

# New River/Mount Rogers Workforce Development Area

## Sector Partnership Orientation

*Facilitating and coordinating workforce initiatives that enable economic growth and increase the standard of living in the region*



# Today's Road Map

- Welcome
- Why we are here today?
- Introduction to sector partnerships
- What's in it for me?
- Why now?
- Moving Forward.....

# Why Are We Here Today?

## The Challenge

Middle-skill and/or Skilled Trades jobs make up the largest portion of the labor market, yet businesses can't find enough trained workers.

Sector partnerships can help solve this problem.

# Why Are We Here Today?

**When asked you said yes.....**

## **Self Introduction**

Name, organization/company, title, industry (construction/skilled trades, healthcare or manufacturing)

# Sector Partnerships

## What are they?

- Sector partnerships are partnerships of companies, from the same/similar industry, with education, workforce development, economic development and community organizations that focus on key issues related to the target industry in their natural labor market region.
- They are business-driven; they are regional; they are convened by a credible third-party; they act as a coordinating body across multiple education, workforce development, economic development and other programs; they create highly customized responses to a target industry's needs, and therefore highly accurate.

# Sector Partnership

## Construction, Healthcare & Manufacturing

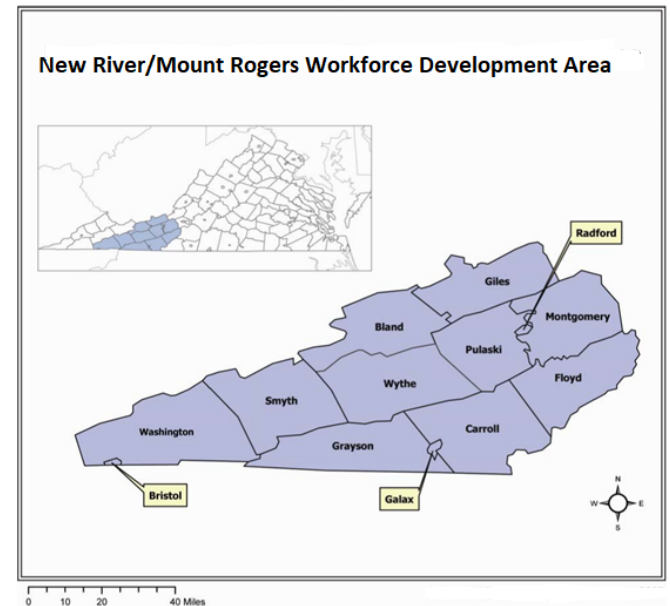
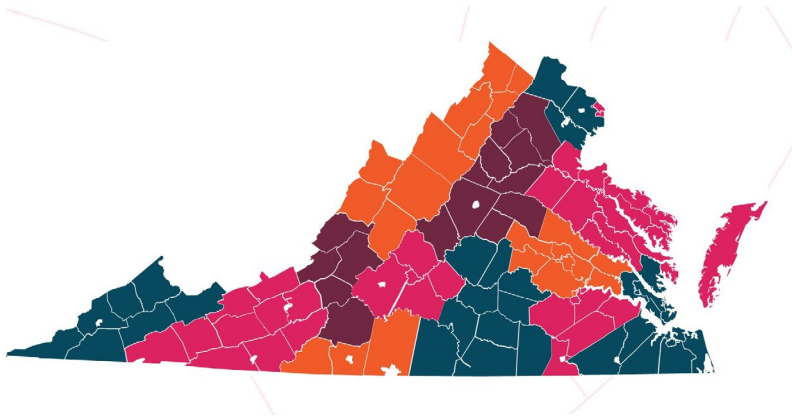


# Who are the “Boards”?

# New River/Mount Rogers Workforce Development Area

Member Jurisdictions: the counties of Bland, Carroll, Floyd, Giles, Grayson, Montgomery, Smyth, Washington and Wythe and the cities of Bristol, Galax & Radford

