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# CLEO & PWDB Quarterly Meeting

## December 17, 2024



# Combined Quarterly CLEO & PWDB Meeting

December 17, 2024 ~ 3:00-4:30 PM

# Agenda

[Zoom Link Here](#)

Meeting ID: 555 677 5434

Passcode: VCW2023



**VIRGINIA  
CAREER WORKS**

PIEDMONT REGION

Agenda Item	Presenters
<b>Call to Order</b>	Ann Mallek/Annette Hyde
<b>Roll Call/Determine of Quorum</b>	Stephanie McNamara
<b>Opportunity for Public Comment*</b>	Ann Mallek/Annette Hyde
<b>CLEO Items Requiring Approval</b>	Ann Mallek
September 2024 Meeting Minutes	
New Board Members	
Executive Committee Updates (No Vote Needed)	
<b>PWDB Items Requiring Approval</b>	Annette Hyde
September 2024 Meeting Minutes	
New ETPL Program and Provider	Stephanie McNamara
<b>Financial Updates</b>	Ti-Erra Elam/Sarah Morton
<b>Partnership Showcase</b>	
Germanna Community College	Dana Cook
Jobs Plus, Charlottesville Redevelopment Housing Authority (CRHA)	Jennifer Mammi
<b>Director's Report</b>	Sarah Morton
<b>Provider Presentation</b>	
Rappahannock Goodwill Industries (RGI)	Marty Bywaters-Baldwin
<b>Committee Updates</b>	
Business and Education Outreach	Gary Spry
Strategic Planning	James Tsikerdanos
Programs	John Baldino
<b>Adjourn</b>	Ann Mallek/Annette Hyde

Americans with Disabilities Act: In accordance with the Americans with Disabilities Act, the PWDB will make reasonable efforts to accommodate persons with qualified disabilities. If you require an accommodation, please contact Sarah Morton, EO Officer at smorton@vcwpiedmont.com | (434) 290-0026 | TDD/TTY Dial 7-1-1 Toll-free. Requests for assistance should be made at least three business days in advance of the meeting.

# Public Comments

## **VIRGINIA CAREER WORKS – PIEDMONT REGION COUNCIL AND WORKFORCE DEVELOPMENT BOARD MEETING PUBLIC COMMENT FORM**

Virginia Career Works – Piedmont region Council and Workforce Development Board meeting. Please email as an attachment to [smorton@vcwpiedmont.com](mailto:smorton@vcwpiedmont.com) with the subject line “VCW-P CLEO and PWDB Comments.” Submissions will be accepted until 7 AM on the day of the meeting.

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Email: \_\_\_\_\_

Comments in the area below:



# CLEO – Items Requiring a Vote:

- September 2024 Meeting Minutes
- New Board Member Approval
  - Raye Elliott, FLIPP, Inc.
  - Tony Williams, Zenith Firearms
  - Rick Forsythe, Afton Scientific
  - Matt Brown, MJB Consulting
  - Ray Battani, Colonial Webb

# CLEO – Update

- Executive Committee Meeting Updates (No Vote)

# Board Items Requiring a Vote:

- September 2024 Meeting Minutes
- New ETPL Provider
  - FLIPP, Inc.
- New ETPL Program
  - Installing & Designing PV Systems, Solar Certification Training

# Financials



**VIRGINIA**  
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# Partnership Showcase

Dana Cook  
Germanna Community College

**GERMANNA**  
COMMUNITY COLLEGE



PIEDMONT REGION



## Building Construction Pathways Access (BCPA)

*Presented to*  
Virginia Career Works-Piedmont Region  
Workforce Development Board

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DANA COOK

GERMANNA COMMUNITY COLLEGE

## 2

# Overview of BCPA



- *Mission:* To address workforce gaps in the construction sector by providing training in electrical and plumbing trades.
- *Region:* Northern Virginia counties (Caroline, Culpeper, King George, Madison, Orange, Spotsylvania, Stafford, and Fredericksburg City).
- *Focus on Accessibility:* Over 50% of the service area is rural, highlighting the need for local, accessible training opportunities

