

A faint, light gray outline map of the state of Virginia is centered in the background of the slide. The map shows the state's irregular shape and internal county boundaries.

GO Virginia Region II Snapshot

**People, Industry,
Common Targets and Themes**

GO Virginia

“Create more and higher paying jobs through incentivized collaboration, primarily through out-of-state revenue, which diversifies and strengthens the economy in every region.”

Agenda

- **People**

- Population, Commuting, Age, and Income

- **Industry**

- Job Growth, Existing & Emerging Industry Strengths, In-demand Occupations

- **Common Targets & Themes**

- Common Target Sectors, Common Themes

What's a region, and how are we



The People of our Region



Photo Credit: VT OED

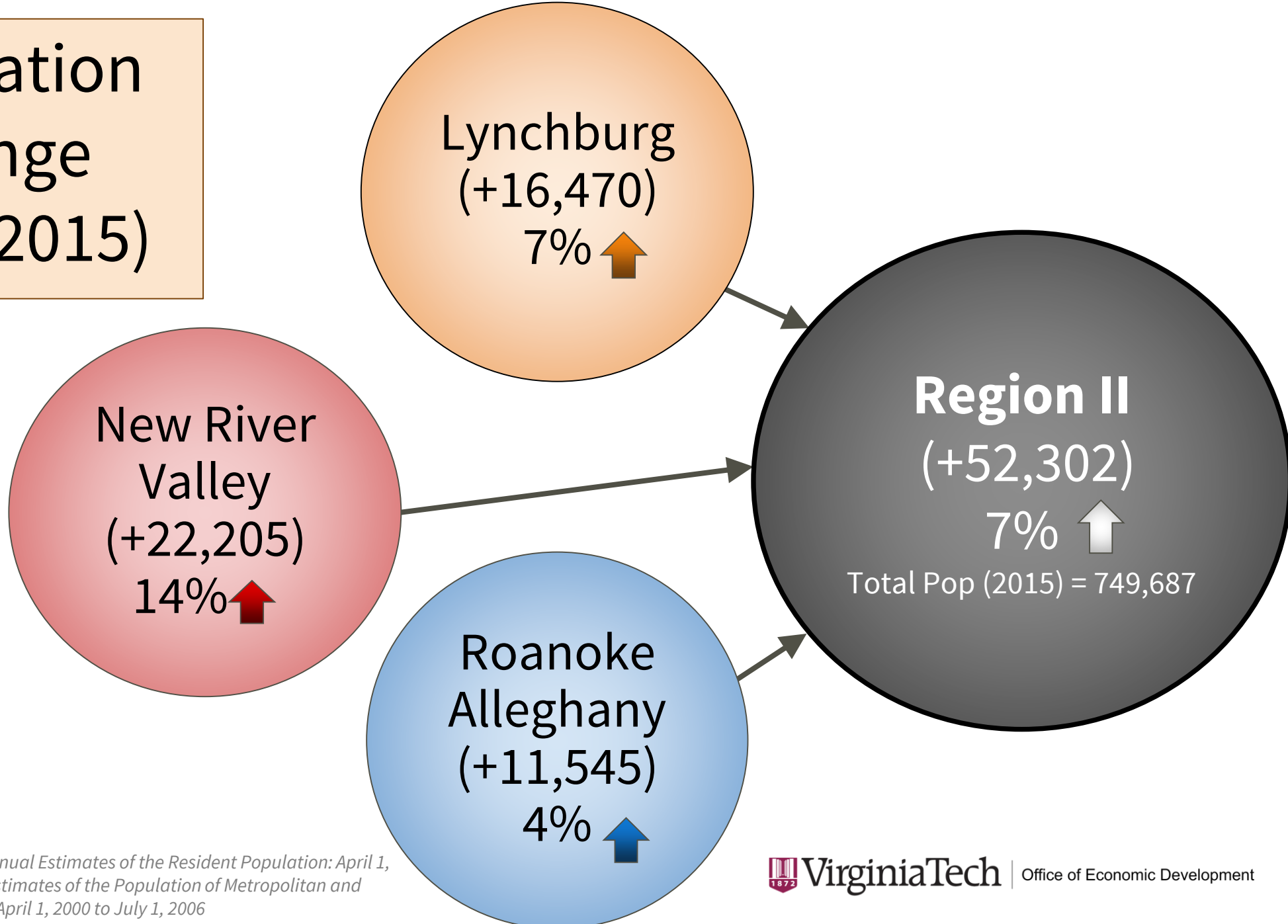


Photo Credit: Stephanie Klein-Davis, The Roanoke Times



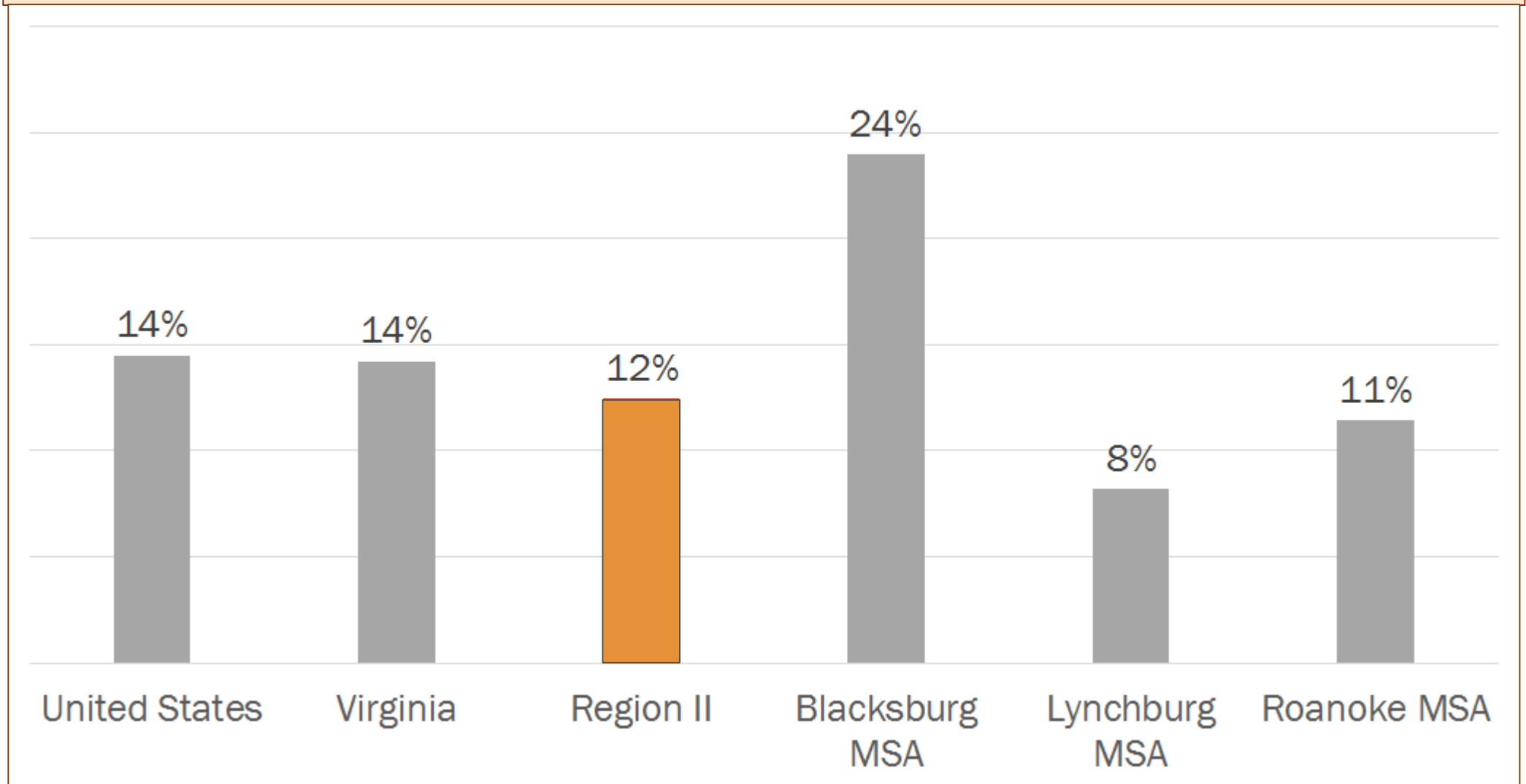
Photo credit: Erica Corder

Population Change (2006-2015)



