, 2010**

Bristol Current Month	Bristol Year to Date	Galax Current Month	Galax Year to Date	Radford Current Month	Radford Year to Date	Wytheville Current Month	Wytheville Year to Date	TOTAL YEAR TO DATE
467	3020	2083	9220	714	4046	922	3476	19762

*Staff-assisted Center customers*

**MASS LAYOFFS & CLOSURES**

Phoenix Packaging is a new company locating in the New River Valley. **The Dislocated Worker Program has seven active OJTs underway.**  
 Volvo (Dublin – 450 impacted): over 100 workers who have been served by the Dislocated Worker Program have been called back to work. Those case files were closed effective September 30, 2010 through TRA.  
 W.M. Coffman (Marion – 120 impacted): mass assessments are underway in the Marion office. To date, 55 have been enrolled into the Dislocated Worker Program  
 Intermet/New River Foundry (Radford – 167 laid off): has been approved for Trade Act. The Dislocated Worker Program has begun to provide assessments for these workers.  
 Tri-Tex (Independence – 37 impacted) has been approved for Trade Act. TRA sessions will be held August 31, 2010. Ten workers are on the layoff list.  
 Evatran LLC is a new employer locating in Wytheville; 84 new jobs are being created.  
 Freight Car (Roanoke) has been approved for Trade Act. The Dislocated Worker Program has received four referrals to date.

**GOODWILL PROGRAM ACTIVITY – MONTH ENDING OCTOBER 31, 2010**

**Dislocated Worker Program**

Formula Funds: 339 Participants YTD, 66 closures/58 employed/ 2 neutral (91%), 273 current, 38 trained/ 24 credentials

ARRA Funds: 732 Participants YTD, 421 closures/382 employed/8 neutral (92%), 311 current, 277 trained/ 203 credentials

**Adult Program**

Formula Funds: 62 Participants YTD, 10 closures/8 employed/1 neutral (89%), 52 current, 4 credentials

ARRA Funds: 30 Participants YTD, 17 closures/16 employed/1 neutral (100%), 13 current, 9 trained/ 8 credentials

**Youth Program**

Formula Funds: 116 Participants YTD, 15 closures/14 employed or education/ 0 neutral (93%), 101 current, 12 credentials, 13 literacy and numeracy gains

ARRA Funds: 21 Participants YTD, 21 closures, 0 current, 20 attained work readiness goal; 7 attained CRC

## **CUSTOMER SUCCESS STORY**

Charles Bartlett was working as a laborer for a masonry company. He was laid off and found himself in job search with no opportunities in the job market. He is also a Veteran and came in to talk to the Galax Workforce Center Veteran's Representative about his options. He had a high school education but no college degree. He knew he was going to require either a college degree or training in a specialized area.

The Veterans Representative signed him up for unemployment insurance and assisted him in updating his resume and searching for jobs. Charles was unsuccessful in his job search and was referred to the Dislocated Worker (DLW) Program.

The DLW case manager and Charles discussed his work history, assisted him with additional job search, and explored options, including possible training opportunities.

He was enrolled in the DLW program on August 20, 2009, received assessments, extended job searches, and development of his Individual Employment Plan.

One of his interests was in the mechanical-electrical field. He first expressed an interest in HVAC training. We discussed his financial situation and how long he would be eligible for unemployment vs. the length of training he would be able to complete successfully. Charles knew he didn't have enough unemployment insurance left to complete long-term training. At this time a new specialized training program was beginning in our area, Groundsman Training. After talking with the instructor and his options of promotions in the hiring companies, he decided this was the training for him.

The Dislocated Worker Program funded his training, and he completed his certificate successfully on February 25, 2010. He applied for several groundsman positions, received an offer and began his new career on March 8, 2010. He later called the case manager to let her know he was working in New Jersey during the week and "loving his job."

# Virginia On-the-Job-Training Re-employment Project Summary

## November 23, 2010

### Summary of the Project

The primary goal of the Virginia On-the-Job-Training (OJT) Re-employment Project is to provide employment and on the job training service for Dislocated Workers with emphasis on those long term unemployed Dislocated Workers. The project will strive to match eligible job seekers to training that will lead to secure long-term employment; meeting the workforce needs of the participating employers. The project is expected to run until August 31, 2012.

