

Review and update of Central Virginia Workforce Development Area

Local Labor Market and Local Plan- Approved March 19, 2019

(i) Significant changes in local economic conditions

A state training center with over 1000 initial employees and two large businesses (over 700 employees combined), one in printing and one in pharmaceuticals have announced closures by the end of 2020. Several small layoffs of 60 or less are also occurring with some service sector employers. Additional updates are provided below on labor market and economic conditions

(ii) Changes in the financing available to support WIOA title I and partner-provided WIOA services

For the first time in the history of the Central Virginia Workforce Development Board, the Board secured \$100,000 in non-WIOA funds through a Go Virginia grant that provides \$70,000.00 to upskill existing workers in our region and \$23,000.00 to begin building a regional career pathway system that includes support for a regional career expo. The Board is also fortunate to have developing relationships with the local governments and schools that will provide braided funding for youth career navigators to serve more youth with challenges before they drop out of school.

(iii) Changes to the Local WDB structure

Subsequent to the 2016 local plan, The Central Virginia Workforce Development Board has experienced several significant changes. First, was a name change in 2018 from “Virginia’s Region 2000 Workforce Development Board” to “Central Virginia Workforce Development Board”. Along with the Workforce Board name change, the fiscal agent changed names from “Virginia’s Region 2000 Local Government Council” to “Central Virginia Planning District Commission”. The CVWDB is also in the process of developing a 501c3 non-profit organization and updating bylaws to reflect these changes. This will position the Board to secure funding through private sources in addition to other grant funds. Expected completion late July 2019.

(iv) The need to revise strategies to meet local performance goals.

One of the most significant workforce challenges in the Central Virginia Workforce Development Area is finding employees who can pass drug screens, can show up to work regularly and contribute positively in the workplace (Work Ethic). The WIOA Title I programs will be working with the community college, and other partners to develop a 60-hour career readiness training specific to high demand career sectors to improve persistence through training and successful employment outcomes. The Board will also be working closely with Central Virginia Community Colleges and all school systems with significant input from businesses to develop employment sector strategies and career pathways that meet the need of our region’s employers. A key strategy under development is a comprehensive Career Pathway system that will include print and web-based media to promote high-demand regional occupations for all career seekers.

Adult Education: Adult Education is an critical component of the regional workforce system but has had some challenges providing services when needed in the One Stop due to funding/staffing issues. The Workforce Development Board and One Stop Operator are

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developing additional tutoring/mentoring support from area colleges/universities and will partner with Adult Ed to provide timely services for WIOA customers. Adult Ed anticipates helping to pilot a career readiness curriculum that address computer literacy and soft skills expected by employers. Adult Education will also be more closely linked with WIOA Title I Youth staff for tutoring, contextualized for career development.

Career and Technical Education: In LWDA 7, Career and Technical Education Directors from all public schools serve on the regional Talent Solutions Team (Business Services Team) along with Central Virginia Community College and other training or employment providers. The CTE directors partnered with the Workforce Board and the Regional Business Alliance to host a regional career expo that reached over 3700 students in April 2019 served as the launch of the Workforce Area's career pathways system. Title 1 Youth Career Navigators work closely with CTE programs in all schools to receive referrals and coordinate career services such as work experiences.

Building Employer Awareness: LWDA 7 has created a position for Business Engagement and Outreach (BEO Coordinator). This position is responsible for direct business engagement for sector strategy/career pathway development. This position also serves as the Virginia Career Works Central Region Brand ambassador and is responsible for the website, social media and public outreach. The BEO coordinator supports the Talent Solutions Team that regularly convenes to get input from businesses in need of employees or training and develops strategies to ensure that workforce partners meet the needs of regional employers. Through this role, LWDA 7 is creating much more awareness of Virginia Career Works-Central Region among businesses and community stakeholders.

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Changes in labor market & economic conditions

2018-Data Sectors in the Central VA (WDA 7) with the highest average wages per worker are

1. Wholesale Trade (\$71,397)
2. Professional, Scientific, and Technical Services (\$70,727)
3. Utilities (\$61,291).

Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are

1. Accommodation and Food Services (+1,104 jobs)
2. Health Care and Social Assistance (+1,036)
3. Other Services (except Public Administration) (+451).

