



Meeting Virginia's Workforce Needs

Virginia Workforce Council 2010-2011 Annual Report

Executive Summary

Virginia Workforce System Partners

Gov. Robert F. McDonnell
and State Agencies

Virginia General Assembly

Business and Industry
Organizations

Local Workforce Investment
Boards and Staffs

Virginia's 23
Community Colleges

Local Elected Officials

Virginia's One-Stop
Career Centers

Community-Based Organizations

Economic Development
Organizations

Virginia's Colleges and Universities

Local School Districts

Career and Technical Academies

Organized Labor

Education and Training Providers

Local Workforce
Development Agencies

And, Virginia's Employers,
Workers and Jobseekers

Cooperation and collaboration of all workforce partners bring promise of a brighter future

It is my distinct honor, as chairman of the Virginia Workforce Council, to convey to you its 2010-2011 Annual Report.

The Virginia Workforce Council is directed by the Code of Virginia to advise the governor on the workforce training needs of the Commonwealth. It serves as the state Workforce Investment Board in compliance with the federal Workforce Investment Act (WIA). The Council is led by a majority of business representatives appointed by the governor, as well as key leaders from all sectors of workforce and economic development, local and state government.

In this report, you will find stories of hope, innovation and achievement that have transpired over the past fiscal year. Unique programs—such as On Ramp, Middle College, Career Coaches, Project GATE, AmeriCorps and On the Job Re-employment—were implemented with the combined resources of community colleges, workforce boards, businesses and regional partners to create opportunities for jobs and prosperity. We particularly feature the success of the \$300,000 in WIA incentive funds that this Council awarded to four regional career pathway partners, fostering local coordination and regional collaboration. A committee of this Council carefully analyzed applications from local workforce areas before making these investments. The Council is pleased with the progress made with projects that are models for the nation. You will note in this synopsis of workforce activity, the magnitude of business



Dr. Robert Leber (right) passes the gavel to his successor, Huey Battle, as he accepts the post of chairman of the Virginia Workforce Council.

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closures or downsizing actions that were responded to in rapid fashion. More than 100 notices were received and more than 9,000 workers affected by dislocations.

We include the detailed performance outcomes accomplished in the 15 local workforce investment areas across the state that serve youth, adults and dislocated workers as well as those facing additional barriers to employment, such as



Gov. Robert McDonnell talks about the need to develop Virginia's incumbent workforce during a forum held in October 2010.

undertaking and will remain vigilant about, in pursuing an ideal quality of life for all and the promise of a brighter future.

You can be assured the Virginia Workforce Council will be strategic and purposeful in its stewardship of the resources provided by the federal and state government to advise the governor in the most effective and efficient approach to providing an outstanding workforce for the current and future employers of the Commonwealth.

returning veterans, persons with disabilities, ex-offenders and non-English speaking citizens, to name a few.

The Commonwealth continues to face the same challenges we see across the nation in terms of high rates of unemployment, real estate foreclosures and a struggling economy. This annual report, however, reflects the great spirit of cooperation and collaboration that all workforce partners are

Council membership:

The Honorable
Robert F. McDonnell, *Governor*
Dr. Robert P. Leber,
*Senior Advisor to the Governor
for Workforce, Chair*
Mark B. Dreyfus, *Vice Chair*
Huey J. Battle
John Broadway
The Honorable Kathy J. Byron
The Honorable James Cheng
Doris Crouse-Mays
Roobeh S. Dadabhoy
Glenn DuBois
Barry DuVal
Dr. William A. Hazel, Jr.
The Honorable Linda T. Johnson
Christine Kennedy
Hugh D. Keogh
The Honorable Daniel Marshall, II
The Honorable
A. Donald McEachin
Guillermo Meneses
The Honorable Yvonne B. Miller
Rumy Mohta
Doyle Rasnick
Rita C. Ricks
Toney Rigali
The Honorable Gerard Robinson
Don R. Sullenberger
William Thumel
Tim Tobin
James H. Underwood
Raul Danny Vargas
Brett Vassey
Andrea Wooten

Huey J. Battle

Chairman, Virginia Workforce Council

Statewide Initiatives

Rapid Response summits conducted to assist the layoff aversion efforts

During PY 2010, Virginia's Dislocated Worker Unit (DWU) transitioned from a state level to regional service delivery model, using designated workforce development community college programs at Thomas Nelson, Community College Workforce Alliance, Northern Virginia and New River. To increase efficiency and in conjunction with the transition, virtual employee needs assessments and automated evaluation and reporting tools were developed. As a result of increased data collection, this report will include services provided to those employees of companies that did not file a Worker Adjustment and Retraining Notification (WARN) as well as those that filed a WARN.

The DWU received 58 notices in response to the WARN Act. Compared to the previous year, the number of WARN notices increased by five. However, there was a decrease in the number of impacted workers, from 7,520 the previous year to 5,648 for PY 2010 (see chart below).

The NON WARN customers served included defense contractors, federal workers and municipality employees impacted by public education reductions. The disestablishment of the Joint Forces Command

has impacted the eastern and northern regions of the Commonwealth and is forecasted to continue to impact employment rates through PY '11.

Rapid Response staff contacted company officials within 48 hours of receiving a WARN. They held employer briefings with management and planned requested briefings for the future. Most briefings were held before the workers left their respective companies. A team of local workforce development partners provided direct services and helped with employee briefings, led by one of four regional Rapid Response coordinators. The Rapid Response coordinators were instrumental in planning and resourcing job fairs, onsite employer resource centers, independent employer resource centers, customized transition workshops and registration for WIA and partner services.

DWU initiatives for PY 2010

Rapid Response summits of regional workforce and economic development partners were conducted quarterly. Forecasting teams were formed as a means to assist layoff aversion efforts. Some of the new initiatives they implemented included:

- Produced a follow-up card which is sent to employees after they have been displaced from their company to encourage them to seek services through One-Stops, the Virginia Employment Commission, United Way's 2-1-1

RAPID RESPONSE
Employment Transition Services

Virginia's
 Community Colleges
 Workforce Development

and local community colleges.

- Planned and developed an employee briefing webinar that included the DWU, Virginia Employment Commission and workforce centers for 193 Flextronics employees located throughout the state. Two sessions were conducted to accommodate all customers.

- Expanded state and regional Rapid Response website pages.

Other initiatives included:

The Rapid Response regional staff developed regional plans of service in conjunction with workforce and economic development partners.

The state DWU expanded working relationship with the existing business services division of the Department of Business Assistance to facilitate layoff mitigation.

The regional programs used newsletters to direct former employees where they could go for help after the employer's door had closed.

The DWU provided support and consulted with the governor's military liaison to the Joint Forces Command, the Office of Economic Adjustment, Suffolk Economic Development and the Eastern Virginia Workforce Partners to open a customized transition center. •

STATEWIDE RAPID RESPONSE ACTIVITIES Program Year 2010 (July 1 through June 30)

RAPID RESPONSE ACTIVITY	PY10	PY09	PY08
WARN notices received	58	50	115
Number of workers affected	5,648	7,520	19,896
Average number of workers per event	97	150	173
	PY10		
NON WARN notices received	46		
Number of workers affected	2,793		
Average number of workers per event	61		



Innovative On Ramp program offered at 16 community colleges to help dislocated adults

Implemented in summer 2010, On Ramp is supported through Rapid Response funds. It helps dislocated adults in Virginia regions that have higher-than-average rates of unemployment, recent business closings or layoffs to earn postsecondary education credentials that are in demand for emerging or current careers.

