

**VIRGINIA WORKFORCE COUNCIL 2011-2012 ANNUAL REPORT**

The illustration features a central, winding dirt path that starts from the bottom left and curves towards a single, full-canopied green tree on a rolling green hill. The sky is a vibrant yellow, and the entire scene is rendered with a textured, sketch-like style using fine lines and cross-hatching. The path is a light brown color, contrasting with the green of the grass and the yellow of the sky.

**Career  
Pathways  
Lead to  
Workforce  
Development**

## FROM THE DESK OF THE CHAIRMAN



### **COUNCIL MEMBERSHIP:**

The Honorable Robert F. McDonnell,  
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The Honorable Frank M. Ruff  
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William Thumel  
Tim Tobin  
Raul Danny Vargas  
Brett Vassey  
Brian Warner  
Sybil Wheatley

As the country and the Commonwealth slowly recover from one of the worst recessions in history, individuals still face many challenges in finding jobs. We are fortunate that due to our leadership, our people and our diverse economy, Virginia has done better on average than the rest of the nation. However, this environment has given particular focus to an increasing skills gap, which challenges our employers to find individuals with the appropriate skills for the jobs that are and will be available. These hurdles threaten our competitiveness as a nation and frustrate many of those seeking the American Dream.

It is in this setting that the Virginia Workforce Council has worked diligently in 2011-2012. Our goal is to provide guidance that improves all aspects of Workforce System operations while acting as an adviser to the Governor on workforce issues throughout the state.

In 2011-2012, the Council has begun to work to align all workforce initiatives with education and economic development. We are working to brand our system so that employers and jobseekers understand how and where to access our programs and services. We also know that workforce does not understand magisterial boundaries, so we have made a push to support regional solutions for regional workforce challenges. It has been a tremendous year for the Council as it works on behalf of all Virginians.

In this context, I am pleased to provide you a copy of our 2011-2012 Annual Report. I hope you will be interested in the information it provides on our work throughout the state's workforce system. Additionally, within the body of this information, you will find the required report on the Career Readiness Certificate Program.



### **LOCAL WORKFORCE INVESTMENT AREA WIA TITLE I ADULT, YOUTH AND DISLOCATED WORKER RESOURCES & PERFORMANCE REPORT**

Performance measures for the federal Workforce Investment Act (WIA) Title I programs are established in [Section 136 of the Workforce Investment Act of 1998](#). The U.S. Secretary of Labor provides further guidance on the calculation of the measures. The WVC is working to establish additional state measures related to credential attainment, costs per participant, return on investment and customer satisfaction. To learn more about these measures and the resources allocated to the Local Workforce Investment Areas to support the associated activities, and 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](https://bi.vita.virginia.gov/VCCS_WIA/rdPage.aspx)



## FROM THE DESK OF THE CHAIRMAN

In alignment with the Governor's Workforce Development goals, the Council has fully embraced Career Pathways, so it seems only fitting that as the Commonwealth serves as host to the National Career Pathways Network Conference in our capitol city of Richmond this fall, we title our report Career Pathways Lead to Workforce Development. That is our focus and what helps shape the accounts of progress and success outlined in the pages to come.

Within the report, you will find a link to the accomplishments by the 15 local workforce investment areas, by performance measure, which were made possible by U.S. Department of Labor resources provided. These outcomes are reported through collaboration with the Virginia Information Technology Agency. While local Workforce Investment Board performance is noted here, the Council wants to convey to you its determination to reflect a comprehensive systemic approach to workforce development, aligned with our partners across all regions of the state. Achievements in this regard can be found within.



As you know, the Council is led by a majority of business representatives, appointed by Governor Bob McDonnell or his predecessor. Examples of innovative workforce training between private providers and industry can be found in this report as well. Collaborative strategies have been implemented to serve businesses, and assist jobseekers to attain credentials and increase/improve employment. The new Workforce Investment Act/Wagner-Peyser Five-Year Integrated State Plan and the newly revised Virginia Workforce Network Partner Memorandum of Understanding, approved by the Council and endorsed by all signatory partners, will continue to guide the Commonwealth in remaining competitive, creating jobs and enhancing the quality of life for all Virginians.

We thank you for your trust in us as we work to build the workforce for today and into the future. We pledge our commitment to excellence and to providing the type of policy guidance and advice that both informs and adds value to the development of a truly comprehensive system ... a system that will ensure the right person for the right job.

*Huey J. Battle*  
*Chairman, Virginia Workforce Council*





# Governor McDonnell Sets New Goals for Workforce Development across the Commonwealth

Promoting Virginia's Top Jobs and Greatest Opportunity initiatives, Virginia's Workforce Development Plan strives to integrate employers' efforts with the education, economic and workforce development sectors. Its purpose is to ensure more Virginians earn workforce credentials and more employers have access to a prepared workforce in industry sectors such as advanced manufacturing, energy and information technology.

The plan's overall goals are to:

- Expand Virginia's pipeline of workers for targeted industry sectors
- Increase the number of individuals completing postsecondary education programs and attaining various workforce credentials
- Establish career pathways to improve partnerships among workforce development stakeholders
- Strengthen data and reporting of Virginia's career pathways and workforce system

To help meet these goals, Governor Bob McDonnell in 2012 appointed Elizabeth Creamer as Director of Education and Workforce Development. Creamer, who oversees workforce development and career technical education programs serving middle-school youngsters to middle-aged Virginians, is in charge of a state career pathways system that brings together Education, Commerce and Trade, and Health and Human Resources. Developed through partnerships between education, employers and economic development, sector-specific career pathways are designed to increase the pipeline

of skilled workers in targeted industries through programs combining education and training.

### NEW OR EXPANDED TACTICS

In 2012, with the support of the General Assembly, the Governor's office initiated or expanded a number of sector-based tactics incorporating career pathways elements and models. In October, the Virginia Board of Education approved the 16th Governor's STEM (Science, Technology, Engineering and Math) Academy. Each STEM Academy offers high school students a secondary to postsecondary Career and Technical Education (CTE) program of study.

These CTE programs include preparation and assessment for an industry certification, a minimum of nine community college credits, and a requirement to take at least one postsecondary education assessment. Virginia has committed \$80,000 in state funds to provide one-time planning and implementation grants to school divisions for Governor's Health Sciences Academies to follow the STEM Academy model.

Other major initiatives designed to improve high school graduates' college or career-readiness skills include the new streamlined high school diploma legislation (HB 1061 and SB 489) requiring standard diploma recipients to earn a Board of Education-approved industry certification prior to graduation. Also, diploma recipients must have completed a virtual class to ready them for increasingly technical higher education and workplace environments. The new diploma legislation was widely supported by the business and industry

community, thanks in part to the efforts of the Virginia Manufacturers Association (VMA) and the Virginia Chamber of Commerce.