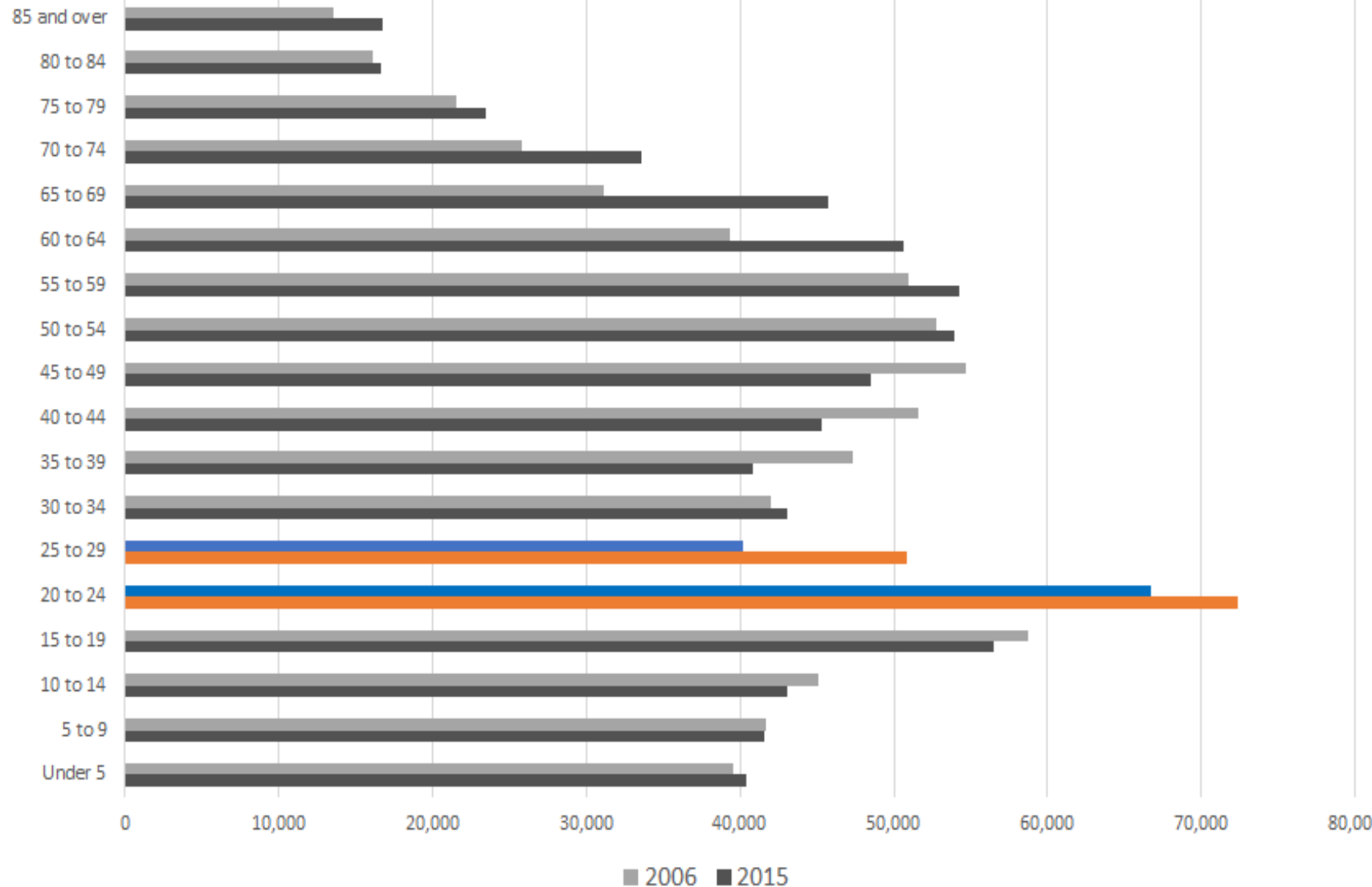
Source: U.S. Census Bureau, Annual Estimates of the Resident Population: April 1, 2010 to July 1, 2015; . Annual Estimates of the Population of Metropolitan and Micropolitan Statistical Areas: April 1, 2000 to July 1, 2006

% Change in Per Capita Income (2006-2015)



Source: Social Explorer Tables: ACS 2006 and 2015 (5-Year Estimates) (SE), Social Explorer; U.S. Census Bureau

Age Trends for Region II (2006-2015)



- Aging Baby Boomers
- Bulge of 20-24 (universities), not retaining after graduation
- **Declining:**
 - 5-19
 - 35-49
- **Growing:**
 - 0-5
 - 20-34
 - 50+

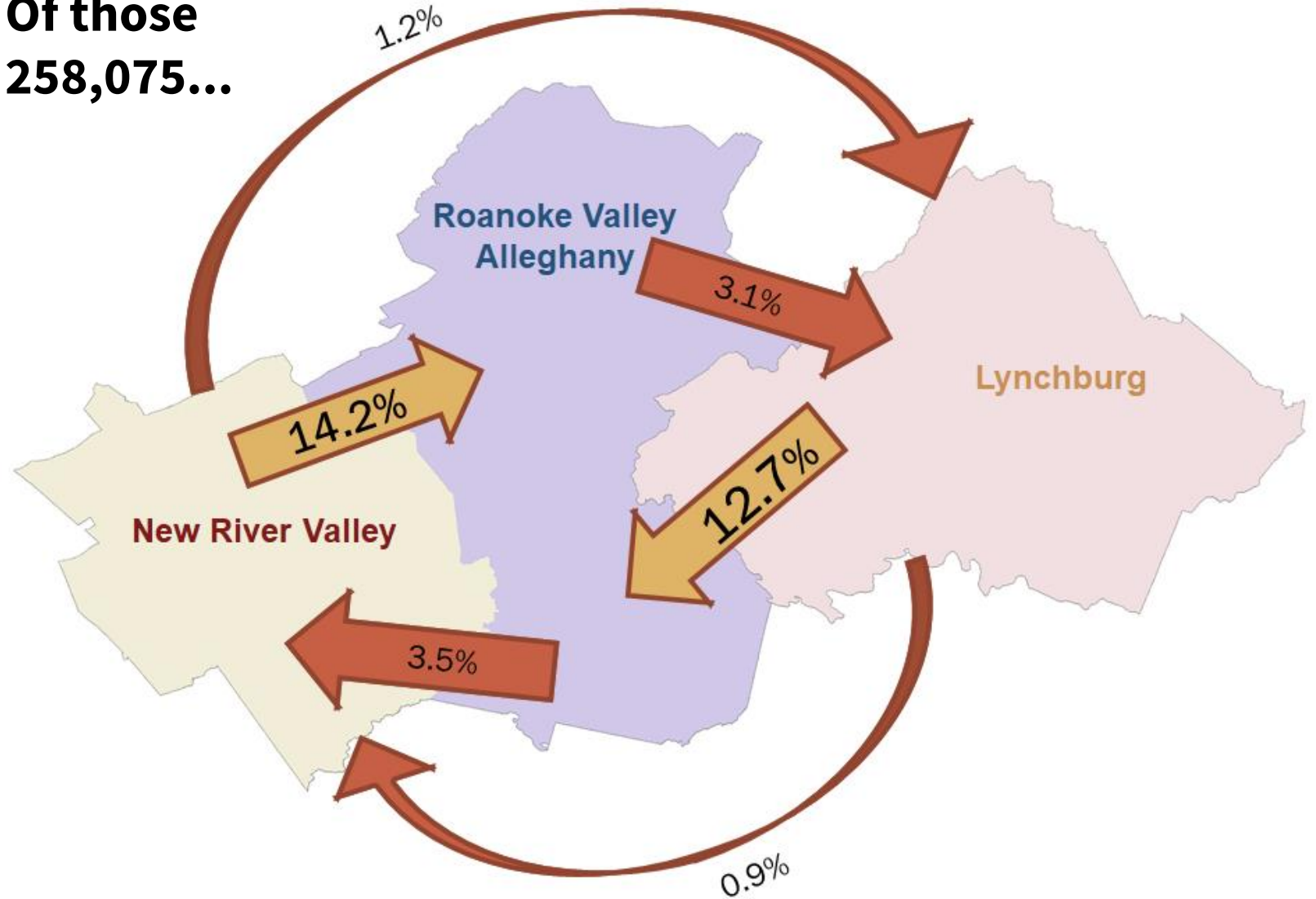
Commuting Patterns:

74,581
workers
in

258,075
living *and*
working in
the greater
region

56,981
workers
out

Of those
258,075...



