



**WESTERN VIRGINIA
WORKFORCE DEVELOPMENT BOARD**

*Serving the Cities of Covington, Roanoke and Salem and the Counties of
Alleghany, Botetourt, Craig, Franklin, and Roanoke*

**Workforce Investment Act
Area III
ACTION PLAN**

July 1, 2004-June 30, 2005

To make comments on the plan, please write to:

Western Virginia Workforce Development Board
108 N. Jefferson St., Suite 809
Roanoke, VA 24016
540-767-6149
Email: info@westernvaworkforce.com

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The WDB Strategic Direction

The Virginia Workforce Council's Vision:

Our Commonwealth has a world-class workforce system that is responsive to employer and worker needs and creates a well-trained, well-educated and globally competitive workforce. This workforce is qualified to meet the needs of employers, both now and in the future, and is engaged in life long learning.

**WESTERN VIRGINIA
WORKFORCE DEVELOPMENT BOARD**

THE WDB VISION

Cultivate a
Dynamic Workforce
Development System
That stimulates
Economic Development in
Area III and Western Virginia

**VIRGINIA
WORKFORCE
NETWORK**

Covington City
Alleghany
Botetourt
Craig
Roanoke
Salem City
Roanoke City
Franklin

The Area III Workforce Development Board has adopted the following Values and Goals as established by the State Council.

The Virginia Workforce Council's Values:

- Customer Driven
- Fact-based
- Collaborative
- Continuously Improving
- Career Focused,
- Proactive
- Inclusive

The Virginia Workforce Council's Goals:

- Integration and Alignment
- Local Excellence
- Awareness and Confidence
- Metrics and Incentives
- "Key Player" Effectiveness



WDB Strategic Goals

I. Improve regional cooperation on workforce issues through enhanced communication.

A theme consistent in the Area III SWOT analysis was the lack of Regional Cooperation on Workforce Issues: communications, strengthen transportation network, bilingual education, daycare/eldercare, training of work ethics, training of vocational/technical skills, assessment of skills and effective government cooperation.

A. Key Actions:

- Schedule semi-annual Area III Workforce Center open houses
- Present a workshop on the new state MOU
- Conduct training for CLEO's, W.D.B., Youth Council Members
- Provide information/workshops for service providers
- Provide information/workshops for employers
- Review, update, distribute information about the WDB
- Utilize print and broadcast media to inform the public about the services available

The Key Action items above will be integrated into the Marketing Communications Outreach Pilot for Business/Completion date June 30, 2005

B. Key Metrics:

- Conduct annual pre-test and post-tests to gauge cooperation between regional workforce development partners and customers.

The PY04 Pre-Test will be conducted during the Roanoke Regional Chamber of Commerce's Economic Summit, November 12, 2004. The PY04 Post-Test will be conducted by June 1st, 2005.

C. Champion:

- Marketing Committee

D. Related Goals:

- Virginia Workforce Council Goal: Integration and Alignment & Local Excellence
- Workforce and Career Development System: Worker Pipeline & Worker Improvement



II. Provide opportunities for improving skills for entry level and incumbent workers.

Employer responses to Area III's "Build a Better Future" and the "Six-Question Employer" surveys, focused on entry-level and incumbent employees. Entry-level employees need basic skills in math, reading, writing, computers and work ethics. Incumbent employees need the same skills, as well as upgraded skills in writing, problem solving, communications and computers (See Appendix F, page 26).

A. Key Actions:

1. Request RFP's to provide training for entry level and incumbent workers addressing basic skills in the areas of math, reading, writing, computers, work ethics, problem solving and communication.

This Key Action will be referred to the WDB RFP Committee to be included in the PY04 RFP Process/Completion date June 30th, 2005

2. Demonstrate ways to Link K-12 and Community College and other providers to employer through best practice workshop(s).

The first step in this three-year process is to present the Best Practice Workshop. This workshop will be an integral part of the Workforce Summit event to be held in the third quarter of PY04.

3. Continue to update and expand our certified trainer provider list and disseminate the information to Area III employers.

This Key Action will be coordinated with the Council of Community Services and the Alleghany-Roanoke Regional Planning District. WDB staff will utilize their data bases to grow the certified trainer provider list/Completion date June 30, 2005

4. Develop best practice management information/workshop for employers focused on building work ethic.

A two-hour Work Ethic Workshop for employers is being developed. The workshop will be offered at the Workforce Centers and on-site. The workshop will be introduced by the third quarter of PY04.

5. Coordinate review of assessment tools currently being utilized by Program Contractors with WorkKeys Specialists at Virginia Western Community College and Dabney S. Lancaster Community College.

A WDB Assessment Tools/Work Keys® Review meeting will be held by the second quarter of PY2004.

6. Research workforce areas nationally for local quantifiable work skills assessment tools.

A national e-mail survey of WIA local areas will be conducted to gather work skills assessment tools information that will be available for the Assessment Tools/WorkKeys Review Meeting.