Other new legislation expands opportunities for high school students to earn a community college degree or certificate by the time they graduate from high school by requiring community colleges and at least one school division in each superintendent's region to develop programs of study allowing for this option. The Governor's office is currently working with the Virginia Community College System and Virginia Department of Education to initiate a recognition program for high school graduates who also have earned community college credentials.

### NEW FISCAL COMMITMENTS

Virginia appropriated \$3 million in state funds to launch a Microsoft Academy in every public high school in Virginia. To date, 6,651 students have earned 6,866 Microsoft certifications. Additionally, 1,092 teachers and staff have received training and 276 teachers have earned 301 certifications. About 45,000 students have enrolled in one or more of 28 high school career and technical education classes that align with Microsoft Academy content.

To better meet the needs of adults lacking a high school diploma or equivalency, \$930,750 has been dedicated to expand PluggedInVA statewide over the next biennium. This program, which cultivates strong partnerships between employers and community colleges, has provided more than 180 adults with



## 2012 REPORT FROM THE GOVERNOR'S OFFICE

an integrated six-month curriculum. Courses include GED and Career Readiness Certificate preparation, professional soft skills development, information technology certification, occupational/technical training, career coaching and electronic portfolio development.

Because of the state's new fiscal commitment, Virginia will soon launch new PluggedInVA programs in information technology, manufacturing technologies, and allied health in five planning regions. It also has awarded planning grants to seven additional regions.

### SECTOR STRATEGIES

Driving increased associate, baccalaureate and graduate degree attainment in the STEM-H disciplines that correspond to industry workforce needs is a component of 2011's landmark Top Jobs legislation and one incentive for the formation of the STEM public-private partnership created through the Top Jobs bill. The partnership—comprising private-sector leaders, distinguished representatives from the scientific community, and state and local government officials—kicked off in September with the Governor's STEM-H Summit held at the Greater Richmond Convention Center.

One of the most significant sector strategies supported in Virginia's biennial budget is continuing the work of the Commonwealth Center for Advanced Manufacturing, led in large part by The Boston Consulting Group and The Virginia Indemnification and Community Revitalization Commission. CCAM's major workforce initiative in 2012 is launching a comprehensive assessment of the advanced manufacturing

workforce in Southern and Southwest Virginia. This includes a gap analysis of all education and training providers in manufacturing, from high-school career and technical education to graduate-level research. The assessment also includes a comprehensive implementation plan for expanding training capacity to meet future workforce needs.

To provide training to incumbent employees so they can better meet workforce needs of job-creating employers, VCCS leveraged a \$3 million investment by the Governor and General Assembly to fund non-credit courses. During FY 2012, more than 87,000 individuals received non-credit training at Virginia's community colleges, and more than 11,000 businesses received workforce training and services. Thomas Nelson, in partnership with Tidewater, Paul D. Camp, Rappahanock and Eastern Shore community colleges, for example, is partnering with Newport News Shipbuilding in a program designed to fill an estimated 1,700 marine electrician positions that will open on the Peninsula from 2012 to 2016.

### MAKING THE GRADE

In December, the Governor's office, together with the Council on Virginia's Future, will issue the Commonwealth's first report card on career pathways and workforce readiness. With metrics developed by the state's Career Pathways Work Group, select agency heads and the Virginia Workforce Council, as well as industry advisory groups for key sectors such as manufacturing, it will report on cross-agency performance for indicators ranging from high school student enrollment in STEM-H career pathways to rates of employment in critical industry sectors.

The report card is one of many new statewide initiatives driven by the Governor's office to support the new vision of a career pathways system and the Governor's new goals for workforce development across the Commonwealth. ■

*Governor Bob McDonnell delivers opening remarks at the National Career Pathways Network Conference.*



## SERVING VIRGINIA: ACTIONS OF THE VWC



### *Virginia's WISP: Building Career Pathways Sets Stage for Success*

A five-month joint-planning effort, led by the Virginia Community College System and Virginia Employment Commission, has resulted in a road map to success for Virginia's Workforce Development System. The Workforce Investment Act/Wagner-Peyser Integrated State Plan—or "WISP"—sets the stage for achievement in workforce development over the next five years.

Although the U.S. Department of Labor required the planning activity, stakeholders in Virginia looked at it as an opportunity to build and enhance critical relationships between agencies, programs and partners. With career pathways as the guiding principle, the WISP outlines the governor's vision and the partner agencies' operational objectives to prepare individuals for the careers of today and tomorrow, and connect businesses to a highly skilled workforce.

The WISP is more than just a plan—it is a living document to be regularly consulted by multiple levels of stakeholders within the workforce system. This plan will guide the deployment of resources, the development of partnerships and the overall delivery of public workforce services across the Commonwealth for the next five years. Authors of the plan, and a much larger network of stakeholders, are committed to using the WISP as a tool to enhance Virginia's workforce system.

A series of four WISP implementation sessions have been scheduled for the upcoming year, with the first session

held Oct. 16. Anyone interested in participating in upcoming sessions should contact the WIA programs administrator at [nthomas@vccs.edu](mailto:nthomas@vccs.edu).

A full text of the plan, and all relevant attachments, can be found on the Virginia Workforce Network website at [vwn.vccs.edu/resources/workforce-professionals/wia-state-plans-and-policies/](http://vwn.vccs.edu/resources/workforce-professionals/wia-state-plans-and-policies/).

### *Bills' Passage Helps Prepare Youth for High-Tech Jobs*


One of the most important components of economic development is making sure we have a well-trained, qualified workforce to fill the new jobs coming to and being created in Virginia. In order to encourage future economic growth, we must make sure we are preparing Virginia's youth for the high-skills and high-tech jobs of the 21st century.

Governor Bob McDonnell and the General Assembly continue to make K-12 education a top priority to ensure every child, regardless of where he or she lives in Virginia, has access to quality education needed for rewarding jobs in the 21st century. This includes making sure we are providing educational options for our young people, have the best teachers in our classrooms, are preparing our students for the high-demand STEM-H subjects (science, technology, engineering, math and healthcare), and have programs in place to ensure every student is college or career ready upon graduating from high school. Through innovative education initiatives advanced during the McDonnell Administration, we are making great progress toward this ambitious goal.

This past session, we were fortunate to serve as patrons to one of Governor McDonnell's "Opportunity to Learn" initiatives. This legislation—HB1061 and SB489—created new, more-stringent and streamlined Board of Education-approved diploma requirements to ensure when students graduate and receive their high school diplomas, those degrees reflect the demands of the 21st century global marketplace. With this in mind, students pursuing a standard diploma will be required to obtain an industry-recognized certification ensuring those students are career ready upon graduation.

