

Peninsula Council for Workforce Development and
Greater Peninsula Workforce Investment Board of Directors
June 27, 2013

Present:

Melanie Beale	Dr. Rex Evans	Hon. James Icenhour, Jr.
Alex Brame	Dr. Rob Fleishauer	Joseph Johnson
Jeffrey Clemons	Greg Garrett	Everett Jordan
Steve Cook	Dan Girouard	Hon. Judy Knudson
Dr. John Dever	Valencia Huggins	Whitney Lester
Dr. John Olson	Michael Shapiro	Dr. Rodney Smith
Mark Stefanick	Jean Steveson	Dale Stone
Kenneth Taylor	Hon. Tina Vick	Barbara Watson
Tyler White	Lisa Zahralddin	Curtis Wray
	Alan Archer	Dr. Deborah Wright

PCFWD Staff Present

William Mann, Gary Butler, Shawn Avery, Cathy Ellis, Terri Partain, Shannon Trochuck, Sharnya Smith, Rita Bond, Jeanne Smith

I. Call to Order

Chairman Dr. John Olson called the meeting to order at 8:00 a.m. and welcomed everyone to the quarterly Board meeting.

II. Approval of Minutes

The minutes from the March 13, 2013 meeting were presented for approval. A motion for approval was made by Everett Jordan; it was seconded by Jim Icenhour and unanimously approved.

III. WIB Committee Reports

Joint Finance and Strategic Planning Committee

Shawn Avery stated that the last few meetings have focused on finding and applying for grants. In the last few months we have received four grants; WalMart, Bank of America, Wells Fargo and SunTrust Bank. Shawn mentioned that we have been approached by Virginia Tech to partner with them in applying for a workforce grant in the area of training and advanced manufacturing.

Shawn Avery showed the new website stating that it was very user friendly and easy to navigate. He explained various aspects of the website stating that it includes the calendar showing all of our activities. It shows all of our workforce champions and changes can be made internally.

Education & Training Committee

Shawn showed a video made by Cox of the Youth Career Expo 2013. Due to the video we have received many calls expressing interest. We had 2,200 students attend with 250 mock interviewers and over 60 vendors. Sharnya Smith discussed an event to be held at the mall called "Back to School Jam".

Youth Workforce Center

Valencia Huggins gave a report as of the end of the year stating that the in school program served 60 students; seven of those students had work experience. Nine students have registered for summer school so far. She discussed the CNA, Pre-apprentice, and Adult Program. Nine students have received their Career Readiness Certificate.

One Stop

Lisa Zahralddin gave an overview of what they have been doing to include:

- Marketing for Jobs for Veterans
- H1B Grant going well
- REEP Grant - last month served 46 young men
- DEI grant wrapping up in September
- Employer event – September 12
- Staff Workforce Recertification
- One Stop Site Certification

IV. Budget Presentation

Shawn Avery stated that the 2013/2014 budget has been approved by the Executive Committee. He explained that there are two budgets; one for the Federal Division and the other for the Private/Public Partnerships Division. Bill Mann reviewed various line items for the Federal Division explaining some things

that affected the budget process. He discussed sequestration, WIA Formula Funds, DEI grant, NEG/OJT, REEP Grant, expenses and funding streams. The budget includes a 3 percent increase in salary for each employee (2% cost of living increase and 1% merit). The major activities of the Federal Division are Peninsula Worklink, Year Round Youth Program, Special Grant and HR Healthcare Workforce Partnership.

Shawn Avery reviewed the budget for the Private/Public Partnership Division. The funding for this division includes private sector, fee for service, local government support, grants and special income. The major activities include youth career cafes, industry cluster activities, educational initiatives and career pathway development. Shawn explained the funding and expenses with emphasis on various line items. The budget for this division includes a 3 percent increase in salary for each employee (2% cost of living increase and 1% merit).

At the end of the budget discussion, a motion for approval was made by Jim Icenhour. The motion was seconded by Mark Stefanick and unanimously approved by the Board.

V. Remarks by Steve Cook, Hampton Roads Economic Development Alliance

Steve Cook gave an overview of the role of Hampton Roads Economic Development Alliance which is to attract new business investment to the Hampton Roads region which includes 15 localities and 1.7 million people. He discussed important issues to include:

- Importance of Regionalism
- Marketing Tactics
- Regional Assets
- Project Source
- Project Geography
- Results

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- Workforce Partners
- Defining Workforce

At the conclusion of his presentation, Steve answered questions from Board members.

VI. PCFWD SWOT Analysis

John Olson directed the board members to divide into groups to conduct a SWOT Analysis. This was a follow-up to the analysis which was done at the last Executive Committee meeting.

VII. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:45 a.m.

Jeanne Smith, Recording Secretary