### 3 | Why This Project? Labor Market Needs

*Virginia Construction Industry Demand: 173,823 new workers needed by 2032 (Virginia Works, 2022).*

*Electricians and Plumbers: High-growth fields with projected Virginia employment by 2030:*

- **Electricians:** 23,040 workers
- **Plumbers:** 15,460 workers

*Job Growth Rates:*

- Electricians: 4% in Virginia (higher than national average of 2%)
- Plumbers: 6% in Virginia (higher than national average of 4%)

## 4 Strategic Alignment

*Investing in America Agenda: Focus on in-demand infrastructure sectors.*

*Stackable Credentials: Programs lead to industry-recognized certifications to promote career advancement.*

*Dual Workforce Development Areas:*

**Piedmont Workforce Development Board  
(Culpeper, Madison, Orange)**

**Bay Consortium Workforce Development Board  
(remaining counties)**

# 5

## Equity & Access

- *Improving Equity:* BCPA will address barriers faced by low-income students.
  - Increase access to workforce training in electrical and plumbing through mobile training units.
  - Mobile units include required tools and supplies to deliver training directly to students.
- *Current Gaps:*
  - Electrical pathway available at only 3 of 5 GCC campuses.
  - Plumbing pathway available at only 2 campuses.
  - 3 participating high schools do not offer these pathways in CTE programs.



# 6

## Equity & Access--Barriers

- *Financial*: Low-income persons less likely to obtain credentials due to tuition and transportation challenges.
- *Transportation*: No services to offset transportation costs in Virginia.
  - Public transportation limitations, especially in rural areas.
  - GCC campus transit stop distances: 0.2 miles (2 campuses), 0.5 miles (1 campus), 1 mile (1 campus), and 4.5 miles (1 campus). (Civic Maps, 2021)



## 7 | Economic Context

*Low-Income Demographics:* Service area has a high proportion of low-income residents.

Per capita income lower than state average (except Stafford County).

Madison County and Fredericksburg City median earnings below national median.

5 counties have worker median earnings below state median.



*Addressing the Equity Gap:* Mobile units can eliminate transportation barriers and expand access to training, thereby closing equity gaps.

## 8 Grant Goals & Objectives

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*Increase Skilled Workforce Supply:* Train electricians and plumbers to meet regional and state demand.



*Expand Access to Training:* Provide programs that address rural barriers to education.



*Collaborate with Employers:* Align training with current and future industry needs.



*Support Economic Growth:* Enhance the local economy by filling high-demand jobs with skilled workers.

9

## Projected Impact

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*Participants:* Estimated 1500+ trainees in electrical and plumbing programs over the course of 48 months.



*Employer Engagement:* Partnerships with local construction firms and unions.



*Community Impact:* Improved employability and earning potential for residents in rural and urban areas.



*Regional Growth:* Addressing labor shortages to support infrastructure projects and economic development.

# Partnership Showcase

Jennifer Mammi  
Charlottesville Redevelopment  
Housing Authority







## **CRHA Awarded Workforce Grant “Jobs Plus” from HUD in 2024**

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Charlottesville  
Redevelopment and  
Housing Authority (CRHA)  
awarded HUD grant in July  
of 2024 with a launch  
date of February 2025.





# Place-Based Program in Westhaven

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- Employer linkages
- Job placement and counseling
- Educational advancement
- Financial counseling



# Three Core Components

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1. Employment-Related Services
2. Financial/Rent Incentive – Jobs Plus Earned Income Disregard (JPEID)
3. Community Support for Work





## Financial/Rent Incentive – Jobs Plus Earned Income Disregard (JPEID)

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To incentivize work, participant baseline earned income will not change for up to 48 months or the duration of the grant term, whichever period is sooner.