Our Jobs & Industries



Liberty Aviation. Credit: Erica Corder, VT



Education. Credit: Roanoke College



Agriculture. Stock Photo.



VT Engineering. Credit: VT News 7.30.13



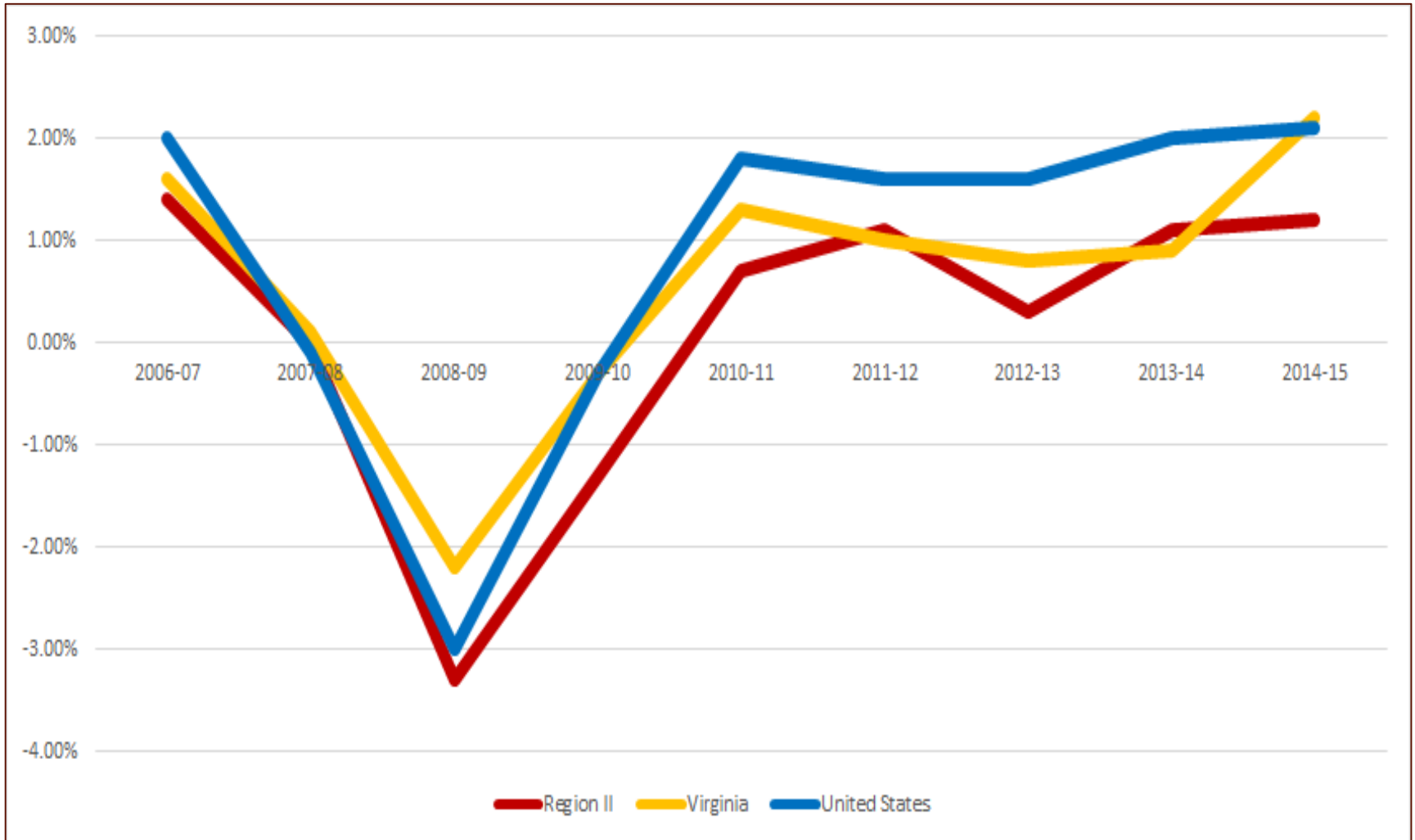
VWCC Mechatronics. Credit: VWCC



Healthcare. Stock Photo.

Job Growth

Our region has been slower to recover from the recession than the state and the nation.



Regional Industry Strengths

Existing Industry Strengths

- Healthcare
- Manufacturing
- Education Services

Emerging Opportunities

- Food and Beverage Processing
- Life Sciences and Biotechnology Research
- Information Technology

Top 10 Industries by Employment

Industry (2 digit NAICS)	2015 Jobs	% Change (2006-2015)	Earnings Med: \$37k	LQ	Comp Effect
Government	56,700	(2%)	\$56,778	1.03	(1,443)
Health Care and Social Assistance	46,314	20%	\$55,418	1.04	(772)
Manufacturing	41,943	(20%)	\$66,786	1.47	(3,590)
Retail Trade	40,577	(4%)	\$28,647	1.09	(1,942)
Accommodation and Food Services	28,592	11%	\$17,102	0.95	(1,264)
Construction	19,106	(27%)	\$48,248	1.01	(2,572)
Administrative and Support and Waste Management and Remediation Services	17,964	(12%)	\$28,886	0.81	(3,503)
Other Services (except Public Administration)	17,786	6%	\$25,082	1.04	667
Professional, Scientific, and Technical Services	17,084	19%	\$66,436	0.75	550
Educational Services	15,688	65%	\$31,466	1.73	4,069

Health Care and Social Assistance

Existing Industry Strengths

- Hospitals
- Nursing & Residential Care Facilities

Emerging Industry Strengths

- Life Sciences & Biotechnology
 - Health Care
 - Education Services
 - Professional, Scientific, and Technical Services (R & D)

Connecting
with Jobs



In-Demand Occupations

- Registered Nurses
- Licensed Practical & Vocational Nurses
- Physicians & Surgeons
- Counselors & Therapists
- Technicians for Health Practitioner Support, Clinical Lab, Mechanical, Other Laboratory, Biological
- Medical Assistants
- Maintenance and Repair
- IT Support

Manufacturing

Existing Industry Strengths

- Metalworking Technology
- Automotive and Parts Manufacturing
- Electrical Equipment Manufacturing
- Packaging and Supply Chain

Emerging Industry Strengths

- Food and Beverage Processing

Connecting
with Jobs



In-Demand Occupations

- Machinists
- Welders, Cutters, Solderers and Brazers
- Structural Metal Fabricators and Fitters
- First-Line Supervisors
- Electrical and Electronic Equipment Assemblers
- Electrical Engineers
- Electromechanical Equipment Assemblers
- Industrial Machinery Mechanics

Education Services

Existing Industry Strengths

- Colleges, Universities and Professional Schools
- Junior Colleges

Emerging Opportunities

- R&D growth
- Entrepreneurial Spinouts in IT, Engineering, Life Sciences, etc.
- Industry Collaboration

