



State of Tennessee  
Department of Labor and Workforce Development  
State Workforce Development Board Meeting

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## MEETING MINUTES

February 12, 2016 (8:30 AM – 12:00 PM)

### Board Members Present

Rogers Anderson	Greg Persinger
Martha Axford	Burns Phillips
Jason Bates	Bob Ravener
Trudy Carson	Yolanda Shields
Andre Fowlkes	Kevin Vaughn
Ann Hatcher	James Williamson
Susan Lynn	Sandra Woods
Mark Norris	

### Board Members Present by Proxy

Randy Boyd (Ann Thompson)  
Timothy Burchfield (Ann Hatcher)  
Raquel Hatter (Cherrell Campbell-Street)  
Warren Logan (Bob Ravener)  
Candice McQueen (Nick Hansen)

### Members Absent

Chris Mason  
Stuart Price  
Mayra Zimmer

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### Welcome & Update

Chairman Bob Ravener welcomed the board members, state staff, LWIA staff, and guests. He acknowledged the full agenda of the meeting, noting the WIOA updates, budget updates, departmental changes, and the state combined plan.

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### Roll Call

Briana Moore conducted the roll call and established the presence of a quorum. Briana welcomed two new board members, Kevin Vaughn and Jason Bates.

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### Approval of Minutes (vote required)

Mr. Ravener requested for the minutes to be approved as written. Ann Hatcher made a motion to approve the minutes for the full board meeting on December 11, 2015. She also requested that the minutes be amended (in the Regional Alignment section) to give the board more time to review and reflect on any recommended changes in which a vote is needed. Senator Mark Norris seconded the motion. Motion passed with contingency of updating minutes. *Minutes were revised on 2/24/16.*

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### Opening Remarks

Commissioner Burns Phillips gave a comment on the trip to the WIOA National Convening in Washington D.C. with TDLWD and partner agencies (Vocational Rehabilitation (Voc Rehab), Economic and Community Development (ECD), Tennessee Bureau of Regents (TBR), Department of Education (ED), Department of Human Services (DHS), and Adult Education (ED)). He was excited that we have already surpassed and implemented what states have already done after listening to what other states are planning to do or are doing in regards to implementation for WIOA. His bonding experience with the team affirmed him in knowing that the Workforce Services Division and the WIOA partner agencies were placing Tennessee in position to achieve significant strides in workforce development.

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### WIOA Updates

Sterling van der Spuy, Administrator of the Workforce Services Division, provided updates on activities since the last board meeting in December 2015.

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## Efforts and Updates since the September 2015 Board Meeting

- **Governor's Workforce Subcabinet**  
Continuous discussion around the opportunity to connect people with education and training especially after the governors State of the State address that boasted the efforts around Drive to 55, TN Reconnect, TN Promise, and LEAP initiatives. The excitement and anticipation that there will be additional funding assigned for the second round of LEAP Grants and the role the local boards and local areas play in the LEAP initiative.
- **Governor's Rural Taskforce**  
There have been 3 meetings since the last board meeting that discussed the 21 Highly Distressed TN counties. These counties fell within the bottom 10% in the nation under these indicators: poverty, high unemployment rates, and other risk factors within those communities. The 3 meeting discussed how we (various state agencies) can do a better job of serving and reaching out to these counties as well as what systems/processes can be put in place to better connect and align resources. ECD is conducting a broadband assessment to see what the need is and best ways to establish technology access capabilities.
- TN was named among 10 states to participate in the pilot SNAP to Skills Project. Seattle Jobs Initiative sent a team to work with TN and our partners to assist with and developing partnerships with community based organizations therefore increasing our service to those receiving SNAP benefits. Also, kudos to Deniece Thomas, Assistance Administrator of AJC Programs was invited to be the keynote speaker during the national SNAP to Skills Convention in Oakland, CA to boast on the efforts TN is making to increase services to SNAP participants.
- Providing updates during the legislation session on activities across workforce services division and the activities of the state workforce board.
- Some Local Workforce Development Areas participated in data validation which reviews records and ensuring accuracy of data.
- As mentioned by the Commissioner, 15 team members (various state agencies) attended the WIOA National Convening in Washington D.C.
- **Work-based Learning Champions Initiative**  
Partnership with ED, Career and Technical Education (CTE), ECD that evaluates the K12 system and look at logical connection points as well as engaging businesses in that process.
- **Governor's Children Cabinet**  
2 pilots in Jackson and Lawrenceburg – this is a 2 generational approach that assesses families...
- **NASWA Committee**  
Dan Holton, Assistant Administrator of Performance and Reporting, represents TN on the National Employment and Training Committee with NASWA and provides subject matter expertise on the framework for performance and accountability on a national level.
- **System Connectivity**  
Technology is forging TN forward in areas of data connectivity with the implementation of the Virtual One-Stop module (VOS), next will be the Unemployment Insurance module (GUS) that will come on board at the end of April, and the Adult Education module later in the year.
- The AJC Regional Directors will be attending the Southeaster Employment & Training Association (SETA) Conference in March 2016.
- Upcoming meetings with Office of Apprenticeship are scheduled to see how we can utilize workforce dollars and take advantage of apprenticeship opportunities.
- **Workforce OneTouch Dashboards**  
These dashboards are available in each administrator's office and provide instant and ongoing metrics on customer engagement through Workforce OneTouch (Zendesk and Zopim Chat).

