

Region 17 Business Services Strategy Memorandum of Understanding

Purpose of this MOU:

This MOU is intended to establish and maintain a framework for the successful provision of business services throughout Region 17. The MOU identifies a common Vision, Mission, and Goals; specific outcomes for individual partners; and a communication plan and outreach plan governing partner roles and responsibilities. The MOU clearly outlines responsibilities of individual partners and will govern their relationship between one another and businesses throughout the region. The implementation of this MOU will create a strong and successful framework between local partners that will foster the development and maintenance of cooperative relationships.

Parties:

This MOU will encompass the business services functions administered by the West Piedmont Workforce Investment Board, the Virginia Employment Commission, The Danville Pittsylvania County Chamber of Commerce, The Martinsville-Henry County Chamber of Commerce, the Department for Aging and Rehabilitative Services, Rapid Response, Patrick County Public Schools and Patrick Henry Community College.

Summary, Vision, Mission and Goals:

The West Piedmont Workforce Investment Board (WPWIB) is responsible for overseeing numerous programs that have a significant impact on our region. The WPWIB operates in the counties of Henry, Patrick, Pittsylvania and the cities of Martinsville and Danville. Its primary mission is to deliver workforce solutions to both employers and jobseekers. To this end, the WPWIB supervises two one-stop Workforce Centers and two smaller Workforce Centers where staff deliver a variety of services to our clients. Service delivery at the Workforce Centers are geared primarily towards serving jobseekers, while the Business Services Team works with businesses to resolve challenges to their workforces in order to improve productivity, competitiveness and foster growth within our region.

The Business Services Team works closely with regional employers in order to identify and resolve any potential workforce related challenge they may be facing. Representatives of WPWIB's Business Services Team meet individually with employers to discuss both current and future needs. They will work to fill vacant positions, promote or support the development of new training or educational programs, support events that market our region such as Job Fairs, as well as a multitude of other services targeted specifically at employer needs.

The WPWIB funds Business Services Teams throughout its services areas. The Business Services Team can help employers find suitable candidates for employment, provide candidates to be trained through WPWIB subsidized internships and on-the-job training experiences and help facilitate and develop additional training opportunities that may be needed to resolve gaps in training or education within the region. To accomplish

these goals, the WPWIB works closely with school systems, local institutions of higher learning, the public sector, local stakeholders and the Chambers of Commerce in order to develop the types of program and opportunities needed to support our primary customer, employers.

Vision: Employers are informed of and satisfied with the available resources that enable their specific firms to recruit, retain and train a skilled workforce.

Mission: The Business Services Team is dedicated to providing workforce solutions to employers within the region. To achieve this, the Team will ensure that all businesses within the region are aware of and satisfied with the services offered.

Values:

- Respect the mission and functions of each component of the Business Services Team
- Strive to foster the development of a skilled and successful workforce
- Provide services that exceed the needs of the client
- Deliver services that allow employers to succeed within the region
- Respect individual differences between companies

Communication Plan

The WPWIB's Business Services Team will collaborate and serve as the point of contact in order to provide the services of the VA Workforce Center to the Business Community. The team will utilize the Virginia Employment Commissions' VOS system, the state of Virginia's data management system, to effectively support the Business Community with qualified clients. Members of the Business Services Team will communicate through email, phone, and meetings as appropriate.

Regional Impact Annual Goals

The Workforce Investment Board serves the City of Martinsville, City of Danville, Henry County, Pittsylvania County, and Patrick County. The overall goal of the region is job creation. The Business Services Representative for Martinsville-Henry County and Danville Pittsylvania County Chambers of Commerce will identify 100 businesses that are in position to expand. This effort will result in the creation of 600 new jobs. This increase will be made possible through recruitment, training, working collaboratively, effective communication, and organization support. The Department for Aging and Rehabilitative Services will support workforce partners in their efforts to accomplish the Employer Outreach goals through hosting Common Workforce Network meetings, 503 trainings and participation in job fairs and other business outreach activities. The Patrick County School System, with the assistance of the Patrick County Virginia Workforce Center, will enroll 13 adults and 7 dislocated workers to prepare them for employment.

The breakdown of each service area goals is as follows:

Danville Pittsylvania County Chamber of Commerce

Business Services Representative – Develop relationships with 50 businesses

Goal #1

Identify at least 50 small and medium sized businesses to support their ability to increase jobs.

Action Plan:

- Coordinate and or market at least four workshops that address hiring and human resource topics for small and medium sized businesses.

- Provide information to small and medium sized businesses to connect them to the services available through Virginia Workforce Center.

Goal #2

Identify at least 50 employers, representing at least 300 jobs, who have job openings and who are willing to consider WIA eligible adult and dislocated workers.

