



PENINSULA COUNCIL
For Workforce
Development



Workforce **LINK**

Volume 9 May 2014

From the Chair's Perspective

Greetings Workforce Supporters!

Phew! What a stretch. As discussed in this issue of WorkforceLink, the first four months of 2014 were very busy for the Peninsula Council for Workforce Development. The Council sponsored the Youth Career Expo, in partnership with the Virginia Peninsula Chamber of Commerce, the *Disney Institute*, the Associated General Contractors Silent Auction and recently the State of the Workforce on the Greater Peninsula. What a great way to start a new year.



Dr. John Olson
Chair, PCFWD

Now with the change of seasons, we need to spring forward to some other great events. The lead off event was our State of the Workforce on the Greater Peninsula. It has been over 8 years since the last time we have had a study such as this completed for the Peninsula. I hope you were able to attend our report out on Tuesday, April 29, at the Marriott in Newport News. Secretary of Commerce and Trade Maurice Jones provided opening remarks and William E. Harrell, President and CEO of Hampton Roads Transit, discussed the importance of a quality transportation system for a successful workforce.

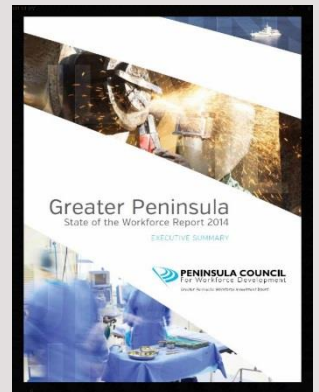


Secretary Maurice Jones (second from right) stands with Matthew James (from left), Dr. John Olson, Mayor George Wallace and Mayor McKinley Price at the State of the Workforce event.

Once we have had a chance to digest the findings, the Council will be embarking on developing a strategic plan. As we look forward for the next 5 years, we will examine other ways and means that the Council can continue the discussion on the Peninsula's workforce development and the implementation of activities to meet these needs.

**In the
Spotlight**

**State of the
Workforce
Report
Now Available**



Visit www.pcfwd.org
to download a copy
of the report today.



Making a Difference!!

In 2011, the Peninsula Council was awarded a \$5 million regional training grant from the U.S. Department of Labor to provide funding for advanced healthcare training in a variety of occupational fields. Those specialties include nursing, occupational therapy, physical therapy, physician assistants, radiography technician, and dental hygienists, among others. The grant, known locally as the Hampton Roads Healthcare Workforce Partnership and currently in year 3 of 4, is intended to assist U.S. citizens who are unemployed or underemployed in obtaining training in fields that have been filled with foreign workers under the H-1B Visa program.

To-date, a total of 379 individuals have received training through the grant, compared to an enrollment goal of 333. Grant recipients also receive targeted employment assistance, such as help with resume writing, interview techniques, and job search strategies as they transition from student to job seeker. To-date, 122 clients have found employment under the grant. Most of the remaining individuals are still in training.

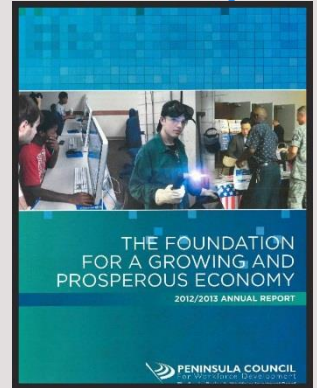
The program has received great reviews from training clients and employers alike. The experience of one of our clients seems to sum up the impact of this initiative:

"A female career seeker had been working as a mental health counselor and certified nurse aide earning \$11 per hour with a life-long dream of becoming a registered nurse. After meeting with a Peninsula Worklink Career Development Specialist and being deemed eligible for this unique program, she analyzed all training vendors and selected the RN program at Medical Careers Institute (MCI). Upon successfully completing the program, she is now a Registered Nurse at Eastern State Hospital earning \$23.07 per hour. She is so very appreciative that she was eligible for a program that not only helped her to achieve a life-long dream while also assisting her to more than double her income in the medical field!"

Based on the success of the current program, the Healthcare Workforce Partnership, which includes the Peninsula Council, Opportunity Inc., education partners and employers, intends to apply for another grant in June 2014.

For more information on Peninsula Worklink, visit www.peninsulaworklink.com.

2012 / 2013 Annual Report



Visit www.pcfwd.org for more information.

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To become a Workforce Champion contact Shawn Avery at 757-826-3327

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Exploring the "Worlds of Opportunity"

In partnership with the Virginia Peninsula Chamber of Commerce and the six Peninsula school divisions, the Peninsula Council hosted the award winning Youth Career Expo 2014 on Monday, February 10, 2014, at the Hampton Roads Convention Center.



Senator Mark R. Warner served as the Honorary Event Chair and hosted Warner's World of STEM at the event. Senator Warner said, "Science, technology, engineering and



mathematics education is incredibly vital to the future of our country as a global leader in innovation. Last year, the U.S. Chamber of Commerce ranked Virginia #1 in the nation in its concentration of STEM related jobs and #2 in the country in the growth of STEM related businesses. But I don't believe we should just stop there. We

all need to do more to empower Virginia's young people to participate fully in this exciting and growing part of the economy. To that end, I am proud to co-host this important event with The Virginia Peninsula Chamber of Commerce, the Peninsula Council for Workforce Development and the Greater Virginia Peninsula School Divisions."