Currently operating in 16 community colleges, On Ramp provides eligible participants with scholarships for community college tuition and fees, textbooks and required instructional supplies. In addition to fiscal support, On Ramp participants receive career and educational coaching along with training as needed to improve job search and placement skills.

On Ramp tuition support may be applied to credit-bearing programs of study that lead to associate degrees and community college diplomas or certificates, as well as to noncredit programs that prepare participants for industry certifications or licensures.

In its first program year, 2010-11, On Ramp served 1,103 dislocated workers who gained 357 occupationally related credentials including nursing, dental assisting, respiratory therapy, medical billing and coding, medical transcription, medical office specialist, certified nursing assistant, pharmacy technician, veterinary technician assistant, air conditioning and refrigeration, industrial technology, welding and truck driving.

On Ramp students who enrolled in credit-bearing programs of study earned an average of 11 credits per semester, with 79 percent in credit-bearing programs continuing their studies from fall 2010 to spring 2011. In 2010-11, an average of \$1,423 was awarded to On Ramp students in financial aid.

On Ramp is one strategy employed

by Virginia Community Colleges to help reach the governor's goal of increasing by 100,000 over the next 15 years the number of Virginians of all ages who will attain a postsecondary education. The On Ramp program is innovative because for the first time it brings together community college financial aid and workforce development divisions, as well as community colleges, One-Stop Career Centers and Workforce Investment Boards.

The program continues in 16 colleges across the Commonwealth in 2011-12. This year, approximately \$2 million in Rapid Response funds will support On Ramp services, including financial aid to participants and career coaches at all colleges offering the program. •

Transition specialists work with adults who need to obtain GED®

The adult education transition specialist program, funded by the Workforce Investment Act, was established in 2010 with a Memorandum of Understanding (MOU) between the Virginia Community College System and the Virginia Department of Education.

Two transition specialists—one in South Hampton Roads (Portsmouth, Norfolk, Chesapeake and Suffolk) and the other in Northern Virginia (Prince William, Alexandria, Fairfax, and Arlington)—worked with local adult education programs, workforce investment boards, community colleges and other stakeholders to ensure that individuals who had taken the GED® tests, but who had not completed or passed them, were recruited into state-funded preparatory classes to receive instruction so they could successfully complete the tests.

The specialists then coordinated GED® testing sessions for the recruits. After the recruits passed the tests, the transition specialists counseled and helped them enroll

in postsecondary education programs.

Nationally, only about 3 percent of individuals who lack a high school credential are served annually by WIA-supported adult education programs. A mere 1.1 percent of census-reported adults without a high school credential passed the GED® tests, according to the GED® Testing Service 2008 Annual Statistical Report.

Because of the difficulty in recruiting this population, many forms of outreach were used. Dioramas were placed in four Washington, D.C., metro stations, fliers were mailed, and ads were placed in mailing packets and on billboards and broadcasted on radio and television.

Some of the events the transition specialists hosted were college information sessions, career and college fairs, financial aid workshops, Virginia Education Wizard training, information sessions in adult education Fast Track classes, GED® workshops, resume writing workshops, and a Chick-fil-A night where restaurant patrons received GED® and postsecondary information.

The transition specialists' performances were tracked to determine the number of contacts who had taken a portion of the GED® tests, were successfully recruited back into the program and then completed the full battery of tests. The number of contacts who completed, but did not pass, the tests and were successfully recruited and completed a retest, also were tracked, as well as the number of recruits that passed the GED® tests and the number of passers who enrolled in some postsecondary educational activity.

The specialists exceeded all their performance objectives. Most notably, they made 110 percent of their GED® test pass target with 636 recruits passing and 120 percent of their enrolled-in-postsecondary-programs target with 207 students. Because of the program's success, the MOU between VCCS and VDOE has been extended another year. •

Statewide Initiatives

Middle College program gives a boost to those without high school diplomas or GED®

Located on 10 community college campuses in Virginia, the Middle College program serves individuals 18 to 24 who lack a high school diploma or GED® credential. The three-semester program allows individuals to increase their income and employability by simultaneously pursuing a GED®, community college education and a workforce certification in a college environment.

The model supports targeted remedial courses, access to workforce-readiness courses, enrollment in community college courses applicable to a degree or industry-based certificate, and comprehensive support services including workforce soft-skills development and college and career-readiness skills.

An added emphasis on adult career-coaching services, contextualized curriculum,

and adult education and business partnerships are developments coming to Middle College.

Middle College programs are offered at Danville Community College, Germanna Community College, J. Sargeant Reynolds Community College, Lord Fairfax Community College, New River Community College, Rappahannock Community College, Southside Virginia Community College, Patrick Henry Community College, Thomas Nelson Community College and Dabney S. Lancaster Community College. •

Recipients of Career Readiness Certificates continue to steadily grow

With support from the Virginia Workforce Council (VWC), the numbers of Career Readiness Certificate (CRC) recipients continue to grow to certify the workplace readiness skills of Virginians. The Virginia CRC is



based on ACT's WorkKeys® assessments—applied mathematics, locating information and reading for information—that provide individuals a workplace skills certification that employers can use to make reliable decisions on hiring and training. By putting the right people in the right jobs, businesses can be more productive and profitable.

Paired with their local One-Stops, community colleges improved partnerships with businesses, enhanced outreach efforts and saw increases in the number of CRCs achieved from the previous year. In FY 2010, Virginia awarded approximately 7,500 CRCs, a 30 percent increase over the previous year.

The Virginia Board of Education approved the CRC as an industry-recognized credential that may substitute for the student-selected verified credit toward graduation

requirements. State funds for the career and technical education student industry certifications can be used to pay for the CRC.

A revised website—www.crc.virginia.gov—and database were launched to provide employers, jobseekers and economic development

and workforce professionals with information about the CRC. The site provides a user-friendly tool for employers to search data on the skill levels of Virginia's workforce.

Gov. Robert McDonnell presented a public service announcement declaring the impact of the CRC to Virginia's economy by increasing the credentialing and building Virginia's workforce. Other brief testimonials by employers and certificate holders spout the benefits of the CRC for building connections between employer and the workforce.

A CRC Advisory Council made up of business, economic development, education and workforce leaders will meet this fall to develop strategies to expand the use of the CRC by education, workforce development and employers. •



Expected outcomes:

- 70 percent of students will receive the GED®.
- 50 percent of GED® awardees will enroll in a postsecondary education program.
- 50 percent will earn a Career Readiness Certificate (CRC).
- 70 students will enroll per program year.

FY 2010 Performance:

- The total number of Middle College students increased 23 percent in FY 2010 from 912 to 1,118.
- 539 GEDs® were awarded to Middle College students.
- 357 first-time enrollees received a GED® within one year.
- 135 GED® completers enrolled in postsecondary education within one year.
- 271 GED® completers were awarded a CRC.