Additionally, the legislation requires a non-credit bearing virtual course for all students regardless of whether they are seeking an advanced or standard diploma. By requiring a virtual course for graduation requirements, the Commonwealth helps assure students are ready to move into higher education or the workplace where the ability to learn and work online is increasingly essential.

Modifying graduation requirements is the first step in a reform of education and workforce systems in Virginia to ensure they are cultivating the skills necessary for our future leaders and building a stronger future.

We applaud Governor McDonnell for his efforts and look forward to building upon the foundation of education and workforce development put into place with the passage of HB1061 and SB489. 

*— Submitted by Senator  
Frank Ruff and Delegate  
Kathy Byron*





## WIA STATEWIDE-FUNDED WORKFORCE PROGRAMS

### *Rapid Response: When One Door Closes, Another One Opens*

Virginia's Rapid Response Teams play a vital role in assisting businesses and their employees during layoffs and closures. The services include providing critical information regarding business assistance, employment services, unemployment insurance information, career transition services and layoff aversion strategies.

The Virginia Community College System coordinates services for the Commonwealth through four workforce development divisions: Northern Virginia Community College, New River Community College, Thomas Nelson Community College and the Community College Workforce Alliance (CCWA).


In fall 2011, the Central Virginia Rapid Response Team from CCWA provided services to Uno's Restaurant in Chesterfield County. Unable to remain open due to economic hardship, the restaurant owners were forced to lay off employees.

The Central Virginia Rapid Response Team—comprising economic development, the Virginia Employment Commission, local One-Stop centers, Virginia's Community Colleges and other community agencies—connected former Uno's employees to a new employment opportunity. A small business partnership opened a sports-themed restaurant in the former Uno's location and requested assistance to find qualified employees.

Central Virginia Rapid Response Team members consulted with the owners to determine their needs, reviewed job descriptions and created a community recruitment event at a local community college that included reaching out to recently laid off Uno's Restaurant employees. The event culminated with more than 100 applicants receiving interviews, of which 30 were hired. Of the new hires, several were former Uno's

employees. CCWA's job placement coordinator, Keondra Mitchell, said, "It felt good to see so many of the former Uno's employees have the opportunity to find new employment in such a short timeframe."

This event is just one example of how workforce development partnerships, such as the Central Virginia Rapid Response Team, are making a difference in the community. According to Jameo Pollock, Central Virginia Rapid Response coordinator, "We strive to provide excellent customer service to employers, as well as get Virginians back to work."

CCWA is the workforce development partnership of J. Sargeant Reynolds Community College and John Tyler Community College in Central Virginia. For more information, go to [www.ccwatraining.org](http://www.ccwatraining.org). 

## WIA STATEWIDE-FUNDED WORKFORCE PROGRAMS



### *Adult Career Coaches Coming into Their Own Throughout Virginia*

In 2005, Virginia embarked on a high school career coach program. It empowers high school students to make informed decisions about their career and educational plans so they can be successful in postsecondary education and training. Currently, the robust program has 115 coaches serving students in 160 high schools and technical centers in Virginia. A certification program was added in 2011.

Today, the Virginia Community College System, in cooperation with other partners and state agencies, is developing a model for adult career coaches. These coaches are being deployed at strategic entry points to Virginia's workforce system such as community colleges, adult education facilities and One-Stop career centers.

As envisioned by VCCS, a special task force and stakeholders statewide, these career coaches for adults are providing career and educational planning services. They are offering guidance in the job search and placement process. They are assisting with admissions and financial aid while helping adults connect with support services—such as child care and transportation—available through agencies and community-based organizations. They are coaching adults to help them land internships and entry into cooperative learning programs.


In fall 2011, only a small number of adult career coaches operated in state agencies in Virginia, with

a handful located on community college campuses and helping at adult education centers. There was no consistent training or evaluation system. However, VCCS's workforce development services team envisioned a coaching program in Virginia that would include statewide goals and outcomes, as well as professional development. These would support the program goals and performance benchmarks of multiple agencies and institutions administering such diverse workforce initiatives as WIA adult and dislocated worker programs and Postsecondary Perkins programs.

This vision began to be realized when VCCS, in a consortium led by Tidewater Community College, became the recipient of a U.S. Department of Labor Trade Adjustment Act grant for \$24 million, of which \$13.5 million was dedicated to adult career coaches.

In summer 2012, all 23 community colleges began hiring full- and part-time adult career coaches and experiential learning/job placement coordinators. In addition to fielding coaches, the TAA grant provides for development and assessment of an adult career coaching model including professional development, a community of practice,

and the development of a certification program to drive continuous program improvement.

In September 2012, more than 300 participants attended a statewide Career Coach Academy, which attracted people from high schools, community colleges and Virginia Workforce System front line staff, including One-Stop career centers, Virginia Employment Commission, Department of Social Services, and Department of Aging and Rehabilitative Services. The next step is the development of a national model that will formalize training and certification programs for all coaches in Virginia. 



*Training taking place at the 2012 Career Coach Academy in Richmond.*





## WIA STATEWIDE-FUNDED WORKFORCE PROGRAMS

### *BRAC Transition Center Helps Many in Arlington County and Alexandria*

As a result of the Base Realignment and Closure Act (BRAC) of 2005, the area surrounding Arlington County and Alexandria lost more than 17,000 U.S. Department of Defense (DoD) civilian jobs and up to three times that number of embedded contractor-employee positions. This was in addition to more than 4.2 million square feet of leased office space being vacated.

In response to one of the biggest BRAC impacts in the country, local government officials formed a BRAC Transition Task Force that recommended the local workforce system and economic development system work in partnership to mitigate the impact to workers and area businesses. In Arlington, a centrally located BRAC Transition Center was created, conveniently within walking distance of the Pentagon, to provide services to the impacted defense workers and contractors. In Alexandria, services were provided out of a One-Stop center, Alexandria JobLink.


The BRAC defense positions were being realigned or transferred to other locations in the region or country, and workers could be laid off if they didn't follow their jobs to the new locations. BRAC workforce services staff quickly learned most workers who didn't want to relocate wanted other federal jobs in the area. Staff needed to become experts to help customers obtain new federal positions.

They also needed to directly access these workers which involved building relationships with DoD civilian personnel and human resources, as well as with more than 25 impacted agencies. To complicate matters, there weren't any existing service models for this approach. The DoD was reluctant to provide information about the workers and limited career transition assistance was available.

Working closely with Pentagon officials and individual defense agency workers, the BRAC staff provided comprehensive workforce services in myriad ways to avert layoffs. Arlington's BRAC Transition Center customized multiple career transition sessions to meet the specific needs of agencies such as the Missile Defense Agency and the Washington Headquarters Service. Alexandria staff worked closely with its DoD partners to help with specialized job placement for agencies such as the U.S. Army's Family, Morale, Welfare and Recreation Command and the Human Resources Command.