# Eligibility

**48**

**Months**

Program Duration

**18-64**

**Age**

Target Audience

**2024**

**Year**

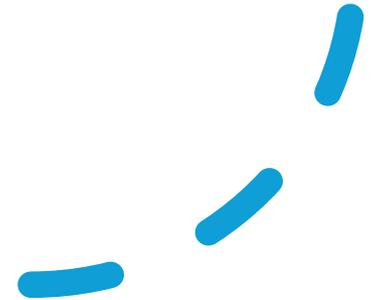
Grant Awarded

## **Residency –**

1. Must be a current resident of CRHA's Westhaven community .
2. Must be in good standing with rent.

## **Age Range –**

Participants must be between the ages of 18-64.



# Program Goals- Year 1

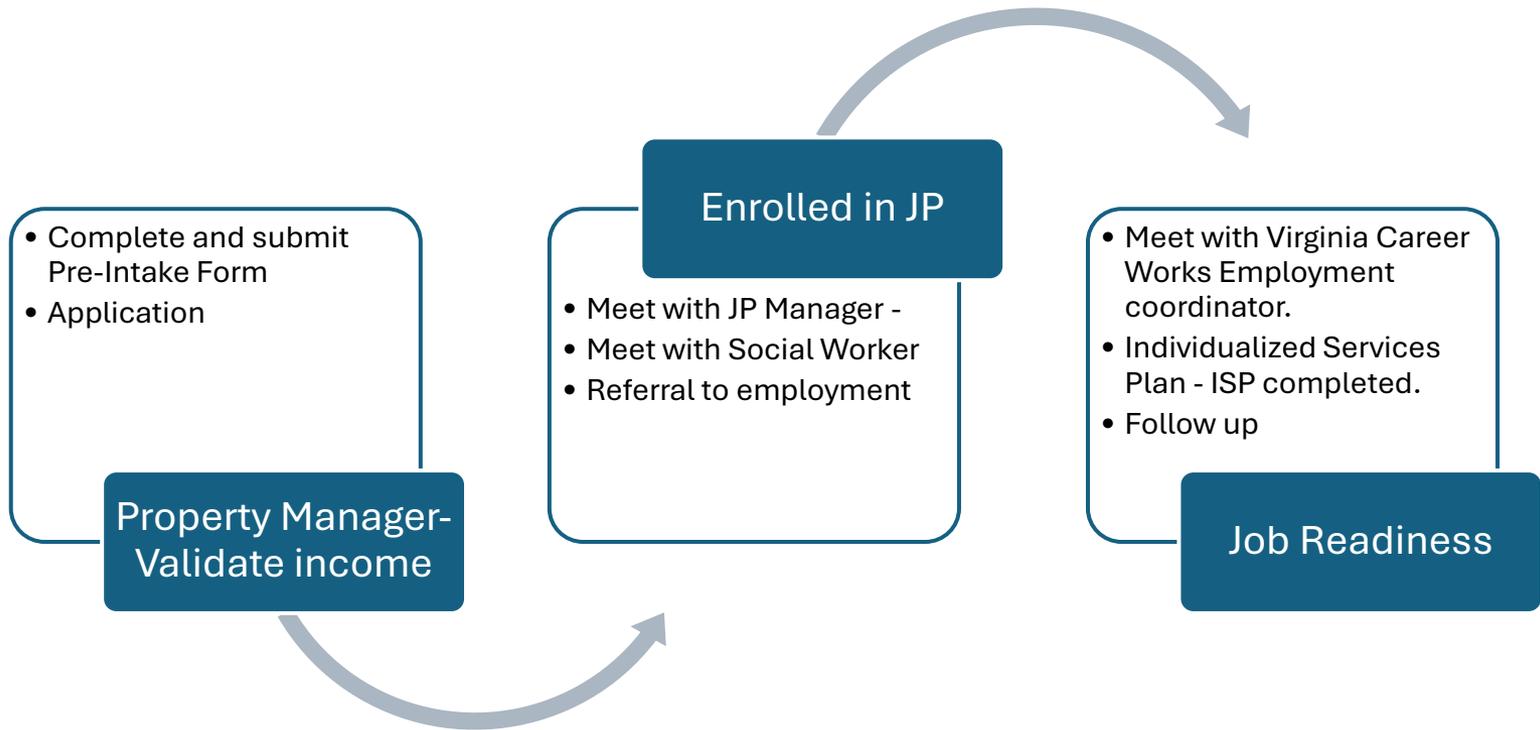
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- Goal of Individuals Enrolled in JPEID- 106
- Goal of Individuals Assessed -100
- Goal of Individuals provided with one or more Post-Assessment Services-90





