Celebrating Progress

While Pursuing New Opportunities

2015-2016 ANNUAL REPORT



Greetings to the Greater Peninsula Community Leaders, Employers & Fellow Citizens

n behalf of the Peninsula Council for Workforce Development, we are pleased to present our Program Year 2015 Annual Report (July 1, 2015 - June 30, 2016) detailing the work of the Council's Private/Public Partnerships and Federal Divisions.

Program Year 2015 represented a significant milestone in the ongoing evolution of the nation's public workforce development system. This was the first year of programming under the Workforce Innovation and Opportunity Act (WIOA) which had been signed into law in July 2014, replacing the Workforce Investment Act (WIA). Our nation's workforce development system provides critical support and services to workers who want to develop the necessary skills for a good job and to employers who need skilled workers to compete. The enactment of WIOA by bipartisan majorities in Congress is designed to help revitalize and transform the public workforce system so that it reflects the realities of the 21st century economy and meets the needs of jobseekers, workers, and employers.

At the state level, Governor McAuliffe continues to promote the message that in order to compete for the jobs of tomorrow, it is essential that we make key investments today. Toward that end, the Governor signed legislation increasing the amount of Virginia qualified research and development expenses that can now be claimed as a tax credit. This legislation is important because it encourages private companies to invest in the jobs of the future.

In order to ensure that Virginia continues to have the best workers in the world, Governor McAuliffe also promotes the idea that Virginia must continue to have a world-class education system. This year, he was proud to sign standards of learning reform legislation, to make Virginia's education system work better for the students and teachers, in our schools.

An example of this legislation is The New Economy Workforce Credential Grant Program which was developed through legislation passed during the 2016 Session of the General Assembly. The program is designed to create and sustain a demand-driven supply of credentialed workers to fill occupations where demand outstrips supply within the Commonwealth.

The program does this by encouraging enrollments in any one of 124 different community college noncredit workforce training programs so as to increase student attainment of industry certifications and occupational licenses that count for jobs and business growth. The program makes attainment of these workforce credentials more affordable to Virginians by limiting the cost of the training to only one-third of the program's tuition cost, so long as the student completes the training.

In our 2015-2016 Annual Report, you can learn about:

- · Our Peninsula Worklink American Job Center. They served some 7,260 adult job seekers for the program year ending June 2016.
- Continued expansion of our workforce services to military veterans through various programs including, but not limited to, the "Jobs for Veterans" and "Transition on the Go" programs.
- Private and public investments that remain strong as we expand the workforce awareness and skills of emerging workforce with programs such as the Youth Career Café, the Youth Workforce Office, the Newport News Summer Training & Enrichment Program (STEP/year two) and various Career Exploration Summer Camp activities.

Peninsula Council for Workforce Development



Dr. John Olson Chair, PCFWD



Mark Stefanick Vice chair, PCFWD

Greater Peninsula Workforce Development Consortium



The Honorable Tina Vick Chair, GPWDC



The Honorable Herbert R. Green Jr. Vice chair, GPWDC

WHO WE ARE

Through its federal and private/public partnerships divisions, the Peninsula Council for Workforce Development serves as an administrative staff to the Greater Peninsula Workforce Development Board and the Greater Peninsula Workforce Development Consortium. This includes committees and industry clusters, as well as the 501(c)(3) Greater Peninsula Workforce Development Corporation.

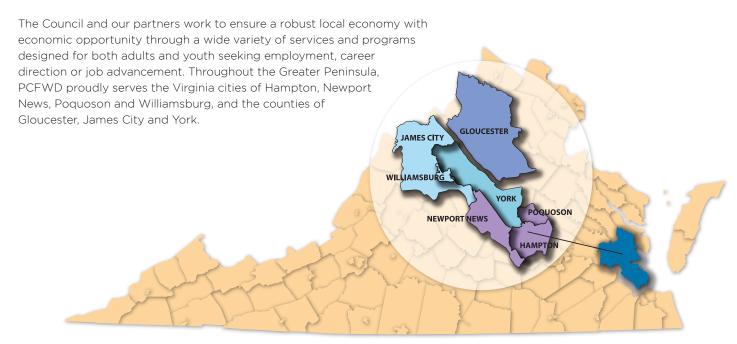
Based on the belief there's nothing more important to a region's economic vitality than a highly skilled workforce, PCFWD centers on identifying the workforce needs of Peninsula-based employers, job seekers and youth.