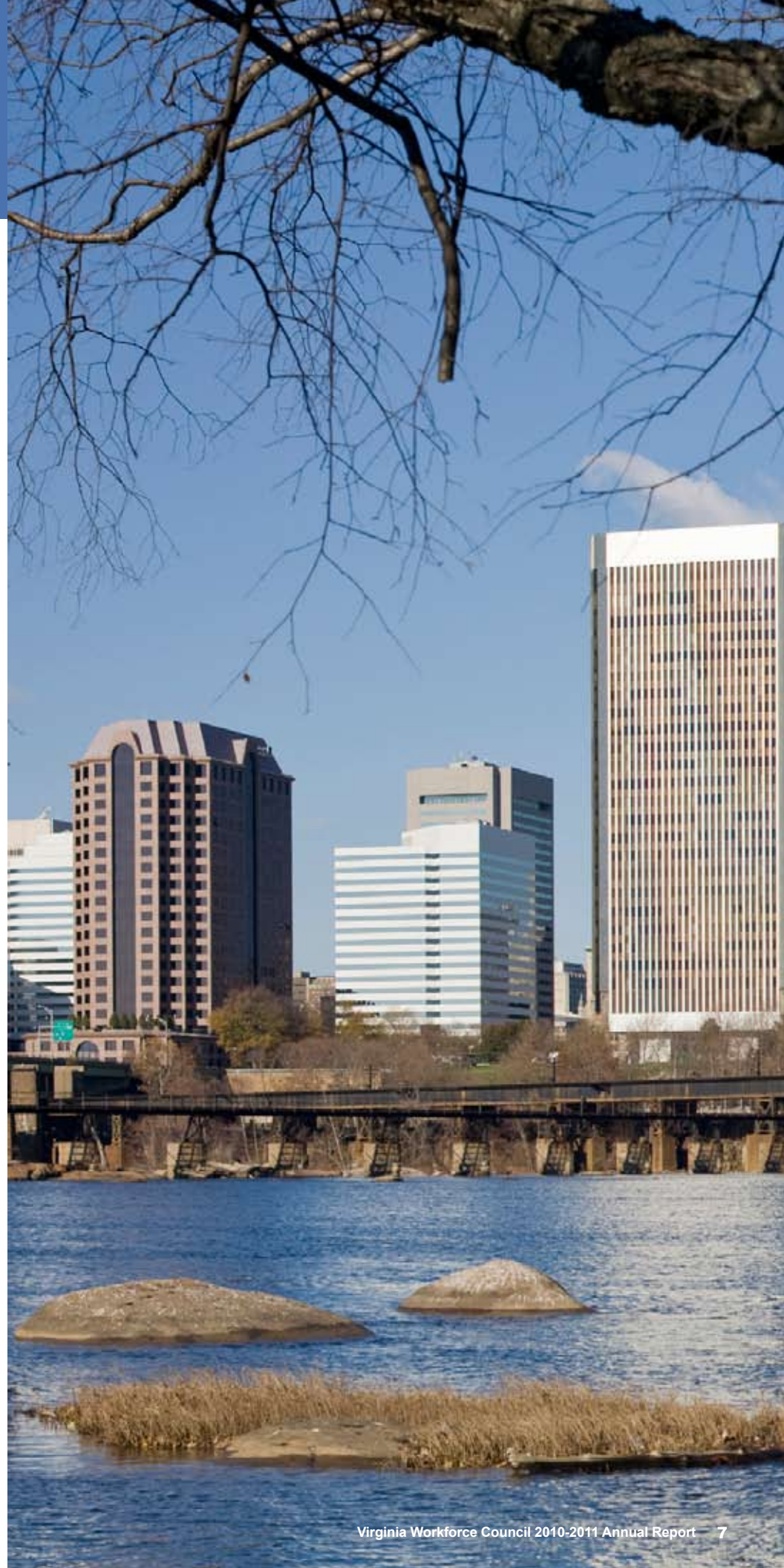
Career Coaches guide students to explore employment options

Virginia's Career Coach program began in 2005 with the mission of providing career exploration and career planning services to Virginia's high school students. Even though coaches are employed by the local community colleges, they spend their time in high schools coaching students on their career options and helping them to develop a career pathway.

The program, which began in 13 high schools, currently serves more than 38,000 students in 180 high schools. With input from various consultants and university partners, the program and training curriculum have evolved into a nationally recognized model. It targets high school students who need help with planning to ensure a more successful transition to postsecondary training and employment.

The one missing piece of the program was a nationally recognized certification process. Through a collaborative effort with the Community College Workforce Alliance, program constituents are working to fill this gap. A series of classroom training sessions will result in provisional certification. This is followed by a four-month evaluation to determine how well a career coach has implemented the model. The evaluation encompasses webinars to review the content from the training, an examination to ensure accuracy of content received, and submission of a portfolio to demonstrate application of the model in the field.

The final step will be to incorporate the certification process with the adult career coach model and align it with national organizations. •



Local Initiatives

Dislocated WIA youth case worker comes full circle

For almost three years, Jenny Lewis has been employed in Lebanon with CGI Federal Inc. a subsidiary of CGI Group Inc., which partners with federal agencies and commercial companies to provide information technology support. She says she owes her current status to the help she received from WIA when life threw her a curve ball.

“WIA has been a full-circle experience for me,” she says, “and I will always support it in any way I can.” Back in 2003, she was a youth services case worker for a community action program until that June when her department was downsized and she was let go. “It was the first time I had ever lost a job,” she recalls, adding that she had held one job or another since she was 14 years old.

But with this unexpected unemployment came an opportunity. “The WIA paid for me

to go back to school through the Dislocated Worker Program,” she says. And it paid off. In 2005, she received an associate of applied science in information technology before moving on to East Tennessee State University, where she earned a bachelor’s degree in digital media in 2008.

“Three months later, I started here at CGI as a software tester,” Lewis says. Through the WIA Incumbent Worker Program, she was able to earn a Certified Software Tester certification. Since completing training, she has been able to grow and leverage her skills to continually succeed in the workplace and move up the ranks.

Now, almost three years later, she’s a consultant for the company that’s celebrating its 35th anniversary as one of the largest independent information technology and business process services firms in the world.

“It is my honor to share my story of how WIA has twice helped me succeed in my career goals. It truly is a full-circle experience,” Lewis says. As an example of

how extreme a difference WIA has made in her life, she shares this tidbit:

“When I started school in 2003, I couldn’t even touch-type and I barely knew what email was. I was scared to death of learning something new and was afraid I might not do well in school. Well,” she says matter of factly, “now I can type super-fast (and still carry on a conversation) and I am a software tester with two degrees. It is something that I never thought would happen eight years ago!” •

Man finds hope and help in area hit hard by the recession

The West Piedmont area has some of the highest unemployment rates in Virginia.

Like so many area residents, Sean Preston, a single parent of three boys, had lost his job and had trouble finding employment. With his family’s well-being at risk, Preston took advice from the Department of Social Services to seek additional assistance through the Virginia Workforce Center in Chatham.

There, he received counseling and took job-readiness classes to help him prepare a resume and cover letters, improve his interview skills and learn how to tell his story on paper and online job applications. “We also encouraged him to complete his GED®,” his case manager notes, “so he would be able to gain stable employment to support his family.”