More than 7,000 BRAC-impacted workers and their families have been touched by these services. While an estimated 1,500 attended the three separate BRAC career fairs, nearly 800 individuals received intensive career and job placement assistance.

However, not everything can be measured in numbers. As one customer reported:

"I'd like to thank you for being such champions for those impacted by BRAC. The BRAC Transition Center was an extremely helpful service and resource for so many. I never missed an opportunity to share information about your services with my colleagues and I believe that the new promotional position I obtained was a direct result of the quality services and career coaching I received." 

*Sandra Smith, Director of the BRAC Transition Center in Arlington, was featured earlier this year on the NBC Nightly News and the NBC Today Show for the volunteer mentoring she provides women veterans who need career transition assistance.*



## WIA STATEWIDE-FUNDED WORKFORCE PROGRAMS



### *Virginia Aims to Enhance and Expand Career Readiness Certificate Program*

With support from the Virginia Workforce Council (VWC), the number of Career Readiness Certificate (CRC) recipients continues to grow. The CRC, issued by Virginia and based on ACT's WorkKeys® assessments—applied mathematics, locating information and reading for information—is a portable, evidence-based credential that provides individuals a workplace skills certification that employers can use to make reliable decisions on hiring and training.

As required by the CRC legislation passed during the 2008 General Assembly session, VWC adopted a budget to develop outreach and incentive activities to enhance and expand Virginia's CRC program. The budget, a combination of federal and state funds as well as in-kind resources, included \$900,000 available from FY2008 through FY2012.



Community colleges, paired with their local One-Stops, improved partnerships with businesses, enhanced outreach efforts and saw increases in the number of CRCs achieved from the previous year. In FY2012, Virginia awarded approximately 9,500 CRCs which was about 27 percent increase over the previous year. Over the program's lifetime, more than 48,500 Virginians have received CRCs.

#### **CRC Attainment for WIA Recipients**

The 17 WIB regions in Virginia awarded 1,509 CRCs in FY 2012, a 47 percent increase over the prior year attainment of 1,021 CRCs. The CRC attainment among the FY2012 participants is 15.7 percent. This includes 1,509 CRCs awarded in FY2012 and 663 CRCs awarded last year. They were included because these participants are still active WIA recipients.

VWC continues to express interest in raising CRC attainment among WIA participants from 5 percent to 25 percent. Council members have considered the challenges of increasing the CRC attainment, identified strategies to overcome barriers and acknowledged promising practices in local WIBs to increase CRC attainment among WIA participants.

#### **Certified Work-Ready Community**

Charged by the VWC, a special advisory committee presented a background paper in January 2012 reviewing relevant information on work-ready communities and the Commonwealth's condition relative to the goal of expanding CRC attainment. After reviewing the opportunities and challenges in implementing work-ready communities, the VWC recommended instead to determine the metrics that, when met, will assure Virginians and their communities are work ready and will promote economic development. ■



## LOCAL WIB PERFORMANCE AND INITIATIVES

### *New Career Café, Youth Expo, Veterans' Hiring Fair Top Peninsula's Year*

The Peninsula Council for Workforce Development (PCFWD) had a successful year by continuing to develop programs and partnerships aimed at meeting the needs of the Peninsula's youth, adults, dislocated workers, veterans and business and industry.

In the fall, the council opened its fourth Youth Career Café on the Thomas Nelson Community College's Historic Triangle campus.


PCFWD and its education, economic development and industry partners also released in the fall the Skills to Succeed Inventory, a comprehensive study of careers within the 14 top Virginia Peninsula manufacturing companies. From 2012 to 2016, they reported 11,500 skilled trades and precision production workers will be needed in 11 high-demand occupations. The study, funded by the Ford Foundation and the Virginia Community College System, led to the development of the Roadmap to Success Career Pathways Strategic

Plan and an interactive website to help people explore career pathways leading to available high-paying jobs ([www.virginiapeninsulacareerpathways.com](http://www.virginiapeninsulacareerpathways.com))

In October, PCFWD, in partnership with Opportunity Inc., was awarded a \$5 million grant from the U.S. Department of Labor to provide advanced healthcare education, training and job placement assistance. Thanks to the grant, more than 330 people from across the region will receive training for jobs averaging \$43,000 per year.

Together with the Virginia Peninsula Chamber of Commerce and the school divisions from Newport News, Hampton, Williamsburg-James City County, York County, Poquoson, Gloucester County and Franklin, PCFWD hosted

the award-winning Youth Career Expo 2012. The March event brought together more than 250 professionals to help prepare more than 2,200 youth for the workplace. The expo featured mock interviews, various workshops and more than 55 business exhibitors.

In the summer, PCFWD joined up with the U.S. Chamber of Commerce and Peninsula Worklink to host "Hiring Our Heroes – Hampton Roads," a hiring fair to connect veterans and military spouses to meaningful employment. More than 150 employers took part in the fair, chaired by U.S. Sen. Mark R. Warner. It attracted 1,500 veterans and active-duty members of all ranks and levels of experience. It also drew about 250 civilians and military spouses. 

*Matthew James and Sharyna Smith with the Peninsula Council for Workforce Development receive a pennant for the new Historic Triangle Youth Career Café from Leonard Sledge, director of the Office of Economic Development at The College of William & Mary.*



## LOCAL WIB PERFORMANCE AND INITIATIVES



### *New Resource Workforce Center Opens in Eastern Henrico County*

On Sept. 24, the Resource Workforce Partnership opened its newest Resource Workforce Center in Eastern Henrico. James Holland, Chesterfield County Board Supervisor and chair of Resource's consortium of local elected officials, and Deborah Wickham, chair of the Resource Workforce Investment Board, were joined by Supervisors Steve Elswick of Chesterfield County, Bob Minnick of Goochland County, Angela Kelly-Wiecek of Hanover County, and Frank Thornton and Tyrone Nelson of Henrico County and more than 100 members of the community to cut the ribbon on the 20,000-square-foot facility.

"Getting people into careers is of paramount importance to our region, and this new Resource Workforce Center addresses that need by offering workforce services to those in our

region who are unemployed and underemployed," Holland said. "Eastern Richmond and Henrico contain some of the highest concentrations of poverty in our region, and so we are opening this center where it is most needed."

The new center will offer workforce development services to the more than 1 million citizens of the Capital region. The center's goal is to enhance the regional economy by offering demand-driven workforce development services that meet the needs of local employers while providing opportunities for job-seekers to find paths to employment.

