EMPOWERING OUR WORKFORCE

GROWING OUR ECONOMY

2013 - 2014 Annual Report
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About Opportunity Inc.
Opportunity Inc. is the staff organization for the Hampton Roads Workforce Development Board, serving eight localities in South and Western Hampton Roads. The organization is charged with developing strategies and programs that support the needs of business and industry for a workforce that is skilled, capable, and able to meet the demands of the 21st Century workplace.

Our Vision
Hampton Roads will have a workforce that is “second to none,” of sufficient quantity to meet employer demand and equipped with the skills that support the expansion of the region’s economy. The region will benefit from varied, plentiful and high quality employment opportunities because of the capability and talent of its workforce.

Our Mission
We are committed to the development and implementation of a system that will equip the existing and emerging workforce in Hampton Roads to meet the needs of the current business community; attract high-quality employment to the region; and support new, high-growth, innovative enterprises.

TRAINING TODAY’S WORKFORCE FOR TOMORROW’S ECONOMY

Opportunity Inc.
500 East Plume Street
Suite 700
Norfolk, VA 23510
757-314-2300

Youth Career Center of Hampton Roads
Pembroke Mall
4554 Virginia Beach Blvd., Suite 990
Virginia Beach, VA 23462
757-233-6686

Virtual Services
www.opp-inc.org
www.myouthcareercenter.org

OppInc. One-Stop Workforce Centers

Norfolk
Circle East Office Building
861 Glenrock Road, Suite 100
Norfolk, VA 23502
757-661-7537

Franklin
Paul D. Camp Community College
100 North College Drive
Franklin, VA 23851
757-569-6070

2014 was a year of transition for Opportunity Inc.—bringing new and exciting opportunities to further our mission to make Hampton Roads’ workforce second to none.

On September 1, our president and CEO, Judy Begland, stepped down after 11 years of outstanding service, and Shawn Avery took over the helm. Shawn previously served as Senior Manager of Development and Community Affairs at Opportunity Inc. Most recently, he held the position of Vice President for the Peninsula Council for Workforce Development, providing leadership for the Council’s Private / Public Partnership division, including business and industry relations and industry sector activities, educational initiatives and career pathway development. Shawn brings a wealth of experience and talent to Opportunity Inc.

With regional employment improving but still below its pre-recession levels, workforce development has never been more important. Opportunity inc. has been and will continue to be a key contributor to our region’s and Virginia’s economic health and vitality.

In the months to come, we look forward to expanding our efforts to engage more job seekers and continue to meet the needs of new and existing businesses alike. Additionally, through our LAUNCH Hampton Roads initiative, we will continue to nurture the next generation of entrepreneurs and look forward to many new start-ups taking root in our region.

As always, we want to express our deepest gratitude to all who support and further our efforts to cultivate a talented, skilled workforce that meets the needs of regional businesses. Together, with your input and collaboration, we are empowering today’s workforce for tomorrow’s economy.
SERVING JOB SEEKERS

OppInc. One-Stop Workforce Centers offer a comprehensive range of services to help job seekers find employment. Services provided through the Workforce Centers are funded through the U.S. Department of Labor, so there’s never a charge.

In October 2013, the flagship One-Stop Workforce Center in Norfolk moved to new space within the same building on Glennock Road. The move provided much-needed upgrades for the computer resource center and training rooms.

The program year was a busy one for the OppInc. One-Stop Workforce Centers, with 11,000 customers making over 42,000 visits. Services received during the year include:

- Career Exploration
- Skills Assessments
- Job Search Assistance
- Job Referrals
- Résumé Assistance
- Workshops for:
  - Résumé writing
  - Networking skills
  - Interview techniques
  - Computer skills
- And more…

TRAINING FOR IN-DEMAND JOBS

More than 600 customers received funding for job skills training in high-demand occupations at over 20 area educational intuitions.