We partner with economic development entities, educational institutions, local governments and employers to devise innovative strategies so we can develop workforce talent that benefits businesses across the board and helps establish or advance careers for people of all ages.

OUR MISSION

The Peninsula Council strives to provide human capital solutions through creative funding strategies and viable partnerships to keep our region globally competitive and economically strong.

OUR PARTNERS AND REGION



Developing Youth Talent

STEP steps up again and increases its outreach

For the second year in a row, the Council was instrumental in assisting the City of Newport News and Newport News Public Schools with the operation of its highly successful Summer Training and Enrichment Program (STEP). The program is designed to provide youth and

young adults, ages 16-24, from targeted communities, with meaningful workforce readiness and training opportunities.

During the summer of 2015 program, STEP not only nearly doubled in size — serving 254 participants from 64 different host worksites — it also expanded the program's content. While all youth were exposed to an assortment of general enrichment activities, such as field trips, college tours, and job fairs, others participated in more specialized activities including "Girls Get I.T.," based on their individual needs and areas of interests.







Now that the first two years have proven to be such a success, the City of Newport News has committed to make the third year the biggest one yet with expanded market outreach and more than 500 youth to participate. The Council is ecstatic that their role in establishing the foundation has been such a success and is in the process of stepping back to allow the City to maintain full internal responsibility.



Students learn about career opportunities in criminal justice field

High school students, from Peninsula Public Schools, attended a two-day camp held July 29 and 30, 2015 on crime scene forensics. During the camp, hosted by Bryant & Stratton College in Hampton, they delved into investigation techniques, forensic evidence used to evaluate crime scenes, and the bevy of career opportunities in the criminal justice field.

Information Technology (IT) Pathway Training Continues

With all of the cold and snowy weather this past winter, the Girls Get IT had to be moved to a later date. For the first time, the Girls Get IT was held in the summertime. The event, on July 31, 2015 was at ECPI University, with more than 40 young women in attendance. The majority of the participants were also involved in the Summer Training Enrichment Program (STEP), along with other students from the Peninsula.

The program, Girls Get IT, is designed to encourage girls to enter the fields of science, technology, engineering and mathematics (STEM). At the end of the presentation, where Karen R. Jackson, Secretary of Technology for the Commonwealth (pictured third from left in top photo), was the keynote speaker, the girls, along with their mentors who were all women working in the industry, had a hands-on problem-solving exercise.





Exploring career opportunities at summer fair

The first Summer Opportunity Fair, hosted by PCFWD, was held on August 4 at the Peninsula Workforce Development Center in Hampton. Attendees — ranging in age from 12 to 24 years — were involved in various camps held throughout the Peninsula. Slated as a career exploration event, the fair enabled participants to identify their interests and match them to career choices. Volunteers greeted each attendee with a short questionnaire highlighting their individual likes and dislikes. From there, participants headed down ramps which displayed different careers, were guided through mock interviews, and then were both educated and entertained with a skit about soft skills.



Youth Career Expo shows students a world of opportunity

The 8th Annual Youth Career Expo was held on March 23, 2016. This event, in partnership with the Virginia Peninsula Chamber of Commerce (VPCC), was held at the Hampton Roads Convention Center in Hampton, Virginia. Over 2,200 students from the Gloucester, Hampton, Newport News, Poquoson, Williamsburg/



WIOA Board Chair and ECPI University Campus President-Newport News presents winners of the iPADs.

James City County, York, and Richmond County School divisions and Isle of Wight Academy attended this year's event. Each student participated in three activities — 20-minute mock interview, breakout sessions on "Keys to Unlocking the Hiring Process" and "walk thru" of the business exhibition hall. Special thanks includes the over 250 volunteer mock interviewers, over 60 business exhibitors and the CTE teachers on making this a great event.

During the event, the participants were required to fill out passports — showing them the world of opportunities available to them — by visiting at least three vendors, asking them at least two questions, and receiving a stamped passport. All participant's completed passports were entered to win one of six free iPads donated by ECPI University-Newport News Campus.

Third Annual STEM Community Day and Health & Wellness Fair

Christopher Newport University and Newport News Public Schools hosted the third annual Science, Technology, Engineering and Mathematics (STEM) Community Day and Health & Wellness Fair on June 4, 2016. A variety of STEM professionals from local businesses and organizations were on hand to share STEM demonstrations and robotic competitions, free health and wellness screenings, fitness classes and many other activities for youth and adults of all ages. Staff from the PCFWD provided workforce development materials and information from the Peninsula Worklink (One-Stop), as well as the Youth Career Café.