Workforce OneTouch Metrics Weekly Report:

Page Views: 920K, Total Site Visits: 284K, Unique Customers: 64K

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60 staff across the state has been trained to monitor activities and engage with those needing assistance via chat and email. There have been 4795 chats that occurred during the week.

Chat Metrics:

Avg. Wait time: 34 minutes, Avg. Response Time: 14 minutes, Avg. Chat Duration: 12 minutes

Senator Mark Norris, requested that as presentations were given during the meeting, please provide updated on how the Department is incorporating Apprenticeships within the flow of activities.

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### **Budget Updates**

James Roberson, Assistant Administrator, provided the board with quarterly budget updates on expenses and obligations through December 2015. This report provides information on how local areas are expending their formula funds based on compliance. A handout was provided to members that detailed the updates discussed.

A request was made that the dollar amount be added to the expenditure and obligations report in addition to the percentages. Discussion regarding the administrative cost at 9% and SFY 2015 (12mths) total cost categories versus the SFY 2016 (6mths) total cost categories. The typical amount that is contracted out to the local areas is \$52-55 million each year and they expend 65-75% of those funds during that fiscal year. They roughly spend \$41-43 million per year.

Where does veterans cost fit into the program cost provided? The budget information provided is specific to WIOA.

Looking at the youth expenditure numbers, and looking at the shift in how we are using youth dollars now, can the board request that the regions share their models and best practices with the opportunities committee? Therefore the committee can review and assess the situation at hand. Yes, we can share those best practices as well as how we can further connect those that are disconnected/disenfranchised youth.

Where does the remainder \$52-55 million go that is not spent? Are there plans in place to get areas to spend what is planned? The state set aside 10% for statewide activities which cover internal cost and then remainder sent to local areas, roughly \$44 million and they have 2 years to spend. The statewide activities and rapid response activities total \$8-10 million. When there are additional funds available it is brought back to the board's attention. For example, there were funds that were redirected to activities like rapid response, apprenticeship, on the job contracts, or entrepreneurship that were discussed and voted on during committee meetings.

Is there a cap on any other cost within the cost categories as there is for administrative cost? Yes, there is a 3% cap on Wagner-Peyser and WIOA infrastructure. All other partners have a 1.5% cap with an exception with vocational rehabilitation. Those caps do not go into effect until July 1, 2017.

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### **Communications Updates**

Melinda Kelsey, Administrator introduced the board to the newest member of the Communications Team, Chris Cannon. Updates were also given on the new Inside Workforce Development talk show. The show provides information and highlights on what is going on within the Tennessee Department of Labor and Workforce Development and is no cost to the department. Please contact Melinda Kelsey or Chris Cannon if you have any businesses that would like to be a part of the show.