One of 14 Workforce Areas in the Commonwealth



# The New River/Mount Rogers Workforce Development Area Consortium Board (CLEOs)

- Consortium Board Agreement – through a Joint Exercise of Power (original October 2009, updated April 1, 2017)
- Consist of the Chief Elected Official, other designated Elected Official or the Chief Administrative Officer from each of the member jurisdictions
- Financial Oversight for WIOA and other discretionary grants
- Appoint members to the New River/Mount Rogers Workforce Development Board
- Are the employer of record for staff to the boards

# The New River/Mount Rogers Workforce Development Board

The New River/Mount Rogers Workforce Development Board (WDB) is made up of representatives from

- Regional Businesses (51%) – at least one from each jurisdiction
- Economic Development
- Education (Secondary CTE, Post-secondary)
- Labor and Apprenticeship
- Workforce Titles (VEC, Adult Ed, DARS)
- Community Organizations (that have a tie to workforce development training and/or supports)

Day to day and programmatic oversight of WIOA programs and the One-Stop System

**Is the designated convener for the region's workforce system. The Workforce System includes (but is not limited to):**

- K-12 Education systems
- Post-Secondary Education/Training providers
- Adult Education
- Training/Employment Programs offered for special populations
  - Veterans
  - Unemployed and/or underemployed
  - Older Workers
  - Workers with disabilities
  - Economically disadvantaged
  - Youth (ages 14-24)

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WDB Chair – Mike Miller (CEO, Avolant LLC)



New River/Mount Rogers Region

# The New River/Mount Rogers Workforce Development Foundation

A non-profit entity whose purpose is to:

- Implement policies that complement and support those of the New River/Mount Rogers Workforce Development Area Consortium Board (the "Consortium Board")
- Promote and implement integrated workforce development strategies, systems and activities designed to increase the employment, retention, and earnings of employees in the New River/Mount Rogers Area, and increase the occupational skills and quality of the workforce, and increase self-sufficiency
- As the primary fundraiser for the Consortium Board, receive, hold, maintain, use, dispose, and administer funding exclusively for charitable, and educational purposes and to apply the whole or any part of the principal and income for the benefit of, to perform the functions of, and to carry out the purposes of the Consortium Board and the Workforce Development Board

## **Mission**



## **Mission**

The New River/Mount Rogers Workforce Development Area Boards **support the region's economy through a collaborative approach to meeting needs of businesses and job seekers** that is flexible and adaptable to the changing economic ecosystem.



## **Vision**

The New River/Mount Rogers Workforce Development Area Boards **envision a region where every business has access to a qualified, job-ready workforce and every citizen in the region has the skills needed to secure meaningful, sustainable employment, competitive wages, and career advancement** through an integrated workforce support infrastructure.



# Strategic Goals

**Goal 1: Build the region's talent supply to align with current and anticipated business needs and ensure workers earn family sustaining wages.**

