HAMPTON ROADS WORKFORCE COUNCIL

2017-2018 ANNUAL REPORT

PROVEN SOLUTIONS FOR THE EVOLVING WORKFORCE
Established by the Hampton Roads Workforce Development Board, the Hampton Roads Workforce Council, formerly Opportunity Inc., oversees workforce development programs for eight localities in South and Western Hampton Roads. The organization provides strategic workforce development solutions designed to assist businesses in accessing qualified workers and jobseekers in search of suitable job openings and training opportunities to bolster their earning potential.

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**Youth Career Center of Hampton Roads**
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**Hampton Roads Veterans Employment Center**
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861 Glenrock Road, Suite 220
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**About the Hampton Roads Workforce Council**

**Our Mission**
The Hampton Roads Workforce Council serves as the regional leader of workforce development, ensuring the strategic alignment of efforts that facilitate meaningful employment and economic growth in Hampton Roads, while excelling at the delivery of business, workforce, and youth funded services.

**Our Vision**
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.
There has never been a more exciting time for our regional workforce than the present. For several years, we have exchanged thoughts and best practices—underscored the need for greater collaboration and strategic partnerships to grow and attract businesses and ensure meaningful employment opportunities for all job seekers, especially our veterans. As you will read in this year’s report, the tide is beginning to turn!

Last year, we experienced a ground-breaking moment through the development of the State of the Workforce Report. Through this collaborative effort with economic development decision-makers, business leaders, and educators, we secured a baseline of historical data, which we can now reference as we work to close the skills gap and support high-demand jobs in our area.

This year, prioritizing collaboration proved especially valuable in our efforts to streamline and improve employment opportunities and resources for our veterans. Leveraging a unified service delivery model, we launched the Hampton Roads Veterans Employment Center, which helps to advance employment opportunities for transitioning service members, military veterans, and their spouses.

We witnessed a top-down approach to collaboration through the unveiling of Virginia’s new unified workforce brand for our One-Stop Centers, Virginia Career Works. This statewide initiative promises a more consistent and responsive workforce development system, which is in this report. Taking the state’s lead, we have also begun transitioning the Opportunity Inc. brand to the Hampton Roads Workforce Council, which further demonstrates our role as the regional convener of workforce development and our commitment to sharing resources and ideas with our business, industry, and education partners.

While challenges persist, in terms of strengthening our talent pipeline of skilled workers, we are poised more than ever to meet employer demands. This is indeed a year of transformational change driven by collaboration. Through the cultivation of new partnerships—both public and private—and the continued support from our localities, we are one step closer to building a vibrant regional economy where businesses thrive and people desire to live and work.
In an effort to unify Virginia’s workforce brand and better meet the needs of the business community, Governor Terry McAuliffe and then Governor-Elect Ralph Northam together unveiled the new brand, Virginia Career Works, on January 8, 2018. The new Virginia Career Works brand holds great promise to better market the resources and services available to businesses and job-seekers throughout the state.

Locally, this means that Opportunity Inc. will collectively transition its One-Stop Workforce Center brand to Virginia Career Works Hampton Roads Region. In addition, each Center will adopt the new statewide brand as Virginia Career Works Norfolk Center, Virginia Career Works Portsmouth Center, Virginia Career Works Suffolk Center, and Virginia Career Works Franklin Center. The Virginia Employment Commission will also operate under the Virginia Career Works Hampton Roads Region brand.

To more effectively communicate Opportunity Inc.’s role as the regional convener of workforce development, the Hampton Roads Workforce Development Board will no longer conduct operations as Opportunity Inc. The organization will retire the existing name — operating as the Hampton Roads Workforce Council (HRWC) — effective September 2018.

This new brand and the services it represents is a commitment to building stronger communities, growing economies, and more competitive industries in Virginia.”
— Governor Ralph Northam
The Hampton Roads Workforce Council (HRWC), formerly Opportunity Inc., provides comprehensive business solutions that help the region’s employers with recruiting, hiring, and retaining a highly-skilled workforce. Through Virginia Career Works Hampton Roads Region, formerly the One-Stop Workforce Center, HRWC has hosted hiring events for new and existing companies in the region — such as UtiliQuest, Amsec, Mitsubishi Chemical, DXC Technology, Top Guard Security, Newport News Shipbuilding, Amazon, and MWR — as well as industry specific hiring events, like the Coastal Hospitality Fair and ConnectUp Job Fair.

BUSINESS SERVICES SPOTLIGHT: CONNECTUP JOB FAIR
In response to the recent closures of Farm Fresh and Toys “R” Us, the Hampton Roads Workforce Council hosted the ConnectUP Job Fair on April 18, 2018 at the Virginia Beach Convention Center. The fair connected more than 800 displaced workers with nearly 130 employers from several industries to include healthcare, retail, and hospitality. HRWC extends appreciation to the City of Virginia Beach for supporting this event.