By April, Preston completed his job-readiness classes and started working on his GED®. That same month, he entered the center’s adult internship program and was placed as an intern at Yorktown Cabinetry. He completed his internship in June and continued to work for the company for four more months through a staffing agency.

By September, Preston had earned his GED®. On Oct. 25, Yorktown hired him as a full-time employee. •

Jenny Lewis credits her current success in the workplace with twice being helped by a WIA-funded program. Through the Dislocated Worker Program, she earned a degree, and through the Incumbent Worker Program, she earned a certificate that helped advance her career.





With the help he received from the Youth Career Center of Hampton Roads, Joshua Ballou found a part-time job as a carpentry assistant.

YCC: Engaging youth at mall can pay off in numerous ways

In an effort to reach out to the 14- to 21-year-old age group “on their turf,” the Youth Career Center of Hampton Roads operates out of the popular Pembroke Mall in Virginia Beach. The center hosts a variety of career development activities including workshops, employer networking opportunities and practical experience fairs.

Joshua Ballou had walked past the center many times before finally coming in with a friend to participate in a game night event. The next day, he returned for help with finding a part-time job. Using employment strategies he learned at the center, Ballou secured a part-time job as a carpentry assistant. “The staff,” he says, “was very helpful and understanding and helped me prepare for interviews and writing resumes.”

Ballou graduated from high school and will be attending Tidewater Community College in January. He plans to transfer to Old Dominion University in a couple of years and become an author of children’s books. •

Virginia Beach company positively recommends on-the-job training to Virginia businesses

CONCOA, a company headquartered in Virginia Beach that manufactures gas-control equipment and systems for medical, industrial and specialty gas applications, recently took advantage of the On-the-Job Training Program to fill a warehouse manager position. It had nothing but good things to say about the experience which allows participants to “earn while they learn” and companies to fill positions sooner rather than later.

According to Michelle Irving, CONCOA’s human resources director, the real draw was the funding provided to offset training costs. Not to mention, she added, the program was so easy to use.

“We were looking for the catch,” she said about the OJT program that’s offered at no cost to either the employer or employee. “But there is no catch.” The paperwork was minimal, which surprised staff who was anticipating “an administrative nightmare.” Thanks to workforce personnel, it was a seamless operation.

An unexpected benefit of the program was that CONCOA could choose applicants it wanted to interview for the position from an existing pool of quality individuals seeking employment. This saved on advertising expense, Irving says, and is a great resource to add to existing recruiting efforts.



The new employee view

Gail Walsh, a dislocated worker who had lost her job when Norfolk-based CooperVision closed in 2010, was skeptical when she sat through a Rapid Response briefing and heard about all the services offered to people in predicaments like she was in. But she decided to give it a try.

She found career developers “easy to work with” and the services were everything they said they would be. They helped her put together a resume and prepped her for possible interviews. Essentially, they helped her to “polish herself,” she says, and they did it all for free.

“The services work when you take the time to do the work and you help them (the career developers) to help you,” Walsh says.

She enrolled in the OJT program in January 2011 and has completed 490 hours of training at CONCOA. Half of her salary during her training period was paid through the OJT program. Currently, she is CONCOA’s warehouse manager, something she says she finds very enjoyable.

Both sides are happy

Both Walsh and Irving only had positive things to say about their OJT experience and recommend more people and companies take advantage of the excellent services.

“People think this is a new program, but it’s not new at all,” Irving says. “While offering funding to curtail training costs for employers, the OJT program provides an opportunity to return qualified displaced worker back to employment.” •

Grants

Regional Career Pathways System grants prepare youth and adults for new careers

Virginia's Career Pathways Taskforce was launched in December 2008 through a governor-endorsed state plan produced by multiple state agencies. The taskforce has representatives from the Virginia Community College System (VCCS), State Council of Education, Virginia Department of Education, Virginia Economic Development Partnership, Department of Business Assistance, Department of Labor and Industry, Department of Social Services and the Secretary of Education. In the past several years, it has successfully initiated and funded four regional career pathways system demonstration projects on the Virginia Peninsula and in Southside Virginia, Southwest Virginia and northern Shenandoah Valley.

Each regional career pathways system grant brings Workforce Investment Boards (WIB) and community colleges together with regional employers, workforce and economic development groups, school divisions and community-based organizations. Funding sources for these projects have included a Ford Foundation grant to the Virginia Foundation for Community College Education and a U.S. Department of Labor Career Pathways grant to the VCCS.

Regional career pathways systems follow a DOL six-step process to bring partners from education, industry and economic development together to design and provide education, training, career coaching and support services. These services prepare emerging, incumbent and displaced workers for job placement and career advancement in industry sectors critical to regional and state economic development.

To date, regional career pathways systems in Virginia are targeting populations from

middle school students to displaced adult workers. Their goal is to prepare them for careers in high-performance manufacturing, allied health and energy.

On the Virginia Peninsula, regional career pathway initiatives include a comprehensive labor market study. In-depth interviews of the top 14 manufacturers representing almost 90 percent of the region's industry sector jobs are under way to determine their manpower plans and competency requirements for thousands of well-paying STEM-related jobs in advanced manufacturing and green technologies scheduled to open up over the



next five years. The survey is also analyzing existing skills gaps in the workforce, as well as gaps between emerging workforce needs and the skills sets developed through current educational programs.

Efforts in Southwest Virginia involve a four-stage development process to train and prepare emerging and displaced workers for careers in the energy sector. The process has included industry and education regional forums, student surveys, and a close working relationship with the Center for Occupational Research and Development and the Clements Group. The center and group have helped identify four career pathways and align the region's current educational offerings with the new pathways' competency requirements.

Southside Virginia has focused its regional career pathways development efforts on programs and services for adults over 25 years old who are enrolled in local adult basic education and GED® classes. New services now provided to the target population in a 10-county region include adult career coaching to increase the number of adults earning their high school level credentials and pursuing postsecondary education and training necessary for emerging career fields.

Finally, at Lord Fairfax Community College, a fourth regional career pathways grant is helping the college and WIB to develop a career pathways plan for low-skilled, low-wage adults in allied health. The work of this partnership has included the launch of the Commonwealth's ninth Middle College. It opened in fall 2011 and offers such support services as adult career coaching.

The level of business and community engagement and the related achievements in the state's first four regional career pathways systems grants compelled the Virginia Workforce Council (VWC) and VCCS to redesign the annual WIA Incentive Grants competitively awarded to local WIBs.

With guidance from the VWC, a competition for two \$75,000 WIA Incentive Awards to support regional collaboration



through career pathways development was held. Awards were issued to Area 3/Western Virginia and Area 8/South Central.

Area 3 is using its funds to develop a career pathways toolkit that includes a step-by-step process for workforce development organizations and professionals to identify and target career pathways for in- and out-of-school youth and unemployed and underemployed adults. The project includes a skills gap analysis of educational programs and employer needs in key industries of importance to the region.

With its \$75,000 award, Area 8 will continue its current career pathways system efforts with additional hires, training and external evaluation of the region's adult career coaching initiative.

The 2011-12 WIA Incentive Awards program is funding two more \$75,000 grants to foster local coordination. The primary objective for grant activities funded through these awards is to improve WIA performance measures.