The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +1.3% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for:

1. Health Care and Social Assistance (+2,409 jobs)
2. Construction (+493)
3. Educational Services (+387).

2016 Data-Sectors in the Region 2000/Central VA (WDA 7) with the highest average wages per worker are:

1. Professional, Scientific, and Technical Services (\$68,887),
2. Management of Companies and Enterprises (\$61,606)
3. Wholesale Trade (\$61,541)

Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are:

1. Accommodation and Food Services (+1,108 jobs)
2. Health Care and Social Assistance (+708)
3. Retail Trade (+560)

The fastest growing sector in the region at the 2016 analysis was expected to be Health Care and Social Assistance with a +1.4% year-over-year rate of growth.

The strongest forecast by number of jobs over this period is expected for:

1. Health Care and Social Assistance (+2,604 jobs)
2. Retail Trade (+662)
3. Construction (+645).

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Employment Trends: Unemployment decreased to 3.3% from 4.6% over 2 years (2016-18)

Sept 2018: Total employment for the Central VA (WDA 7) was **108,007** (based on a four-quarter moving average). Over the year ending 2018Q3, **employment increased 1.4%** in the region. **The seasonally adjusted unemployment rate** for the Central VA (WDA 7) was **3.3%** as of December 2018.

Sept 2016: Total employment for the Central VA (WDA 7) was **107,549**. Over the year ending 2016Q3, employment increased 0.6% in the region. **The seasonally adjusted unemployment rate** for the Central VA (WDA 7) was **4.6%** as of September 2016. One year earlier, in September 2015, the unemployment rate in the Central VA (WDA 7) was 4.8%.

(2016 and 2018 Data provided by JobsEQ- Chmura Economics & Analytics)

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Local Plan Review with Board Committee Input Jan 2019

The mission reflects the current state, our day-to-day work and purpose of the organization. The mission of the Region 2000 Workforce Development Board is:

We provide the primary connection between our two customers—businesses and jobseekers—ensuring demand is met with a highly qualified supply of applicants

The vision describes our desired future state, how the region would be improved if we are successful in achieving our purpose. The vision for the plan is:

A customer-focused workforce system that supports regional prosperity through efficiently developing the talents of individuals to meet the employment needs of our region

By adopting the following four goals and executing the strategies, the Workforce Development Board can lead the regional workforce system to accomplish this task.



Goal 1: Leverage Target Sector-Based Partnerships to Position Career Pathways from K-12 Education through Employment

Strategies:

- Position industry action teams for workforce system continuous improvement

Strategic Objectives:

- Identify and recruit workforce "champions" from targeted industries, related programs of study, and others as applicable
- Engage businesses to learn about specific workforce needs
- Perform "best practices" model research
- Design and pilot industry-led workforce initiatives
- Form additional industry action teams
- Replicate successful pilot models in other targeted industries

Outcomes:

- Increased business engagement with formal agreements
- Employer buy-in on training programs
- Increased connection of jobseekers to businesses through career pathways

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2019 Plan input by standing committees for each plan initial goal

Committee: Operations/Performance/Finance:

1. *Regional Career Expo-April 2019 beginning of career pathway development effort-Need to make sure schools have access to resources:*

- *Link with Rotary in Lynchburg*
- *Exposing teachers to opportunities & resources for career exploration*
- *Explore Bedford 1 program-strengthen/expand for student career exploration/tours in local business*

Committee: Outreach and Awareness

1. *Id companies that will take high school students -New DOE regulation. How do we connect with business and get buy-in. Some schools have internship classes already.*

2. *More industry sector strategy meetings*

- *Follow up print industry*
- *Maintain and update workforce needs within industry sectors*

3. *Stronger ties to employers & k12*

- *Internships/*
- *Tours*
- *Work experience*

Committee: Youth:

Continue reaching out to counties

Work with more non-profits for work experience career pathway development



Goal 2: Enrich the Workforce System Through Technologies that Streamline Customer Service Experiences

Strategies: Connect data to inform day-to-day operations

Strategic Objectives:

- Form ad-hoc committee of the Board to research and evaluate technology opportunities
- Discover technology-based solutions to realize opportunities
- Identify opportunities to improve customer service
- Perform comparative analysis of opportunities and make recommendations to the Board

Outcomes:

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- Improved customer service
- Greater efficiency in day-to-day processes
- Customer-centric orientation
- Increased involvement of all geographies of the region, and less focused on the Workforce Center (One-Stop) building.