HAMPTON ROADS INNOVATION GRANT
Through the Hampton Roads Innovation Grant, Virginia Career Works Hampton Roads Region funded training that led to credentials for 99 Hampton Roads workers in a variety of industries — exceeding the initial goal of 75 workers. Participating businesses included: Equilibrio Health Care, Trident Civil, Gaston Brothers Utilities, Atlas Systems, Sera-Brynn, Allfirst, LLC, Segin Systems, Nitto, Bissette Construction, Concoa, Hermes Abrasives, and 360IT Partners.

Incumbent Workers Served: 95
Employer Events Attended/Conducted: 33
On-the-Job Training Participants: 17
Businesses & Employers Served: 3,950

small businesses in manufacturing, health care, construction, and IT participated

different training programs — all leading to an industry recognized credential

workers received a wage increase within one year of completing training with an average ending hourly salary of $30.04

"[Virginia Career Works Hampton Roads Region] and the Innovation Grant enabled Atlas Systems to offer important training and certifications for many staff members. The professional development opportunities that we were able to provide staff through this program increased skill levels and the competitiveness of our company.”
Stephanie Spires, Chief Services Officer, Atlas Systems
The Hampton Roads Workforce Council’s (Opportunity Inc.) committed team of workforce development professionals provides services to thousands of job seekers per year — creating individualized career plans that lead to employment. Career services are funded through the U.S. Department of Labor, which absorbs all costs for job seekers and employers.

On November 17, 2017, the Hampton Roads Workforce Council hosted the Grand Opening and Ribbon Cutting ceremony of the Regional Workforce System — featuring new and enhanced career services, tutoring programs, and financial literacy training at the One-Stop Workforce Center in Norfolk, now operating as the Virginia Career Works Norfolk Center, as well as the Portsmouth, Suffolk, and Franklin affiliate sites. The Center also serves as the new office location for staff members of the Virginia Employment Commission. Partners such as AARP, Adult Education, the Department for Aging and Rehabilitative Services, Tidewater Community College, and several other community organizations also have staff members on-site. Remarks during the event were provided by Governor Terry McAuliffe, Congressman Bobby Scott, Mayor Kenny Alexander (Norfolk), and Ellen Marie Hess, Commissioner of the Virginia Employment Commission. "Virginia’s One Stop Career Centers, like this one here in Norfolk, are an essential part of that effort to connect our citizens with the skills they need to work and thrive in our Commonwealth. I am proud of the way our Hampton Roads communities have worked together on this project, which will help us put more Virginians to work across our state.” – Governor Terry McAuliffe

CLIENT SPOTLIGHT

After 27 years of employment with General Form Plastics, Peggy connected with Virginia Career Works Hampton Roads Region for professional career guidance to launch a new career. Through workshops, training, and assistance with job searching, Peggy received an offer for employment with ASM Research. She credits the workshop facilitators and career advisors for their encouragement and commitment to helping her achieve her employment goals.
2017-2018 RESULTS

VIRGINIA CAREER WORKS HAMPTON ROADS REGION (FORMERLY THE ONE-STOP WORKFORCE CENTER) PROVIDED SERVICES FOR:

9,721 individual customers totaling 37,786 visits
764 individualized career services
674 new customers enrolled in training services

The Hampton Roads Workforce Council (Opportunity Inc.) placed 495 customers in jobs paying an average of $32,282.

### Training for High Demand Careers

In program year 2017-2018, 528 customers completed training at 25 educational institutions for specific career skills in high-demand industry clusters like healthcare, manufacturing, information technology, and transportation.

<table>
<thead>
<tr>
<th>Industry Cluster</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Healthcare</td>
<td>56%</td>
</tr>
<tr>
<td>Transportation/Warehousing</td>
<td>12%</td>
</tr>
<tr>
<td>Information Technology</td>
<td>11%</td>
</tr>
<tr>
<td>Construction/Maintenance</td>
<td>5%</td>
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<tr>
<td>Hospitality</td>
<td>1%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>3%</td>
</tr>
<tr>
<td>All Other</td>
<td>12%</td>
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</tbody>
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More than 1,600 Veterans Served
The Hampton Roads Chamber of Commerce and the Hampton Roads Workforce Council (Opportunity Inc.) launched a streamlined unified community process that advances employment opportunities for transitioning service members (TSMs), military veterans, and their families in South Hampton Roads.

The Hampton Roads Veterans Employment Center provides individual assistance to military veterans and their families — helping them to identify, navigate, and access services and resources to attain their employment goals and support their successful transition to the civilian workforce.

The Hampton Roads Workforce Council hosted a Grand Opening and Ribbon Cutting Ceremony for the new Hampton Roads Veterans Employment Center on March 30, 2018 — featuring comments from Congressman Scott Taylor.