Return on Investment

YOUTH SERVICES ACCOMPLISHMENTS

July 2015 - June 2016

6,478 students visited a Youth Career Café

76 school groups toured a Youth Career Café

470 career and post-secondary plans were administered

Youth Workforce Office provided comprehensive services to:

90 In-school students

115 Out-of-school participants

59 In- and Out-of-school participants in related business, industry and health services work experience sites

36 Participants medaled and received Career Readiness
Certificates (2 Gold, 16 Silver and 18 Bronze)

Improving Today's Skilled Workforce

From training classes and job fairs to employment searches and resume workshops, Peninsula Worklink is there to help job seekers develop or enhance their skills that could help lead to more lucrative and meaningful employment. Its One-Stop Career Center offer a gamut of comprehensive services that are invaluable to employers and job seekers not only now but in the near and distant future.



'Transition on the Go' helps military with transition

Active duty, National Guard and Reservists, Transitioning Military, Veterans, Military Retirees and Spouses were again welcomed to participate in two "Transition on the Go' events during PY 2015, one in October 2015 and the second in March 2016. Both the fall and spring events had 60 attendees.

Held at the Peninsula Workforce Development Center in Hampton, the event was sponsored by the Transition and Employment Assistance to the Military (TEAM). The goal of the event is to assist military members and their families, before, during and after they transition from the military.



The topics included tips on successful networking, resume workshops, interview questions, VA benefits, social media workshop, employers' panel, a resource fair and more.

The following are the TEAM partners who present the 'Transition on the Go' events: TEAM partners include the Fleet and Family Support Center, Joint Base Langley-Eustis (Army Community Service); Langley Airman & Family Readiness Center, Fort Eustis Soldier for Life Transition Assistance Program (SFL-TAP), Coast Guard Work Life Program, Virginia Employment Commission, Peninsula Worklink, Peninsula Council for Workforce Development, Virginia Peninsula Chamber of Commerce, Newport News Shipbuilding, Virginia Values Veterans (V3) and Virginia Transition Assistance Program (VTAP).

OFCCP Speed Networking gets an A+ from participants

Business cards were freely exchanged during the regional Office of Federal Contract Compliance Programs (OFCCP) Speed Networking event on May 5. Held in the conference room of the PWDC, the free event, which was hosted in partnership with the Southeastern Virginia Rapid Response, was open to federal contract employers in all industries. More than 75 participating employers were in attendance.

The early morning event offered a wonderful opportunity for federal contractors, community partners, and agencies which serve veterans, individuals with disabilities, women and minority groups, to SPEED network with one another.

Bruce Harris, Jr., Equal Opportunity Specialist, U.S. Department of Labor Office of Federal Contract Compliance Programs, was the guest speaker for the event. The feedback was positive such as the e-mail received that afternoon from Debra Goodier, a human resources generalist II with Kokua Support Services. "It was well worth my time sitting with my tablemates and listening to all of the networkers," said Goodier. "Excellent job and I look forward to this format in the future."











Military Women's Conference salutes female veterans

The Military Women's Conference was held on June 16 at the PWDC center in Hampton. Sponsorship included SEVA-Rapid Response, in partnership with the Virginia Employment Commission, Peninsula Worklink, Soldier for Life, Fleet & Family Support Center, AMSEC and Veterans United.

More than 60 women, 14 employers, and 7 resource agencies participated in the event. The purpose of the conference is to bring female veterans together with the common goal of empowerment through education and employment. Activities during this event included motivational speaker keynotes, networking opportunities, and a variety of informational sessions focused on the veterans with an assortment of door prizes being distributed.

Job seekers flock to Jim's Local Market hiring event

Peninsula Worklink and Peninsula Council for Workforce Development, in partnership with the Virginia Employment Commission, assisted Jim's Local Market in April 2016 with a two-day recruiting event.

The market, which is family-owned grocery store, held the event at the Downing Gross Cultural Arts Center and Pearl Bailey Library on April 4 and April 6 respectively. There were 313 job seekers who were interviewed on the spot. The final hiring event was held on April 25 and Jim's Grand Opening was on May 10.

Return on Investment

PENINSULA WORKLINK ACCOMPLISHMENTS

July 2015 - June 2016

7,260 customers visited the two centers

WIOA funds trained 201 customers

H-1B funds helped train

150 customers in health care

WorkKeys assessments were provided to

258 participants

Peninsula Worklink "SNAP" Report

SNAPs — short for SHARE Network Access Points — are satellite One-Stop centers housed in community organizations, churches and public libraries. Trained individuals connect them to the Worklink system via computers and direct referrals.