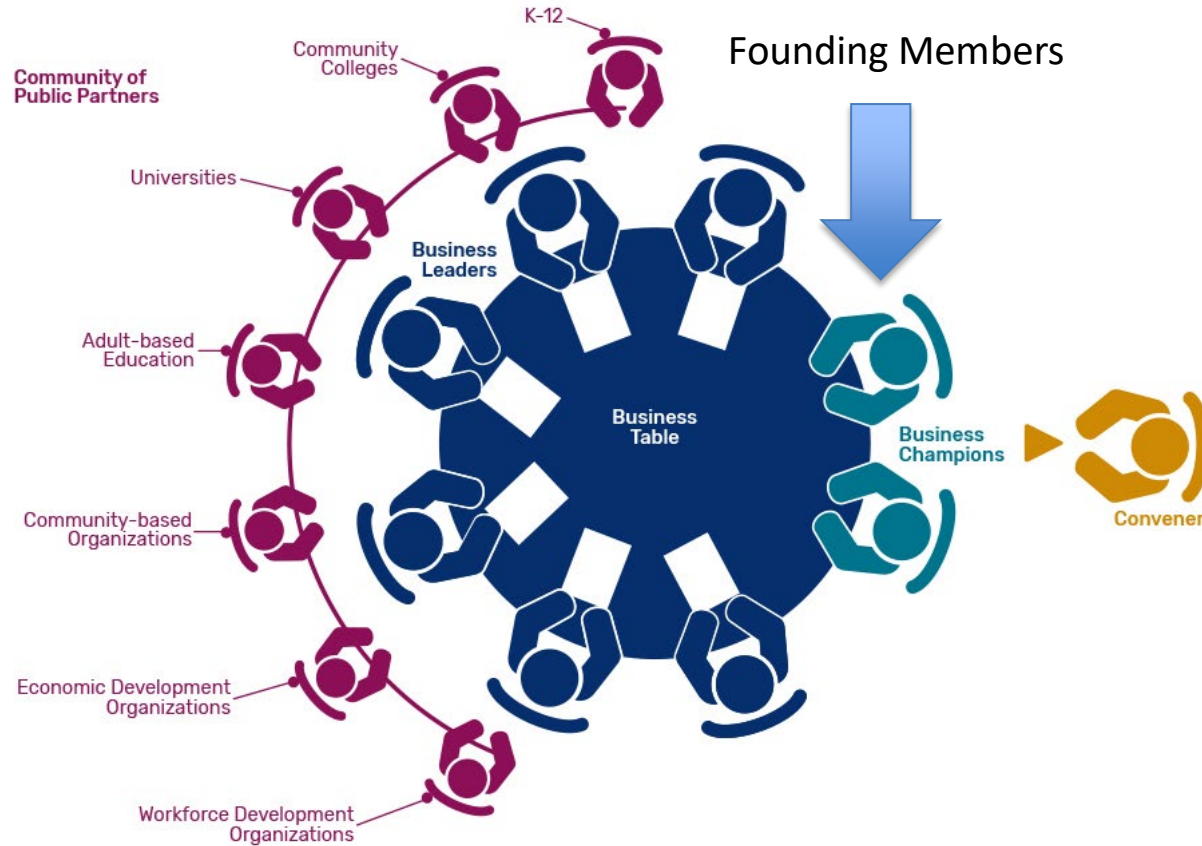
**Goal 2: Increase opportunities for the region's businesses to fill jobs in high demand occupations that are strategic to the region's economy.**

**Goal 3: Increase outreach and recruitment efforts promote workforce services, stimulate career awareness, and promote Career Pathway opportunities of regional businesses.**

**Goal 4: Reduce workforce system barriers through collaboration and innovative solutions**

# Sector Partnership

## Construction, Healthcare & Manufacturing



# Who are the “Business Champions”?

# Business Champions

## Construction/Skilled Trades

Community Housing Partners  
Habitat for Humanity NRV  
Mountain CAP  
People Inc.  
Rome Mechanical  
Rooftop of Virginia

