



## **A. Identification of Priority Credentials**

### **Method**

In order to determine the most in-demand credentials throughout Area XVII, the West Piedmont Workforce Investment Board (WPWIB) convened a discussion involving the local chambers of commerce, community colleges, business services team members, contracted providers and Workforce Center partners. This meeting provided an opportunity for the region to identify what we know about our workforce, our employers' needs and a plan for gathering the additional information necessary to complete this report. To accomplish this, the WPWIB drafted a survey to be distributed by the chambers of commerce, tasked our contracted providers with running an analysis through Careerbuilder on several sectors of the economy and consulted reports prepared by the Virginia Employment Commission.

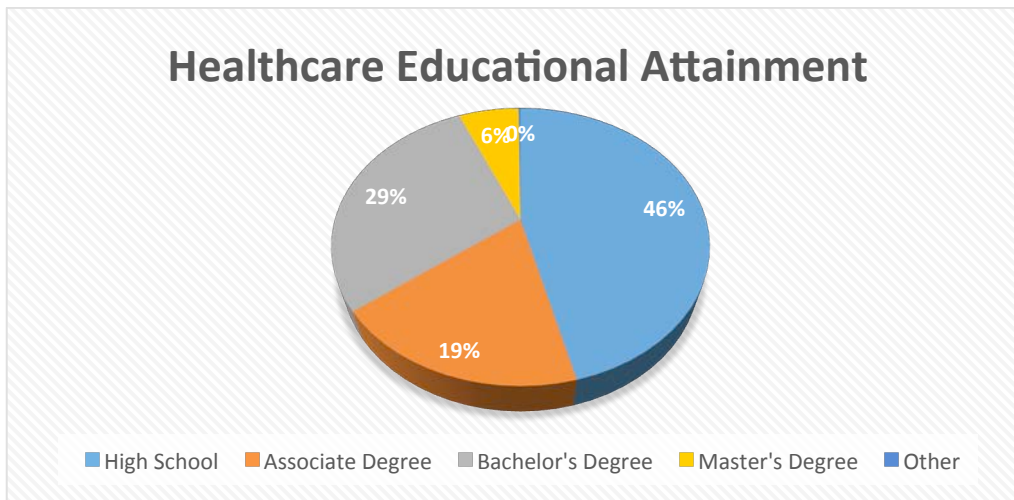
The West Piedmont Workforce Investment Board worked with the Danville-Pittsylvania County Chamber of Commerce and the Martinsville-Henry County Chamber of Commerce in order to distribute surveys to employers seeking to capture desired certifications and anticipated job growth for desired certifications. As of October 17, 2014, the WPWIB has received approximately 40 survey results. In our opinion, the responses collected from these surveys fail to capture the complete picture with respect to credentials throughout the region. We did not receive complete responses from many employers throughout the region, and some large sectors of our labor market failed to respond. The information gleaned from the surveys does point towards both a current interest and a future need for three specific credentials: CNA Plus, Food Handler Certificate and an Insurance License. Each of the survey respondents that indicated they required these specific certifications indicated they also anticipated future growth.

To gain a more complete picture of both the current characteristics of the region's workforce as well as its future needs, the WPWIB examined the three industry sectors identified by local economic development agencies and the Dan River Regional Collaborative as most in demand both by current and anticipated future employers. The three identified sectors were healthcare, manufacturing and information technology. After identifying these three sectors, the WPWIB had its contracted provider run an analysis through a subscription service with Careerbuilder to identify characteristics of both the existing workforce and the levels of demand in these sectors. The analyses that were run provide a broader picture, identifying multiple jobs within each sector and capturing statistics on educational attainment within the field. This has helped identify Career Pathways that will enable an individual to work their way up within a specific industry through the attainment of additional education or certifications.

## Healthcare

Healthcare remains one of the largest segments of the entire workforce, with 10,059 total jobs in the field. This accounts for approximately 15% of the total workforce, as identified by the Virginia Employment Commission's Community Profile Report for Area XVII. Based on both survey data and the analysis ran through Careerbuilder, there continues to be a need for workers possessing either workforce credentials or educational training in specific areas to fulfill the needs of existing employers. Local employers anticipate modest growth, but did stress the continual need for new hires. Investigating the data collected through Careerbuilder, displayed in Figure A, highlights a natural Career Pathway whereby individuals could gain a foothold in the healthcare industry through the completion of a program resulting in a workforce credential. Over time, the individual could move upwards through the industry by completing additional occupational or educational training. As such, credentials leading towards employment within the healthcare system are a priority for Area XVII.