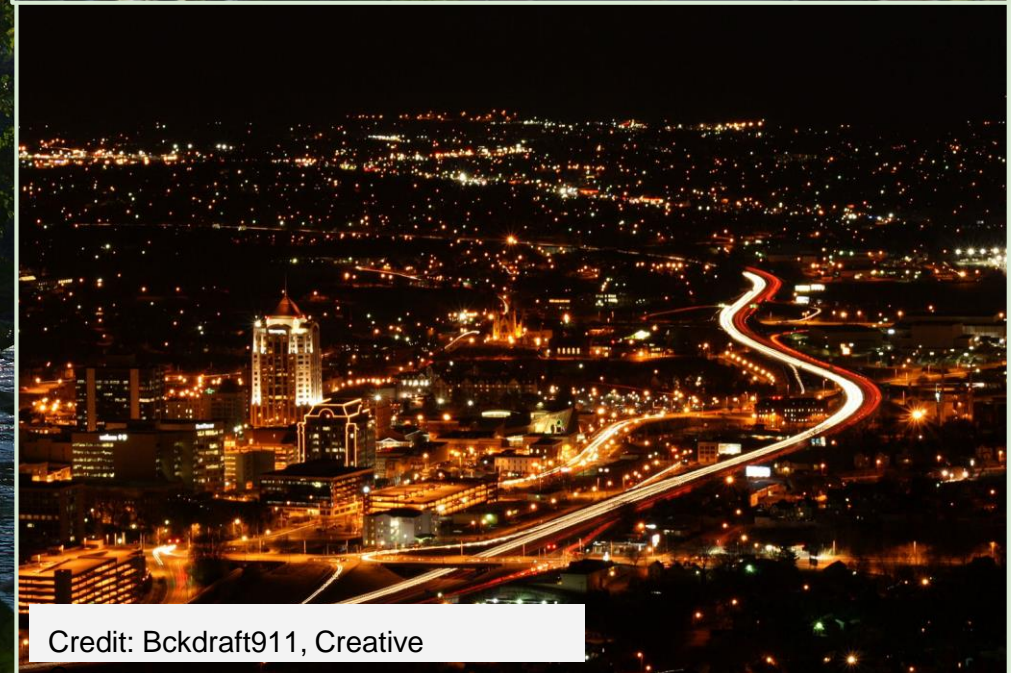
Connecting
with Jobs



In-Demand Occupations

- Postsecondary Teachers
- Office Clerks and Administrative Support
- Maintenance and Repair
- IT Support
- Nursing
- Entrepreneurs

Common Targets & Themes



Our Common Target Sectors

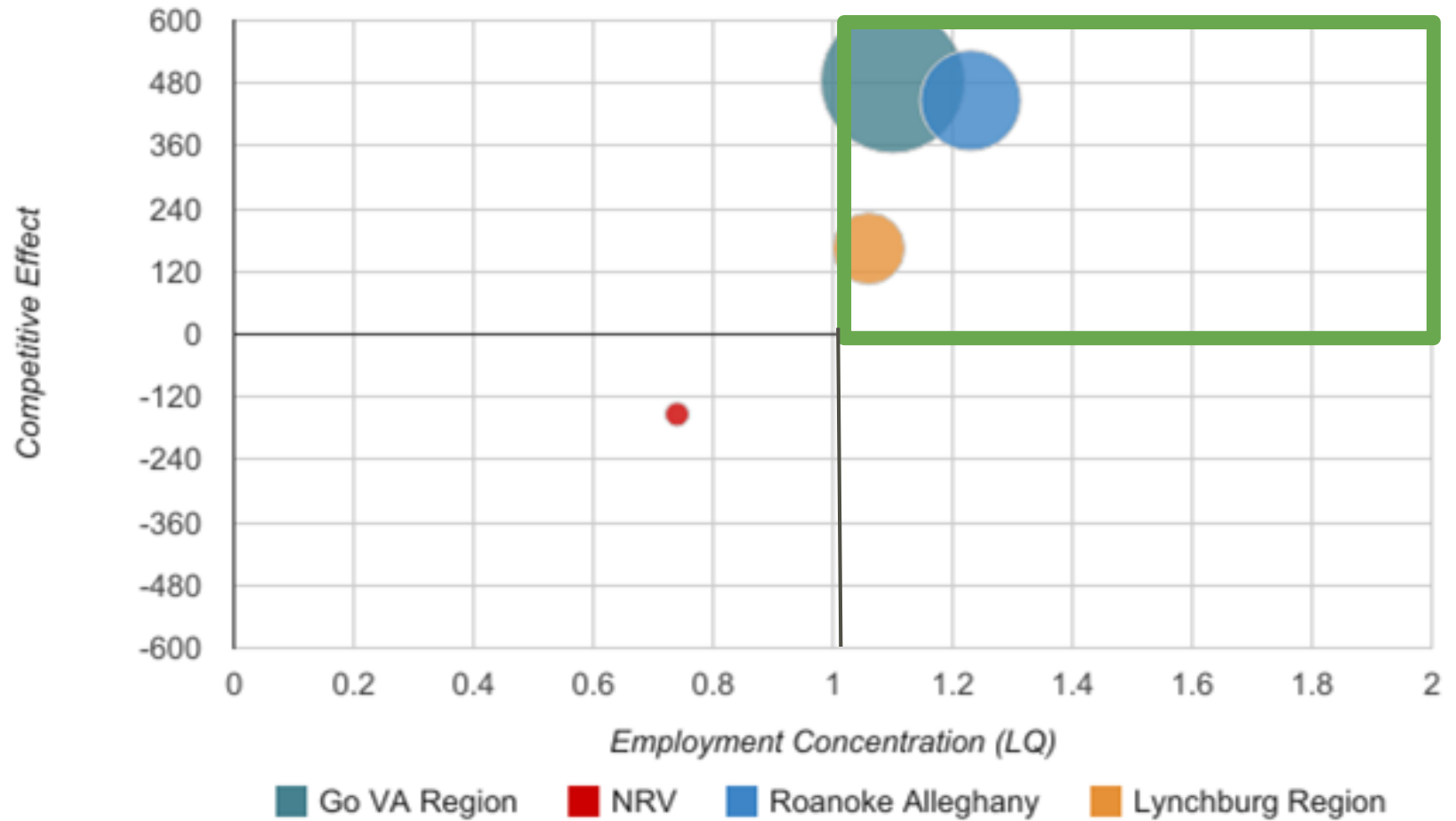
(Economic Development, Planning, Workforce)

- Healthcare
- Manufacturing
- Business and Financial Services
- Information Technology (Cybersecurity)
- Food and Beverage Processing

Projected Healthcare

High concentration of employment AND high competitive effect

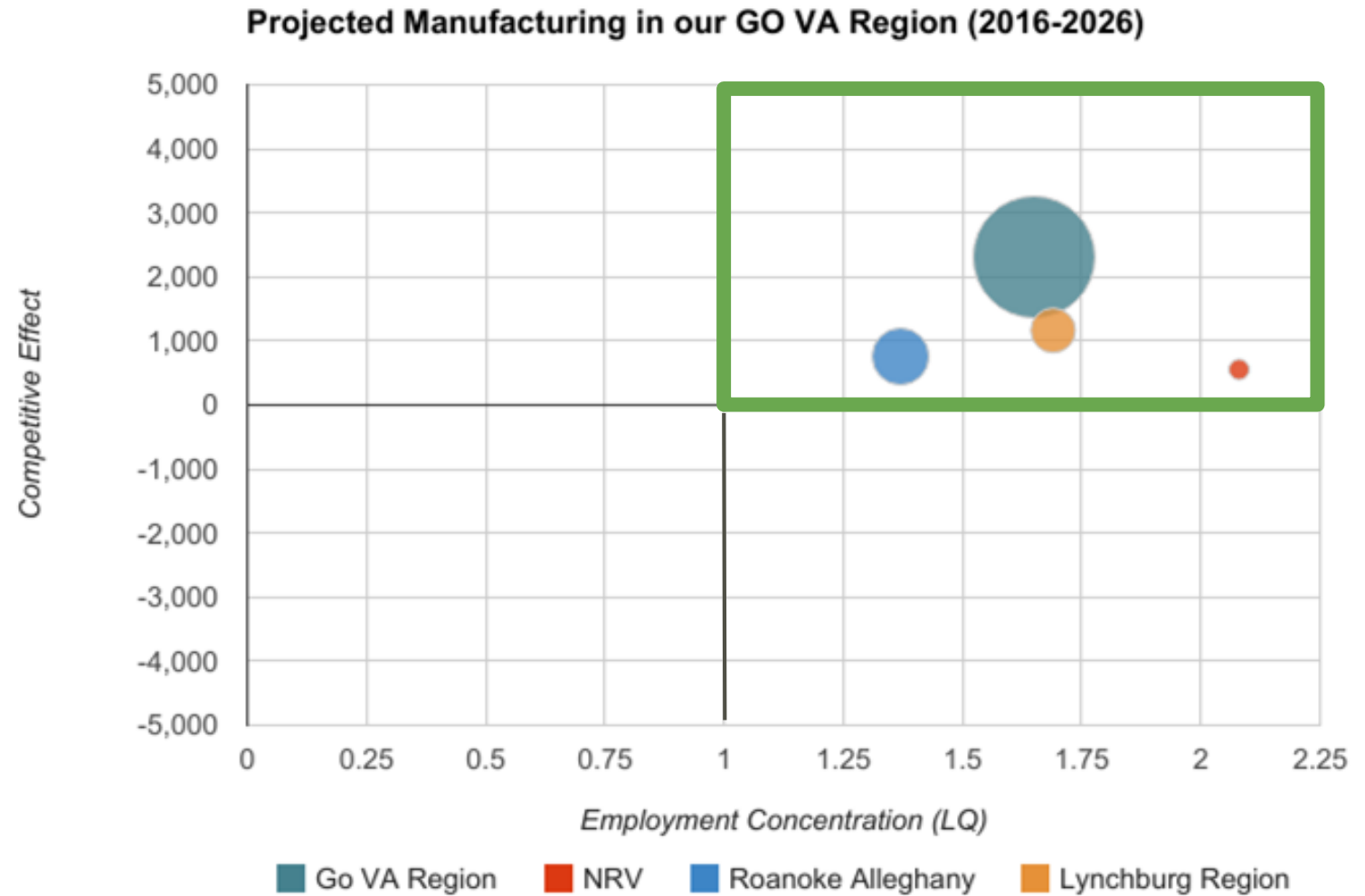
Projected Healthcare in our GO VA Region (2016-2022)