## Healthcare

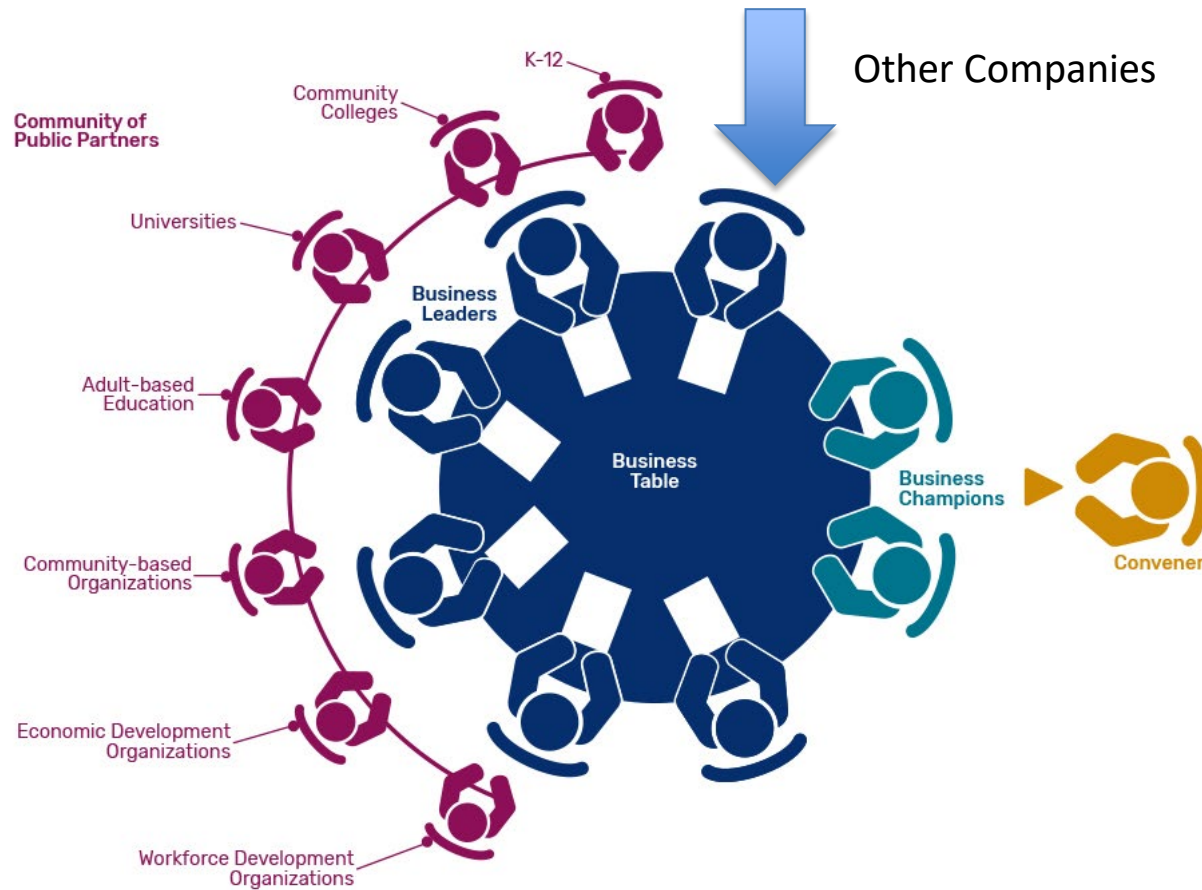
Ballad Health  
Carillion  
Senior Home Share  
Warm Hearth Village

## Manufacturing

Albany  
Appalachian Plastics  
Somic America

# Sector Partnership

## Construction, Healthcare & Manufacturing



# Who are the “Business Leaders”?

# Business Leaders

**Construction/Skilled Trades**

?

**Healthcare**

?

**Manufacturing**

?