Number of SNAPs confirmed	37
Number of SNAPs operational	36
Number of volunteers trained 3	94

Improving Today's Skilled Workforce

A success story

Thanks to the Hampton Roads Healthcare Workforce Partnership (H-1B) Grant, several people have moved up the workforce ladder into better paying healthcare-related jobs.

Here's a recap on one success story:

When Mr. Carter was enrolled into the WIOA Title 1B/Adult program on February 1, 2016, he had not been in the workforce since 2006 and was living in a re-entry center. He had completed a Virginia Department of Labor, 6,000 hour machinist apprenticeship program in 2010 and had even tutored other machine shop students.

Under the guidance of Thomas Goodman, Career Planner, Mr. Carter completed the Work Keys assessment — which earned him a Silver CRC — and attended a one-day session of Workforce Essential Skills Training (W.E.S.T.). Lisa Zahralddin, One-Stop Manager, personally assisted Mr. Carter with updating his resume and then Mr. Goodman advised him to attend a Continental Automotive Systems, USA hiring event held at the Peninsula Workforce Development Center. Mr. Goodman then referred him to the On-the-Job Training (OJT) Program. He was a placed into an OJT slot, as a Production Associate, on February 29, 2016.

With plenty of overtime hours worked, and thanks to foresight of Ashley Zeno, Human Resource Specialist at Continental Automotive Systems, who saw his potential, Mr. Carter was promoted to a Production Machinist position on May 5, 2016, which earns him \$17.17 per hour.



AGC's Paul Bollinger presents a check, from the proceeds netted for the auction, to PCFWD's Matthew James and Rita Bond.

Annual auction always delivers

More than 70 people attended the AGC 9th Annual Auction benefit on March 3, 2016 at the CinéBistro at Peninsula Town Center in Hampton. Special thanks to Paul Bollinger, and all members and guests of the Associated General Contractors of Virginia, more than \$3,500 was raised to support workforce development programs in the construction industry.



Providing top-notch customer service training

Two customer service training sessions were held in the fiscal year 2015, one in the fall and another in the spring. Both drew large crowds – 145 in November and 155 in May — from hotels, tourist attractions, public service agencies, city governments, and colleges. Facilitator Keely Humphrey, a training coordinator with the Newport News Waterworks department, addressed "Diversity Awareness = A+ Customer Service for Everyone" in the fall and Lynne Lochen, a speaker on customer service and tourism marketing, presented on "More than a Smile" in the spring.

The training sessions — sponsored by the PCFWD Hospitality Cluster and its partners: Hampton Convention & Visitor Bureau, Newport News Hospitality Association and Newport News Tourism Development Office — were held at Cozzy's Comedy Club in Newport News in the fall and The American Theatre in Hampton in the spring.





Other highlights from Peninsula Worklink:

- PCFWD and Peninsula Worklink created a Partnership with the Virginia Department of Juvenile
 Justice and signed a Memorandum of Agreement (MOA), opening up SHARE Network Access
 Points in their Hampton and Newport News DJJ Offices. Their staff attended the 2-day SHARE
 training April 7 and 8, 2016. The purpose of the MOA is to build an integrated infrastructure
 of support for juveniles, at post-release that connect youth to career related information and
 services within their communities, by establishing SHARE Network Access Points (SNAPs) in
 selected local Court Services Units.
- During a two-day event, June 8 and 9, 2016, Peninsula Worklink attended and assisted Veterans, transitioning military and their spouses at the US Chamber of Commerce Hire our Heroes Conference and Job Fair.
- Peninsula Worklink conducted an Employment workshop and assisted "Returning Citizens" at Rehabilitation Services Inc. Family Reunification/Reentry Program. The 10 participants were given valuable, needed resources and information to assist them in returning to their communities after incarceration.
- In January 2016, Peninsula Worklink conducted the Workplace Excellence Series (WEST)
 training for 18 rising seniors from Rivermont School. They learned that essential workplace skills
 include effective communication, dependability, attitude, and so much more, all of which add up
 to professionalism on the job.

The Peninsula Council for Workforce Development

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













































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



2015-2016 FINANCIAL RESULTS

On behalf of the Peninsula Council for Workforce Development, its Workforce Development Board (WDB) and Consortium of Local Elected Officials the staff is pleased to present the following financial information for Program Year 2015 (July 1, 2015 - June 30, 2016).

