

Workforce LINK

WINTER 2011

Peninsula Council for Workforce Development

From the Chair's Perspective



By Sybil Wheatley
Chair, PCFWD, GPWIB

Breaking news!

Fall has come and gone, and the region is in the middle of the coldest winter in awhile.

However, the New Year is already heating up for the Council and workforce development.

I'm proud to announce that just as we were wrapping up this issue of *Workforce Link*, we received word from Cox Communications that we were a recipient of one of its 2011 Cox Charities grants. More details will be announced shortly on pcfwd.org and in the next issue, but I wanted to thank Cox and congratulate the staff on a job well done.

As you can see in this issue, it was a busy summer and fall. The Council received numerous grants and was a 2010 Virginia Chamber of Commerce Torchbearer Award recipient. The Peninsula Worklink One-Stop System and the Youth Career Cafés continue to see high participant numbers, and our industry cluster activities are outshining previous years.

Of course we have no plans for slowing down. We're working hard

(See CHAIR'S Perspective on page 2)

PCFWD honored at 2010 Economic Summit

The Virginia Chamber of Commerce honored Virginia's leading economic development organizations — which included the Peninsula Council for Workforce Development — with a Virginia Torchbearer Award at the Virginia 2010 Economic Summit. The Dec. 2 event was attended by more than 450 people at the Kingsmill Resort in Williamsburg.

To highlight the crucial role that Virginia's economic development organizations play in our state's prosperity and unparalleled attractiveness as a business location, the chamber sought nominations for the prestigious awards. The purpose was to identify the economic development organizations, local governments and educational institutions that have made a creative and significant contribution to Virginia's economy in terms of attracting, retaining and expanding business, as well as creating new jobs, attracting foreign investment and initiating revitalization projects.

Following a statewide nomination process, resulting in a strong field of contenders, 12 winners were selected by a blue-ribbon panel of judges: 10 congressional district winners, one statewide program winner and one Project of the Year winner. PCFWD was the winner for the Second Congressional District.

"We are very excited and proud to present the Torchbearer Awards because they showcase the accomplishments and outstanding contributions that best exemplified the excellence that has made the Commonwealth a top state in the nation for business," says Barry DuVal, president and CEO of the Virginia chamber.



(From left) Barry DuVal, president and CEO of the Virginia Chamber of Commerce, joins Matthew James, PCFWD's president and CEO, and William H. Mann Jr., PCFWD's executive vice president and COO, as they accept the prestigious Torchbearer Award in December.

PCFWD and partners awarded a Career Pathways grant

In August, the Virginia Community College System selected a proposal submitted by the Greater Peninsula, which netted the area a Regional Career Pathways Grant. The \$75,000 strategic planning grant, which will be facilitated by the Peninsula Council for Workforce Development and Thomas Nelson Community College, was only one of three proposals selected from 16 proposals to receive the award.

Part of a Ford Foundation Grant to Virginia, the grant aims to develop an integrated and coordinated career pathway system for high school students and adults at all levels. Partners include businesses and secondary, post-secondary and adult education facilities.

The Peninsula grant will focus on the advanced and green technologies in manufacturing career pathway, with an estimated 20,000 new jobs proposed by companies on the Peninsula over the next six years. The program intends

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Inside HIGHLIGHTS:

Peninsula Worklink receives two grants

AGC sponsors hot mid-winter event

YOUTH CAREER CAFÉ CORNER

See what our youth are up to on page 3.



PENINSULA COUNCIL
For Workforce Development

Chair's Perspective

(Continued from page 1)

on the upcoming Youth Career Expo, the Financial Services Academy, our spring customer service training and the recently announced Summer Camp Series 2011.

None of these great things would be possible without the continued support of our Workforce Champions. ➤

Peninsula Worklink receives grants to help unemployed adults and juvenile offenders

The Peninsula Worklink recently received two grants which will help the Peninsula Council for Workforce Development's One-Stop Career Centers provide adults with on-the-job training and transition older youth from the juvenile correction system back into their communities.

OJT Re-employment Project

PCFWD was selected to participate in the Virginia On-the-Job Training (OJT) Re-employment Project, a federal program funded by a National Emergency Grant to help long-term unemployed workers find jobs. Local employers who agree to hire and train project participants are compensated up to 90 percent of the employees' wages for a predetermined number of training hours.

The program, which encompasses five participating regions and is administered by Virginia's Community Colleges Workforce Development Services, will operate through September 2012. Locally for the Peninsula, One-Stop staff will meet with employers to identify OJT opportunities and to establish training agreements between local employers and One-Stop customers.