Since its official opening in late January, the Center has served more than 785 first time customers, and 71 service members and/or spouses have obtained employment through Center services at an average annual income of $40,678.

"Transitioning from the military into the workforce can be a tumultuous time. Knowing that veterans have the ability to visit this one stop shop and have all the resources and opportunities available to them at their fingertips is a huge win for our veterans, for their families and for our area."

– Congressman Scott Taylor

Partners of the Hampton Roads Veterans Employment Center include:

- Hampton Roads Workforce Council (Opportunity Inc.)
- Fleet & Family Support Centers Mid-Atlantic
- Hampton Roads Chamber
- Virginia Department of Veterans Services
- Walmart
- Bank of America
- Virginia Ship Repair Association
- Virginia Employment Commission
- Virginia Tidewater Consortium for Higher Education
- Tidewater Community College
- Old Dominion University
- Onward to Opportunity
- United Way South Hampton Roads
- Hampton Roads Military and Family Facilities Alliance
- Hampton Roads Community Foundation
- USO
- City of Norfolk, City Virginia Beach, City of Chesapeake, City of Franklin, City of Portsmouth, City of Suffolk, Isle of Wight County, Southampton County
A retired military Veteran, Robert was recently laid off from Lockheed Martin. He visited the Virginia Career Works Norfolk Center to apply for funding assistance to obtain his Commercial Driver’s License (CDL). Through the support of HRWC, he was able to enroll in a training program at the Advance Technology Institute, and later secured employment with Hampton Roads Transit (HRT).

Congratulations to our 2017 Workforce Innovation Award recipients! Thank for your continued support of workforce development efforts in Hampton Roads.

Business – SunTrust Bank
Community-Based Organization – Together We Can
Regional Innovator – Hampton Roads Chamber of Commerce
Educational Institution – Paul D. Camp Community College
Workforce Champion – The Hon. Terry McAuliffe, Governor, Commonwealth of Virginia
The Hampton Roads Workforce Council (Opportunity Inc.) is committed to helping to prepare the emerging workforce for meaningful and successful occupations of the future. Through participation in the Youth Career Center of Hampton Roads (YCCHR), as well as in-school and out-of-school year-round programs designed for youth ages 14-24, participants learn workplace readiness and academic skills essential for reaching their career goals.

Upon completion of the Hampton Roads Workforce Council’s youth and young adult programs, many students move on to post-secondary education and find employment through YCCHR-hosted recruitment events for local employers.

**NextGen Spotlight**

A recipient of the Hampton Roads Workforce Council’s Out-of-School Youth Program funding, Venise was hired in May by Chevron Shipping Company. She was recruited as a student at the Mid-Atlantic Maritime Academy. Venise is currently in the process of moving to California where she will spend 60 days aboard one of Chevron’s tankers for training. Upon completion, she will be on a full time 90-day rotation.
Youth Connections Made

- 9,495 Youth
- 982 Adults
- 1,485 Partners
- 11,962 Overall

Youth Career Center of Hampton Roads

- 7,765 Workshop/Programming Participants
- 1,705 Outreach Fairs Participants
- 80 Business and Organization Participants
- 25 Individuals Served as Mentors or Interns
- 84% Transition to Post-Secondary Education, Jobs, or Volunteer Experience

Year-Round Youth Programs

- 288 Served Throughout the Year-Round Youth Programs
- 166 Participated in Work Experiences
- 285 Received Leadership Development Experiences

THANK YOU TO OUR IN-SCHOOL AND OUT-OF-SCHOOL YOUTH PROVIDERS

Building Blocks Services, LLC • Franklin City Public Schools
Mid-Atlantic Maritime Academy • Norfolk Redevelopment and Housing Authority
Southampton County Public Schools • Tidewater Community College • Virginia Beach City Public Schools
Virginia Tidewater Consortium for Higher Education
NextGen Opportunity Fair
With more than 300 attendees and 80 vendors, the Youth Career Center of Hampton Roads scored another successful year for the NextGen Opportunity Fair. The fair, which took place on March 1, 2018 at the Chesapeake Conference Center, provided teens and young adults with an opportunity to gain access to employment, volunteer, and post-secondary education opportunities in the region. Now in its sixth year, the NextGen Opportunity Fair has grown by nearly 30 vendors since its inception — successfully connecting businesses and organizations with the emerging workforce.

NextGen Regional Internship Program
The Hampton Roads Workforce Council (Opportunity Inc.) launched the NextGen Regional Internship Program this summer to provide internship opportunities for youth and young adults in Hampton Roads. The nine-week paid internship program supported 48 residents of Portsmouth and Chesapeake — ages 16 to 21. Participants gained valuable experience in a variety of industries throughout the summer. The Hampton Roads Workforce Council plans to expand the program in other localities in the coming year.

