

**FROM THE CHAIR'S
PERSPECTIVE**



WELCOME BACK . . .

It's been awhile since our last edition of the newsletter, so we are excited to get this back to you. We value all our members and partners, and want to keep you better abreast of the Peninsula Council for Workforce Development's many successes and events.

I would particularly like to call your attention to the Looking Forward section of the newsletter. We have two events coming up and would like to request your participation – the Associated General Contractors of Virginia Annual Auction on February 23 and the Youth Career Expo on March 2. And for your further reading, take a few moments to read the Executive summary to the PCFWD's WIOA Local Plan for the next four years (there is a link to the entire document if you would like to dig deeper).

I thank you for your support in helping strengthen the Peninsula's workforce.

John Olson

Winter 2017

AN ECONOMIC CALL TO ACTION

PCFWD President & CEO Matthew James spoke at the two recent Hampton Roads Economic Call to Action events at ODU and CNU on December 13, 2016. Both large audiences heard about challenges and opportunities to move this large region forward. The Peninsula is acutely positioned for a strong future with the Federal Labs across the region: NASA, Jefferson Labs, and National Institute of Aerospace (NIA). [Read more](#)



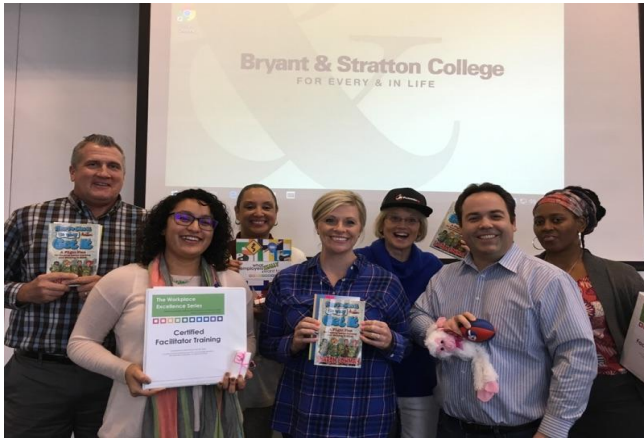
Join us in welcoming ...

Lisa Wornom-Zahraddin to our team as AVP for our Private/Public Partnership Division. Lisa previously managed Peninsula Worklink and developed the Peninsula Partnership Business Services Team. She will oversee the investor relations, branding, and industry clusters. Lisa can be reached at: lisaz@pcfwd.org

[Read more](#)

WE HAVE HEARD THE BUSINESS COMMUNITY

PCFWD is delivering the Workplace Excellence Series Training (WEST) program across the 15 city and county region of Hampton Roads . . . and even for our partners in Abingdon, VA! If you would like to know more about our business-developed work-readiness (soft skills) training program please contact Lisaz@pcfwd.org or 757/826-3327 today. A ***sincere thank you goes out to our partners at Bryant & Stratton College in Hampton*** for hosting our two-day WEST training this month! This incredible group completed a 2-day training to become Certified Facilitators of WEST. *Congratulations Certified Faciliators!*



Newly Certified Facilitators from left to right:
Vincent Rodkey, Career Coach, Peninsula Regional Adult Education Program, **Diana Cordero**, Business Services Career Planner, Peninsula Worklink, **Donna LaHuffman-Coles**, Senior Case Manager, Hampton Social Services, **Traci Mitchell**, Training Coordinator, People, Incorporated of Virginia,, **Patty Clark**, GED Coordinator, Peninsula Regional Adult Education Program, **Andrew Martin**, Outreach Coordinator Literacy for Life, **Sharyna Smith**, Youth Services Coordinator, PCFWD.



Congratulations to our Chairman's awardees.

The City of Newport News's Summer Enrichment and Training Program (STEP) is recognized for Talent Development.

BayPort Credit Union is recognized for Talent Development.

AARP/SCSEP is recognized for One-Stop partner collaboration.

PCFWD Annual Meeting – September 2016

Pictured Left to Right: **Matthew James**, President & CEO, PCFWD; **Alan Archer**, Assistant City Manager of Newport News, **Latoya Delk**, STEP Program Administrator; **Monte Crowl**, Vice President Marketing, BayPort Credit Union; **Kris Moore**, Youth Financial Educator, BayPort Credit Union; **BarBara Murphy**, AARP, **Dr. Rex Evans**, AARP; **Dr. John Olson**, Campus President, ECPI University Newport News & Board Chair, PCFWD; **William Mann**, Executive Vice President & COO, PCFWD.