### Target Participants

Prolonged unemployed dislocated workers who were displaced after 1/1/08 and have been unemployed in excess of 27 weeks. The participants may or may not be enrolled in WIA programs, but it is likely that the majority of participants will be on the WIA Dislocated Worker case loads. As appropriate, participants will be assessed utilizing CareerScope and the TABE test to determine interests and abilities and math and reading levels. The assessments will be used to ensure that the participant is appropriate for target occupation prior to referral to OJT.

### Eligible Participant Identification

The dedicated case manager will collaborate with the Virginia Employment Commission (VEC) to obtain contact information of all dislocated workers from employers that have downsized within the region. She will also request that the VEC provide identification of workers that have been on prolonged unemployment (may not be incorporated into Youth Case Manager Meeting - Caryl Allenated on the same list as dislocated workers). In addition to the dedicated project case manager's activities, the WIA case managers in the New River/Mount Rogers Workforce Investment Area are fully apprised of this project so that they can review their client files for appropriate OJT candidates. This combined list will serve as a starting place for the OJT outreach process.

Goodwill has been successful in the OJT process at Phoenix Packaging and Rowe Furniture in the New River Valley and will strive to expand the employer network to include all regions in WIA Area 2.

Meetings will also be conducted with local faith-based and community organizations, vocational/technical and employment training institutions and adult education providers to promote awareness of job opportunities for their respective job seeking clients that have been dislocated and/or long-term unemployed.

### Case Management Staffing and Responsibilities

A full-time dedicated case manager has been identified and will begin working no later than December 6, 2010. The identified candidate has experience as a corporate trainer and is an excellent candidate. She will be housed in Wytheville and will cover all 13 jurisdictions in the New River/Mount Rogers Workforce Investment Area. This case manager serves as the lead staff person responsible for serving as the single point of contact with area employers and will coordinate all OJT outreach activities.

A summary of key case management responsibilities are as follows:

- Determine and document each individual's eligibility to participate in program activities.
- Insure that all participant data and program activities are entered into the VWC system.
- Assess each potential participant to determine their appropriateness for a target occupation. If initial assessment at the level of Core Services (Level 1) is insufficient to determine participant compatibility for position, Intensive Services (Level2) will be conducted.

- Case manager will maintain frequent (weekly to bi-weekly) communication with employers via phone.
- Conduct monthly site visits to observe worker on-the-job; discuss progress/performance and potential issues at a face-to-face meeting with each participant and/or with small group or participants engaged at single worksite.
- Schedule (at a minimum) monthly on-on-one meetings/reviews with each OJT site supervisor to discuss employee performance.

### **Eligible Employer Identification**

Initial contact will be made by the OJT case manager to employer targets in all 13 jurisdictions. Goodwill has a large rolodex of employer contacts and will seek to generate more through business services partners at One-Stops. Contact to prospective OJT employers will include an introductory letter or telephone call explaining the project and a flyer/fact sheet (sent directly to employers and made available at the VEC) explaining eligibility requirements, benefits and roles/responsibilities of the employers. Additional outreach to employers will include presentations at trade associations such as the Chamber of Commerce, job fairs and business networking associations such as SHRM. A meeting will also be scheduled with potential employers to explain the project and screen to ensure interested employers can meet the standards for OJT employment.

There are substantial benefits to employers. Qualified employers will be reimbursed for OJT participation as follows:

- 1-50 employees – up to 90% reimbursement
- 51-250 employees – up to 75% reimbursement
- 251 and up employees – up to 50% reimbursement

Not every employer contact will be appropriate for the OJT program; however every contact is an opportunity for the case manager to present the full range of services available under WIA. This may result in opportunities for individuals enrolled in the WIA Youth, Adult or Dislocated Worker programs.

### **Budget Highlights**

- The total funding available for this project is \$197,140.
- Wages subsidies per participant are estimated to average \$5,000 with a minimum of 20 people being served by the program over a two year period. Additional clients will be served if funding is available. The wage subsidies represent \$100,000 of the available funding.
- Travel Expenses \$5,000.
- Staffing cost for this program is \$82,000. This covers salary and fringe benefits through August 31, 2012 and any funds not expended in this area will be utilized in the OJT wage subsidies.