Career Guidance Academy
The Hampton Roads Workforce Council hosted the fourth annual Hampton Roads Career Guidance Academy — June 19-21, 2018 at Tidewater Community College. The three-day program included information on in-demand careers of the future and provided educators and guidance counselors with a blueprint on how to best prepare the emerging workforce. Academy participants received labor market information on the needs of various industries, learned the requirements for entry into careers, and gained insight into cutting-edge opportunities currently available in Hampton Roads. The program focused on the Manufacturing, Warehousing and Distribution, Tourism, and Healthcare industries. Upon completion of the program, participants received a $50 stipend and up to 2.7 continuing education units from Old Dominion University.

Regional Healthcare Career Expo
In partnership with the City of Norfolk’s Norfolk Works and Sentara Healthcare, the Hampton Roads Workforce Council and the Youth Career Center of Hampton Roads hosted the inaugural Healthcare Career Expo on April 17, 2018 at the Norfolk Scope. Featuring more than 40 career options in the healthcare industry — from emergency medicine to cutting-edge research in biotechnology — the expo provided local youth and residents with a highly engaging and interactive experience through live demonstrations and information sessions focused on post-secondary education opportunities, financial aid resources, and career exploration. More than 500 attendees, including students from 19 participating schools (grades 7-12) and Tidewater Community College, gained insight on career opportunities within 15 of Sentara’s various departments — helping to build a new talent pipeline for the healthcare industry.
The Career Access Network (CAN) is the bridge that connects individuals to essential career related information and services within their communities throughout South and Western Hampton Roads. Services are provided through a partnership with the Hampton Roads Workforce Council (Opportunity Inc.) and local public library systems, community institutions, and municipalities. The Career Access Network offers a multitude of career exploration, job search assistance, labor market information, financial literacy education, and employer recruitment activities.

**CAN Spotlight: Huntersville Biz Café**

The Career Access Network teamed up with Norfolk Economic Development to launch the Huntersville Biz Café — an entrepreneurship event series for the citizens of the Huntersville area in Norfolk. More than 50 entrepreneurs enjoyed networking opportunities, skills workshops, and business planning assistance. The Biz Café also featured a live pitch — providing participants with an opportunity to earn up to $500 in seed money, which was funded by SunTrust Bank.
The Hampton Roads Workforce Council (Opportunity Inc.) job placement and career training services were shown to have a benefit/cost ratio of **4.7-to-1**, meaning benefits derived from these programs were nearly **4.7** times greater than the costs required to generate those benefits.*


**DRAWING SUPPORT FROM LOCALITIES**

Localities in Hampton Roads provided funding for the Hampton Roads Workforce Council (Opportunity Inc.) at $0.25 per capita, resulting in approximately $288,000 of additional support. These funds, along with fundraising dollars, will support programs without federal funding, such as expanding the Hampton Roads Veterans Employment Center, growing our Youth Services programs and services, and enhancing our business and economic development support activities and workforce development information resources.
Hampton Roads Community Foundation Grant
The Hampton Roads Community Foundation awarded the Hampton Roads Workforce Development Corporation, HRWC’s (Opportunity Inc.) 501(c)(3), a $500,000 grant to support the Hampton Roads Veterans Employment Center’s new custom configured web platform that will improve the job seeker and employer recruitment experiences. The exclusive military employment portal will launch October 2018.

Bank of America’s Neighborhood Builders Award
The Hampton Roads Workforce Council (Opportunity Inc.) is a 2017 recipient of Bank of America’s Neighborhood Builders® Award. The $200,000 grant will provide support for the new Hampton Roads Veterans Employment Center. The bank’s Neighborhood Builders program is the nation’s largest philanthropic investment in nonprofit leadership development.

Walmart Grant
Walmart awarded the Hampton Roads Workforce Council (Opportunity Inc.) a $25,000 grant to support programs and services at the Hampton Roads Veterans Employment Center.

The Hampton Roads Workforce Council (Opportunity Inc.) would like to acknowledge the following corporate and community partners for their generous financial support for its programs in the 2017 – 2018 program year:

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Peninsula Representative:
Dr. John Olson
Campus President – Newport News
ECPI University

Chief Local Elected Officials Consortium
City of Chesapeake
The Honorable Rick West
Mayor
City of Franklin
The Honorable Barry Cheatham
Vice Mayor
Isle of Wight County
The Honorable William McCarty
Vice Chair, Board of Supervisors
City of Norfolk
The Honorable Mamie Johnson
Member, City Council
City of Portsmouth
The Honorable John Rowe
Mayor
Southampton County
The Honorable Dallas Jones
Chair, Board of Supervisors
City of Suffolk
The Honorable Donald Goldberg
Member, City Council
City of Virginia Beach
The Honorable Shannon Kane
Member, City Council

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