As one of the first events held to promote the program, Eggleston Services staff set up shop Jan. 13 at the Peninsula Worklink One-Stop Career Center to provide information on their company and its existing job opportunities. More than 100 customers were interviewed as part of this employer/jobseekers activity.

For more information, contact Brenda Welborn, OJT coordinator, at (757) 766-4931.

Re-entry to Education and Employment Project

The Department of Criminal Justice Services selected Peninsula Worklink to partake in the Re-entry to Education and Employment Project (REEP), an effort aimed to help rehabilitate older juvenile offenders with services involving job search support, case management assistance, education and training programs. The \$75,000 one-year, renewable grant will fund a part-time project coordinator and an employment specialist who works as a counselor and a representative to local employers.

"This is a fascinating program that addresses an extremely important youth and community development issue," says Dr. Ned Carr, executive director of Peninsula Worklink. "We all have an interest in helping these young men and women get back on track as they return to their local communities."

Historically, he notes, few returning juveniles find their way to the local one-stop centers. As a consequence, 71 percent of juveniles 18 or older are reconvicted within a three-year period upon returning to the community.

REEP is a collaborative partnership between Peninsula Worklink, VCC, the Department of Juvenile Justice and the local court service units from the cities of Hampton, Newport News and Williamsburg and the counties of James City and York.

Currently, there are five juveniles in the Peninsula program who will re-enter the community in the next few months. Worklink staff regularly visit the youth who are completing their high school education or requirements for a GED diploma. These young people also are taking Work Keys assessments and participating in job-search activities through a Worklink satellite access point at the correctional center.

Jim Magnotta, formerly a project director at New Horizon's Youth Workforce Center, coordinates the Peninsula program. He is joined by employment specialist Shakir Johnson, who is forming an employer council to oversee the project and provide on-the-job training. Interested business leaders are encouraged to contact Magnotta at (757) 766-4906 for further information and employment incentives. ➤



(From left) Patricia Forde with Peninsula Worklink and Celia Francis-Wilson with the VEC are ready to help long-term unemployed workers find jobs.



Deborah Wright, vice president for workforce development at Thomas Nelson Community College, and Shawn Avery, PCFWD vice president, present on the Peninsula's Career Pathways grant at the recent 2010 HIRE Education Conference hosted by Virginia's Community Colleges. The title of the presentation was "A Sharper Focus on Technical Workers: How to Educate and Train for a Global Economy."

Career Pathways

(Continued from page 1)

to align economic and workforce systems through a comprehensive career pathways strategic plan for advanced technology.

This grant will be used to conduct a labor market study of jobs in green and advanced technologies in manufacturing on the Virginia Peninsula from 2010 through 2016, including how changes in the economy and emerging green jobs will affect this sector. Once completed, the data will be used to develop a strategic plan to align programs, including GED and middle college, and to assist high school students and adults into those employment opportunities with the right skill sets.

The grant runs from August 2010 through December 2011. ➤





STAY CONNECTED! Youth Career Café is now on Facebook and Twitter.

Youth Career Café Corner

New café venture with Boys & Girls Clubs ups total to four Peninsula locations

In September, the Peninsula Council for Workforce Development debuted its fourth Youth Career Café in the new Crossroads Village Boys & Girls Club and Workforce Development Center in Newport News. The Council partnered with the Boys & Girls Clubs of the Virginia Peninsula in this innovative venture that combines education, recreation and career services.

"We are extremely excited about this new unique regional partnership with the Boys & Girls Clubs of the Virginia Peninsula," says Matthew James, president and CEO of PCFWD.

"Our partnership with PCFWD will help ensure that young people develop the skills they will need to be successful in the workforce," adds Steve Kast, president and CEO of the Boys & Girls Clubs of the Virginia Peninsula. "The resources of the Youth Career Café will be available to our members from all of our clubs



Sharnya Smith, PCFWD's Youth Career Café coordinator, assists a young man at the Council's third café, which is housed in a recently opened Boys & Girls Clubs of the Virginia Peninsula facility at Crossroads Villages in Newport News.

and to people throughout the community."

Members from other local clubs in Hampton, Newport News, York County, Gloucester County, Williamsburg and James City County who want to take advantage of the café's services are provided transportation to the Crossroads Village Club.