Hampton Community Job Fair took place on February 2 at the Hampton Roads Convention Center and over 2100 participated in this amazing event. Over 52 businesses were represented and they all received solid traffic flow of applicants! Social Media was buzzing about the success of this event afterwards. Approximately 59% who attended were between 16-35 years old and 60% were Hampton Residents while 28% were Newport News residents, 1.4% were from the Historic Triangle and 3% were from the Southside. This event was spearheaded by the **Hampton Economic Development** and supported by **Peninsula Worklink**, **Peninsula Council for Workforce Development** and **Virginia Employment Commission**.

Welcome Stratford University
as our newest member.

PCFWD Annual Meeting –
September 2016



Pictured Left to Right: **Matthew James**, President & CEO, PCFWD; **Alina Taylor**, Stratford University; **Rhonda Russell**, Director- Surry County, Planning & Community Development/Adjunct Faculty for Stratford University; **r. Karen Sturtevant**, DSL, Campus Dean, Stratford University; **Dr. John Olson**, Campus President, ECPI University Newport News & Board Chair, PCFWD; **William Mann**, Executive Vice President & COO, PCFWD

Peninsula Worklink receives the **HEIDE award in 2016**. **William Mann**, Executive Vice President and COO, PCFWD and **Lisa Wornom-Zahraddin**, Assistant Vice President Private/Public Strategic Partnerships Division, PCFWD accept the **HEIDE** award from The Hampton Roads Diversity and Inclusion Consortium. The Hampton Roads Employer Inclusion and Diversity Initiative (**HEIDI**) **Award** recognizes and honors the outstanding contributions and achievements of local businesses and organizations. Individuals presented with this award represent businesses or organizations that exemplify diversity and inclusion practices and demonstrate results in their workforce, workplace, and marketplace. Also receiving the HEIDE award, on the left, is Olga Torres the President of the Hampton Roads Hispanic Chamber of Commerce. [More information.](#)



Have you heard about Explore Peninsula?

The Peninsula Council for Workforce Development serves as the convening organization for the Academies of Hampton and in our efforts to support their transformation to wall to wall academies. As such, we are coordinating a series of career industry tours for teachers titled **Explore Peninsula!** The primary goals of our career industry tours are to promote communication among education, business and industry and to identify new and emerging fields for educators by providing experiences which are facilitated in the actual work environment or a presentation given by a professional.

For more information, please contact [Sharnya Smith](#) or 757-826-3327. [More details on Explore Peninsula](#)

“It was great to learn directly from area business leaders about the expectations and concerns they have regarding our students as prospective employees. For me, it reinforced the need to maintain high expectations and gave me relatable examples to share with students so they better understand our expectations are based on what they need for their future success, not just arbitrary rules.”

-Julie Back

“I thought the activity was very well planned. The staff at the Cine Bistro and the Embassy Suites/Hampton Convention Center were very friendly and informative and gave great insight into the employment needs and skill sets necessary for success in their respective industries.”

-Kathy Elliott, NBCT, M.Ed.

WE ARE MOVING OUR YOUTH SERVICES IN A NEW DIRECTION TO MEET TODAY'S NEEDS

Yes, our Youth Career Café' has been closed **but will be coming back with a new version very soon!** We want to offer innovative and cutting edge services for our future leaders on the Greater Peninsula. So, to that we are working closely with our Career & Technical Education Directors, local school systems, Economic Development Directors and community business leaders to redesign our Youth Services. Please stay tuned.

LOOKING FORWARD ON THE PENINSULA

Do you have your tickets for the Associated General Contractors of VA's annual auction being held on February 23rd from 6:00 pm until 10:00 pm yet? [More details](#)

Have you scanned our WIOA four-year plan yet? We have an Executive Summary as well! [More Details](#)

Are you interested in volunteering for our amazing Youth Career Expo this year? [Please click here](#)

Have you read our 2016 State of the Workforce report on Hampton Roads? [Please click here](#)

Coming soon - the 2017 Skills Gap Analysis

The Peninsula Council for Workforce Development

would like to acknowledge the following member localities,
organizations and businesses as Workforce Champions:



Newport News Shipbuilding
A Division of Huntington Ingalls Industries



BB&T • Bryant & Stratton College • Dominion • Old Point National Bank
Thomas Nelson Community College

1st Advantage Federal Credit Union • Coliseum Central • The Commonwealth Co.
Suttle Motor Co. • TowneBank • VersAbility Resources



PENINSULA COUNCIL
For Workforce Development



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