Action Plan:

- Coordinate a community wide and or targeted job fairs as needed.
- Meet with area employers to determine hiring needs and requirements.
- Meet with prospective employers, as requested, to provide support and assistance with their hiring needs.
- Promote adult internships and or work experiences, OJT, incumbent worker training, federal bonding, and customized training as tools to utilize WIA clients.

Goal #3

Ensure employers receive a pool of WIA eligible adult and dislocated workers who are qualified for their job openings.

Action Plan:

- Communicate employers' hiring needs and requirements to liaisons at the Virginia Workforce Center.
- Provide interview and recruitment event space for employers.
- Review and screen applications and or resumes that can be forwarded to employers who are hiring.
- Maintain strong lines of communications throughout the hiring process between the Virginia Workforce Center and Chamber ensure employers are receiving candidates that meet their requirements in a timely manner.

Goal #4

Work with employers to identify a pool of candidates for skilled and professional job openings that are more difficult to fill.

Action Plan:

- Support the Chamber's Young Professional network to enhance and grow the pool of skilled and professional job applicants in our region.
- Develop strong partnerships with educational institutions to market skilled and professional job openings.
- Utilize technology (website, social media, etc.) to promote skilled and professional jobs in the region.
- Support the region's efforts to become a Certified Work Ready Community (CWRC) by serving on the CWRC Academy team.
- Support the region's efforts to become a Certified Work Ready Community by encouraging employers to use the National Career Readiness Certificate (NCRC) in their recruitment efforts.

Goal #5

Ensure employers receive information and support for assessment and training that they require.

Action Plan:

- Meet with area employers to determine their assessment and training requirements.
- Work with smaller businesses and or companies with smaller numbers of employees to aggregate their demand for cost effective training resources.
- Coordinate at least three customer service workshops for area employers.
- Coordinate and or participate in at least two roundtable meetings for specific industry sectors to discuss their workforce needs and provide them with information on workforce resources available to them.
- Participate with Southside VA SHRM to stay informed of HR's workforce issues.
- Maintain communications with education and training providers to address employer needs.

Goal #6

Increase the resources available to employers to maximize their access to workforce resources.

Action Plan:

- Convene quarterly meetings of the business service representatives from the various workforce partners in Danville and Pittsylvania County to promote better communication and collaboration among the partners.
- Support the work of the Dan River Region Collaborative to align resources and efforts with the Virginia Workforce Center.

Goal #7

Provide data to employers to assist them in hiring and retention.

Action Plan:

- Compile and distribute a wage and benefit survey for manufacturers in the Danville-Pittsylvania County region.
- Determine other labor market data that would assist employers and provide to them as requested.

Goal #8

Provide data and feedback to workforce partners to assist in placement and training efforts.

Action Plan:

- Provide an analysis of data/feedback to the West Piedmont Workforce Investment Board to assist in policy discussions, including, but not limited to, an analysis of barriers that prevent employers from using the services and or clients of the Virginia Workforce Center.
- Provide data and feedback to training partners to assist them in determining training needs of employers.

Goal #9

Promote a skilled workforce and workforce system.

Action Plan:

- Support WIB's efforts for entrepreneurship education and a public awareness campaign targeted to educators and youth.
- Encourage entrepreneurship education in middle and high school by sponsoring the Young Entrepreneurs Academy (YEA) in Danville and Pittsylvania County.
- Support entrepreneurship efforts for adults by partnering with and promoting efforts by The Launch Place.
- Support Star Quality childcare centers and other initiatives of Smart Beginnings in Danville and Pittsylvania County by serving on their board.

Goal #10

Raise the skill level of workers in order to increase access to employment opportunities and post- secondary education.

Action Plan:

- Serve on advisory committees for adult basic education in Danville and Pittsylvania County to provide an employer voice.
- Support region's efforts to become a certified work ready community.
- Partner with the Dan River Region Collaborative and other partners to leverage alternative revenue sources for workforce services.

Goal #11

Support the career pathways model to meet business needs for a prepared workforce.

Action Plan:

- Support a regional "career expo" for middle and high school students that focus on career pathways in demand occupation.

- Participate with the Dan River Region collaborative on sector strategies with a focus on advanced manufacturing, healthcare, IT and energy.
- Support accelerated/integrated education and training programs, such as Plugged-In Virginia.

Martinsville Henry County Chamber of Commerce

Business Services Representative – 50 Businesses

Goal #1

Martinsville Henry County Chamber of Commerce proposes to operate the Business Services program and serve the following areas; Martinsville City and Henry County.