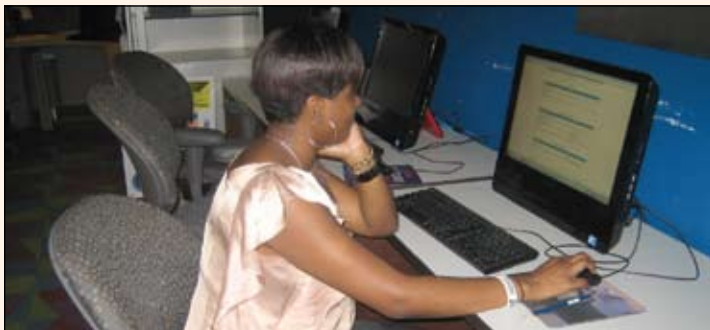
Green Day highlights why it's good to be green

Green Day was celebrated Nov. 20 at the Youth Career Café at Patrick Henry. The free event — sponsored by PCFWD, Newport News Public Schools and Johnson Controls — focused on educating elementary and middle school students and their parents about the many benefits of renewable energy, energy efficiency and recycling.

Hands-on activities included making pinwheels as an example of wind energy and creating posters to illustrate solar, wind and geothermal energy. Participants also had the chance to win door prizes such as Chic-fil-A sandwich coupons, AMC movie tickets, an entertainment gift basket and Johnson Controls' posters, mugs and tote bags. Z-104 provided the tunes with an on-site disc jockey.

YCC Workshop Highlight

Prospective students of Westwood College take their placement tests at the Youth Career Café at NetCenter in Hampton as part of the ongoing workshops hosted by the YCC. Visit www.facebook.com/youthcareercafe to learn about upcoming workshops.



Bisharah Musawir (left), Newport News Public Schools Youth Career Café specialist, and Lakisha Williams, account representative with Johnson Controls Inc., were on hand during Green Day to talk about how simple changes can save energy and money.



Mark your calendar! Youth Career Expo 2011 Hampton Roads Convention Center

Are you interested in being an exhibitor, sponsor or mock interviewer during the expo? If so, call Shawn Avery at (757) 826-3327 or visit www.pcfwd.org/YCC_expo.asp for more details.




Navigating Business with the Federal Government

Seminars focus on working with the federal government

Sixteen people signed up for the 2010 Federal Government Contracting Seminar Series titled "Navigating Business with the Federal Government." The 10-week series, which ran from Sept. 14 through Nov. 16, was held at the Peninsula Workforce Development Center in Hampton. It was sponsored by the Defense and Homeland Security Consortium of the Hampton Roads Technology Council, in partnership with the Peninsula Council for Workforce Development.

The seminars covered strategic planning; marketing; proposal development; contract performance, administration and accounting; government customer expectations; subcontracting with prime contractors; profitability and administration; employee relations and small business resources.

"The consortium worked with different organizations and colleges to try to expose the general population to how to do business with the government in an effort to create and maintain jobs in Hampton Roads," says David Burt, who orchestrated the seminar series on behalf of the consortium. "In doing this, we also hoped to retain talent in the region so our local businesses have the resources they need to fill positions as companies grow."

For more information visit http://www.pcfwd.org/initiatives_fed_contracting.asp. 

Camp explores construction career possibilities



School counselors get the lowdown on some construction projects in the area.

To help educators better inform tomorrow's emerging workers of the career opportunities in the construction industry, the Peninsula Council for Workforce Development hosted its second annual Hard Hat Camp July 21-22.


This year's two-day event was supported by Thomas Nelson Community College, New Horizons Regional Education Centers and the Associated General Contractors. In addition to enlightening high school teachers, school counselors and career coaches,

it also aimed to educate high school juniors and seniors who had an interest in entering the construction, engineering or architecture fields.

The camp offered an onsite tour of the new addition to the Freeman Center at Christopher Newport University and a look at the internal operations of W.M. Jordan Co., a local general contracting firm. Representatives of the construction industry presented




As part of a team activity, Hard Hat Camp participants build a freestanding tower using only the materials provided.

ideas through open discussions and team-building activities. Local industry experts and area educators also shared information about education programs and available jobs. 

Auction raises money to the tune of \$8,500

For a hot new twist on an annual event, the Peninsula Associated General Contractors combined its Mid-Winter Meltdown with its fourth annual Auction Benefit Jan. 7 to entertain a crowd of about 100 people at the Point Plaza Hotel in Newport News. The gala, which was presented in cooperation with the Peninsula Council for Workforce Development, raised more than \$8,500 for scholarships and workforce development on the Peninsula.