The two areas—Area 7 and 14—that won the new awards are focusing on improving local performance through initiatives that support career pathways. These include developing a comprehensive career pathway information portal for youth; a Future Focus Expo to connect youth to employers, education and training; an in-school Youth Career Café; and an out-of-school Middle College program for low-skilled, low-wage young adults without a high school diploma. The latter bridge program will prepare participants for the GED®, postsecondary education and careers in the allied health sector.

Virginia's Career Pathways Taskforce continues to drive expansion of regional career pathways systems as a primary vehicle to meet the governor's goals for postsecondary education credential attainment and economic development. New grant proposals to both public and private funding sources continue to be developed in pursuit of the statewide network of regional career pathways. •

Project GATE nurtures budding entrepreneurs so they can start and expand their small businesses

The U.S. Department of Labor initiated the Growing America Through Entrepreneurship, or Project GATE, in collaboration with the U.S. Small Business Administration to help emerging entrepreneurs in rural and urban communities achieve the American dream of owning their own business.

Virginia is one of four states including North Carolina, Minnesota and Alabama selected to implement phase 2 of Project GATE. The Virginia program has been extended until June 2012.

NOVAGATE

In Northern Virginia, NOVAGATE was created through a partnership between the DOL Employment and Training Administration, the Virginia Community College System and the SkillSource Group Inc. It is designed to help dislocated adult jobseekers over the age of 45 to start and expand their own small business.

Project GATE provides dislocated workers with classroom training and one-on-one technical assistance and counseling so they can establish and sustain a new business venture. NOVAGATE is unique in that it provides each participant an opportunity to pursue an individualized business development strategy. The GATE program uses a creative partnership of government agencies, educational institutions, and nonprofit organizations sharing assets and resources to provide a continuum of business services to potential entrepreneurs.

NOVAGATE began in 2009 and has received more than 200 applications from

eligible dislocated workers. As of August 2011, 127 individuals ranging from 45 to 70-plus years old had been selected through a random independent evaluation process that will be used to study program effectiveness. To date, 46 new local businesses have been created in a variety of industries, including business services, personal services, information technology, health care and trade.

Richmond GATE

The Community College Workforce Alliance continues to help dislocated workers to become entrepreneurs in Central Virginia with Project Richmond GATE. As of Aug. 31, 128 participants have been selected to participate in the program and 36 have launched businesses in the Richmond area. Project GATE has offered more than 50 business courses and more than 350 one-on-one counseling hours.

A recent policy change in program eligibility allows all dislocated workers 45 years and older to be accepted into the program. In this new format, participants will receive services faster and more efficiently. Other new GATE services include online training, accounting and attorney counseling, social media communication and networking opportunities with local business organizations.

One participant example is Greg Fletcher, owner of GWF Enterprises Inc., who was a semiconductor engineer at Qimonda before the company closed its Henrico County plant. After searching for employment for two years, he entered the Richmond GATE program. He was recently spotlighted in a Richmond *Times-Dispatch* article for his success in transitioning from a laid-off worker to a successful franchise owner. Richmond GATE assisted him throughout the entire process. •



Grants

AmeriCorps program focuses on recruiting community partners

In 2010, the Virginia's Community College System was awarded funds from the Department of Social Services, Office of Volunteerism and Community Services, to implement the AmeriCorps program at seven local workforce investment areas: I, III, VIII, IX, XI, XV and XVI.

Twenty-three AmeriCorps members were recruited, trained and provided a modest living allowance. Members serve half-time and are required to complete 900 hours of service within one year. After successfully completing their service, AmeriCorps members earn a Segal AmeriCorps Education Award for \$2,362 that can be used to pay for college or graduate



school or to repay qualified student loans.

Members also gain valuable work experience in the workforce development field and transferable professional skills. Additionally, they learn leadership and communication skills, teamwork, strategic planning, and other essential skills

while gaining the personal satisfaction of taking on a challenge and seeing immediate results.

AmeriCorps members' primary responsibility is to recruit volunteers from community partner organizations to enhance service delivery by performing core and unique service activities. Members also organize and/or participate in special community events, including food, clothing and blood drives, walking for a cause, and career and job fairs.

Members apply their skills, enthusiasm and passion for service to enrich the lives of

One-Stop customers. As of August 2011, 67 volunteers were recruited, 104 community partnerships were formed or enhanced, and more than 15,000 customers were served by both the volunteers and AmeriCorps members. •

Disability Employment Initiative aims to improve economic self-sufficiency

The Virginia Community College System Office of Workforce Development joined forces with the Department of Rehabilitative Services to implement the U.S. Department of Labor's Disability Employment Initiative (DEI). The DEI, which serves adults with disabilities ages 25 and older, builds on the strengths and lessons learned from the best practices of the Disability Program Navigator Initiative.

DEI aims to improve employment outcomes and economic self-sufficiency of jobseekers with disabilities by enhancing workforce services and increasing the number of jobseekers who access Virginia's One-Stop system.

With integrated teams that use a "1st \$ Down" resource for skills training, services and support for jobseekers, DEI promotes employing jobseekers with disabilities to employers to increase the use of effective hiring practices and accommodations. SSA Work Incentives, Medicaid Works, Earned Income Tax Credits and Asset building strategies are emphasized.

Five Workforce Investment Boards (WIBs) are participating as DEI pilot sites, employing disability resource coordinators and becoming employment networks under the Ticket to Work and Work Incentives Improvement Act. They are partaking in the Ticket to Work program to enhance the DEI project's funding and future sustainability.

Four WIBs are participating as comparison sites. All nine WIBs will contribute to data collection and program evaluation. •



On the Job Re-employment Project partially reimburses employers for training

In January 2011, the Virginia On the Job (OJT) Re-employment Project, funded by the U.S. Department of Labor, Employment Training Administration, began to provide job placement and on-the-job training for long-term dislocated workers who have been unemployed for at least 27 weeks. This project includes local workforce investment boards in New River/Mt. Rogers (LWIB 2), South Central (LWIB 8), Northern Virginia (LWIB 11), Bay Consortium (LWIB 13) and Greater Peninsula (LWIB 14).

The five participating LWIBs manage the project within their service areas to qualify and assist eligible dislocated workers in securing meaningful OJT positions with private-sector employers. These positions are intended to become permanent positions when the training period is completed. Participating employers may be reimbursed the costs of trainee salaries and benefits during the training according to a sliding scale determined by the organization's number of employees:

- Up to 90 percent for employers with 50 or fewer employees;
- Up to 75 percent for employers with 51-250 employees; and
- Up to 50 percent for employers with 251 or more employees.

As of Aug. 31, 73 long-term dislocated workers have been placed in OJT positions with 57 private employers. Of the workers placed, 27 have exited OJT training with 26 entering permanent employment with the same company or with another company in positions directly related to their OJT training.

Before the grant funding period concludes June 30, 2012, it's anticipated that more than 150 eligible dislocated workers will have been placed in paid OJT positions with more than 100 private employing organizations in the Commonwealth. •



Serving Virginia

LWIBs oversee workforce development systems

Virginia's 15 employer-led, business majority Local Workforce Investment Boards (LWIBs) are key components of the Commonwealth's workforce and career development system. The LWIBs, under the guidance of the Virginia Workforce Council, are responsible for the operation of the local workforce development systems, which provide worker education, training and employment services through a wide variety of programs designed to help employers find skilled workers and to help jobseekers prepare for, find and retain employment.