520 Credentials Earned by OppInc. Customers

AMONG CUSTOMERS WHO RECEIVED TRAINING OR INTENSIVE CAREER SERVICES, 330 FOUND EMPLOYMENT AT AN AVERAGE WAGE OF $28,746.
BRIDGING THE REGION’S HEALTHCARE WORKFORCE GAPS

Program Year 2013 was the second of a highly successful, four-year, $5.0 million grant from the U.S. Department of Labor to provide advanced healthcare education, training and job placement assistance.

Over 100 participants completed their degrees in registered nursing, practical nursing, surgical technology or one of a half dozen other healthcare specialties. Sixty-five customers found employment at an average wage of nearly $40,000.

INSPIRING ENTREPRENEURSHIP IN HAMPTON ROADS

This year saw Opportunity Inc. spread its entrepreneurship wings with “Launch Hampton Roads,” a nearly $2 million initiative funded under the U.S. Department of Labor’s Workforce Innovation Fund.

Over the program year, 195 participants were enrolled in the program, completing an intensive start-up boot camp at Old Dominion University’s Business Gateway, Tidewater Community College or the College of William & Mary. Each received training in: business planning; accounting; finance and credit; and sales and marketing.

Of the first 26 entrepreneurs who graduated the program, an impressive 88 percent started their own businesses.

Here are some of the standout new businesses started by LAUNCH graduates:

Wayne Howard – Veterans Supporting You, Inc.
Global business specializing in consulting and coaching services with executive leadership team from military, business, and government.

Jerome Patrick – CREATVBRAND
Brand invention strategist providing branding invention and creative services.

Jeff Spencer – The Knowledge Group LLC
Consultants in multimedia development for communications, education and training.

Two years ago I was laid off after 19 years with a company. It was one of the toughest challenges of my life. Had it not been for your rapid-response team, I could never have overcome that obstacle. Now, I am proud to say, I am a graduate of a certified LPN program, all because of Opportunity Inc. I am working 36 to 48 hours a week, with very good starting pay.

— Terry L. Maness

Registered Nursing (RN)
B.S. Nursing
Licensed Practical Nursing (LPN)
Practical Nursing Diploma
Certification Exam-Occupational Therapy Asst. | Invasive Cardiovascular Technology | Radiography | Surgical Technology | Adult Cardiography
Master of Surgical Assisting

Program Year
2013-2014 LAUNCH Hampton Roads
Business Start-Up Program

195 Entrepreneurs Enrolled in LAUNCH
26 LAUNCH Graduates
23 Graduates have already started a business
SERVING EMPLOYER WORKFORCE NEEDS

This was an exciting year for business services—pursuing projects to support our advanced manufacturing industry sector, hosting signature events and administering several special grants.

Advanced Manufacturing – Mechatronics

Mechatronics—the combination of mechanical, electrical and computer systems in a manufacturing environment—is the basis for much of advanced manufacturing today. Opportunity Inc.’s goal is to develop a career pathway from high school to bachelor’s degree for people wanting a career in advanced manufacturing.

Opportunity Inc. completed several mechatronics-related initiatives in Program Year 2013-2014:

- Contracted with Old Dominion University to secure an 11-module Foundations of Mechatronics program to be taught in local high schools. Laminar manuals were completed in fall 2013 and provided to area school districts at no charge.
- In summer 2014, held two-day Summer Mechatronics Workshop for teachers. The program provided an overview of the fundamentals of Mechatronics course. The teachers received instruction and all the materials necessary to integrate the coursework in their existing classes as a teaching tool.
- In fall 2011, Tidewater Community College began offering classes in its entry-level Mechatronics certification course, developed in partnership with Opportunity Inc.
- In December 2011, Virginia Beach City Public Schools announced a dual enrollment program in advanced manufacturing, which was developed with assistance from Opportunity Inc. Students earn college credit at TCC toward a manufacturing-related certification.

Significant Events

Federal Reserve Bank of Richmond/Opportunity Inc. Focus Group Meetings

On February 18, 2014, Opportunity Inc. hosted three focus group meetings on behalf of economists from the Federal Reserve Bank of Richmond to discuss best practices for human capital development, from early career exploration through high school completion and adult training or retraining. More than 30 industry and education leaders participated in the event.