Many thanks to the auction supporters, which included Bayside Contracting, Benefit Plan Administrators, BB&T Bank, Canon Virginia, Carter Iron & Steel, City Electric, Colonial Webb, Ferguson Center for the Arts, Ferguson Enterprises, Golden Horseshoe, Habitat for Humanity Restore, Hampton Roads Charter Ocean Eagle, Kersey, Sealey, Clark, Marriott at the City Center, New Horizons, Noland Co., Pembroke Construction, Pomoco Auto Group, Ritchie-Curbow Construction, Riverside Heating and Air, SunTrust Bank, *The Virginia Gazette*, Thompson Consulting Engineers, Traditional Golf Properties, Tysinger Motor Co., Walmart and Walsh Electric. 

UPCOMING EVENTS

**Financial Services Academy
FEBRUARY - MARCH**

**Youth Career Expo
MARCH 15**

**Customer Service Training
APRIL**

**Summer Camp Series 2011
JULY - AUGUST**

Keep up to date on upcoming events at www.pcfwd.org.




The fall customer service training seminar was a big hit with 85 attendees from the Peninsula and Southside.

Participants learn the 'e-style' of customer service

The Council's Hospitality Cluster and its partners — the Hampton Convention and Visitor Bureau, Newport News Tourism Development Office and Newport News Hospitality Association — held its annual fall customer service training seminar Oct. 26 at the Virginia Air and Space Center in Hampton. The two sessions were attended by 85 people from 12 hotels and tourist properties on the Peninsula and the Southside.

Nyla Kimmet, director of management and organizational development for Busch Gardens and Water Country USA, presented "Exploring and Enhancing Customer Service E-Style." Her playful interpretation of "e-style" included customer expectation, experience and epilogue, along with how to evaluate and evolve. Participants learned about ways they can enhance their relationships with customers so the customers continue to return year after year.

The next customer service training seminar will be held in spring 2011. For more information, call Rita Bond at (757) 826-3327. 

Council holds fifth annual meeting

The Peninsula Council for Workforce Development celebrated five years of success during its annual meeting in October. Barry DuVal, president and CEO of the Virginia Chamber of Commerce and the keynote speaker, discussed the importance of workforce development and economic development. Dr. Robert P. Leber, senior adviser to the governor for workforce development, provided closing remarks.


Council Chair Sybil Wheatley provided a presentation of the year in review. She also noted some impressive numbers including the Peninsula Worklink One-Stop Centers had more than 15,800 registrations in PY 2009-2010 and nearly 1,000 people attended its four job fairs. PCFWD's two full-service Youth Career Cafés enjoyed more than 4,400 visits and in excess of



(From left) Newport News Councilwoman Tina Vick; Gary Butler, PCFWD vice president; and Matthew James, PCFWD president and CEO, celebrate the Council's successful first five years at the annual meeting in October.

7,200 participants at its offsite activities, such as in-school presentations and workshops.


Nearly 90 guests attended the 2010 gathering. These included

members of city councils and boards of supervisors, and representatives from business and industry, school divisions, economic development and community-based organizations. 

PCFWD
Welcomes New
Workforce Champions



Accolades for Avery

Shawn Avery, PCFWD's vice president, was recognized at the Virginia's Community Colleges' 2010 HIRE Education Conference in December and presented an Expanding Opportunities award. Through his efforts in partnership development, he has been responsible for securing more than \$30 million in federal and state grants, including a National Emergency Grant for military spouse training and a WIRED grant for the Southeastern region of Virginia. 



PENINSULA COUNCIL For Workforce Development

Hall of Workforce Champions

The Peninsula Council for Workforce Development would like to acknowledge the following member localities, organizations and businesses as Workforce Champions:

LOCALITIES



EXECUTIVE PLATINUM

NORTHROP GRUMMAN

PREMIUM PLATINUM



PLATINUM



GOLD



SILVER

- Bon Secours Hampton Roads • Dominion Virginia Power • Old Point National Bank •
- The Lee Group • Walmart Distribution Center • Zel Technologies •

BRONZE

- 1st Advantage Federal Credit Union • Beck Co. • Branscome Inc. • Drucker & Falk •
- ECPI College of Technology • Mall Properties (Peninsula Town Center) • Pembroke Construction •
- Retail Alliance • Suttle Motor Co. • The ARC of the Virginia Peninsula • The Commonwealth Co. •
- Thomas Nelson Community College • TowneBank •

To learn how your business or organization can become a member, please contact Matthew James at (757) 826-3327.