During this twelve-month period, Public/Private Council's Partnership and Federal Divisions continued their efforts to diversify their funding streams by pursuing additional grant opportunities. Likewise, consistent with the intent of the new WIOA legislation, time and effort was devoted to better leveraging available resources from partnering agencies and integrating those resources into the

delivery of workforce services for both job seekers, incumbent workers and employers.

Through this strategy Council Staff, as well as their workforce partners, were able to better utilize available funding to provide a comprehensive menu of services through the Public/Private Partnership Division's Youth Career Café, and the Federal Division's American Job Center, locally known as "Peninsula Worklink," and its Youth Workforce Service Provider, New Horizon's Regional Education Center. The following information summarizes the various funds that were received by the Council's Divisions and the services they supported within the Greater Peninsula Workforce Development Area. During Program Year 2015 (PY '15), the PCFWD's Federal Division received approximately \$4.967 million in combined federal and local funds to support activities provided through the local public workforce service delivery system. The primary sources of these revenues are listed above.

FEDERAL DIVISION

Workforce Innovation and Opportunity Act (WIOA) \$4.126 million

Healthcare Workforce Partnership (H-1B) Technical Skills Job Training funds \$378,000

Job Driven National Emergency Grant (JD-NEG) \$463,621

City of Newport News Summer Training & Enrichment Program (STEP) (Year Two) \$872,054

PRIVATE/PUBLIC PARTNERSHIPS DIVISION

Grants and Special Contributions \$280,692

Local Government Contributions \$255,220

Private Investment and Fee for Service \$76.890

Of the total revenues available, \$4.126 million went to support services for eligible populations, and to fund WDB committee work and administrative functions. About 80 percent of this was earmarked for programs that provided workforce development services for at-risk youth, low-income adults, dislocated workers, under-employed workers and local employers. By the end of PY '15, about \$3.134 million had been expended on direct participant services assisting 7,260 individuals through either career services and/ or training activities. See chart below for the federal performance outcomes achieved during the program year.

Also of note, funds available to support the WIOA transition were

used to employ Mangum Economic Consulting, LLC to update the Greater Peninsula State of the Workforce Report. The original report was prepared by Mangum in 2014 and the 2016 update provides useful data for future planning and workforce training investments.

PCFWD's Private/Public Partnership Division pursues funds from various sources to provide education and workforce development activities that support the Greater Peninsula's businesses and industries, as well as targeted segments of its emerging (youth and young adults) and current workforce.

During PY'15, the P/PP Division received more than \$612,000 in private and public investments to support various activities, including the Youth Career Cafés and other youth initiatives. industry focus groups, career pathway development, professional development and economic development efforts. The primary sources of these revenues are listed above.

LOCAL WORKFORGE DEVELOPMENT AREA XIV

Final WIOA Performance Metrics PROGRAM YEAR 2015

Program	Measure Description	Actual Performance	State Approved Goal	Pass/Fail Threshold*	Performance Results
Adult	Entered Employment Rate	77.2	67	53.6	Exceeded Goal
Adult	Employment Retention Rate	91.1	73	58.4	Exceeded Goal
Adult	Average Six-Month Earnings	10,730.1	9,200	7,360.0	Exceeded Goal
Adult	Employment and Credential Rate	71.0	50	40.0	Exceeded Goal
Dislocated Worker	Entered Employment Rate	87.3	75	60.0	Exceeded Goal
Dislocated Worker	Employment Retention Rate	96.3	78	62.4	Exceeded Goal
Dislocated Worker	Average Six-Month Earnings	15,401.0	11,500	9,200.0	Exceeded Goal
Dislocated Worker	Employment and Credential Rate	63.3	51	40.8	Exceeded Goal
Youth	Attainment of Degree or Certificate	74.2	55	44.0	Exceeded Goal
Youth	Literacy-Numeracy Gains	72.9	57	45.6	Exceeded Goal
Youth	Placement in Employment or Education	54.8	57	45.6	Met Goal
All	Career Readiness Certificate Attainment	79.0	25	25.0	Exceeded Goal

^{*}Pass/fail threshold set by federal rules at 80% of state approved goals.

The Peninsula Council for Workforce Development 2015-2016 Workforce Development Board, General Members and Staff

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Sherry Spring, director of economic development, Gloucester County

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Sharnya Smith, Youth Career Café coordinator

Cathy Ellis, executive support specialist, administration and operations

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^{*} Also a member of the Greater Peninsula Workforce Development Consortium

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