

## Peninsula Council for Workforce Development

*Connecting people's talents to workplace needs*

### **What is the Peninsula Council for Workforce Development (PCFWD)?**

The PCFWD is a 501(c)(6) non-profit organization focused on workforce development in the cities of Hampton, Newport News, Poquoson and Williamsburg, and the counties of York, Gloucester and James City.

### **What exactly is workforce development?**

Workforce development is the art of understanding both economic trends and the needs of the business community to create a workforce that can compete in the global marketplace. Accomplishing this mission requires that publicly funded agencies become flexible in their response to the needs of businesses and the communities that they serve. It requires strategic partnerships between workforce, education, and economic development to assess the market, maximize resources, and respond with employment and training solutions.

### **Who does the PCFWD serve?**

The Council's primary mission is to identify the workforce needs of Peninsula-based employers. Our workforce innovations provide solutions to ensure that we have a highly skilled workforce to meet these needs and build economic wealth in our region.

The Council and its network of workforce partners serves the Greater Peninsula's businesses, particularly those that are high growth, high demand and economically vital sectors, as well as develops partnerships with economic development agencies and educators.

### **What are the Council's primary responsibilities?**

The PCFWD leverages multiple funding sources including Workforce Investment Act funding from the U.S. Department of Labor, special grants and private sector donations and membership fees from Greater Peninsula businesses. It manages required grant and funding requirements, and responds to the requests of business and industry in creating new and innovative workforce initiatives.



## *Our Mission*

To provide human capital solutions through creative funding strategies and partnerships that keeps our region globally competitive and economically strong.

## *Our Vision*

All Greater Peninsula businesses have access to world class workforce talent.



## **What services does the Council provide?**

The Council and its network of workforce partners offer to business and industry:

**Workforce Services** - employment and training services are provided through a vast network of workforce experts and Peninsula WorkLink One-Stop Career Centers.

**Workforce Initiatives** – creating a pipeline of workers and growing the talent of our existing workforce takes place through many creative initiatives and programs.

**Workforce Resources** – our employer surveys and demand labor market studies keep the Greater Peninsula abreast of workforce trends, challenges and solutions.

**Workforce Partnerships** – economic developers, educators and businesses all connect through our many innovative partnership opportunities to build a talented workforce.

## **How do members participate in the Council?**

There are many opportunities to participate in our workforce initiatives from strategic planning, evaluating training programs, deciding on funding allocations, interfacing with key community decision makers, and leading a special community project.



*Connecting people's talents to workplace needs*

For information on upcoming meetings or membership packages, contact a PCFWD staff member today at **(757) 826-3327** or go to **www.PCFWD.com**