As Virginia strives to produce a workforce with the required skills to maintain and enhance the Commonwealth's economy, the local workforce and career development system must address the needs of the entire community: all employers, jobseekers, job changers and students. Meeting the workforce development needs of the community requires LWIBs to operate as follows:

Catalysts for change in the community – Seizes opportunities for systemic change and advocates for change at the state and federal levels to achieve the LWIB's strategic goals.

Strategic planning – Identifies and manages workforce and community issues, not programs and services. Engages stakeholders and aligns resources and LWIB activities with the local community's main priorities. Ideally spends a majority of every LWIB meeting on strategic objectives. Develops a strategic plan, which is updated annually, and holds an annual planning retreat.

Inclusive – Produces an integrated local career development system through which industry, labor and educational partnerships are developed. Establishes connections among people and agencies to ensure local needs are met by coordinating programs and services.

Decision making – Makes informed decisions based on strategic goals and the LWIB's role in the Commonwealth's Workforce and Career Development System.



Peninsula Worklink is one of many One-Stop centers in Virginia that offers intensive services—including assessments, career counseling, training and career education programs—to eligible individuals.

The LWIB is responsible for making strategic decisions, while LWIB staff is responsible for advising and supporting the LWIB. •

One-Stop workforce centers, non-SNAP satellite centers span the Commonwealth

Virginia Workforce Comprehensive Centers are full-service physical sites that provide core employment services including job-search and placement assistance; access to computers, telephones, fax and copy machines; resume and cover letter development, and employment-related workshops to all jobseekers. The One-Stop centers offer intensive services, including assessments and career counseling, and training and career education services to those who are eligible. They also provide access to other partner program services as required by federal legislation.

Virginia Workforce Satellite Centers

generally provide core employment services, referrals and other services designed to meet special needs in the locality.

See pages 16 and 17 for a map illustration and list of all the centers. Comprehensive centers are printed in blue, while satellite locations are noted in green. Affiliates are listed in red and information centers appear in purple. The one specialty center is in black. Some locations share space with the Virginia Employment Commission. •

Performance Measures

Performance measures are established in Section 136 of the Workforce Investment Act of 1998. The secretary of labor provides further guidance on the calculation of the measures. To learn more about this guidance and to view interactive, graphical presentations of the data, visit the customized website developed in partnership with the Virginia Information Technology Agency at https://bi.vita.virginia.gov/VCCS_WIA/rdPage.aspx •

Virginia Workforce Council develops and improves website

Responding in 2010 to the requests of Workforce Investment Boards, customers and businesses, the Virginia Workforce Council developed the Virginia Workforce Network website dedicated specifically to the Virginia Workforce Network and its partners.

The 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 Department of Rehabilitative Services reviewed the site for accessibility. Subsequently in summer 2010, it received several major upgrades to capitalize on social marketing opportunities, including a blog that features original, up-to-date content and draws on the social marketing efforts of local areas.

The site also directs customers to the Virginia Workforce Connection, a virtual One-Stop system, where they can receive more in-depth and customized career services. To view the website, visit vwn.vccs.edu. •

The screenshot shows the homepage of the Virginia Workforce Network website. The header features the logo "VIRGINIA WORKforce NETWORK" and a search bar. Below the header is a navigation menu with links for HOME, JOB SEEKERS, EMPLOYERS, SPECIAL SERVICES, RESOURCES, CONTACT VWN, and VWN BLOG. The main content area includes a welcome message, a "Workforce Services" section with a map of Virginia, and three columns of service categories: "I AM A JOB SEEKER", "I AM AN EMPLOYER", and "I NEED SPECIAL SERVICES". Each category has a brief description and a link for more information. The footer contains contact information and copyright details.

**AREA
LEGEND**

REGION I
Southwest Virginia

REGION II
New River/
Mount Rogers

REGION III
Western Virginia

REGION IV
Shenandoah Valley

REGION VI
Piedmont
Workforce Network

REGION VII
Region 2000/
Central Virginia

REGION VIII
South Central

REGION IX
Capital Region
Workforce
Partnership

REGION XI
Northern Virginia

REGION XII
Alexandria/
Arlington

REGION XIII
Bay Consortium

REGION XIV
Greater Peninsula

REGION XV
Crater Area

REGION XVI
Hampton Roads

REGION XVII
West Piedmont

CENTER TYPES

Comprehensive -
blue

Satellite -
green

Affiliates -
red

Information -
purple

Specialty -
black

REGION I

Richlands Business Incubator
www.rbi.tazewellcounty.org/
1928 Front St.
Richlands, VA 24266
(276) 963-2660

Bluestone Workforce
Training Center
www.rbi.tazewellcounty.org/
578 Camp Joy Road
Bluefield, VA 24605
(276) 322-2023

Appalachian Community Action
& Development Agency
www.appcaa.org
119 Hill St.
Jonesville, VA 24263
(276) 386-6441

Appalachian Community Action
& Development Agency
www.appcaa.org
610 Park Ave.
Norton, VA 24273
(276) 679-6441

Appalachian Community Action
& Development Agency
www.appcaa.org
190 Beech St., Ste. 103
Gate City, VA 24251
(276) 386-6441

Dickenson Center for
Education & Research
clinchvalleycaa.org
818 Happy Valley Drive
Clintwood, VA 24228
(276) 926-9011

Booth Center
clinchvalleycaa.org
1195 Edgewater Drive
Grundy, VA 24614
(276) 964-7587

Cedar Center
clinchvalleycaa.org
2003 East Main St.
Lebanon, VA 24266
(276) 889-0290

Clinch Valley
Community Action Inc.
clinchvalleycaa.org
200 East Riverside Drive
Tazewell, VA 24630
(276) 988-5583

REGION II

Virginia Workforce
Center/Bristol VEC
www.nrmwib.org/
192 Bristol East Road
Bristol, VA 24209
(276) 642-7350

Virginia Workforce
Center/Galax VEC
www.nrmwib.org/
963 East Stuart Drive
Galax, VA 24333
(276) 236-5105

Virginia Workforce
Center/Radford VEC
www.nrmwib.org/
206 Third Ave.
Radford, VA 24141
(540) 831-5980

Virginia Workforce
Center/Wytheville VEC
www.nrmwib.org/
800 East Main St., Ste. 200
Wytheville, VA 24382
(276) 228-4051

People Inc. of
Southwest Virginia
www.nrmwib.org/
1217 West Main St.
Abingdon, VA 24210
(276) 623-9000

People Inc. of
Southwest Virginia
www.nrmwib.org/
800 Martin Luther King Jr.
Blvd.
Bristol, VA 24201
(276) 623-9000

Goodwill Industries
of the Valleys - Radford
www.nrmwib.org/
103 Duncan Lane
Radford, VA 24141
(540) 639-9027, Ext. 114

Goodwill Industries of the
Valleys - Christiansburg
www.nrmwib.org/
400 New River Road
Christiansburg, VA 24073
(540) 674-3600, Ext. 4308

Goodwill Industries
of the Valleys - Giles
www.nrmwib.org/
201 N. Main St.
Pearisburg, VA 24134
(540) 921-3261