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### **Employee of the Year Award**

Trudy Carson, Opportunities Committee Chair, presented the recipients of the 2015 Regional Workforce Services Employee of the year award. The following persons received the achievements of outstanding workforce service employees:

East – Donna Stansberry, Middle – Charlie Koon, West – Cynthia Webb

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## WIOA Plan Overview

Briana Moore, Workforce Services Director, provided updates on the state combined plan. In addition to the updates, board members were given instructions on how to maneuver through the plan once it was placed on the website, how to post comments to the plan, the timeline of the public commenting period (30 days once posted), as well as the appendices that would be included in the plan. Also, information was provided on how the division would respond to comments and disperse information to the board following the comment period.

Following the state plan submission on April 1, 2016, the state will then develop regional and local planning guidance and seeking the boards input on what additional items like ITA expenditure report out.

Each partner within the plan will be given 5 minutes to address what benefits and changes they found in WIOA:

Labor Market Information (LMI), Linda Davis – This alignment provides an opportunity for data driven decisions and training based on in demand occupations by region and local area. This is the first time that LMI provided an analysis by region. It includes occupational projections – the ones that are in demand, gap analysis by region, to the industry projections going out to 2022. It has state data on educational attainment local data for LWDA's as well as the regions. There is also poverty information that is included in the LMI section of the plan.

Economic & Community Development (ECD), Ann Thompson – ECD is not a core partner, but are a part of the plan and how ECD ties in with labor, education, and department of human services in accomplishing the following goals (established by ECD):

- 55% of job commitments pay above the average wage of the county they are placed in
- TN will be the top 2 per capita personal income in the southeast
- TN will have the highest capital investment per capita in the southeast
- TN will have the lowest unemployment rate in the southeast
- TN will have 0 distressed counties by 2025

Challenges that may be faced:

- Metrics to measure success
- Utilizing data to make decisions
- Alignment to ensure we are connected via systems

Education (ED), Nick Hansen – Education has been a partner in workforce solution prior to WIOA implementation. WIOA provides an alignment opportunity and allows a focus on youth and career pathways for all ages. WIOA has the following benefits:

- Work on a state policy level and ingrain into the fibers of the community
- Better reflects Education spending of Federal Perkins Reserve dollars.
- Proactive long-term workforce pipeline solution
- Increase state collaboration with support for local implementation
- Local Workforce Development Board (LWDB) is a key connector in implementation

Adult Education (AE), Glenda Vanderveer – Adult Education will be integrating a module within the Virtual One-Stop (VOS) System by the end of the year. AE has restructured and modernize their services offered to include

- customized AE evaluations
  - professional development
  - in collaboration with Dept. of Human Resources, leadership management training for AE supervisors, data management, and customer service
  - chosen as 1 of 13 states to pilot college and career readiness standard in action program
  - offering online classrooms (only 1 of 4 state offering online classrooms with over 1700 participants)
  - developing 1<sup>st</sup> AE curriculum in the nation with ETS®
  - introduced marketing strategies via social media and google ad words, etc.
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## Human Services (DHS)

Vocational Rehabilitation, Cherrell Campbell-Street – WIOA provides the following benefits:

- intentional alliance – employment program for persons with disabilities (inclusion of vocational rehabilitation)
- blending funding
- stronger services to the business community - provide free services to businesses to make sure disability accessibility (job analysis, ADA accommodations, etc.)

TANF, Tracy Bell – WIOA provides following benefits:

- blending resources – utilize workforce services resources for TANF recipients (getting TANF recipients registered on jobs4tn.gov)

Performance, Dan Holton – performance (technology, evaluation and certification) most expensive because it touches every area of WIOA. Currently, do not have the regulations and will not be published until July 1, 2016. So the state is working based on the statutes. The projected performance outcomes, as identified in appendix 1, have to be negotiated across all core programs and will be changed to meet the accommodations of certain target populations. Utilizing regression models to also determine what the performance outcomes will be. Targets in the combined plan are estimates and low. TN reserves the right to make the necessary changes to the targets upon the release of the regulations.