2019 Plan input:

Committee: Operations/Performance/Finance:

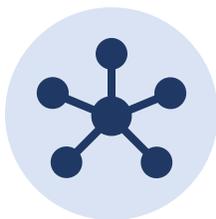
- Board members go through customer experience and provide feedback
- Instant access to questions via technology using Google Hangouts etc
- Need digital literacy training for, internet safety, software, basic computer navigation,
- Develop a library of videos for basic computer knowledge, email set-up, job readiness

Committee: Outreach and Awareness

- Easier process for job orders entry into VWC-
 - -Develop outside form (Google doc etc). and staff enter
- Know where to go library or career center-communicate accessibility
 - More consistent service in the library-clear communication on services available-what do library staff do-
 - Outreach Coordinator has provided a drop box of resources for libraries-need to follow-up with training for library staff
- Do we need a board knowledge assessment to better understand the workforce system and partners involved?

Committee: Youth

- Develop orientation with youth peers serving as the speakers
- Utilize school video channel capabilities to send message out
- School IT can set up links on student Chromebooks to connect with youth navigators (Job Corp ambassadors or WIOA youth)
- Promote career pathways at youth sports



Goal 3: Act as the Organizational Catalyst to the Regional Workforce System

Strategies:

- Establish baselines, benchmarks, and forecasts for operational and skilled-labor gaps in the region
- Align system partners to capture and respond to the voice of all customers and stakeholders
- Develop professional skills at the service front lines

Strategic Objectives:

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- Establish criteria for targeting specific industries and occupations
- Identify target industries and occupations
- Perform a gap analysis of training and education programs
- Increase engagement of faith-based and community-based organizations in the workforce system
- Identify necessary and available resources needed to act on priorities
- Develop action plans to close resource gaps
- Launch “partner” sites across the region to deliver career services
- Examine the feasibility of forming a 501c3 organization
- Increased knowledge of system-wide services
- Improve customer services and satisfaction

Outcomes:

- Increased business engagement in the workforce ecosystem
- Real-time understanding of regional gaps
- Greater reach of service sites
- Improved understanding of workforce system among partners
- Improved customer service

Committee: Operations/Performance/Finance:

Conversations with Jerry Falwell Jr.-engage LU and other college’s students as volunteers for mentors with youth

Develop more social media outreach-Instagram and similar media

Id target location of places youth like to hangout to better identify outreach strategy and location

Put screen saver messages on library computer

Committee:Outreach and Awareness

Conduct gap analysis for training on a large scale

Employers don’t know of training available-educators do not know if employer needs- need better communication loop

Develop work readiness program with employer buy-in

Continue to id industry to help with workforce needs- so that workforce partners know of employer skills/need before they become critical

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Goal 4: Develop and Deploy Messaging that Effectively Communicates the Workforce System and Services to Stakeholders—Employers, Job Seekers, and Service Providers

Strategies:

- Add marketing manager to staff

Strategic Objectives:

- Describe ROI message for region wide customers
- Articulate the reimagined One-Stop
- Develop short and long-term messaging to achieve brand development and brand recognition
- Bridge the knowledge gaps between the employers in the region and the jobseekers

Outcomes:

- Improved understanding of workforce system among partners
- Increased number and higher retention of business customers
- Greater perception of inclusion of all counties in the region
- Improved perceptions about the workforce system around low-skilled stigma programs

2019 Plan input:

Committee: Operations/Performance/Finance:

Business and Community Engagement position has been added to board staff

Need more employer awareness

Need youth mentoring prior to work experience

Set up interviews for work experience youth with employers before consideration

Advertising on digital signs on highways

Consider purchasing tv and strategically place for messaging

Committee: Outreach and Awareness

Website analytics/Facebook to track communication

Be the route to resources for job seekers and employers and employers

Increase social media, buy ads, use News & Advance, WSET to reach influencers