The event brought together more than 300 professionals from business, education and industry to prepare the more than 2,200 youth in attendance for the workplace. The Expo included mock interviews, various workshops and over 70 business exhibitors. "Perhaps nothing involved the students more than the mock interviews," Shawn Avery, Vice President with the Peninsula Council, said, adding that one student was fortunate enough to have been interviewed by Senator Warner himself. The Youth Career Expo gave all of the students the chance to practice their interviewing skills and receive constructive feedback.



Employees from the Newport News Shipbuilding Apprentice School demonstrate hands on activities with EXPO participants.



Dr. John Olson (left) and Jennifer Romanelli (right) presents Melissa Emerson, a Poquoson High School Senior, with an iPad she won at the 2014 Youth Career Expo. One student from each school division received an iPad for completing a Passport activity at the Expo. Five iPads were donated by ECPI University and one by Kim Grimes with Living Abundantly Youth Vision. Additional winning students included Sydnee Belcher (Gloucester High School), Shameena Skinner (Campus at Lee), Sydney Belsches (Heritage High School), LaCroy Nixon (Warhill High School) and Alfredo Carrero (Tabb High School).

The Youth Career Expo strengthens the Virginia Peninsula by promoting meaningful collaboration between business, industry, government and education in order to produce a more skilled and highly trained workforce in an ever-changing technologically sophisticated society.

For more information on the Expo, visit www.youthcareerexpo.com.



Expanding Opportunities for Out of School Youth

The U.S. Bureau of Labor Statistics estimates that growth in the health care industry will yield 3.2 million new jobs between 2008 and 2018. Employment of medical assistants is projected to grow 29 percent from 2012 to 2022, much faster than the average for all occupations. The industry will require support by a highly skilled and well-trained workforce that includes both administrative and clinical medical assistants. Additionally, the growth of the aging baby-boom population will continue to spur demand for preventive medical services.

These statistics, along with the many requests from prospective Youth Workforce Center (YWC) participants, prompted the YWC to add the Administrative Medical Assistant course to its menu of offerings. This first class is unique in that they all successfully completed a Computer Business Applications course before entering the program. The objective was to increase marketability of these students by equipping them with computer skills that are essential in today's modern medical office; especially with the transition from manual records to electronic health care records.

This course also prepares students for the Certification Exam administered by the National Health Career Association. "We are excited about this program and wish these students success as they learn the skill competencies required for today's industry standards," said Valencia Huggins, YWC Program Coordinator.



For more information on the Youth Workforce Center, visit www.pcfwd.org/youth-programs/youth-workforce-center.

Another "Magical" Professional Development Event

Disney Institute once again brought its renowned professional development program to Hampton Roads. The Peninsula Council hosted the "Disney's Approach to Leadership Excellence" event at the Hampton Roads Convention Center in Hampton on Thursday, March 13, 2014. The full-day event allowed 300 area professionals the opportunity to explore the Disney methods for leadership development and how accountability is leveraged to align organizational values and how behaviors demonstrated by those in management

roles are instrumental in guiding strategy, and inspiring passion and interest.



"Bringing the Disney Institute back to the Peninsula was a direct result of requests from the business community for this type of training," said Matthew James, President and CEO, Peninsula Council. Participants included professionals from local government, banks, construction firms, shipbuilding, education and many more.

It is envisioned that the Peninsula Council will host the Disney Institute again next spring with another valuable topic to the community. To learn more about future events visit www.pcfwd.org.

THANK YOU!!!
2014 Disney Institute Program Sponsors

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Workforce Notes:

Peninsula Worklink received full certification as a Comprehensive One-Stop by the Virginia Workforce Council, one of only a few to initially receive the honor in the Commonwealth!

Registration Now Open for **Summer Camp Series 2014**. For more information visit www.pcfwd.org.

Completing its ninth year, the **Financial Services Academy** at Heritage High School was attended by 40 students interested in learning more about everything from money and banking to ethics and law. Financial Services Cluster members who participated this year included BayPort Credit Union, BB&T, 1st Advantage Federal Credit Union, Old Point National Bank, Transamerica Life Insurance Co., XpressCPA, Wells Fargo & Virginia Educators Credit Union.



Bethel High School students participate in the Spring "Girls Get IT".

Peninsula Council and ECPI University's Newport News campus hosted 43 young ladies from Bethel High School for a special event called "**Girls Get IT**". Designed to expose teenage girls to careers in information technology and engineering, the program is currently in its 9th year.

The Wells Fargo Foundation awarded the Peninsula Council a \$7,500 grant to support the Youth Career Cafe! For more information on the Youth Career Cafe, visit www.youthcareercafe.com.



Donald Sproul (third from left), representing the Associated General Contractors, hands over a check for more than \$4,800 to Matthew James, Rita Bond and Shawn Avery. The money was raised through the 2014 AGC Silent Auction and will be used to support workforce development in the construction trades.



97 participants took part in the TRANSITION ON THE GO Event on March 6, 2014, at the Peninsula Workforce Development Center. The event provided supplemental resources to assist all military members and their family's before/during/after they transition from the military.

And finally, kudos to the Peninsula Council staff on recent award announcements. Matthew James received the Legislator of the Year award and Shawn Avery received the Business Partner of the Year award from the Virginia Association of Career and Technical Educators. In addition, Avery was awarded a 2013 Chancellor's Award from the Virginia Community Colleges.



Hall of Workforce Champions

The Peninsula Council for Workforce Development would like to acknowledge the following localities, organizations and businesses as 2013-2014 Workforce Champions



Hampton



Newport News Shipbuilding
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APM Terminals Bon Secours Hampton Roads Cox Communications ECPI University
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