# Process





# Staff





# Community Support for Work



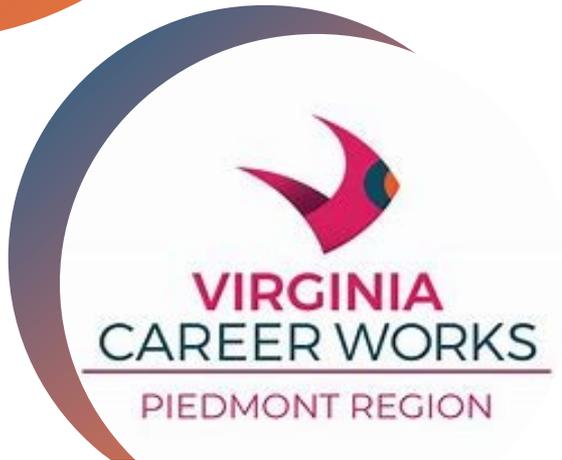
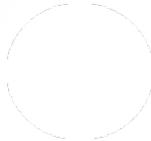
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Success Coaches



# Job Training and Skill Building





# Enhanced Partnership

- A Virginia Career Works navigator will be at Westhaven a minimum of 10 hours a week to provide a helping hand. CRHA is proud to take our partnership with VCW to the next level!



## Other Employment-Related Services and Partnerships

- Network2Work
- PHA FOC
- PHAR
- WellAware
- Westhaven Cares
- City
- City Church
- Atlantic Union Bank



Based on the needs assessment, the most pressing needs reported are:

- **Financial Literacy:** We will collaborate with the Financial Opportunity Center (FOC), who specializes in providing Financial Literacy Counseling and Coaching. Partnership with the Atlantic Union Bank will provide additional Financial Literacy Programs. The Fountain Fund similarly provides Financial Literacy Programs, with the specialty in aiding those formerly incarcerated.
- **Legal Aid:** We will collaborate with Public Housing Association of Residents (PHAR), who specializes in providing Legal Aid and Resident Advocacy, Tenant Law and Record Expungement Assistance. The partnership with Fountain Fund will provide access to the Legal Aid Justice Center for additional legal aid services. Our partnership with Network2Work will provide additional capacity for legal assistance referrals.
- **Childcare Assistance:** We will collaborate with Public Housing Association of Residents (PHAR), who will leverage the PHAR Youth Program to provide youth activities and mentorship during work hours. Partnership with the City of Charlottesville Department of Human Services will provide additional assistance through The Community Attention Youth Internship Program and Teens GIVE Programs.