Source: QCEW Employees, Non-QCEW Employees, Self-Employed & Extended Proprietors - Emsi 2016
Class of Worker

Projected Manufacturing

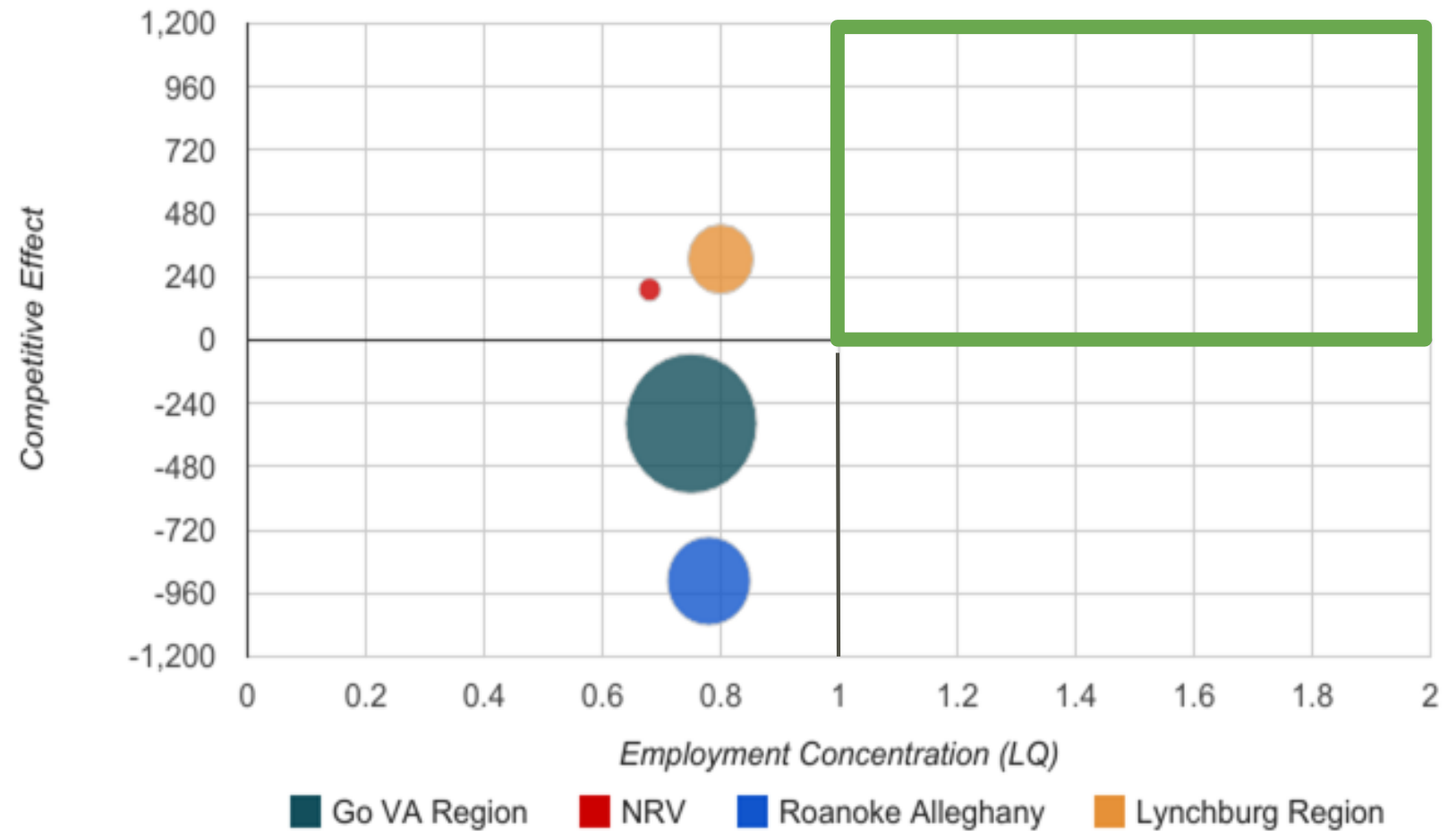
Continued high concentration compared to the national average



Projected Business & Financial Services

Low concentration; Lynchburg and Blacksburg competitive

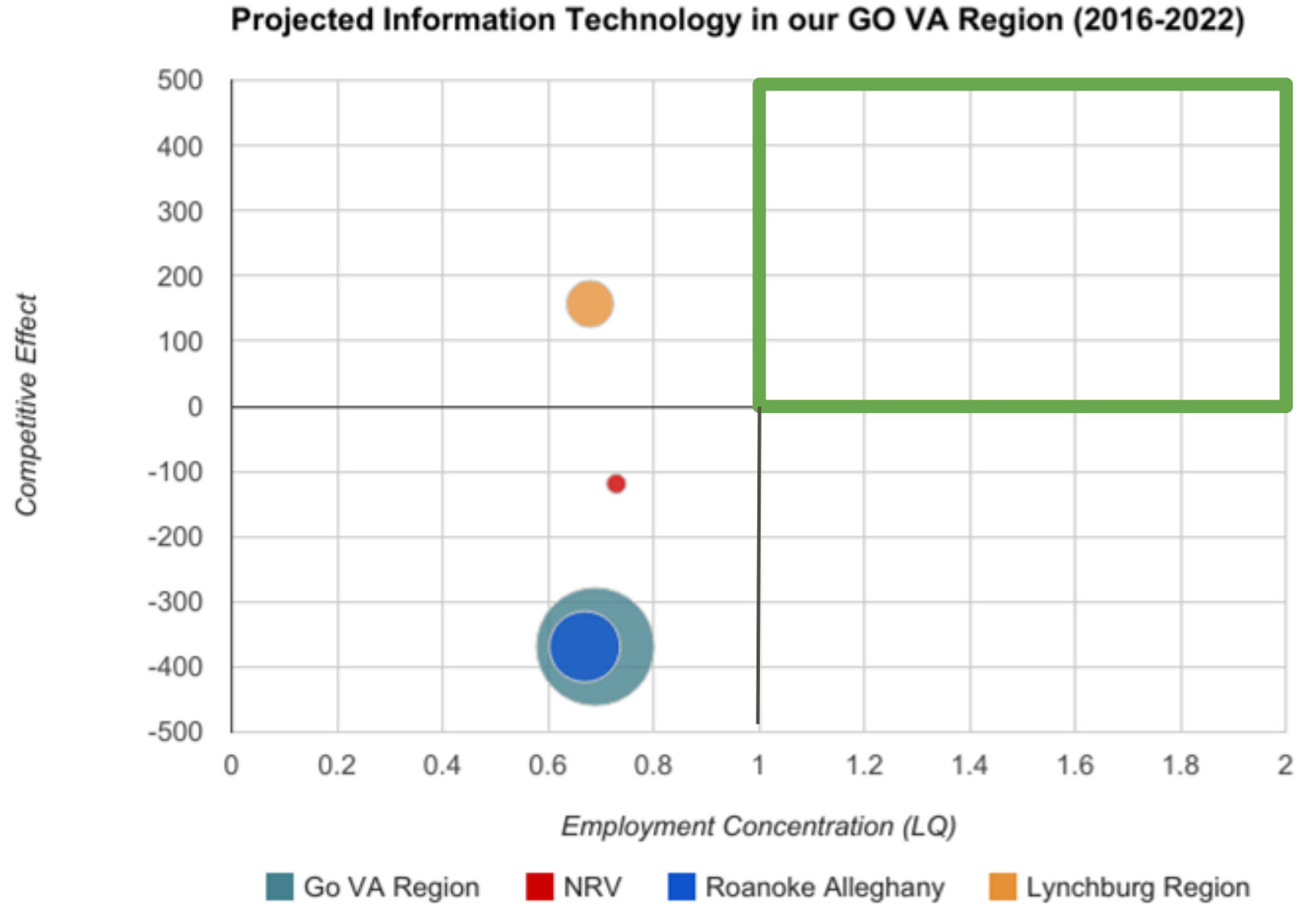
Projected Business and Financial Services in our GO VA Region (2016-2026)



