



**WEST PIEDMONT**  
**WORKFORCE INVESTMENT BOARD**

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July 31, 2013

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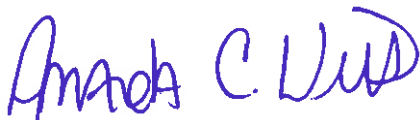
Mr. George Taratsas  
Resource Administrator  
Workforce Development Services  
Virginia Community College System  
James Monroe Building, 17th Floor  
101 N 14th Street  
Richmond, VA 23219

Dear Mr. Taratsas:

Please consider our attached grant on behalf of the West Piedmont Workforce Investment Board requesting \$50,000 of Workforce Investment Act Rapid Response funds through the Business Services Capacity Building Initiative. Our Business Services Team worked collaboratively to structure the grant application.

We sincerely appreciate your invitation to include Area 17 in this exciting opportunity to enhance the Business Service component of our workforce system. We look forward to hearing back from you.

Sincerely,



Amanda Witt  
WPWIB Chair

## Business Services Capacity Building Initiative

### APPLICATION

<b>Name of WIB:</b> West Piedmont Workforce Investment Board
<b>WIB Director:</b> Lisa Fultz
<b>Telephone Number:</b> 276-656-6190 (office), 276-734-9567 (cell)
<b>E-mail Address:</b> lfultz@wpwib.org
<b>Date:</b> July 21, 2013
<b>Grant Recipient:</b> West Piedmont Workforce Investment Board
<b>Fiscal Agent:</b> Pittsylvania County
<b>Amount Requested:</b> \$50,000
<b>Proposed Performance Period (12 months maximum):</b> September 2013- August 2014
<b>LWIB Director Signature:</b>

#### **Narrative description of current business services, to include any Business Service Team activity and participating partner organizations:**

The West Piedmont Workforce Investment Board currently contracts the business services function through Pittsylvania County Community Action (PCCA), Martinsville-Henry County Chamber of Commerce, Danville-Pittsylvania County Chamber of Commerce, and Patrick County Public Schools (PCPS) for the Area XVII region. The contracted providers have agreed to serve as the business services manager and job developer to take the lead to administer the following business service functions to employers:

- Coordinating job fairs, targeted recruitment events, planned closings or layoff services, labor market information and pre-screening of job applicants who have been deemed WIA-eligible
- Placing WIA-eligible pool of applicants into adult internships, work experiences and/or On-the Job-Training (OJT) as approved in advance by PCCA and PCPS as all placements are contingent on the availability of funds allocated to PCCA and PCPS as the WPWIB's One Stop Operator and contractor for adult and dislocated worker program services

The business services managers are responsible for the following items:

- Identify employers from the Martinsville-Henry County, Danville-Pittsylvania County and Patrick County areas, representing job openings and employers who are willing to consider WIA-eligible adult and dislocated workers.
- Ensure employers receive a pool of WIA-eligible individuals who have the potential to fill their job openings.
- Work with employers to identify a pool of candidates for skilled and professional job openings that are more difficult to fill.

- Ensure employers receive information and support for assessment and training that they require.
- Increase resources available to employers to maximize their access to workforce services.
- Provide human resource services and data to employers to assist with their hiring and retention.
- Provide data and feedback to workforce partners to assist in placement and training efforts.
- Coordinate with providers' WIA director to meet with designated case managers at the Virginia Workforce Centers at least twice a week to coordinate efforts and update case managers and the appropriate Center officials on employer needs and/or requests.
- Coordinates quarterly business service team meetings with all partners at the Centers and workforce and economic development stakeholders, such as regional economic development agencies, Longwood Small Business Development Center, The Launch Place, West Piedmont Business Development Center, West Piedmont Planning District Commission, Southern Virginia Alliance, Dan River Regional Collaborative and the WPWIB.