The Hidden STEM Economy

On October 18, 2014, Opportunity Inc., Virginia Beach Economic Development and Virginia Beach City Public Schools partnered to bring in Brookings Institution Scholar Dr. Jonathan Rothwell, author of “The Hidden STEM Economy.” Over 120 educators, business leaders and policymakers attended.

Workers in STEM (science, technology, engineering, and math) fields play a direct role in driving economic growth. Yet [...] policymakers have mainly focused on supporting workers with at least a bachelor’s (BA) degree, overlooking a strong potential workforce of those with less than a BA. —Dr. Jonathan Rothwell

This message has particular relevance to Hampton Roads, which has an above-average number of people with associate degrees and some college or certifications.

Signature Grants

Opportunity Inc. administered three special grants:

Rapid Response Assistance Program for Veterans Employment – An 18-month, $250K grant to provide veterans with workforce services leading to careers in information technology, advanced manufacturing and transportation.

WIA Incentive Award for Local Coordination – a $50K grant to further advanced manufacturing training and build career pathways in Mechatronics.

Business Services Capacity Building Initiative – a $50K grant that was used for gathering data and intelligence related to economic trends and employer needs for the purpose of revamping Opportunity Inc.’s business services strategy.
Junior Achievement “Be Entrepreneurial” Competition

Young adults from Opportunity Inc.’s year-round programs pitched to local business experts, “Shark Tank” style. First place team members each received a $500 scholarship; second-place winners each received $200 scholarships. Ideas included:

- Prescription glasses with a built-in GPS
- Solar-generated cabinets that power appliances
- A bottle that continuously flavors your water
- A STEM-themed gym for children

In addition to year-round youth programs, Opportunity Inc. sponsors a variety of summer activities focused on STEM careers and entrepreneurship, including:

- Environmental Science
- Computer “App” Development
- Entrepreneurship

Serving Hampton Roads’ Youth

Opportunity Inc.’s Youth Programs enjoyed another banner year, serving 489 young people through 11 different programs. Participants received:

- Financial literacy education
- College immersion experiences
- Dual enrollment opportunities
- Paid work experiences

NSU Science & Technology Education Preparation (STEP) Program

Members of Opportunity Inc.’s year-round youth programs were invited to a two-week residential summer program to conduct research with faculty members.

STEM iBook Summer Camp

Six student teams presented their STEM (Science, Technology, Engineering or Math) business idea or product to a group of business leaders using Mac computers and Apple iBook Author.

The program taught students entrepreneurship, business plan development, résumé writing and proper product/idea execution.
Youth Career Center

Opportunity Inc.'s Youth Career Center of Hampton Roads, located at the Pembroke Mall in Virginia Beach, provides career guidance and workplace readiness skills training to anyone age 14-21. The Center provides a variety of career development workshops, employer networking opportunities, practical experience fairs, and much more.

Throughout the year over 12,000 youth were served through more than 100 Youth Career Center programs.

Summer Immersion Programs

Over 100 Hampton Roads youths spent their summer networking with small-business owners, touring an engineering structure, solving an identity-theft mystery, creating works of art and responding as emergency workers in a simulated hurricane disaster.

The Youth Career Center hosted six summer programs:
- Mad About Science
- The Next Big CEO
- Get a Clue Before Somebody Gets You
- Careers in Engineering
- 911: What's Your Emergency?
- Careers in the Arts

Youth Career Center's Teen Summer Opportunity Fair

The Youth Career Center demonstrated its commitment to helping youth obtain meaningful work experiences with its second annual Teen Summer Opportunity Fair.

OppInc.

2013-2014 FINANCIAL OVERVIEW

Opportunity Inc.'s job placement and career training services were shown to have a benefit/cost ratio of 3.9-to-1, meaning benefits derived from these programs were almost four times greater than the cost required to generate those benefits.

TOTAL | $6,529,229

OPPORTUNITY INC. WOULD LIKE TO ACKNOWLEDGE THE FOLLOWING PARTNERS FOR THEIR GENEROUS FINANCIAL SUPPORT FOR ITS PROGRAMS.

- Tidewater Community College
- Wells Fargo
- SunTrust
- Bank of America
- TowneBank