



**PENINSULA COUNCIL**  
For Workforce  
Development



# Workforce **LINK**

Volume 8 July 2013

## *From the Chair's Perspective*

Greetings Workforce Supporters!

I hope everyone is enjoying the summer and staying cool.



**Dr. John Olson**  
Chair, PCFWD

Over the last few months, we (the Executive Committee and the general membership) have participated in a **SWOT** analysis activity. This exercise allows an organization to examine itself in terms of what it sees as its internal **S**trengths and **W**eaknesses along with its external **O**pportunities and **T**hreats. Once the organization has the different inputs, they can be put into a matrix that allows the organization to begin to set strategies to exploit the positives and prepare defenses for the negatives.

The Peninsula Council is recognized for its outstanding work and partnerships, but as any organization, it needs to constantly plan for one, five and ten years down the road. Unfortunately, a number of years have passed since the Peninsula Council has undergone strategic planning, so this SWOT analysis activity is a start. In the near future, we hope to do more, but in the meantime, we will take all the input we have been provided doing this activity and begin to develop some strategies and metrics for measuring our success.

Stay tuned. And if you have any ideas along the lines of strategic planning, please feel free to email me at [jolson@ecpi.edu](mailto:jolson@ecpi.edu) or Matthew James at [mjames@pcfwd.org](mailto:mjames@pcfwd.org).

Thanks for all you do.

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## The Council delivers an "Attitude"

"Attitudes for Service" was the topic delivered at the annual spring customer service training seminar on April 26th. Sponsored by the Hospitality Cluster of the Peninsula Council for Workforce



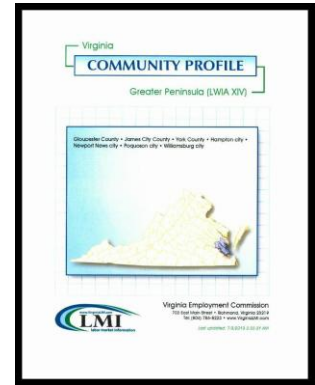
Development and its partners - Hampton Convention and Visitor Bureau, Newport News Tourism Development Office and Newport News Hospitality Association, the event was held at the new, state-of-art Denbigh Community Center located in the northern

section of Newport News. The event drew nearly 175 participants from venues such as hotels, tourist attractions, public service agencies, city government agencies, churches and colleges.

Paul Ariola, Vice President of Operations for Dale Carnegie Training of Eastern Virginia, Inc., was the presenter. He provided two thought provoking, interactive as well as informative sessions.

The next customer service training seminar will be held in the fall of 2013. For more information concerning future hospitality seminars click [here](#) or contact Rita Bond at 757.826.3327.

## Community Profile



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# Peninsula **Worklink**

## Veterans Wanted for New Mission in Advanced Manufacturing



The Peninsula Council was awarded a \$250,000 grant for a Veterans' Employment Initiative through the Virginia Community College System's Rapid Response Assistance Program. The "Jobs for Veterans" Program has a single mission: Training of eligible Veterans (and HEROES) for immediate employment in one of six high-demand Advanced Manufacturing career fields.

Peninsula Worklink will enroll 85 dislocated veterans into skills training, with industry-recognized credentials, and help place them into occupations within targeted high-growth and high-wage industry sectors. Peninsula Council is collaborating with the Virginia Employment Commission and Thomas Nelson Community College on this initiative.

Click [here](#) more more information on this exciting opportunity.

## Bank of America awards \$5,000 grant



Charles R. Henderson Jr., President, Bank of America - Hampton Roads Market, presents a check to the Peninsula Council.

The Peninsula Council for Workforce Development was awarded a \$5,000 Bank of America Foundation grant.

Mr. Matthew James, President and CEO of the Peninsula Council, noted that, "Support from the Bank of America Foundation is greatly appreciated and provides recognition of the exceptional job the Peninsula Council is doing to strengthen the region's workforce."



The Youth Career Café continues to make an impact on the lives of the emerging workforce in Hampton Roads.

## Providing Youth with "Keys" to their Future

The Youth Career Café was very fortunate to partner with the Hampton Healthy Families Partnership and Hampton Human Services to offer a career exploration and work experience program for Hampton youth, ages 14 - 18. The Keys to the Future program was facilitated at the Youth Career Café - Hampton Teen Center, which served as the meeting location for the group. The students practiced resumes writing, interviewing skills, professional etiquette and "code switching!"

The group students gained valuable information on different career clusters through field trip experiences and guest speakers. They learned firsthand how to connect their interests to a career pathway and the various on-ramps and off-ramps. Representatives from post-secondary institutions spoke with the participants about admissions requirements and financial aid options, as well as choosing a program of study. The program culminated with a work experience for each student.

Visit [www.youthcareercafe.com](http://www.youthcareercafe.com) for the latest information and coming in early September a Summer in Review edition of *Cafe411*. Check out the pictures below for a highlight of some of our summer fun at the Café!



Students participate in the Peninsula Council's app development summer camp at ECPI University in Newport News.



Newport News Public School students participate in an Egg Drop event with Newport News Shipbuilding at the Youth Career Café.

## Making a Difference through Partnerships!

Nearly five years ago, Thomas Nelson Community College and New Horizons Regional Education Center forged a partnership to meet industry demand for skilled welders. Originally funded through a grant, 15-20 second-year welding students received focused welding training daily at the Peninsula Workforce Development Center, which lead to American Welding Society certification. However, when the grant ended 18 months ago the two schools were left without a funding stream for this very worthwhile program. The Peninsula Council became aware of the situation and offered funding assistance.

As a result of this additional funding from the Peninsula Council, the training of 60 students in a Welding Career Pathway was able to continue through the 2012-13 school year.



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## "REEP" the Rewards of Re-Entry!

Over 120 attended the REEP (Re-entry to Education and Employment Program) Event on April 10th at the Peninsula Workforce Development Center. Hosted regionally by the Peninsula Council for Workforce Development and the VA Department of Juvenile Justice (DJJ), the program provided attendees with the opportunities to learn more about the services provided on the Peninsula to assist juvenile offenders re-enter the workforce. The event included partners from Peninsula Worklink and the three workforce investment areas that are located within the southeastern part of Virginia (Greater Peninsula, Hampton Roads and Bay Consortium).



The program kicked off with a video featuring Governor McDonnell commenting on the importance of the REEP Initiative and the regional cross-training. The participants in the event received a tool kit which they could take with them that provided detailed information on the services provided by both the DJJ and Workforce Systems.

"The information that was presented will prove to be extremely valuable to our constituents and community stakeholders," said Demian Futterman, Program Administration Specialist, Virginia Department of Criminal Justice Services. The event was one of four scheduled

throughout the Commonwealth. For more information on the services offered at the Peninsula Worklink One-Stop Center, visit [www.PeninsulaWorklink.com](http://www.PeninsulaWorklink.com).

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# 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  
A Division of Huntington Ingalls Industries



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