



## Workforce Development Board of Kanawha County

Board Meeting December 14<sup>th</sup>, 2021

### Board Minutes

**Present:**

Paul Breedlove  
Lucinda Curry  
Jeff Farley  
Becky Judy  
Bob Gray  
John Haer  
Laura McCullough  
Brett Matthews  
Marsha Mullins  
Greg Osbourne  
Carl Olian  
Dustin Vaughan

**Absent:**

Jeri Adkins  
Sandra Ashley  
Anita Ferguson  
Andrew Gunnoe  
Lee Roberts  
Mike Sirockman  
Lori Counts-Smith  
Doug Tate  
Sermario Wiggins  
Craig Young

**Staff:**

Lailah Ali  
Jessica Conklin  
Chelsea Meadows  
Julie Norman  
Nick Nunnery  
Courtney Saunders  
Nita Shafer  
Andy Sweetnich  
Derek Vance

**Guest:**

Board Chairman Brett Matthews called the meeting to order at 10:00 am. Brett asked for a motion of approval for the minutes from the meeting on October 19<sup>th</sup>, 2021. Dustin made a motion to approve; Paul seconded the motion. All were in favor. Motion approved.

#### **Finance Report- Andy Sweetnich**

Andy reported that since the last meeting, the spending has gone up from 21% to 32%. Contractual spending has gone up from 26% to 42%, which is all things pertaining to participants that WDBKC serves. In the month of October, \$106,000 was spent on participants and \$128,000 in November. There has been an increase in spending on ITAs in both Adult and Dislocated Workers. Empowered Employment spending has increased by \$35,000. Andy reported that the new money received needs to be 80% obligated by March, or WFWV will unobligate it from us, and reallocate it to another region. Carl asked Andy, with all of the new variants of COVID and with a potential work from home coming, how would we be able to continue spending. Andy replied with, finding new and innovative ways to spend money, prepaying for expenses, i.e., rent and phone. Julie said that there are two streams of money, old and new. WDBKC knows for sure that in June the old money will be gone, and there will be no extension. Julie believes that all the regions will be in the same situation come March, not having their new money 80% obligated, and if that is the case, then WFWV will not be able to unobligate and reallocate the money in June. Therefore, the old money is being spent heavily. Dustin asked how far we can prepay (obligate) items in advance. Julie's response was anything that we have a contract with; subcontractors, ITA's, rent. Brett asked for a motion to approve the Finance report. Dustin made a motion to approve; Paul seconded the motion. All in favor. Motion approved.



### **Performance Report- Michele Painter**

Michele was absent during this meeting, so Derek Vance reported that the Quarterly numbers have increased. The employment rate has gone up 11.4%, the credential attainment rate for Adults is 100%, 77% for Dislocated Workers. The performance has improved. Under the 4<sup>th</sup> quarter after exit, it is red, 61.1%, we are 1.5% away from being at the 90% goal that the state has set for WDBKC. The dislocated Worker median earners column is three dollars off from being within the goal set. We believe there will be a significant jump in adult numbers once all the Adult data is entered into the MACC from Incumbent Worker contracts. The Youth numbers are low, and WDBKC will be working closely with HRDF staff to assist in any way to help increase the numbers.

### **Program Report- Tamara Lee**

Tamara was absent during this meeting, so Derek Vance reported that WDBKC is currently serving individuals under six different grants, WIOA grant; National Dislocated Worker Grant; National Opioid Grant; National Dislocated Worker COVID 19 Grant; National Severe Storm Grant; Unicare and Empowered Employment. 101 referrals have been received from the website seeking WIOA services. 13 ITA's have been written since October for training. There have been four contracts issued for employment in that time. Five new companies have been enrolled to utilize our employer services. Snap E&T case managers have received 55 referrals from DHHR and WIOA staff.