Like all Resource Workforce Centers, it features a resource room where people can search for jobs via the Internet, and access printers and faxes to help them submit job applications and resumes.

Center staff offers jobseeker services such as resume reviews, career counseling, mock interviews and, for individuals who qualify, intensive training and possibly tuition for local educational institutions.

More than two times larger than the center it replaces, the new center is the first of three to have dedicated space for young adults ages 17 to 21. It is the only one of three area workforce centers with dedicated facilities for the Goals Institute, the Resource Youth Network's out-of-school program.

The Resource Workforce partners with a number of community organizations—including the Virginia Employment Commission, Virginia Department of Aging and Rehabilitative Services, and METRO Cash—that offer services at the new one-stop center.

Besides the center in Eastern Henrico, Resource also operates workforce centers in Chesterfield County near the county airport and on Midlothian Turnpike in Richmond. For more information, visit [www.ResourceVA.com](http://www.ResourceVA.com).



*Board of Supervisors Angela Kelly-Wiecek of Hanover County, Frank Thornton of Henrico County and James Holland of Chesterfield County join Resource Workforce Investment Board Chairman Deborah Wickham to officially open the new Resource Work Force Center at 121 Cedar Fork Road in Eastern Henrico.*



## LOCAL WIB PERFORMANCE AND INITIATIVES

### *SkillSource Focuses on Veterans, Entrepreneurs and Launching New Businesses*

This past year, the U.S. Department of Labor's (USDOL) National Workforce Innovation Fund awarded the SkillSource Group Inc., the nonprofit arm of the Northern Virginia Workforce Investment Board, \$8.4 million to lead a collaborative effort with the Capital Region Workforce Partnership in Richmond and Opportunity Inc. in Hampton Roads.

Over 52 months, the Virginia Employment Through Entrepreneurship Consortium (VETEC) will provide entrepreneurial training and technical assistance to 1,000 eligible adult and dislocated workers, with at least 20 percent of them veterans. The Virginia consortium was one of 26 sites selected nationwide for this project.


Besides the three regional workforce boards, consortium partners include the Virginia Community College System (VCCS), Northern Virginia Community College, the Community College Workforce Alliance, Tidewater Community College, Old Dominion University, the Fairfax County Department of Family Services, the Business Development Assistance Group and IMPAQ International (a social science research firm).

In 2008, the USDOL awarded VCCS a Growing America Through Entrepreneurship (GATE) grant, which in Northern Virginia was managed by SkillSource. This initiative helped dislocated jobseekers 45 and older start and expand their own small businesses through entrepreneurship training and technical assistance.

Through June 2012, the grant's completion date, SkillSource enrolled 224 individuals in the program and helped successfully launch 88 new businesses, predominantly in the service, trade and business services industries. The successful completion of the GATE initiative demonstrated the value WIBs can have in entrepreneurship development throughout Virginia.

The USDOL Veterans Workforce Investment Program (VWIP) awarded SkillSource \$1.1 million to fund the Northern Virginia Jobs 4 Veterans (J4VETS) initiative. Over a three-year period, this program will deliver employment and training services to almost 400 eligible veterans, with roughly one-third having a service-connected disability. SkillSource was one of 11 U.S. sites selected for this initiative.

Project partners include the Fairfax County Department of Family Services, ServiceSource Inc., Monster Government Solutions, Manpower Inc., the Business Development Assistance Group, VCCS and the Virginia Employment Commission.

Last November, SkillSource partnered with Microsoft Corp. to provide veterans and their spouses with no-cost training vouchers that build skills in selected Microsoft technologies and prepare recipients for an industry-recognized certification exam. As of August 2012, nearly 600 veterans received vouchers. 



## LOCAL WIB PERFORMANCE AND INITIATIVES



### *YouthBuild helps high school dropouts in Northern Neck, Middle Peninsula*

In March 2011, the U.S. Department of Labor awarded a \$1.1 million YouthBuild grant to the Bay Consortium Workforce Investment Board Inc., in partnership with Employment Resources Inc., Job Assistance Center and the National Association of Home Builders. The grant's purpose is to help high school dropouts in the Northern Neck and Middle Peninsula area improve their long-term career prospects through construction and educational training.

The YouthBuild program targets low-income youth between the ages of 16 and 24. Participants work toward earning a Southern Association of Colleges & Schools accredited high school diploma while building affordable housing

for those in need. A strong emphasis is placed on leadership development, community service, and post-program placement in educational programs and/or employment.

Since the program began in August 2011 in the Northern Neck and Middle Peninsula, 37 participants have built two homes in conjunction with area Habitat for Humanity organizations. At press time, a second group of students was building a house that would be certified by EarthCraft, a residential green building program. A third group of 19 students broke ground on another house in October.

In addition to building homes, participants have been involved in a number of community services projects. They have cleaned area parking lots and

yards, built toys during the holidays for less fortunate children, repaired benches and fences for Essex County Little League, and washed school buses.

Of the 37 initial participants, nine have earned their high school diplomas, 10 have obtained an occupational certificate, one completed classes and earned a Certified Nursing Assistant license and another is taking classes through the University of Phoenix. Overall, 62 percent of the first group obtained a degree or certificate and 64 percent of the class now has a job.

There are 273 YouthBuild programs in 45 states, Washington, D.C., and the Virgin Islands. Since 1994, 100,000 YouthBuild students have built 20,000 units of affordable, increasingly green, housing. ■

*In the YouthBuild program, low-income young people ages 16-24 work toward their high school diplomas, learn job skills and serve their communities by building affordable housing.*





## LOCAL WIB PERFORMANCE AND INITIATIVES

### *Opportunity Inc. Reaches Out to Nearly 10,000 Clients*

In 2011-12, Opportunity Inc. served almost 10,000 new customers and had more than 48,000 client visits. Almost 700 new customers enrolled in training services and nearly 500 clients entered unsubsidized employment. It opened three new SHARE Network Access Points.

Virginia partnered with the city of Suffolk, OppInc and other regional entities to run a center established through a grant from the U.S. Department of Defense. It helps individuals and businesses impacted by the U.S. Joint Forces Command disestablishment. Nearly \$4.5 million was returned to the economy through re-employment of JFCOM-related customers.

OppInc also assisted more than 200 former International Paper employees with online applications and resumés for jobs at a new mill in Franklin.

“Driving Hampton Roads Competitive-ness: Meeting the Demand for a Skilled Workforce” was released in June. The report covers historical data and recent trends in the region’s demography, economy and workforce. Projecting high-growth occupations and training requirements over 10 years, it will serve as a baseline against which to measure progress in the region’s workforce development efforts.

In honor of Veterans Day, OppInc launched “Hire-A-Vet Hampton Roads” with web resources to help employers hire exiting military and other veterans ([www.opp-inc.org/businesses/hireavet](http://www.opp-inc.org/businesses/hireavet)). A hiring guide is available as a PDF download.