Rooftop of Virginia
Community Action Program
www.nrmwib.org/
206 N. Main St.
Galax, VA 24333
(276) 236-7131

REGION III

Roanoke Valley
Workforce Center
westernvaworkforce.com/
1351 Hershberger Road
Roanoke, VA 24012
(540) 204-9660

Western Virginia
Workforce Center
westernvaworkforce.com/
106 N. Maple Ave., Box 918
Covington, VA
(540) 962-1151

The Franklin Center
www.thefranklincenter.org
50 Claiborne Ave.
Rocky Mount, VA 24151
(540) 483-0179

Goodwill Industries
Jobs Campus
westernvaworkforce.com/
2502 Melrose Ave. NW, Ste. B
Roanoke, VA 24017
(540) 767-0372

REGION IV

Virginia Workforce Center
www.valleyworkforce.com/
index.html
1909-A East Market St.
Harrisonburg, VA 22801
(540) 810-0919
(540) 434-2513

Workforce Job Center
www.valleyworkforce.com/
index.html
1230 East Main St.
Luray, VA 22835
(540) 743-4320

Career Café
www.valleyworkforce.com/
index.html
2141 Sycamore Ave.
Buena Vista, VA 24416
(540) 264-0208

Winchester VEC
www.valleyworkforce.com/
index.html
100 Premier Place
Winchester, VA 22602
(540) 722-3415

Virginia Workforce Center
www.valleyworkforce.com/
centers.html
1076 Jefferson Highway
Staunton, VA 24401
(540) 332-7750

REGION VI

Charlottesville
Workforce Center
www.tjped.com/
2211 Hydraulic Road
Charlottesville, VA 22901
(434) 963-2960

Culpeper Career
Resource Center
www.tjped.com/
210 East Stevens St., Ste. 300
Culpeper, VA 22701
(540) 727-1055, Ext. 406

The Workplace
www.tjped.com/
70 Main St., Ste. 43
Warrenton, VA 20186
(540) 422-8422

Greene County Job Spot
www.tjped.com/
10009 Spotswood Trail
Standardsville, VA 22973
(434) 985-5246

Louisa Employment Center
www.tjped.com/
115 Jefferson Highway
Louisa, VA 23093
(540) 967-6095

Madison Department of
Social Services
www.tjped.com/
101 South Main St.
Madison, VA 22947
(540) 948-5521

Nelson Career Resource Center
www.tjped.com/
8445 Thomas Nelson Highway
Lovinston, VA 22949
(434) 263-8074

Rappahannock Career Center
www.tjped.com/
354 Gay St.
Washington, VA 22747
(540) 675-2631

Albemarle Career Center
www.tjped.com/
1600 5th St.
Charlottesville, VA 22902
(434) 972-4010

REGION VII

Region 2000 Career Center
www.region2000.org
2323 Memorial Ave., Ste. 25
Lynchburg, VA 24501
(434) 455-5940

REGION VIII

Virginia Workforce Center
southernvajobs.com/
2506 Houghton Ave.
South Boston, VA 24592
(434) 572-8064

Virginia Workforce Center
southernvajobs.com/
400 Thomas Jefferson Highway
Charlotte Courthouse, VA
23923
(434) 542-5605

Virginia Workforce Center
southernvajobs.com/
225-B Industrial Park Road
Farmville, VA 23901
(434) 391-1205

Virginia Workforce Center
southernvajobs.com/
111 East Danville St.
South Hill, VA 23980
(434) 955-2252, Ext.5513

REGION IX

Chesterfield Resource
Workforce Center
7333 Whitepine Road
Richmond, VA 23237
(804) 271-8510

Henrico East Resource
Workforce Center
5410 Williamsburg Road
Sandston, VA 23150
(804) 226-0885

Richmond Resource
Workforce Center
6301 Midlothian Turnpike
Richmond, VA 23225
(804) 675-9910

Employment Transition Center
For Dislocated Workers
4060 Innslake Drive
Glen Allen, VA 23060
(804) 273-6260

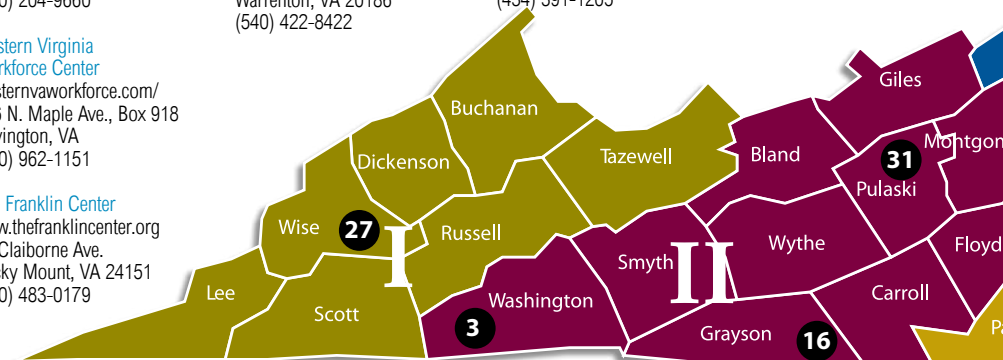
Capital Region
Workforce Center
www.vec.virginia.gov/
8093 Elm Drive
Mechanicsville, VA 23111
(804) 559-3133

REGION XI

South County
SkillSource Center
www.myskillsource.org
8350 Richmond Highway,
Ste. 327
Alexandria, VA 22309
(703) 704-6286

Falls Church
SkillSource Center
www.myskillsource.org
6245 Leesburg Pike, Ste. 315
Falls Church, VA 22044
(703) 533-5400

Lake Anne SkillSource Center
www.myskillsource.org
11484 Washington Plaza West,
Ste. 110
Reston, VA 20190
(703) 787-4974



CITY LEGEND

1. Alexandria
2. Bedford
3. Bristol
4. Buena Vista
5. Charlottesville
6. Chesapeake
7. Clifton Forge
8. Colonial Heights
9. Covington
10. Danville
11. Emporia
12. Fairfax
13. Falls Church
14. Franklin
15. Fredericksburg
16. Galax
17. Hampton
18. Harrisonburg
19. Hopewell
20. Lexington
21. Lynchburg
22. Manassas
23. Manassas Park
24. Martinsville
25. Newport News
26. Norfolk
27. Norton
28. Petersburg
29. Poquoson
30. Portsmouth
31. Radford
32. Richmond
33. Roanoke
34. Salem
35. Staunton
36. Suffolk
37. Virginia Beach
38. Waynesboro
39. Williamsburg
40. Winchester

Prince William Workforce Center
www.myskillssource.org
 13370 Minnieville Road
 Woodbridge, VA 22192
 (703) 586-6800

Loudoun Workforce Resource Center
www.myskillssource.org
 102 Heritage Way, N.E.,
 1st Floor
 Leesburg, VA 20176
 (703) 777-0150

REGION XII

Alexandria JobLink
alexandriava.gov/Joblink
 1900 Bearegard St., Ste. 300
 Alexandria, VA 22311
 (703) 746-5990