In addition to the responsibilities above, job developers are responsible to do the following:

- Maintain contact with WIA clients placed in internships and/or On-the-Job-Training (OJT) opportunities and adheres to WPWIB policies in regard to these services.
- Maintain contact with employers to stay informed of clients' progress at the worksite.
- Provide case managers with all of the necessary documentation for clients' files in order for the contractor to stay in compliance with local, state and federal regulations and required VOS data entries, such as, but not limited to, timesheets of clients while in internships or OJTs.

Proposed Activities, to include specific objectives and measureable outcomes for each proposed activity:

The WPWIB proposes to implement with the assistance of its partners, an enhanced business services program which includes the following components:

- **Launch a speaker series** that would especially appeal to small to medium sized businesses throughout the region through partnership with each locale's Chamber of Commerce. Due to funding issues, many small and medium sized businesses in our region do not have the capacity to seek these types of needed training independently. A total of 9 workshops would be provided throughout the region with 4 workshops each in the Martinsville-Henry County area and the Danville-Pittsylvania County area and 1 workshop in the Patrick County area. During each workshop, there would be a brief presentation regarding the services provided by the Business Services Team and how to maximize the capability of one feature on VOS or bring awareness to VOS as a tool for employers. Workshops would be videoed and available online with 24-7 access to all employers in the region at no cost on the [www.vaworkforcecenters.com](http://www.vaworkforcecenters.com) website. Viewers would utilize a free account to login and view the video library. The login feature would assist our Business Services Team with tracking utilization. These workshops would build capacity and infrastructure for the Business Services Team and topics may include the following topics:

- Basic Human Resources
- How to analyze business indicators to determine the right time to add staff
- How to lead effectively
- Conflict resolution
- Project management
- Change management
- Motivating the intergenerational workforce
- Succession planning
- Strategic planning

The speaker series would be marketed by Workforce Center Partners, regional economic development partners and Chambers of Commerce in Martinsville-Henry County, Danville-Pittsylvania County and Patrick County in addition to the Business Services Team. The business management speaker series will provide multiple opportunities to enhance the relationships between the employer customer base and the partners of the Workforce Network, especially the region's Business Services Team as the essential contact for meeting business needs. During these workshops, other complementary programs can be introduced to employers. Examples include the non-WIA funded OJT program available through the Danville Regional Collaborative, the National Career Readiness Certification initiative, specialized grant programs and subsidies (Chamber's Partnership for Economic Growth grant, The Launch Place and Martinsville-Henry County Economic Development Corporation's marketing grants) and traditional economic development incentive programs.

**Measureable expected outcomes for the speaker series are as follows:**

- Provide training and outreach to 260 to 400 workshop participants.
  - Increase number of employers utilizing the Workforce Services Network by 25 employers.
  - Increase the number of small to medium sized businesses utilizing VOS by 25 employers.
- **Enhance marketing efforts** to include integrated social media, billboards, videos to be used to promote hard to fill or specialized skill jobs and success stories from both employer and job seeker perspectives. Marketing efforts will also be centered around marketing the workshops and the video access on the Workforce Network website. Website improvements will also include more interactive access for businesses so that they may post job openings more easily and can access the video library 24/7 to further develop business skills. Jobseekers, including the youth population in the region will have access to interactive tools which will assist them with exploring career, educational and technical training at any stage in life. Website visitors will be able to utilize tools which will enable them to realistically determine what education, training and salary expectations are tied to occupations of interest. The site will also connect its users with a "reality check" tool which enables website visitors to choose detailed lifestyle scenarios and a realistic calculation of the amount of salary required to support the chosen lifestyle.

**Measurable expected outcomes for the enhanced marketing efforts include the following:**

- Increase utilization of the [www.vaworkforcecenters.com](http://www.vaworkforcecenters.com) website by 500 unique visitors.
- Increase inquiries from employers seeking customized services from Business Services Representatives by 100 employers.
- Develop a regional social media presence to engage an audience of 200 employers or jobseekers.

**Proposed Budget:**

Please provide a narrative description of the budget for the proposed project. Also, complete the information outlined in the budget table below for each line item of expenditures (please list personnel salaries and benefits, if any, as separate line items).