Action Plan:

The services provided will be centered on the adult and dislocated worker WIA eligible clients and the Department of Labor common measures. The common measures are; Entered Employment Rate, Employment Retention Rate, and Average Earnings. The main focus for Business Services will be the common measure; Entered Employment Rate and the current negotiated rate is 75% of all enrollments with 10% of the population being recruited through Business Services.

Goal #2

Will identify at least 50 employers, representing at least 300 jobs and will identify at least 50 small and medium sized businesses to support their ability to increase jobs in Martinsville City and Henry County areas.

Action Plan:

The Business Service Manager will perform outreach activities to include a provision of workshops, job fairs, and in person consultations with businesses to discuss staffing and HR needs.

Goal #3

Agrees to place into employment in the Martinsville Henry County area: 10% of active enrollment, which includes new and carryover clients and is based on agreed upon number of client activity with the One Stop Operator, equating to 87 client job placements.

Department for Aging and Rehabilitative Services (DARS) – DARS will support the WIA goals by referring qualified job seekers with disabilities.

Patrick County Business Service Representative

Goal #1

Patrick County Public Schools (PCPS) proposes to operate the WIA Adult, Dislocated Worker, and Business Services, and to be the One Stop Operator of the Virginia Workforce Center-Patrick County satellite. PCPS proposes to serve the following areas; Town of Stuart, Patrick County, and Surry County.

Action Plan:

The services provided will be centered on the adult and dislocated worker common measures. The common measures are; entered employment rate, employment retention rate and average earnings.

Goal #2

Patrick County Public Schools plans to recruit 5 adults and 20 dislocated workers through the Virginia Workforce Center-Patrick County (PC-VWC).

Action Plan:

- PC-VWC will serve over a thousand people in core services during the program year.
- Clients that are carried over from the previous program year are currently engaged in training services and upon completion will be assisted with job searching, job referrals, job readiness skills, OJT's and internships/work experience.

- Clients will be encouraged to earn credentials to include GED, Associate Degree, Career Study Certificates, Commercial Driver's License, and Certified Nursing Assistant Licensure.

Goal #3

Patrick County Public Schools-Virginia Workforce Center will be providing employers with a qualified workforce through selecting PC-VWC clients once they have become work ready through academic training, counseling and evaluation by a workforce professional.

Action Plan:

PC-VWC will partner with Patrick County Chamber of Commerce, County of Patrick, PC EDA, among other partners to meet the business needs of Patrick County. Relationships with businesses has been established and will continue with new businesses to serve them according to their needs.

Western Region Rapid Response

The business cycle is in constant motion, with changing workforce needs during every phase. Western Region Rapid Response provides employment transition solutions coordinated through partnerships with the Virginia Workforce Network, state and federal service providers, economic development, and the local community, in an active, continuous effort of providing long-term solutions that lead to full employment in a thriving economy.

Goals for Rapid Response service provision are to:

- Know the labor market.
- Establish the Rapid Response Team as a valuable business partner and key component in a successful transition plan.
- Seek opportunities to be proactive and avert or minimize layoffs.
- Assist business with WARN notice development and filing.
- Contact partners and business within 48 business hours of receiving intelligence of layoff possibility, WARN notice, reemployment opportunity or layoff aversion situation.
- Collect as much relevant data as possible before meeting with the employer.
- Obtain face-to-face meeting with local decision making representative for the employer.
- Leverage time onsite prior to layoff to provide as many services as possible and applicable.
- Collect data from group and distribute to partners within 10 business days to design/provide specific core and intensive services for group or individuals.
- Customize a strategy specific to each event.
- Maximize reemployment opportunities.
- Build and maintain partner relationships.
- Build partnerships with employers.

Patrick Henry Community College

Patrick Henry Community College's Workforce, Economic and Community Development division aligns education and economic development to extend workforce development courses, training and programs into the community. WDS serves employers through flexible and customized training; prepares the emerging workforce by providing students with greater access to career options; and, offers portable skills and credentials to the incumbent and displaced workforce.

We have programs to serve business and industry; individuals seeking employment, skills development, credentialing or career training; and lifelong learners looking for engaging ways to enrich their lives.

Continuing education may be in the form of credit or non-credit courses, online courses, or other formats such

as workshops, assessments or on-the-job training. We strive to offer programs and courses that are requested within our service region.