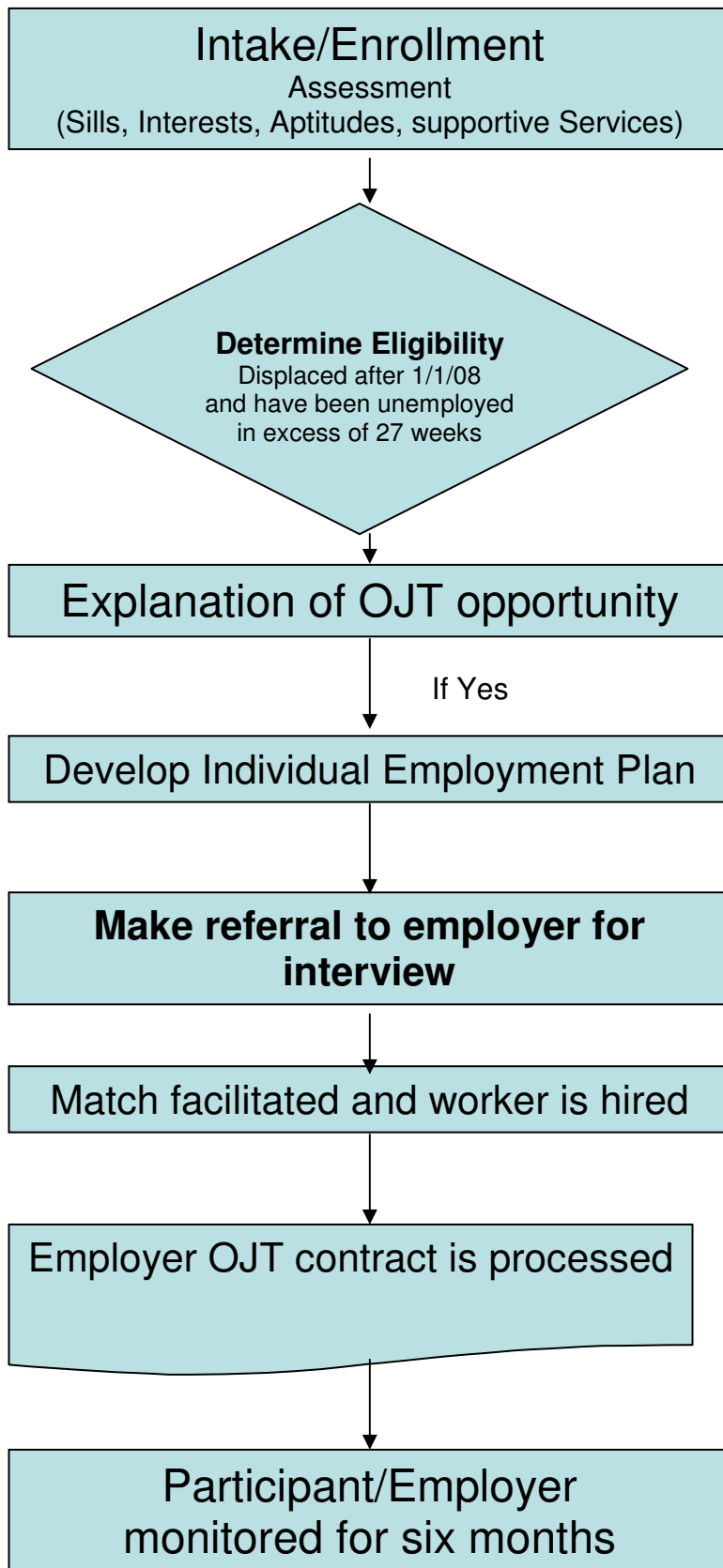
### **Performance – As outlined in the Memorandum of Agreement Between New River/Mount Rogers Workforce Investment Area Consortium Board and Goodwill Industries of the Valleys, Inc.**

The following performance standards are required to be achieved:

- The average cost per participant served – including the wage subsidy - is \$9,857
- Entered Employment Rate – 81%
- Retention Rate – 89%
- Average Earnings - \$13,775
- OJT's completers – 89%

## Virginia OJT Re-employment Project Flow of Services

The flowchart below depicts the typical participant flow of services throughout the OJT process





## **2011 Consortium Board Meeting Schedule**

January 19, 2011

March 16, 2011

May 18, 2011

July 20, 2011

September 21, 2011

November 16, 2011

All meetings will be held on the **third Wednesday** of **alternating months** at the **Wytheville Meeting Center** beginning at **9:30 a.m.**

## **2011 Workforce Investment Board Meeting Schedule**

February 23, 2011

April 27, 2011

June 22, 2011

August 24, 2011

October 26, 2011

December 14, 2011

All meetings will be held on the **fourth Wednesday** of **alternating months** at the **Wytheville Meeting Center** (behind Wytheville Community College) beginning at **10:00 a.m.**