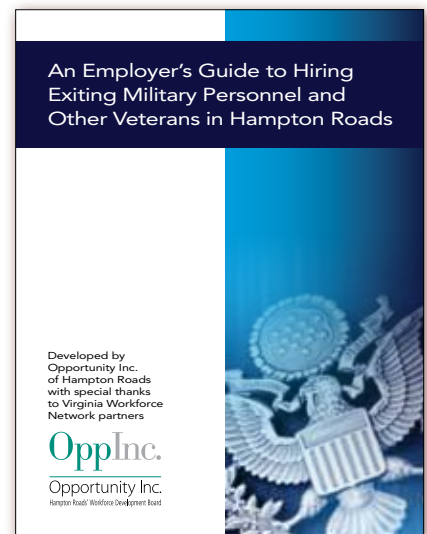
OppInc’s Youth Career Center of Hampton Roads (YCCHR) and the One-Stop Workforce Center joined forces in summer to help Gold Key I PHR Hotels & Resorts find qualified applicants to fill positions at the Virginia Beach oceanfront. Recruiters reported it was one of the best events in which they had ever participated.

YCCHR, in partnership with ECPI University, We are Titans and the Medical Careers Institute, also sponsored a free Science, Technology, Engineering and Math Camp in July. Twenty youth spent five days exploring STEM careers and creating an original mobile application.

Working directly with school districts, technical schools and local colleges and universities, OppInc reformulated its youth training programs to more closely align with individual school’s needs. OppInc spent close to \$1 million providing STEM and entrepreneurship programming to nearly 350 youth aged 14-21 in the school districts that applied for funding.



*LaTonya English works with a client.*



## INNOVATIVE WORKFORCE NETWORK PARTNER PROGRAMS IN THE COMMONWEALTH



### *DARS Celebrates Effectiveness of Disability Employment Awards Program*

Since 2006, the Department for Aging and Rehabilitative Services (DARS) has partnered with Dominion Resources to celebrate the skills and talents of people with disabilities and increase the overall awareness of disability employment in Virginia. Dominion's yearly sponsorship enables DARS to hold an annual luncheon each October during National Disability Employment Awareness Month. More importantly, the event provides a backdrop for DARS to thank and honor businesses, individuals and community partners at the state-wide level who champion the employment and advancement of Virginians with disabilities.

DARS' Champions of Disability Employment awards program gathers hiring managers, community leaders and decision makers to recognize the


positive contributions of workers with disabilities and the importance of fully embracing disability-friendly practices in Virginia's business culture.

Since its inception, DARS has bestowed the Disability Employment Champions Award to more than 60 recipients. Former Governor Tim Kaine was distinguished as the first champion for his work and support of Virginia's Medicaid Buy-In Program. Other past honorees include the Kennedy Center for the Performing Arts, Booze Allen Hamilton, the Army & Air Force Exchange Service, Comcast Cable, AmeriCorps, Northrop Grumman, Wells Fargo and Bon Secours Health System.

The event draws representatives from such organizations as Anthem, SunTrust and Manpower; state agencies such as

the Virginia Department of Health and the Department of Transportation; representatives from Virginia's House and Senate; as well as officials from the Offices of the Governor and the Secretary of Health and Human Resources.

The awards also acknowledge individuals who overcome the challenges of their disability to build meaningful careers. These include clients such as a clinical psychologist who, through DARS' Self-Employment Enterprise program, opened his own practice, and the most recent honoree, a client whose pet treat products garnered attention from Whole Foods Market and other retail outlets.

As employers continue to face an aging and retiring workforce, it's critical for DARS to build and maintain solid partnerships in the public and private sectors to provide the support and resources necessary to not only meet the vocational needs of Virginians with disabilities but also the demands of a shifting workforce climate. 



*DARS Commissioner Jim Rothrock (seated) congratulates Virginia's 2011 Champions of Disability Employment, the state's highest honor for disability employment, in recognition of their outstanding business practices that support the employment and advancement of people with disabilities.*





## INNOVATIVE WORKFORCE NETWORK PARTNER PROGRAMS IN THE COMMONWEALTH

### *Virginia OJT Re-Employment Project is a Resounding Success*

Funded by a U.S. Department of Labor (USDOL) two-year grant, the Virginia On-the-Job Training Re-employment Project administered by the Virginia Community College System (VCCS) Workforce Development Services very successfully concluded its grant funding period Sept. 30. Of the six grant recipients in the USDOL's Mid-Atlantic Region, only Virginia exceeded its goal for placing long-term dislocated workers in paid OJT positions. The other Mid-Atlantic grant recipients were Delaware, Maryland, Pennsylvania, West Virginia and the District of Columbia.


For the purpose of this grant, dislocated workers were defined as having been unemployed for a minimum of at least 27 consecutive weeks. In many cases, they had exhausted all other efforts to find meaningful employment.

The USDOL grant provided funds to reimburse Virginia employers for part of the cost of training a dislocated worker. The rate ranged from 50 percent for larger employers to 90 percent for smaller firms. Employers could receive the reimbursement for the duration of the training period not to exceed six months. All employer training plans had to be vetted and approved by the VCCS Workforce Development Services.

Five Local Workforce Investment Boards in Virginia participated in the project: New River/Mt. Rogers LWIB 2, South Central LWIB 8, Northern Virginia LWIB 11, Bay Area LWIB 13 and Peninsula LWIB 14. Together, the participating LWIBs successfully placed 161 dislocated workers with Virginia employers through Aug. 31, 2012. This exceeded the state's goal of 152 placements by 6 percent.

Northern Virginia had the most successful placements at 54 while South Central and New River/Mt. Rogers more than doubled their placement goals.

Once dislocated workers were placed in OJT positions, their progress was monitored by site visits and employer and worker progress reports. Most dislocated workers placed in OJT positions successfully completed the employers' training period and continued working for them. Some got jobs with other employers in related positions.

The Virginia Workforce Council would like to thank the local workforce boards that participated in the project for their tremendous efforts in helping to make the Virginia OJT Re-employment Project a resounding success. VWC also would like to thank VCCS Workforce Development Services for administering this worthwhile project. 



# INNOVATIVE WORKFORCE NETWORK PARTNER PROGRAMS IN THE COMMONWEALTH



## Recipients Thrive with Help of Emergency Unemployment Compensation

The 2012 Middle Class Tax Relief and Job Creation Act extended the Emergency Unemployment Compensation (EUC) benefits until Jan. 2, 2013. It requires claimants receiving EUC to meet with Virginia Employment Commission (VEC) staff to receive an orientation to the Virginia Workforce Network, a job skills assessment, current labor market and career information, and a review of their work search and related records.