The projected budget for the WPWIB Business Services Grant for proposed activities is \$50,000. All Workforce Network partners will be utilized to leverage resources in an effort to enhance Business Services delivery to employers and jobseekers. In-kind contributions from regional Chambers of Commerce and other partners are estimated to be \$10,000 and include marketing, staff time and use of equipment such as copiers.

For the speaker series, we anticipate that it will cost \$29,505. It is estimated that each workshop will cost \$2,359 to \$4,350 depending on location. In the Danville-Pittsylvania County area, venue expenses can cost up to \$1,000 for a workshop which requires full technology. Patrick County and Martinsville-Henry County have venues that are available at no cost through partnerships or at a significantly lower cost. Videography costs are estimated to be \$500 per event, and workshops to be held outside of the Danville area include an additional estimate for the vendor to travel to the other regional locations. Chambers of Commerce from Martinsville-Henry County and Danville Pittsylvania County have committed in-kind marketing to assist with promotion of the speaker series across the region. Each Chamber of Commerce will collect and retain any nominal fees charged to workshop participants. Any scholarships or fee waivers will be provided by the respective Chambers.

The anticipated marketing costs are estimated to be \$20,495. Marketing estimates are based on regional pricing which may vary by location and media source. Regional social media outlets will be updated by WPWIB staff and Business Services team members. Each team member will have administrator access to be empowered to add events, success stories, promote a service, etc. in a timely manner. In the event that proposals for marketing exceed the projected budget, marketing activities will be again prioritized and implemented according to available funding.

<b>Budget by Fiscal Quarter</b>					
<b>Line Item</b>	<b>QTR 1</b>	<b>QTR 2</b>	<b>QTR 3</b>	<b>QTR 4</b>	<b>Total</b>
<b>Workshop Expenses</b>	6,701	6,701	9,402	6,701	29,505
<b>Website Upgrades</b>	2,500	6,500	-	-	9,000
<b>Social Media Integration</b>	45	45	45	45	180
<b>Billboards</b>	1,000	1,000	1,000	1,000	4,000
<b>Radio Ads (Patrick County only)</b>	-	-	300	-	300
<b>Television Ads</b>	1,254	1,254	1,254	1,254	5,015
<b>Brochure Updates &amp; Printing</b>	1,500	-	500		2,000
<b>Total</b>	<b>13,000</b>	<b>15,500</b>	<b>12,501</b>	<b>9,000</b>	<b>50,000</b>

<b>Detailed Budget Breakdown</b>						
	<b>Venue Expense</b>	<b>Food Service</b>	<b>Video Expense</b>	<b>Marketing</b>	<b>Speaker Expense</b>	<b>Locale Workshop Total</b>
<b>Workshop Budget:</b>						
Danville-Pittsylvania County (4 worksh	\$ 4,000.00	\$ 3,360.00	\$ 2,000.00	\$4,000.00	\$ 4,000.00	\$ 17,360.00
Martinsville-Henry County (4 worksho	\$ 115.00	\$ 720.00	\$ 600.00	\$4,000.00	\$ 4,000.00	\$ 9,435.00
Patrick County (1 workshop per year)	\$ -	\$ 360.00	\$ 600.00	\$ 750.00	\$ 1,000.00	\$ 2,710.00
<b>Workshop Total</b>	\$ 4,115.00	\$ 4,440.00	\$ 3,200.00	\$8,750.00	\$ 9,000.00	\$ 29,505.00
<b>Marketing Expenses:</b>						
Website Upgrades						\$ 9,000.00
Social Media Integration						\$ 180.00
Billboards						\$ 4,000.00
Radio Ads (Patrick County only)						\$ 300.00
Television Ads						\$ 5,015.00
Brochure Updates & Printing						\$ 2,000.00
<b>Marketing Total</b>						\$ 20,495.00
<b>Total Proposed Activity Expenses</b>						\$ 50,000.00