# Community Partners

Organization	Service	Commitment	Match Amount
Atlantic Union Bank	financial counseling	20 participants x \$300 per person x 4 yrs	\$24,000
Network2Work	employment services: job search, training resources, childcare assistance, legal assistance	job/training for 17: \$21,240; Childcare referrals for 20: \$25,600; Legal assistance for 16: \$19,200	\$66,220
PHA FOC	employment assistance, financial counseling, housing navigation and tenant advocacy	Employment for 15: \$33k; Financial for 18: \$25.2k; Housing navigation and advocacy: \$18k	\$18,000
PHAR	in-kind assessing resident services, community education and outreach, program development and oversight	individual resident services: \$50,400; resident leadership development: \$50,400; Community education and outreach: \$50,400; Participation in program development and oversight: \$48,800	\$200,000

# Community Partners, Con't

WellAware	healthcare resources, transportation for medical and dental appts	staff time: 12hrs/wk - \$52k; transportation for 15: \$6k		\$58,000
Westhaven CARES	nurse consultations; referrals and resources	consultations: 15hrs/wk - \$124,800; referral and resources: \$12hrs/wk - \$92,352		\$12,480
City	public housing redevelopment			\$3,000,000
	CSRAP for JPEID rent offsets			\$900,000
City Church	transport for interviews and appts, behavioral health supports	transit: \$2,800; behavioral health: \$36k		\$38,800
Piedmont Workforce Development Board		job developers and case managers		



Job Plus is not just about getting a job, it is about building a career and pathway to self sufficiency.

Jennifer Mami

Job Plus Program Manager

Email: [mammij@cvilleerha.com](mailto:mammij@cvilleerha.com)

Phone: 434-235-1939

# Director's Report



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# Provider Presentation

Rappahannock Goodwill Industries

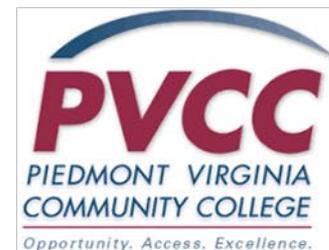
Marty Bywaters-Baldwin, Chief Mission Officer



# Success Story: Fatimah – Diagnostic Medical Sonography

Success Story:  
Fatimah – Diagnostic Medical Sonography

WIOA & Center Operator Update



# VCWP Dashboard - Year-to-Date

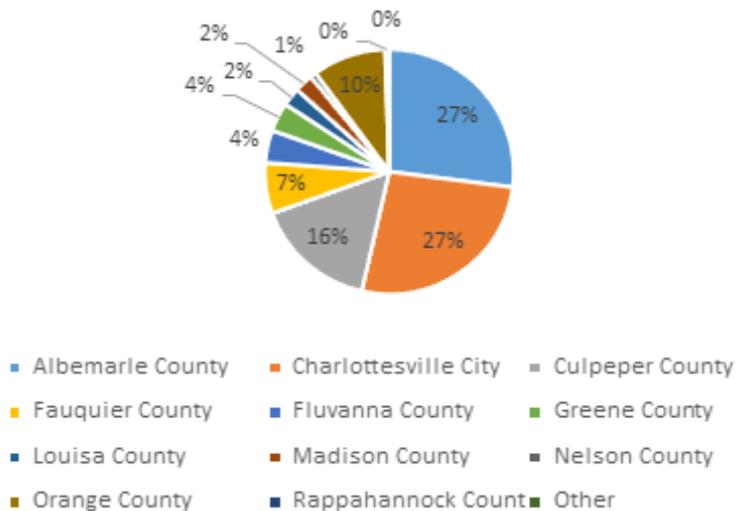
All comparisons to PY23 baseline year

**People Served/Mo.**  
**631**/mo ↓  
 - 14% v. PY23 (734/mo.)

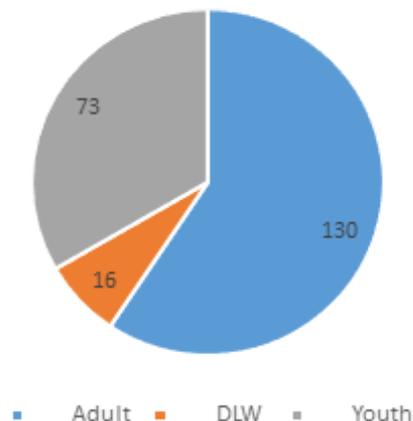
**Job Placements/ Mo.**  
**62**/mo ↓  
 -19.4% v PY23 (77/mo.)