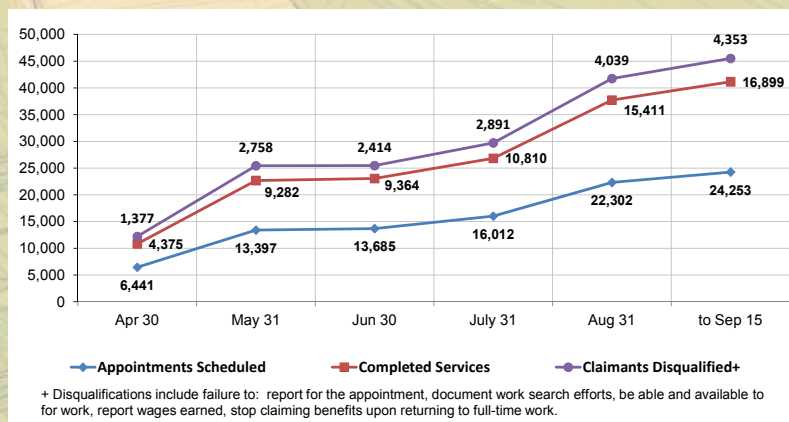
VEC staff help claimants navigate the Virginia Workforce Connection (VWC) and complete background information. They also review resumés and provide referrals for jobs, partner programs and community resources.

As of September 2012, the VEC scheduled 24,253 appointments and 16,899 claimants completed services. All EUC recipients have been out of work at least 12 weeks and many for more than 26 weeks. Virginia EUC recipients come from various occupations, age groups and locations. While long-term outcome information is not yet available, anecdotal reports from staff demonstrate the effectiveness of the Re-employment Services (RS)-EUC intervention.

- Derek, 49, of Northern Virginia was unemployed since September 2010. He attended RS-EUC and received resume services. As a result, he accepted a job as a foreman with Tyson Services.

- Kevin, 59, of Northern Virginia was unemployed since March 2011. He attended RS-EUC and received assistance using VWC. Kevin accepted a position as a regional human resources generalist with ABM Security Services.
- Quincy, 42, of Martinsville was unemployed three or four months. He attended RS-EUC and accepted a referral to Springs Industrial. Quincy accepted full-time employment as a maintenance technician.
- Sammy, 59, of Roseland was unemployed 40 weeks. She attended RS-EUC and received resumé services. Sammy accepted employment with a tree care company that has been in business 90 years. She is the first woman the company has ever employed.
- Steven, 34, of Northern Virginia was unemployed since September 2011. He attended RS-EUC and received assistance using VWC. Steven accepted a position as a senior acquisition analyst with Sav-vee Consulting, a large subcontractor providing services to the federal government.
- Susan, 59, of Northern Virginia was unemployed since August 2011. She attended RS-EUC and received assistance with improving her resumé. Susan accepted employment with Manassas Park City Schools as a Family and Consumer Sciences teacher.

**MANDATORY REEMPLOYMENT SERVICES FOR EMERGENCY UNEMPLOYMENT COMPENSATION (RS-EUC) RECIPIENTS**  
MARCH 24, 2012 THROUGH SEPTEMBER 15, 2012  
(CUMULATIVE)





## INNOVATIVE PRIVATE PARTNERSHIPS

### *ECPI University Partners with Perdue to Bridge the Skills Gap*

Like many companies throughout the nation, Perdue Farms is balancing the efficiencies offered through modern technology with the available pool of qualified workers. According to *The Atlantic*, 80 percent of the manufacturing companies in the United States say they cannot find enough workers with the proper skills to fill open positions at their facilities.

This trend has forced manufacturers in recent years to put expansion plans on ice, curbing production and ultimately their bottom line. Enter the Virginia Manufacturers Association (VMA) and ECPI University. Earlier this year, the trade association selected ECPI as its exclusive academic partner to increase accessibility to advanced technology industry training and credentials throughout the Commonwealth.

Perdue Farms in Accomac is the first VMA member to take advantage of this on-site initiative, with 20 of its employees having just completed 148 hours of training in mechatronics and spatial reasoning, math, chemistry, thermal and fluid dynamics, electricity, controls, teamwork, workplace behaviors and business acumen.

This particular training was funded in part by a U.S. Department of Labor grant called the Shenandoah Valley Energy Partnership. "Properly trained maintenance technicians can do a lot to help save companies both energy and money," said ECPI instructor Keith Hornberger. "For example, by changing the speeds of the conveyor and gear ratios, or installing a variable frequency drive, they can ensure that each machine is operating at optimal efficiency."

Perhaps the biggest benefit is one of mutual interdependence.

"The mechanical technicians better understand the role of the electrical technicians and vice versa," he said. "This really fosters teamwork and enhances camaraderie."

"It gives you a broader view of what we're dealing with on the floor," said Tim Bend, a maintenance mechanic who has worked for Perdue for less than a year. "It also gives you a much better understanding of why management makes certain decisions."

Ultimately, Perdue will have more people on the floor who can observe all operations with a critical eye for detail. The result: reduced energy costs, less water consumption and increased profit. ■



*Instructor Lance Blevins describes internal components of an AC motor and gearbox.*

## INNOVATIVE PRIVATE PARTNERSHIPS



### *Virginia Technical Institute Meets the Growing Need of Workforce Training*

In fall 2011, Virginia Technical Institute (VTI) entered into a one-of-a-kind relationship with Liberty University (LU). Recognizing the value of technical education, LU officials engaged with VTI to provide trade training to their four-year degree-seeking students. Using VTI's state-of-the-art facilities and an internationally recognized curriculum from the National Center of Construction Education and Research (NCCER), LU began offering elective credit in the areas of plumbing, electrical, HVAC, welding and carpentry.

The first cohort of students ranged from art majors to industrial engineering majors. This initial group of 16 grew to 127 students in just one semester. Current classes include a unique blend of traditional VTI students, LU students

and craft professionals seeking a credential. Because of the group's diversity, an extra level of instruction occurs between participants.


Students in the program are in high demand by local industry. VTI and LU placed several students in paid summer internships during summer 2012, with each one being offered some level of continuing employment. Participating companies included Georgia Pacific, Fleetwood-Goldco-Wyard, Southern-Air and Moore's Electric.

Four traits make the VTI program distinct:

- Instructors emphasize a hands-on learning atmosphere where testing is treated as a learning opportunity and not simply an assessment procedure.

- By using curriculum developed by NCCER, students receive internationally recognized credentials ensuring their global competitiveness for craft jobs.
- The program takes place in a state-of-the-art, 75,000-square-foot facility.
- Students intensively train only in their intended craft with no other educational distractions or demands.