Source: QCEW Employees, Non-QCEW Employees, Self-Employed & Extended Proprietors - Emsi 2016 Class of Worker

Projected Information Technology (Comptia Cluster)

Concentration not yet high;
Lynchburg competitive



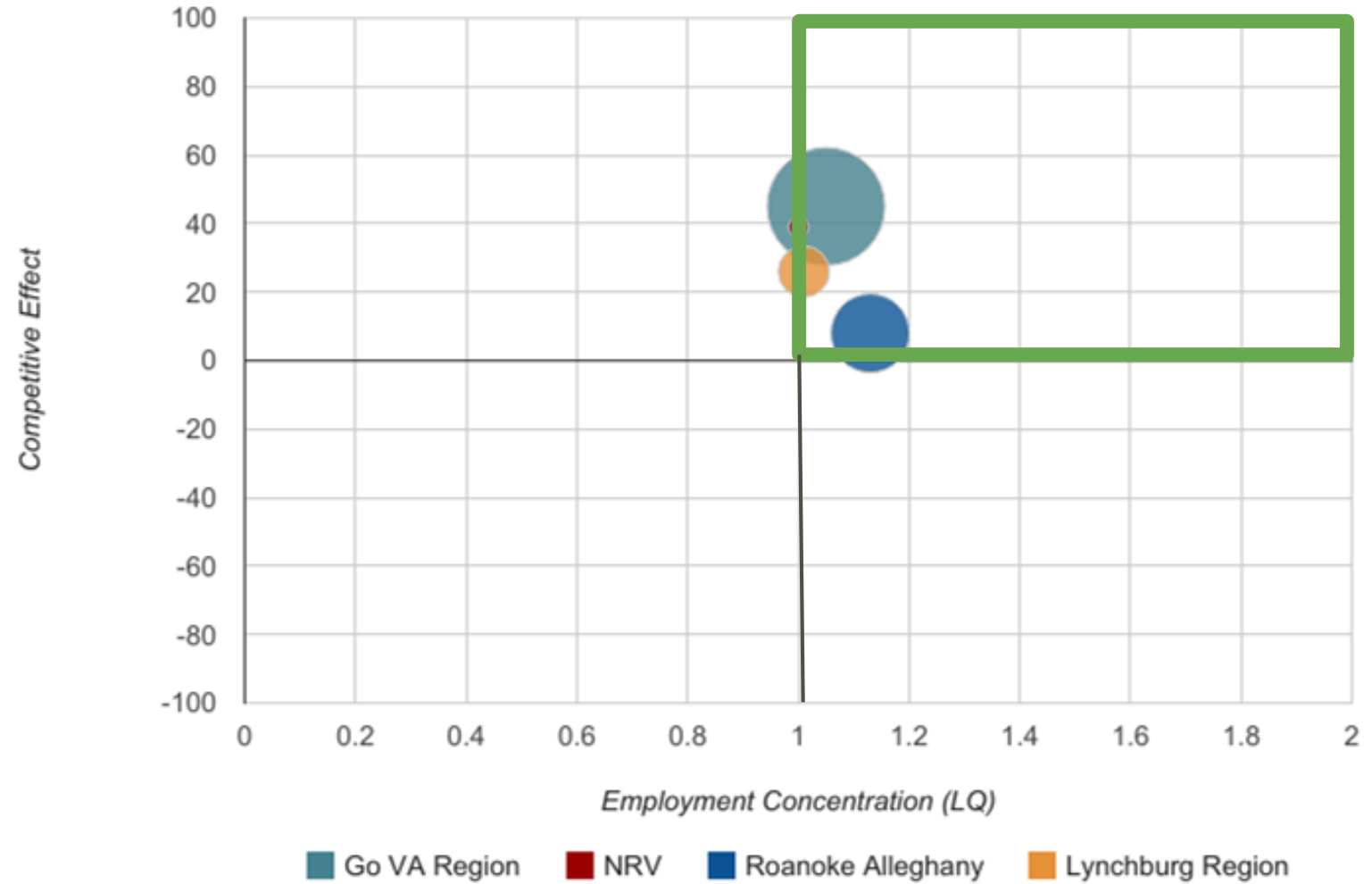
Source: QCEW Employees, Non-QCEW Employees, Self-Employed & Extended Proprietors - EMSI 2016. Class of Worker. Comptia Tech Industry Cluster.

Projected Food and Beverage Processing & Distribution

(Harvard Cluster)

High concentration and competitive individually and as a region

Projected Food and Beverage Processing & Distribution in our GO VA Region (2016-2022)

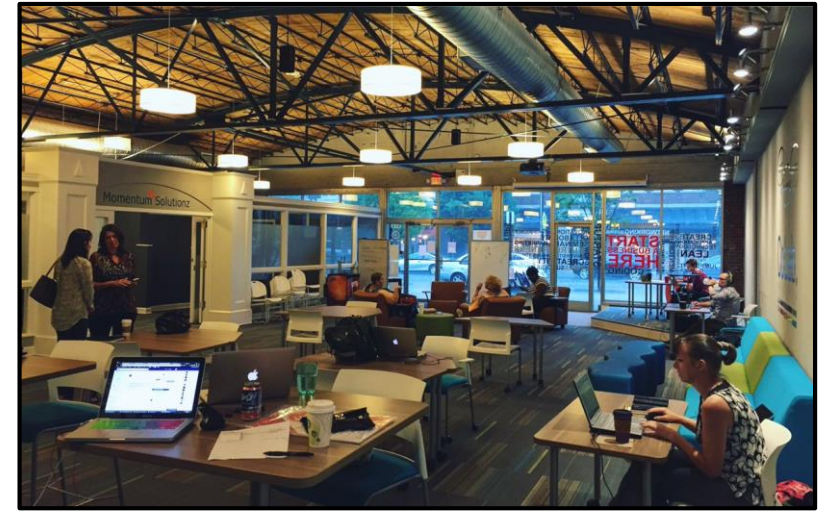


Common Themes



Quality of Life

Business Environment



Infrastructure

Cultural environment



Image credits (clockwise from top left): visitalleghanyhighlands.com, Virginia Velocity Tour (Colab), Appalachian Voices (Floyd Fest), Mont. Co Economic Development (CRC & Airport)

Common Themes



Transportation



Education



Workforce



**Institutional
collaboration**

Image credits: Pexels Stock Photos

Moving Forward

April - July:

Regional Meetings : Lynchburg, NRV, Roanoke
Topical Working Groups : 4 Topics

August - September:

Region II Growth and Diversification Plan

Moving Forward

Funding:

One time grant for Regional Council (planning and capacity building and administration)

Regional funding allocation - @ \$10.9 million

Statewide competitive funding for regional projects-
@\$11.3 million

Moving Forward

Criteria:

- Driven by Growth and Diversification Plan
- High paying jobs & new revenue generation

Potential Projects:

- Scale up of existing businesses
- Credentialing and industry-focused training
- Site development
- Commercialization of R&D
- Startup collaborations (incubators/accelerators)