B. Key Metrics:

1. Implement Career Readiness Certificate and utilize results to establish benchmarks for future evaluation.

The WDB will coordinate with Virginia Western Community College and Dabney S. Lancaster Community College to focus appropriate WIA customers (job seekers and employers) into the Career Readiness Certificate Program/Target time frame PY05 (Academic Year 05-06)

2. Measure number of skill training opportunities available considering both quantity and location.

Utilizing Community Profile of Area III and Alleghany Roanoke Region Planning District data bases, measure and target demand occupations employers with the Marketing Communications Outreach Pilot for Business/Completion date June 30th, 2005.

C. Champion:

One-Stop Operator Committee

D. Related Goals

1. Virginia Workforce Council Goal: Integration and Alignment/Awareness and Confidence
2. Workforce and Career Development System: Worker Improvement & Worker Pipeline



III. Improve access to employment for workers with challenges.

Transportation and accessible/affordable daycare were noted as two of the significant weaknesses in Area III. The plan is to focus on transportation and accessible/affordable daycare as issues that the WDB would champion for attention and action. The WDB would also acknowledge that additional barriers are of concern and, if opportunities are presented, current or future programs could be directed to one or more barriers.

A. Key Actions:

1. Research workforce areas nationally for best practices to address barriers to employment.

The research for best practices to address barriers to employment will be included in the national e-mail survey referenced in Strategic Goal #2, item 6/completion by third quarter PY04.

2. Coordinate a study of commuter travel with the Roanoke Valley/Alleghany Regional Commission to identify issues and propose solutions to overcome the transportation barrier/**completion by June 30th, 2005.**
3. Coordinate a study of child care resources with the United Way and other providers to identify issues and propose solutions to overcome childcare barriers/**completion by June 30th, 2005.**
4. Research best practices that integrate ways to assist youth and adults in overcoming barriers to employment.

The research for best practices to integrate ways to assist youth and adults in overcoming barriers to employment will be included in the national e-mail survey referenced in Strategic goal #2, item A.6./completion by third quarter PY04.

B. Key Metrics:

1. In PY04, assess and identify barriers, availability of services, and gaps.

Utilizing the data gathered through the national e-mail survey, best practices will be compared to current barriers customers experience to accessing Area III WIA services/completion by June 30th, 2005.

2. In PY05 and PY06, utilize the data to address breaking down the barriers and utilizing Area III workforce development resources to close demand gaps.

C. Champion

One Stop Operator Committee

D. Related Goals:

1. Virginia Workforce Council Goal: Integration and Alignment/"Key Player" Effectiveness
2. Workforce and Career Development System: Workers with Challenges/Worker Pipeline



IV. Demonstrate the need for and the value of workers in the technical, vocational and trade areas.

An Area III weakness was devaluation of technical/trades/blue collar jobs and lack of knowledge of training opportunities/vocational opportunities. The participants at the SWOT analysis recognized an opportunity to promote and highlight organizations and programs that facilitate training and vocational skills, particularly for those with special needs.

A. Key Actions:

1. Utilize local multi-vocational contractors to promote career opportunities/area school board presentations-class room presentations
2. Highlight career opportunities during traditional workforce celebration days
3. Ask Area III municipalities to issue proclamations for Workforce Center Open Houses
4. Encourage Workforce Center partners to alert customers to vocational training opportunities that will benefit them
5. Meet with Area III Division School Superintendents to encourage school counselors to promote vocational skills training

The Key Action items above will be integrated into the Marketing Communications Outreach Pilot for Business/Completion date June 30, 2005

B. Key Metrics:

1. In PY04, develop an awareness campaign to demonstrate to Area III students, parents, educators, and community leaders the need for technical, vocational, and trade skills.

An awareness campaign will be integrated into the Marketing Communications Outreach Pilot for Business/Completion June 30th, 2004.

2. In PY05 and PY06, measure secondary and higher education enrollments in technical, vocational, and trade programs.

C. Champion:

Marketing Committee

D. Related Goals

Virginia Workforce Council Goal: Local Excellence/Awareness and Confidence

Workforce Career and Development System: Worker Pipeline



V. Take action to meet performance standards

Understanding current performance and measuring progress are two essential steps to insure effectiveness and improvement. Since meeting the 17 performance standards is a fundamental WIA requirement, and skill assessment tools are being utilized by WIA Program Contractors to assess clients, the WDB recognizes the need to integrate current program skills assessment with local workforce skills assessment in the attainment of the performance standards.

A. Key Actions:

1. Meet 17 performance standards and include WDB compliance with Federal and State policy and procedures
2. Assure goals are clearly defined in requests for proposals (RFPs)
3. Provide contractors appropriate training

B. Key Metrics:

1. Meet at least 80% of Area III's performance standards

C. Champion:

Executive Committee

D. Related Goals:

Virginia Workforce Council Goals: Metrics and Incentives/Integration and Alignment

Workforce Career and Development System: Worker Pipeline/Worker Improvement/Worker with Challenges