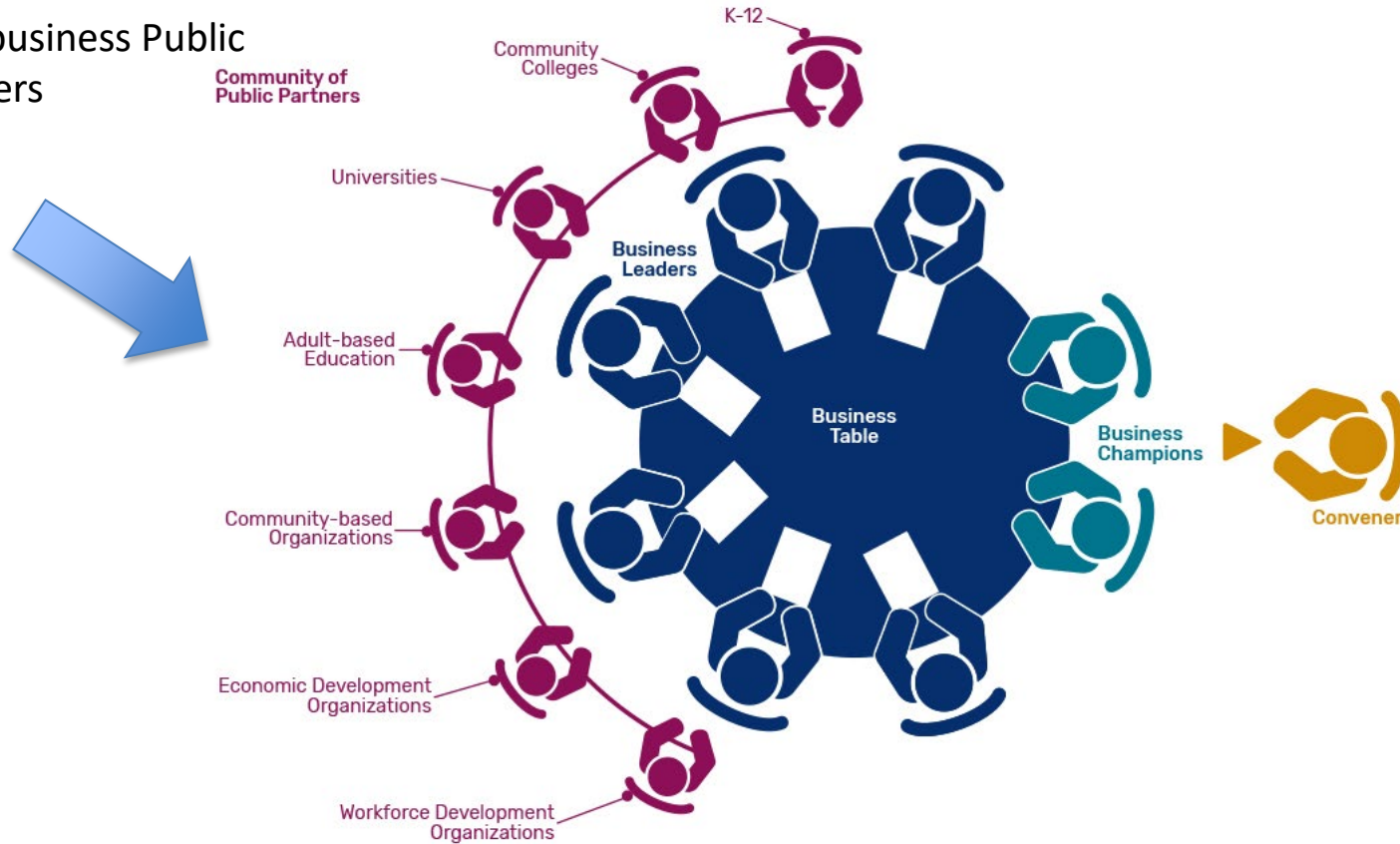
What other companies in your industry should we invite to participate in your Sector Partnership?

- A leader in the industry
- Facing similar issues
- Willing to collaborate on solutions

# Sector Partnership

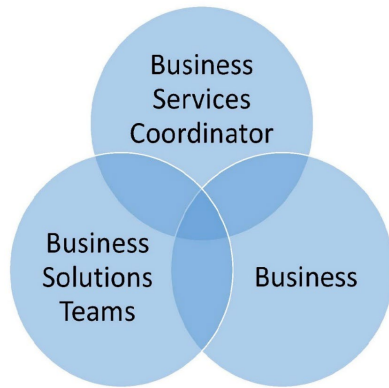
## Construction, Healthcare & Manufacturing