Contact Us

The Virginia Tech Office of Economic Development

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REGIONAL WORKFORCE DEVELOPMENT PROJECTS

New River/Mount Rogers



Workforce Development Board

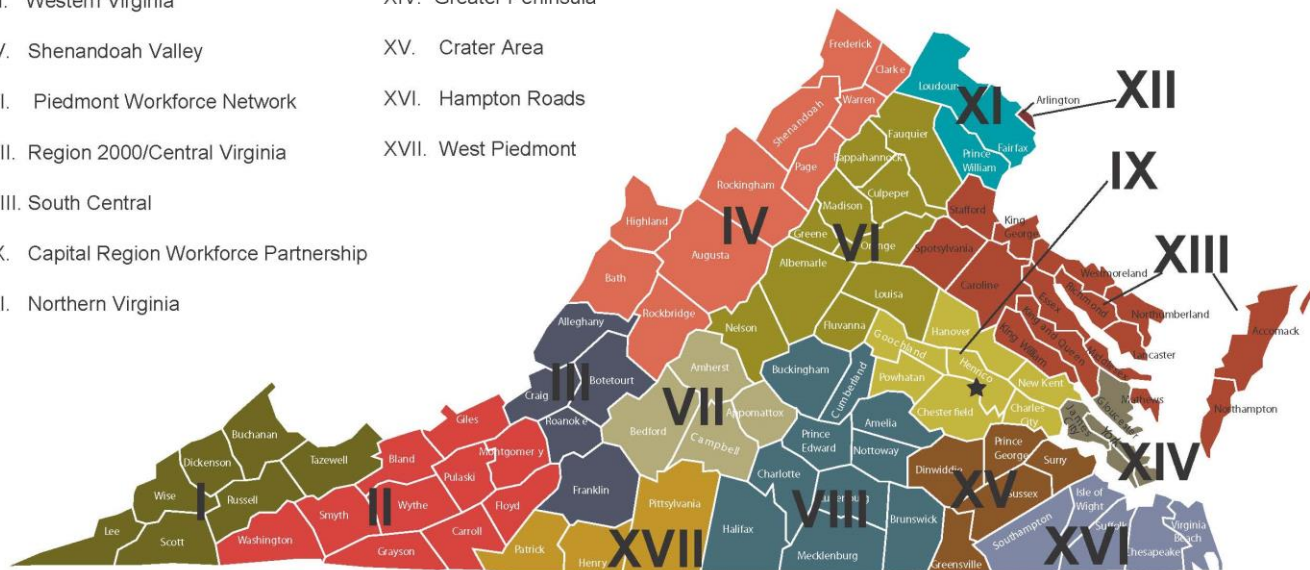
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VIRGINIA WORKFORCE DEVELOPMENT AREAS

- | | |
|--|---------------------------|
| I. Southwest Virginia | XII. Alexandria/Arlington |
| II. New River/Mt. Rogers | XIII. Bay Consortium |
| III. Western Virginia | XIV. Greater Peninsula |
| IV. Shenandoah Valley | XV. Crater Area |
| VI. Piedmont Workforce Network | XVI. Hampton Roads |
| VII. Region 2000/Central Virginia | XVII. West Piedmont |
| VIII. South Central | |
| IX. Capital Region Workforce Partnership | |
| XI. Northern Virginia | |



Virginia Local Workforce Investment Areas

MISSION & VISION

Mission

The New River Mount Rogers Workforce Development Board supports the region's economy through a collaborative approach to meeting needs of businesses and job seekers that is flexible and adaptable to the changing economic ecosystem. And we hold ourselves accountable to all our stakeholders in the region.

Vision

The New River Mount Rogers Workforce Development Board envisions a region where every business has access to a qualified, job-ready workforce and every citizen in the region has the skills needed to secure meaningful employment, competitive wages, and career advancement through an integrated workforce support infrastructure.

REGIONAL CONVENER

The New River/Mount Rogers Workforce Development Board (NR/MR WDB) serves as the convener for the region's workforce system.

In this role the NR/MR WDB:

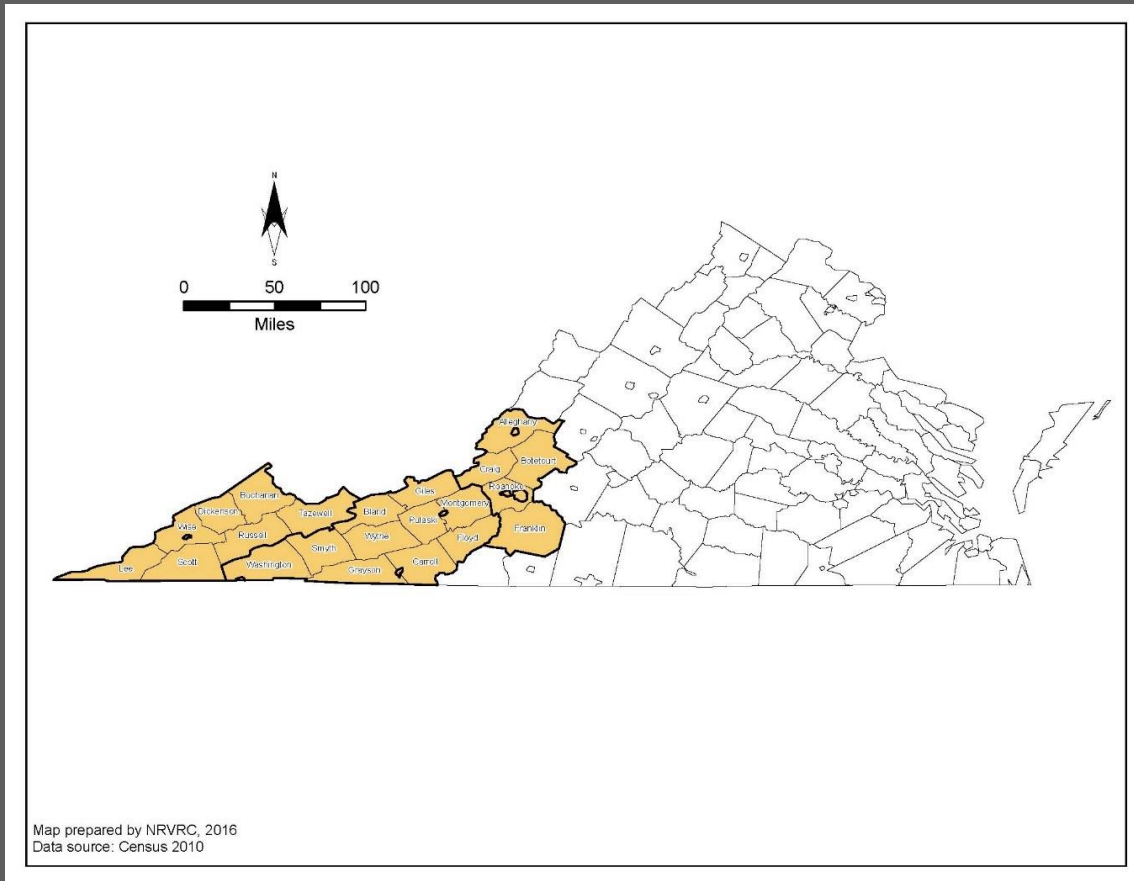
- Coordinates the workforce system partners to seamlessly interface with economic development and the business community.
- Serves as the region's workforce analyst
- Brokers partnerships and systems
- Advocates for workforce programs and initiatives
- Builds capacity for system performance

The Workforce System includes (but is not limited to):

- *K-12 Education systems*
- *Post-Secondary Education/Training providers*
- *Adult Education*
- *Training/Employment Programs offered for special populations*
 - *Veterans*
 - *Unemployed and/or underemployed*
 - *Older Workers*
 - *Workers with disabilities*
 - *Economically disadvantaged*
 - *Youth (ages 14-24)*

REGIONAL RAPID RESPONSE PROJECT

SERVICE AREA



WHAT IS RAPID RESPONSE?