### **Marketing & Outreach- Derek Vance**

Derek reported that for outreach, social media, and website we have implemented new outreach methods on social media that has allowed us to gain more referrals for employers through Facebook job postings. WDBKC has received 114 resumes and counting for positions that we have posted for employers. Continue to work with 25<sup>th</sup> Hour, The Marketing Firm for social media post. On December 2<sup>nd</sup>, Their staff came in and did testimonials of participants we have served. Our social media page continues to grow daily, with over 700 people. In the last 28 days, WDBKC's Facebook page has reached over 14,000 people, with 189 new likes. Website traffic has increased by 28% also. Top two sources of traffic are direct referrals and google searches. Future outreach plans include growing and establishing an Instagram page, Twitter, Snapchat and a TikTok to bring in the younger generation. Derek reported that there has been a new logo creation, and flyer creation for all upcoming events.

### **Executive Director- Julie Norman**

Julie reported that there is still a need, and a struggle of the worker shortage. Inflation with prices going up affect individuals we serve so we will be offering supportive services for various needs. WDBKC has two new Career Planners, Chelsea Meadows, and Jessica Conklin. Lailah Ali has been spending more time at 405 Capitol Street, helping Admin Staff go through files that came from the WorkForceWV that we moved out of recently. With these files being brought to 405 Capitol Street, there is now a need for more space. There is no storage space, for files or supplies. Adding to Outreach and Marketing, in the West Virginias' Executive Magazine, was an article that was wrote to promote the Statewide system and the local Workforce Development Board. The article includes success stories from individuals, and from employers. The cost was shared by all seven regions. Since the article was published, Julie has been asked to do an interview by a Freelance writer, Kenzie Hamilton. Performance will continue to improve, and staff is expected to go above and beyond to receive the positive outcome



# Workforce DEVELOPMENT BOARD OF KANAWHA COUNTY

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we need. WDBKC knows that there is a need for Truck Drivers, the training is short, and the pay is good. Julie reported that we call it "Truck Driver Tuesday" and it has gained social media's attention. Every Tuesday, at 9am or 1 pm the Career Planners will be doing group orientations. Before we started the outreach on Truck Driver Tuesday, WDBKC called a meeting with the training providers and made sure that they had the capacity to train hundreds of individuals, and they agreed. Then WDBKC called a meeting with employers to inform them what we are doing and how we are planning to help them. WDBKC is finalizing all MOU's with partners, and financial agreements. Soon, there will be cross training between staff, so everyone has knowledge about what each co-worker does. There will also be an improvement in referrals. WDBKC will also be doing "pop-up" one-stop's that will be all around Kanawha County on Wednesdays starting January 12<sup>th</sup>, 2022. WDBKC will be recreating the way Incumbent worker contracts are awarded. Contracts will no longer be awarded all year long. The application will be due January 28<sup>th</sup>, of each year for the entire year for all trainings the employer may want for their business. Awards will be made the first week of February. The application for the American Recovery Act was submitted to the Kanawha County Commission to propose low-cost vehicles to individuals who have opportunities to go to work, but do not have transportation. WDBKC had a meeting with Andrew Gunnoe and WDBKC's partners Todd Judy and Becky Judy. In addition to that grant, Julie is applying for another Grant through West Virginia Developmental Disabilities Grant due January 5<sup>th</sup>, 2022. Julie is also applying for the USDA Rural Business Grant. Julie would like to focus on women of minorities for this grant. WDBKC is working closely with Karen Wade for apprenticeship opportunities. Julie wants to be an approved Ticket to Work provider to assist individuals getting off SSI.

Brett wanted to recognize WDBKC's new Executive Committee member and Treasurer, Becky Judy.

### **Old Business**

There was no old business to report on.

### **New Business**

Julie reported that there were revisions made to the Personnel Policy based on recommendations from the board from the last meeting, Annual leave, Years of Service, House Keeping. The Executive Committee voted on the Personnel Policy revisions. Julie reported that the By-Laws have also been revised. The biggest change was the language to what duties the treasurer and secretary will be tasked with, and how many days WDBKC must give Board members changes to anything regarding the By-Laws or Policies. Brett asked for a motion to approve the revisions to the By-Laws. Paul made a motion to approve; Carl seconded the motion. All were in favor. Motion approved.

Brett Matthews asked for a motion to adjourn the meeting. Paul made the motion. Carl seconded the motion. All were in favor. Meeting adjourned at 11:25 am.

Respectfully Submitted by: Courtney Saunders  
Executive Assistant WDBKC 1/10/2022