Figure A

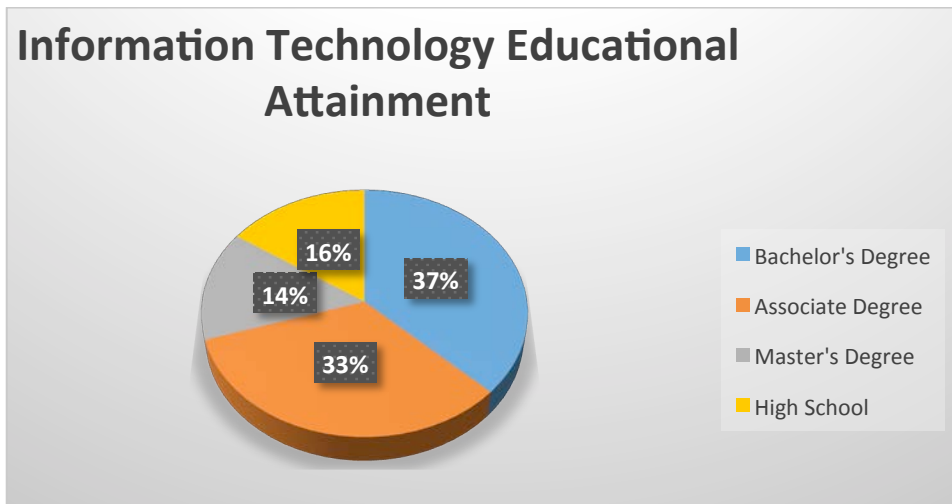


## Information Technology

Information Technology is another field that has been emphasized by both local economic development institutions as well as the Dan River Regional Collaborative. Data collected by the Virginia Workforce Network does not specifically identify Information Technology as a major employment sector, however it has been emphasized due to the importance in upgrading the local workforce's skill set in order to attract additional businesses. The Careerbuilder analysis identified a gap between the number of job postings and the number of available applicants, further justifying the priority placed on increasing the number of credentials in Area XVII pertaining to Information Technology. As Figure B highlights, there is a wide range in the educational requirements related to employment in jobs classified as Information Technology. This again translates well into a Career Pathway, whereby an individual with a comparatively

low amount of educational attainment could gain employment into the field through completion of a relevant credential or certification. Additional mobility throughout the field could then be achieved either through additional occupational or educational training.

Figure B



## Manufacturing

Manufacturing is currently the largest sector of Area XVII's workforce, with 12,332 total employees, a total of 18.5% of the total workforce. Continuing to provide a pipeline of qualified applicants in line with the needs of the current and future manufacturing employers within the region is an important task within the region. Training providers within the region have already designed programs intended to address anticipated future demand in a number of areas, most notably Advanced Film Manufacturing. Continuing to meet the current demands of the largest sector of the region's economy will remain a priority for both workforce and economic development. The emphasis we place on credentials related will address the needs of employers.

## Credential List

CNA + (Certified Nurse Assistant)

LPN (Licensed Practical Nurse)

RN (Registered Nurse)

NCRC (National Career Readiness Certificate)<sup>1</sup>

<sup>1</sup> The NCRC is certificate valued by employers throughout the region. Currently, the WPWIB is working with other regional partners in an effort to have Area XVII declared Virginia's first Certified Work Ready Community.

High-Demand Occupational Programs for Employment (HOPE): Customer Service Certification<sup>2</sup>

High-Demand Occupational Programs for Employment: ServSafe Food Service Certification

High-Demand Occupational Programs for Advanced Manufacturing Certified Production Technician

Advanced Films Technology career studies certificate includes MSSC Certified Production Technician industry certification embedded as credentials.

American Welding Society (AWS) Certification

IC3 Certification

MOS Certification

Computer Service Technician

Commercial Driver License (CDL)

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<sup>2</sup> The HOPE program was established by Patrick Henry Community College following feedback generated during discussions with partners throughout the community that formed a Business and Industry Leadership Teams. One of the first things accomplished by these teams was the identification of in-demand occupations and credentials and the creation of programs meant to address them. Credentials are embedded within the HOPE curriculum.

**B. Previous Levels of Credential Attainment and Goals for Future Credential Attainment**

<b>LWIA #: 17</b>					
<b>Report Completed By: Lisa Fultz</b>					
<p>As requested in Secretary Jones' Strategic Workforce Initiative memo, please respond to the following in the chart provided below. Please e-mail your response to <a href="mailto:wdsreports@vccs.edu">wdsreports@vccs.edu</a> no later than <b>Monday, October 20, 2014</b>.</p> <p><b>Credentials Awarded:</b> PY 2012 and PY 2013 levels of workforce credential attainment through WIB programs or activities.</p> <p><b>Credential Goals:</b> Annual numeric goal for each of the next three years for the number of participants receiving training and attaining a workforce credential.</p>					
Type of Credential	Credentials Awarded		Credential Goals		
	PY 2012 (7/1/12 - 6/30/13)	PY 2013 (7/1/13 - 6/30/14)	PY 2014 (7/1/14 - 6/30/15)	PY 2015 (7/1/15 - 6/30/16)	PY 2016 (7/1/16 - 6/30/17)
AA or AS Diploma/Degree	23	3	10	15	18
BA or BS Diploma/Degree	0	0	0	0	0
Post Graduate Degree	0	0	0	0	0
Occupational Skills Licensure	9	12	15	23	27
Occupational Skills Certificate	78	28	25	38	45
Other Recognized Diploma, Degree, or Certificate	6	0	30	45	54
Totals	116	43	80	122	144

**C. Three Year Plan**

The WPWIB's contracted providers have agreed to emphasize placing program participants into training programs that result in a credential or certification. To this end, the contracted providers have agreed to support a gradual increase in their budget allocation towards client placement in approved training programs resulting in a certification or credential. Based on funding levels, contracted providers will seek to allocate an additional 1.5% of their total budget to client services in each of the next three years. The proposed increases, as funding permit: a 1.5%

increase in the budgeted amount for client services in 2015; a 3% increase in the budgeted amount for 2016; and a 4.5% increase in the budgeted amount for 2017. The ability of the contracted provider to absorb these changes into their budget allocation will be dependent upon level or increased funding the WPWIB's service region.