

Community-Based Job Training Grants

Piedmont Virginia Community College

Grantee: Piedmont Virginia Community College (PVCC)

Industry Focus: Construction

Key Partners: Associated General Contractors of Virginia, 5 employers, Piedmont Workforce Network, Charlottesville-Albemarle Technical Education Center, Central Virginia Small Business Development Center, Charlottesville Department of Social Services, International Rescue Committee, and the Charlottesville Redevelopment and Housing Authority

Grant Amount: \$1,479,497

Leveraged Amount: \$227,160

Location of Grant Activities: Virginia

Challenge: At a construction industry forum held at Piedmont Virginia Community College, construction industry leaders and representatives identified labor shortages and detailed their top three challenges as lack of qualified English speaking workers, lack of skilled craftsmen, and lack of qualified field superintendents. Additionally, the three skill areas in greatest demand for incumbent workers are problem-solving, management, and schedule management. In the next five years, the top challenge facing the construction industry in this low unemployment region will be recruitment and retention.

Addressing the Challenge: PVCC will expand its Construction Academy into a comprehensive training facility, offering a career ladder/lattice extending from construction occupation awareness activities through entrepreneurial and business management courses. The Academy will sponsor an annual Construction Rodeo competition and recruitment event, offer free pre-apprenticeship training, and build capacity by locating and equipping a first-rate facility and designing and launching the following new programs: nationally recognized certification testing for specialty trades, construction team leader certificate program, a for-credit supervisor certificate program, entrepreneurial certificate program, and green build certificate program. The pre-apprenticeship certificate program targets low-wage workers, unemployed adults, out-of-school youth, ex-offenders reentering the community, and refugees and immigrants. Also, as part of capacity building, a Construction Student Liaison will work individually with students to facilitate the early resolution of issues impeding success, connect students to industry, and provide consistent, career-specific, and personalized guidance.

Projected Outcomes:

- The program implementation will result in 255 new helpers entering the workforce and 565 incumbent workers obtaining training to advance their careers
- Establish and equip a new program facility
- Implement a one-year team leader certificate program in the second half of the first year based on curriculum purchased from Associated General Contractors of America leadership seminar series, and a for-credit supervisor certificate program