Arlington Employment Center
www.arlingtonva.us/departments/HumanServices/EconomicIndependence/EmploymentCenter/HumanServices/EmploymentCenterIndex.aspx
 2100 Washington Blvd.,
 1st Floor
 Arlington, VA 22204
 (703) 228-1400

REGION XIII

Virginia Employment Commission
www.vec.virginia.gov/
 10304 Spotsylvania Ave.
 Ste. 100
 Fredericksburg, VA, 22404
 (540) 322-5766

Virginia Employment Commission
www.vec.virginia.gov/
 14243 History Land Highway
 Warsaw, VA 22572
 (804) 333-3675

Job Assistance Center
www.baywib.org/
 1399 Centerville Road
 Shackelfords, VA 23156
 (804) 785-2470

Eastern Shore Community College
www.vec.virginia.gov/
 25036 Lankford Highway,
 Unit 16
 Onley, VA 23418
 (757) 302-2029

REGION XIV

Peninsula Worklink One-Stop Center
www.pctwd.org/
 600 Butler Farm Road,
 Room 1015
 Hampton, VA 23366
 (757) 766-4900

Peninsula Worklink One-Stop Center
www.pctwd.org/
 5235 John Tyler Highway
 Williamsburg, VA 23185
 (757) 253-4738

REGION XV

VEC/Virginia Workforce Center Emporia
www.crwig.org
 1781 Greenville County Circle, Ste. 300
 Emporia, VA 23847
 (434) 634-2326
 (866) 270-9193

VEC/Virginia Workforce Center Petersburg
www.crwig.org
 114 North Union St.
 Petersburg, VA 23803
 (804) 862-6155

VEC/Virginia Workforce Centers Tri Cities
www.crwig.org
 5240 Oaklawn Blvd.
 Hopewell, VA 23860
 (804) 541-6548

REGION XVI

Opportunity Inc. One-Stop Workforce Center
www.opp-inc.org/
 861 Glenrock Road
 Norfolk, VA 23502
 (757) 461-7537

Suffolk Workforce Development Center
www.opp-inc.org/
 157 North Main St.
 Suffolk, VA 23434
 (757) 514-7737

Workforce Regional Development Center
www.opp-inc.org/
 100 N. College Drive
 Franklin, VA 23851
 (757) 569-6070

Virginia Regional Center for USJFCOM Workforce Transition and Business Development
www.jfcomtransition.com
 Bridgeway Technology Center I
 7025 Harbour View Blvd.,
 Ste. 120
 Suffolk, VA 23435
 (757) 514-4450

REGION XVII

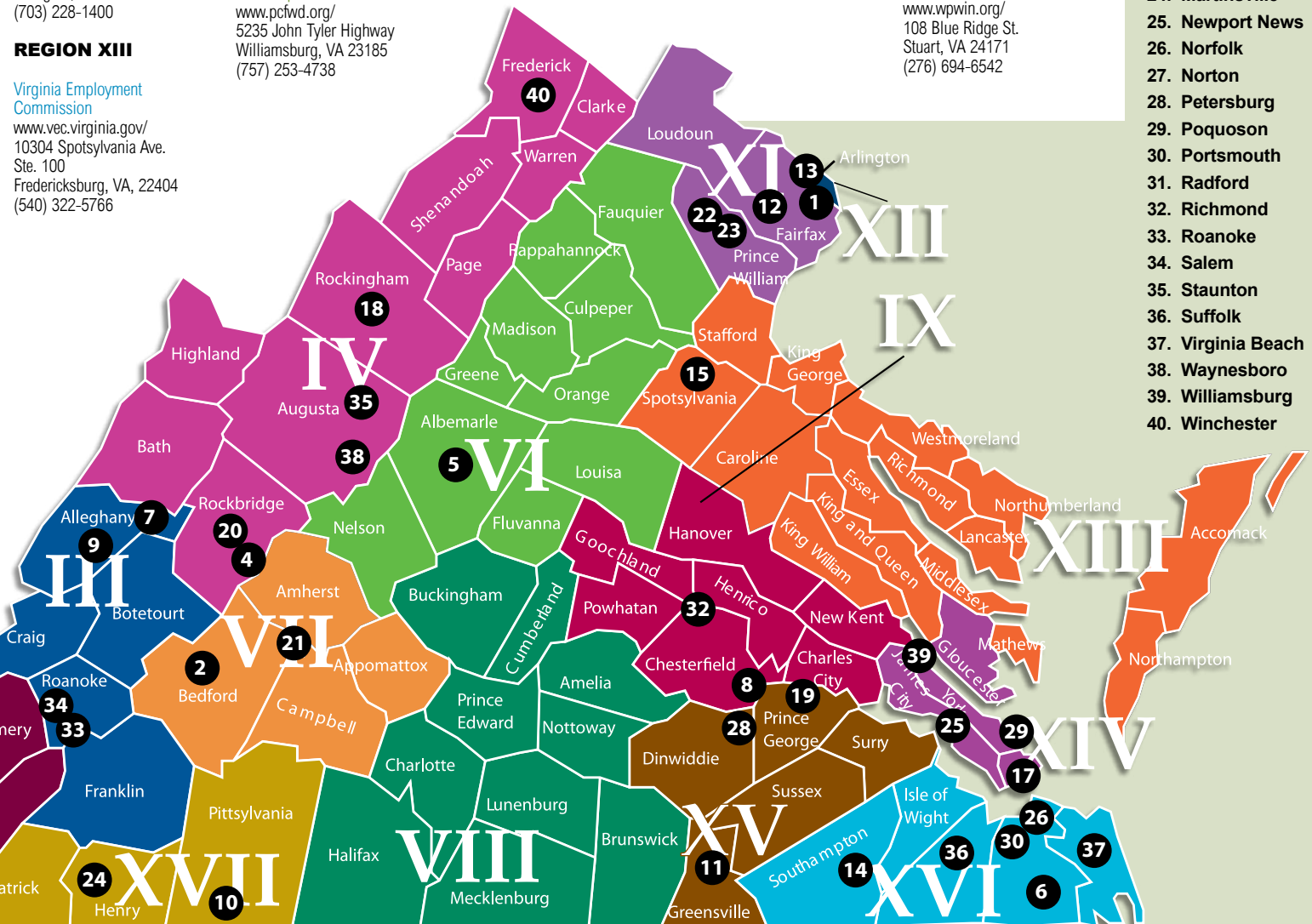
Virginia Workforce Center-Martinsville Henry County
www.wpwin.org/
 233 W. Commonwealth Blvd.
 Martinsville, VA 24112
 (276) 634-3600

Virginia Workforce Center-Danville
www.wpwin.org/
 211 Nor Dan Drive, Ste. 1055
 Danville, VA 24541
 (434) 549-8220

Virginia Workforce Center-Danville
www.wpwin.org/
 141 Goode St.
 Danville, VA 24541
 (434) 799-6471

Virginia Workforce Center-Pittsylvania County
www.wpwin.org/
 13995 U.S. Highway 29,
 Ste. 400
 Chatham, VA 24531
 (434) 432-4001

Virginia Workforce Center-Patrick County
www.wpwin.org/
 108 Blue Ridge St.
 Stuart, VA 24171
 (276) 694-6542



Contact Information

For more information about
the Virginia Workforce Council, visit vwn.vccs.edu
and click on the Virginia Workforce Council.

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