With plenty of space, real-world training equipment and classroom emphasis on their area of training, most students are work-ready in less than a year.

VTI's mission is to meet the growing need of workforce training in Central and Southside Virginia. It provides hands-on training in a variety of fields including industrial maintenance. VTI also offers contract training in the areas of industrial safety/OSHA certification and leadership development. 

*Virginia Technical Institute teams up with Liberty University to offer four-year students trade training in areas such as welding.*





## INNOVATIVE PRIVATE PARTNERSHIPS

### *Innovation is happening on community college campuses across Virginia*

With support from the Governor and General Assembly for noncredit workforce instruction, community colleges are partnering with employers to create solutions that meet their workforce needs. Here are two such examples:

#### **TIDEWATER COMMUNITY COLLEGE**

For the past five years, Tidewater Community College (TCC) Workforce Development has had a relationship with Sumitomo Drive Technologies in Chesapeake. Each year, a handful of courses were delivered but were limited to “as-needed” and occasional. In mid 2011, Sumitomo senior management announced that major changes were going to take place at the Chesapeake facility. The plant would essentially convert from an assembly facility to more basic manufacturing.

For employees, this meant that their jobs (as they knew them) would no longer exist within a year. However, they were assured if they retooled their skills no one would be out of work.

Considering the potential scope of this effort, the cost to Sumitomo to deliver this training would be enormous. Through a partnership with the Virginia Department of Business Assistance and TCC, training to meet the needs of Sumitomo was developed and delivered. This included specific training on new machinery.


The result: Sumitomo is now installing new machinery and technologies their employees are retrained to operate. Since employees took on the challenge to learn, no one at Sumitomo has lost his or her job. Production in the “renewed” facility is set to begin this fall.

#### **BLUE RIDGE COMMUNITY COLLEGE**

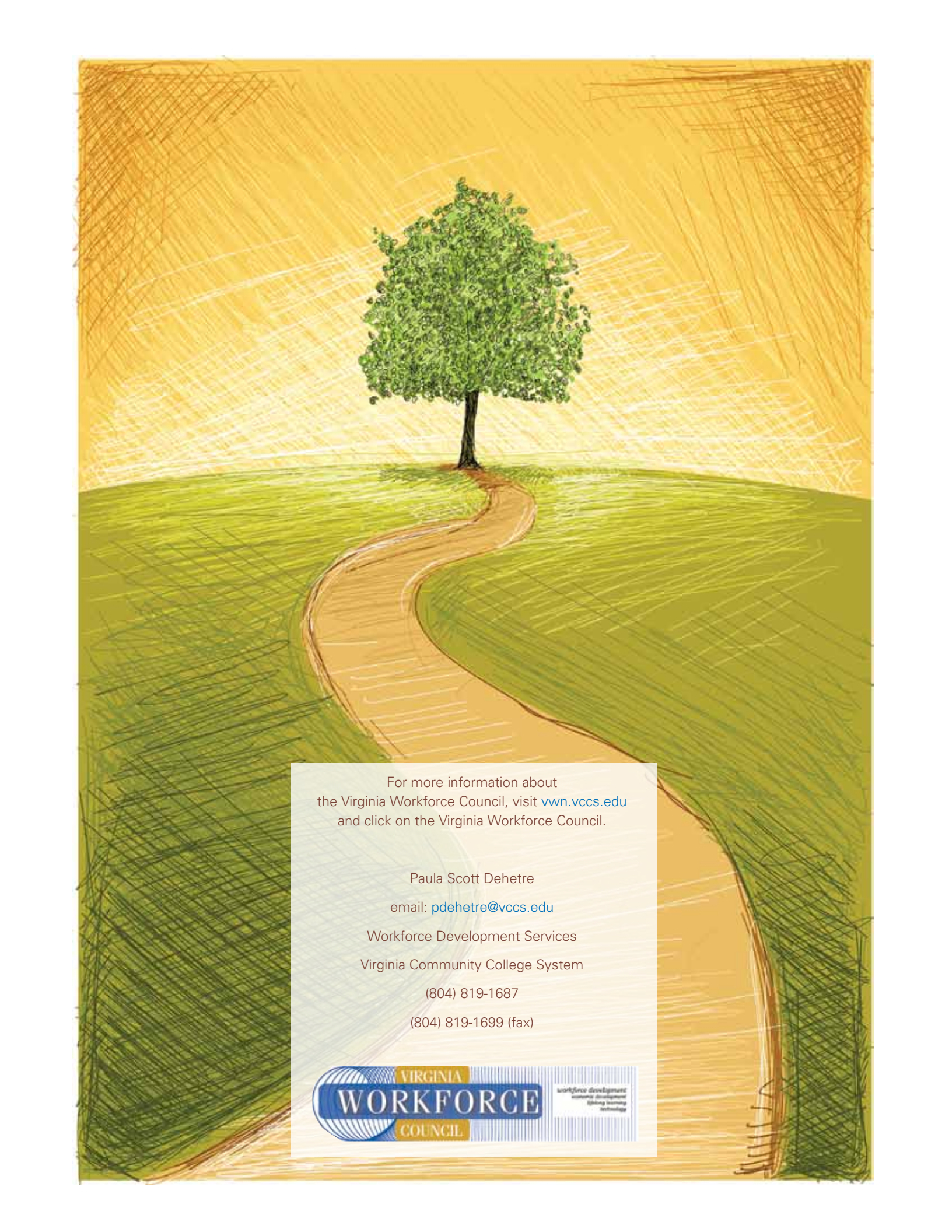
A portion of the Blue Ridge Community College (BRCC) mission is to anticipate the needs of the central Shenandoah Valley and provide access to needed programs and services.

One such need was identified by Merck Pharmaceuticals Co. in Elkton. Merck, along with other bioprocess (use of living cells) companies, often hires employees who lack specific relevant experience, resulting in increased training time and delayed productivity. Identifying a need to enhance training for new employees, Merck partnered with BRCC to develop a bioprocessing program. The resulting aseptic training short course, now offered to new Merck employees, introduces aseptic (prevent introduction of microorganisms) techniques and microbiology, along with an overview of the bioprocess industry.

Topics include proper techniques for cleaning hands, donning gowns and using other equipment to insulate the individual from the clean-room environment, as well as an examination of potential contamination sources. This enhanced training program already has resulted in employees who are more prepared to be productive upon entering the plant.

Through the acquisition of equipment and supplies and the allocation of classroom space, by Merck, required for the training, BRCC has conducted four classes for about 40 employees, creating the workforce pipeline sought by Merck. 





For more information about  
the Virginia Workforce Council, visit [vwn.vccs.edu](http://vwn.vccs.edu)  
and click on the Virginia Workforce Council.

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