Our performance measures/deliverables include, but are not limited to the following:

- Enrollment
- Fulltime Equivalent (FTE)
- Open Enrollment Workforce/Customized/Community service courses offered
- Open Enrollment Workforce/Customized/Community service Course Completers
- Open Enrollment Workforce/Customized/Community service Contact Hours
- Certifications, Assessments, Profiles
- Employers Served
- Economic and Community Development
- Matching Funds and Partnerships
- Workforce Revenues

Partner Roles (See Appendix A)

Representing West Piedmont Workforce Investment Board

<u>Risa Gully</u>	<u>Exec. Director</u>	<u>WPWIB</u>	<u>20 Nov 2017</u>
Signature	Title	Agency	Date

Representing the Virginia Employment Commission

_____	_____	_____	_____
Signature	Title	Agency	Date

Representing the Department for Aging and Rehabilitative Services

_____	_____	_____	_____
Signature	Title	Agency	Date

Representing the Danville/Pittsylvania County Chamber of Commerce

_____	_____	_____	_____
Signature	Title	Agency	Date

Representing the Martinsville/Henry County Chamber of Commerce

_____	_____	_____	_____
Signature	Title	Agency	Date

Representing Patrick Henry Community College

_____	_____	_____	_____
Signature	Title	Agency	Date

Representing Danville Community College

Region 17 Business Services Strategy Signatures

Representing West Piedmont Workforce Investment Board

Signature Title Agency Date

Representing the Virginia Employment Commission

Signature Title Agency Date

Representing the Department for Aging and Rehabilitative Services


Signature Title Agency Date
James A. Rothrock, Commissioner
9/29/10

Representing the Danville/Pittsylvania County Chamber of Commerce

Signature Title Agency Date

Representing the Martinsville/Henry County Chamber of Commerce

Signature Title Agency Date

Representing Patrick Henry Community College

Signature Title Agency Date

Region 17 Business Services Strategy Signatures

Representing West Piedmont Workforce Investment Board

Signature	Title	Agency	Date
-----------	-------	--------	------

Representing the Virginia Employment Commission

Signature	Title	Agency	Date
-----------	-------	--------	------

Representing the Department for Aging and Rehabilitative Services

Signature	Title	Agency	Date
-----------	-------	--------	------

Representing the Danville/Pittsylvania County Chamber of Commerce

<i>Signature J Moran</i>	<i>President</i>	<i>Danville Pittsylvania County Chamber of Commerce</i>	<i>10-14-14</i>
Signature	Title	Agency	Date

Representing the Martinsville/Henry County Chamber of Commerce

Signature	Title	Agency	Date
-----------	-------	--------	------

Representing Patrick Henry Community College

Signature	Title	Agency	Date
-----------	-------	--------	------

Region 17 Business Services Strategy Signatures

Representing West Piedmont Workforce Investment Board

Signature Title Agency Date

Representing the Virginia Employment Commission

Signature Title Agency Date

Representing the Department for Aging and Rehabilitative Services

Signature Title Agency Date

Representing the Danville/Pittsylvania County Chamber of Commerce

Signature Title Agency Date

Representing the Martinsville/Henry County Chamber of Commerce

Amador C. Ull President MHC Chamber 9-23-14
Signature Title Agency Date

Representing Patrick Henry Community College

Signature Title Agency Date

Region 17 Business Services Strategy Signatures

Representing West Piedmont Workforce Investment Board

Signature Title Agency Date

Representing the Virginia Employment Commission

Signature Title Agency Date

Representing the Department for Aging and Rehabilitative Services

Signature Title Agency Date

Representing the Danville/Pittsylvania County Chamber of Commerce

Signature Title Agency Date

Representing the Martinsville/Henry County Chamber of Commerce

Signature Title Agency Date

Representing Patrick Henry Community College

Angela Jordan President PHCC/VCCS 09.23.14
Signature Title Agency Date

B. Smith
Signature

President
Title

DCC
Agency

12-18-14
Date

Representing Rapid Response

Signature

Title

Agency

Date

Representing ResCare

Signature

Title

Agency

Date

Representing Patrick County Public Schools

Signature

Title

Agency

Date

Representing Danville Community College

Signature Title Agency Date

Representing Rapid Response

Debbie A. Cox Rapid Response Western Region 10/27/14
Signature Title Agency Date
Coordinator Rapid Response

Representing ResCare

Signature Title Agency Date

Representing Patrick County Public Schools

Signature Title Agency Date

Representing Danville Community College

Signature Title Agency Date

Representing Rapid Response

Signature Title Agency Date

Representing ResCare

Dawn Johnson *Project Dir.* *ResCare* *10/17/14*
Signature Title Agency Date

Representing Patrick County Public Schools

Signature Title Agency Date

Representing Danville Community College

Signature Title Agency Date

Representing Rapid Response

Signature Title Agency Date



Representing ResCare

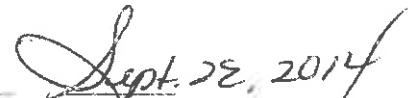
Signature Title Agency Date

Representing Patrick County Public Schools


Signature


Title



Agency



Date