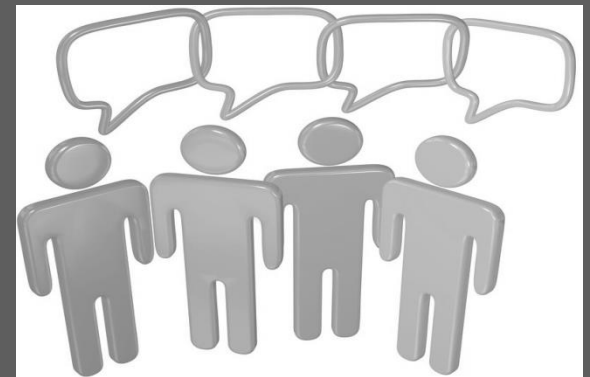
“Rapid Response is a primary gateway to the workforce system for both dislocated workers and businesses. It provides immediate, on-site services for workers and businesses, and works to minimize the impacts of those layoffs...**as quickly as possible.**”

USDOL/ETA, TEN 3-10

DELIVERING RAPID RESPONSE SERVICES

Leveraging existing local contacts

- Ongoing engagement
 - To keep line of communication open
 - To discover Layoff Aversion opportunities
- **Sector Focused**
 - To identify business and workforce needs
 - To develop high quality career pathways
 - To offer job driven solutions



THE LAYOFF AVERSION MINDSET

- Layoff aversion requires service providers to re-orient our worldview — the business is our customer
- If our goal is to prevent or minimize unemployment, we will always look for solutions
- Workforce solutions tailored to the needs of business through a diverse set of partners across the regional spectrum
- Workforce solutions also require creative strategies and activities that remain relevant in a transitioning economy

PERFORMANCE

Plan Performance

- Basic Career Services - 386
- Individualized Career Services - 185
- Training Services
- Job Placement - 95
- Companies Contacted - 60
- Outreach Plan Development
- Industry Specific Job Fairs - 3
- Sector Partnerships - 5

As of March 30, 2017

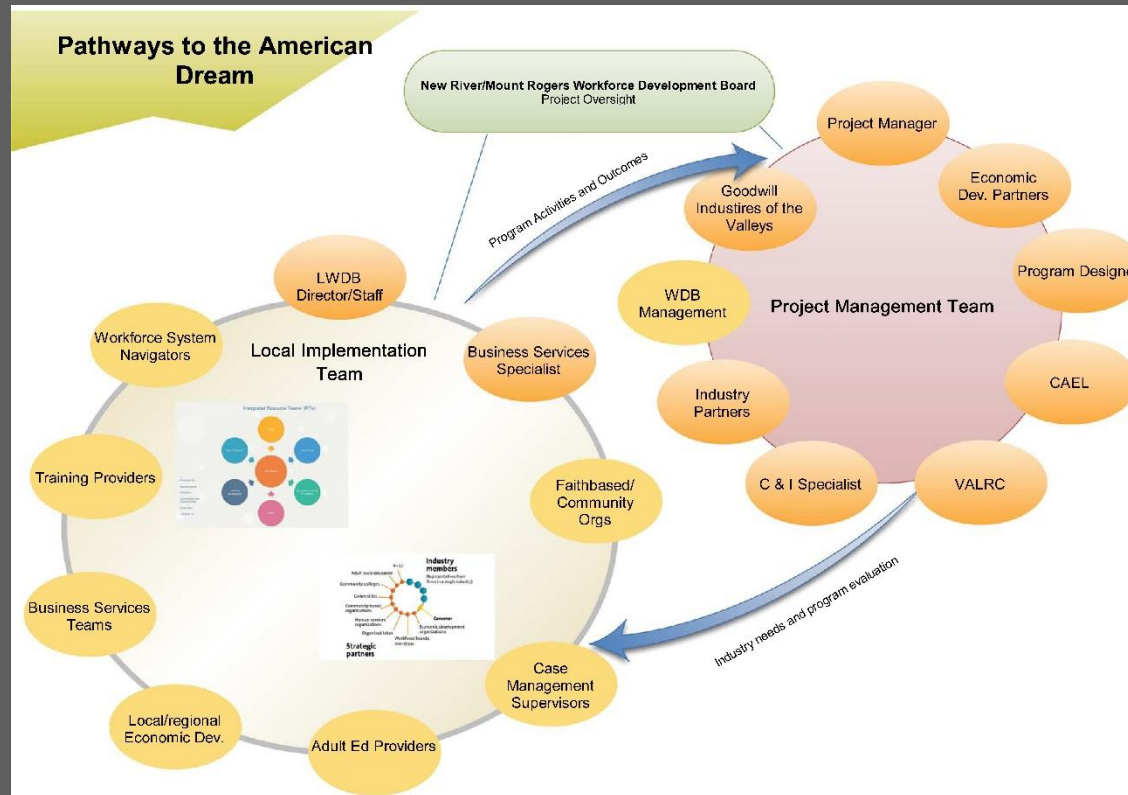
- Basic Career Services - 699
- Individualized Career Services - 418
- Training Services - 104
- Job Placement - 62
- Companies Contacted - 286
- Outreach Plan Development - done
- Industry Specific Job Fair - 5
- Sector Partnerships - 1

PATHWAYS TO THE AMERICAN DREAM PROJECT

GENERAL INFO.....

- Federal: DOL H1B Visa – America’s Promise Grant
- January 1, 2017 through December 31, 2020
- \$6 million
- Required local activities:
 - Create a regional workforce strategy for sector partnerships in manufacturing, healthcare and information technology (IT) industries.
 - Increase interest and opportunities for un- and underemployed adults and incumbent workers to earn skills or credentials in middle- to high-skilled occupations.
 - Develop strategies that increase training and education opportunities for disadvantaged populations.
 - Develop a system for rewarding credit for prior learning
 - Provide evidence-based design data and outcomes so Virginia legislators can adopt policies for sustaining and scaling innovative sector partnership training programs.

MANAGEMENT OF PROJECT



PERFORMANCE

Deliverables

- 1,100 people enrolled in education and training activities
- 935 (85%) complete training activities
- 825 (75%) complete training and receive credential
- 619 (75%) of total un- and under-employed (825) obtain employment
- 248 (90%) of total incumbent workers (275) advance into a new position
- Prior Learning Assessment (PLA) system established through the Council of Adult and Experiential Learning and the Virginia Community College System (VCCS)
- Learning Portal created by project staff, the Virginia Adult Learning Resource Center, and the VCCS
- White paper published depicting best practices

Proposed Impacts

- *On the Individual and Family:* Un/underemployed adults and incumbent workers will have opportunities to develop their skills, earn credentials, increase their earning potential, and prepare for and transition into middle-skilled employment in occupations with social mobility wages.
- *On Business and Industry:* Businesses will have access to skilled employees to remain competitive and grow.
- *On the Economy:* Skilled workers will contribute to the economy and allow the region to capitalize on the development of more value-added industries.

OTHER PROJECTS

POWER / HEART PROJECTS

Partnership for Opportunity and Workforce and Economic Revitalization

Funded by DOL National Dislocated Worker Grant (NDWG) Project, the Workforce Innovation Opportunity Act

January 1, 2016 through June 30, 2018*

\$300,000+ (25% of the funding to serve individuals)

Serve dislocated workers that lost their jobs due to the down-turn in the coal industry.

*just notified of extension due to performance of WDA Program Operator – People Inc.

Heart of Appalachia Economic Transition Project

April 1, 2017 to March 30, 2019

ARC Funding to support ½ Business Services Coordinator (approx. \$50,000)

To connect businesses and manufactures impacted by the decline in the coal industry with new opportunities by leveraging existing resources and providing outreach, analysis and technical assistance.

- *Floyd, Giles & Pulaski*
 - *Business outreach and service plan development*
 - *Network analysis*
 - *Targeted business technical assistance*

DEI/CPID PROJECTS

Disability Employment Initiative

Pilot site in DEI round IV

\$500,000

April 1, 2014-July 30, 2017

Goals/Objectives:

- Enhance the capacity of Virginia Workforce Center services for job seekers with disabilities.
- Increase the number of job seekers with disabilities who access Virginia's One-Stop system.
- Engage businesses to ensure One-Stop services meet their needs to promote employment of job seekers with disabilities and increase employer knowledge, use of effective hiring practices, and accommodations.
- Increase the use of the Employment Networks within the One-Stop system to increase access and use of the Ticket to Work program to serve jobseekers who receive Social Security disability benefits.

Career Pathways for Individuals with Disabilities

DARS and DBVI are collaborating to develop and implement ways to enhance Virginia's existing regional career pathways systems to serve individuals with disabilities, including young adults and veterans. The New River/Mount Rogers Workforce Area is a part of this initiative .

October 1, 2016 through September 30, 2017

Approx. \$30,000

Targeted Outcomes for individuals in the program:

- Assessments to ensure aptitude/interest/ability in Advanced Manufacturing career paths
- MT1 Certification
- OSHA 10 Certification
- CRC Silver (or higher)
- Other potential credentials/training to be identified

* Possible additional year for IT career pathways

QUESTIONS?

Contact:
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