Monitoring, RSA, Leveraging Partnerships, James Roberson – accountability, monitoring programs and how they are utilizing funding for training, skill development, and job attainment. The state is analyzing how we are leveraging resources under Resource Sharing Agreements (RSA) with local areas and partner agencies. During the National Convening the team was informed that the One-Stop Infrastructure Compliance implementation will not be until July 2017. The state is also looking into purchasing grant management software that will track funding and can be utilized by all partners. Lastly, going forward the Board will have the responsibility of reviewing and developing policies (Certification Policy and State Infrastructure Funding Mechanism Policy).

Workforce Services, Deniece Thomas – One-Stop Delivery Structure which is our American Jobs Centers across the state. The language regarding the One-Stop System is identified in TEG 4-15 (Vision for One-Stop Delivery System). WIOA provides access to partners, whether co-located in the center or access to those partners that is true a one-stop.

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## Questions & Answers

Sterling van der Spuy address the key reforms that has put in place as a result of WIOA:

- strategically align the workforce development program
- promotes accountability and transparency
- fosters regional collaboration
- improves the American Job Center System
- improve services to employers and promotes work base training
- provides access to high quality training
- enhances workforce services for the unemployed and other job seekers
- improves services to individuals with disabilities
- makes key investments in serving disconnected youth and other vulnerable populations
- streamlines and strengthens strategic role of the workforce development board

**What apprenticeship programs are underway for disconnected youth?** Several engagements with the Office of Apprenticeship, the program in TN that is federally driven. For the most recent year, there are 4517 actively participating in the program, 1878 new apprenticeship participants, 275 active programs, 541 completers. Last year the board approved \$1 million to be applied to registered apprenticeship programs throughout the state, of which \$835K is still remaining. Only 7 grants have been awarded out of the \$1 million allocated to this

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program.

More discussion and information is needed regarding registered apprenticeship, especially in the private sector. Possibly changing the name/branding to cooperative work program since there can be a negative connotation about apprenticeships. Also thinking about other intangibles beyond typical work environment.

**Is there an action plan to get the word out about apprenticeships?** Launch a work based learning champion group allows us to take a deeper look at barriers and opportunities for youth career readiness experiences. There has been a meeting so far as well as field trips to Southwire (12 for Life Program operated by Youth) to look at ways to develop initiatives to provide these type of experiences.

**Looking at implementing some types of community services component to building soft skills. In addition, looking at highways and data to help with accessibility to work.** Some communities don't have accessibility to highways and data (technology infrastructure). Looking at bringing in Tennessee Department of Transportation. Alternative solutions for IT development are broad band and rural sourcing through ECD.

**How many people across the state do not have a high school diploma or the equivalent?** About 700K people. Is GED (High School Equivalency) rolled up under the BEP? Just an observation made by board.

After reviewing the leading industry for 2022, how do local boards/areas use this information within the plan? Can the state provide guidance on how we can bring back this information to local areas? This is a unique opportunity and we will continue to work with the board to develop this messaging.

Set criteria for apprenticeships to focus/assist locals to use money and have appropriate training.

**ACT Career Readiness, is that something we participate in?** Yes, area in LWDA1. We made a decision to get out of it because we were spending a fair amount of money. Should we revisit allowing this component again? Yes, but also looking at partners that offer similar or same services and leveraging those resources.

Sterling requested that the board makes a motion to place the draft plan on the website for public comment. Ann Hatcher made a motion, seconded by Yolanda Shields. Motion passed.

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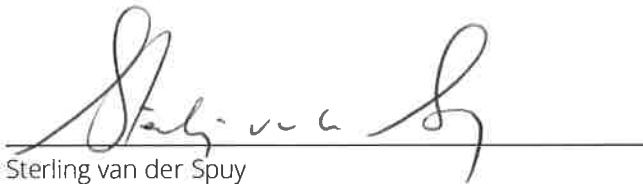
### Adjourn

Senator Mark Norris made the motion to adjourn the meeting, seconded by Mayor Rogers Anderson. Motion passed.

Future Full Board Meeting Date - May 13, 2016

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Note: An audio recording of this meeting is on file at the Tennessee Department of Labor and Workforce Development.



Sterling van der Spuy  
Administrator

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3/14/16