Non-business Public  
Partners



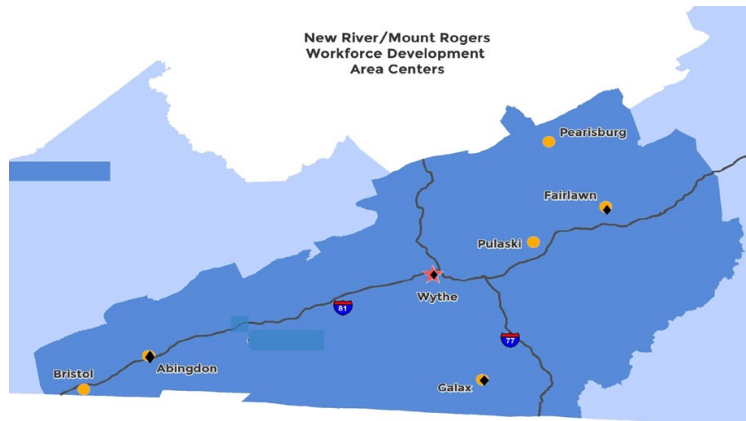
# Who are the “Community Public Partners”?

# “No Wrong Door” Approach to Serving Businesses



## Our Regional Partners

- *Adult Education Programs*
- *Appalacian Innovation Center*
- *Chambers of Commerce*
- *Community Colleges (New River, Wytheville & Virginia Highlands)*
- *Community & Faith-based Organizations*
- *K12 CTE Programs*
- *Local/Regional Government & Economic Development*
- *Manufacturing Center of Excellence*
- *People, Inc. of Virginia*
- *Southwest Virginia Alliance for Manufacturers*
- *Virginia Department for Aging and Rehabilitative Services*
- *Virginia Department of Social Services (local offices)*
- *Virginia Economic Development Partnership*
- *Virginia Employment Commission*
- *Virginia Tech’s Center for Economic & Community Engagement*
- *And more.....*



- ★ Comprehensive One-Stop
- Affiliate Center
- ◆ Business Solution Teams

## Why Do Sector Partnerships Matter?

- Meeting businesses' needs for a skilled workforce and supporting industry growth and competitiveness requires new kinds of cross-sector collaboration
- In a sector partnership, business are not just advisors, but full partners, actively invested and engaged in implementing the solutions they have developed collaboratively

## What's in it for me?

**For Businesses** – a place to solve major talent issues, a place to address other issues related to their shared competitiveness

- a single table at which to work with public entities
- an opportunity to share costs related to needed solutions

## Some other thoughts and considerations.....

- Population gains are moderate in some localities (declining in others)
- Thin labor pool (quantity and quality [skills gap])
- Businesses see gaps in both soft and hard skills
- Educational attainment levels trailing national levels
- Wage gaps exist compared to other areas in the Commonwealth
- Fear of brain drain exists due to young adults seeking other opportunities (outside the region)
- Education assets are in place (secondary to post-secondary), but may not be meeting the needs of businesses.

# Why now?



## Filling the Trades Gap Congressional Community Project

To address the workforce challenges in the skilled trades industries in the region.

- Advance sector strategies (through sector partnerships) to develop the extent of training needed to meet business and jobseeker/worker needs for skilled employment.
- Demonstrate guided transitions for individuals with barriers to employment from training to the workforce.
- Build a strong and adaptive pipeline of skilled workers for the trades industries of Construction, Healthcare & Manufacturing.



## Filling the Trades Gap Congressional Community Project

### What roles do the Sector Partnerships play?

- Provide input and guidance on the workforce needs of the industry.
  - Help to identify industry trends and needs, education development, training or other strategies
- Identify specific job skills and competencies required within the sector.
  - Review and modify Career Lattices as necessary
- Support work-based learning opportunities, as appropriate.
- Help develop and update industry standards and certifications.

# What's next?

# Moving Forward

- Set regular meeting schedule
  - Monthly? Bi-monthly
- Set priorities of each Partnership
- Invite other companies
- Do an “industry scan”
- Review Career Lattices
- Begin input into training programs (starting w/work-based learning)
- Open to other public partners (probably late spring or early summer)



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