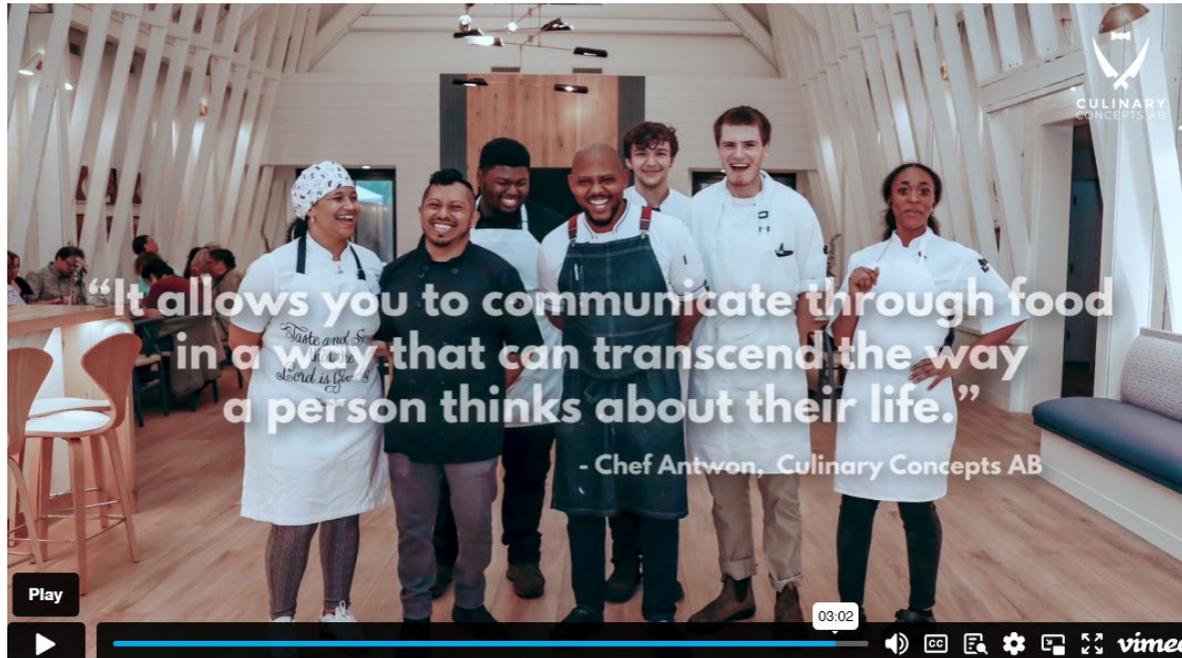
**WIOA Participants YTD**  
**219** ↑  
 +3.79% PY23 (211 ytd)

Job-seekers Served by VCWP Centers



WIOA Participants- Area 6





## Pd10 Updates

### VCW Charlottesville One-Stop Stats:

From July 2024 – present:

- **1500** Job-Seeker Visits
- **182** Job Placements
- **95** WIOA Participants in Training
- **99** Businesses Served
- **45** Hiring Events

[Here is a link to the video](#)



## Pd9 Updates

- Fauquier & Rappahannock County Access:
- Rappahannock Food Pantry Partnership
- Spring 2025 High School Workforce Summit with Fauquier Chamber
- Laurel Ridge Interview & Resume workshop for Trades students



Marty Bywaters-Baldwin  
[marty.baldwin@fredgoodwill.org](mailto:marty.baldwin@fredgoodwill.org)



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# PWDB Committee Reports

## **Business and Education Outreach**

Gary Spry

## **Strategic Planning**

James Tsikerdanos

## **Programs**

John Baldino



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# Thank You!

## Mark Your Calendars...

### Next Meeting

- March 18, 2025, 3:00-4:30 PM, Location TBD

