



VIRGINIA CAREER WORKS

WORKFORCE INNOVATION AND OPPORTUNITY ACT PROGRAM YEAR 18
ANNUAL REPORT

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I. ACKNOWLEDGEMENTS

This year's WIOA Annual report is dedicated to the workforce development professionals who strive every day to design and cultivate a service delivery system driven by the needs of both jobseekers and businesses.

INTRODUCTION NARRATIVE

As a workforce system partner and the Commonwealth of Virginia's State Administrative Entity for the federal Workforce Innovation and Opportunity Act (WIOA) Title I funds, the Virginia Community College System (VCCS) is pleased to submit the WIOA Title I Program Year 2018 Annual Report.

For Program Year 2018 (PY18), Virginia's Title I program continued to focus on implementation of the WIOA Combined State Plan, strengthening workforce partnerships, collaboration with a more specific focus on cross-agency systems integration, and achieving meaningful outcomes for our customers. WIOA Title I programs effectively served over **7,131 Virginian's through Adult, Dislocated Worker and Youth programs. Virginia's Rapid Response team provided services to a total of 122 WARN notices and Non-WARN information that impacted over 8,720 workers. In addition, over 17,835 Virginia businesses benefited from WIOA services (4,655 of the 17,835 businesses were served by WIOA Title I programs).**

Virginia's workforce development system saw several major developments during PY18. The spring of 2019 brought the implementation of Virginia's Career Pathways and Sector Strategies Academy. The Academy provides workforce professionals in Virginia an opportunity to gain certifications by developing a better understanding of Virginia's workforce development system and effectively communicating and implementing career pathways and sector strategies to better serve individuals and businesses. Virginia moved toward completion of the Virginia Career Works Portal, which integrates several technology systems serving all

WIOA Title programs. Virginia achieved agreement regarding data sharing among all four WIOA Titles program administrators through the execution of a Memorandum of Understanding and establishment of a data trust governance team lead by the Governor's Chief Data Officer. The agreement and governance team will enable implementation of the Portal and, more importantly, lead to a single point of entry for services as well as provide a dashboard that informs decision makers on improving the service delivery.

Major Highlights of How WIOA Title 1 Strengthened Virginia's Workforce System in PY18

Continued work of state level business services team: The Virginia Business Solutions Team began meeting in PY18 after receiving technical assistance from Massachusetts. The team was formalized through the construction of a team charter and subcommittees were created to address specific areas of business services. Current sub-committees include Data Analysis, Marketing, Sector Strategies, and Training Development.

Managed Discretionary Grants: The WIOA Title I Administration team managed more than \$16.6 million in discretionary grants in PY18 from the U. S. Department of Labor including the following: Disability Employment Initiative Round VIII, Workforce Innovation Fund-Virginia Financial Success Network, and Reemployment and System Integration.

Certified One-Stop/American Job Centers: The One-Stop Certification Process ensures consistency and quality standards across American Job Centers. The WIOA Title I Administrator led a cross-agency, multi-partner team in conducting on-site and desk reviews to validate the Local Workforce Development Board One-Stop certifications. A total of 15 comprehensive centers and five affiliate centers were reviewed by the validation team in PY18, and the remaining 32 centers will be reviewed in PY18. WIOA Title I supports the operation of 52 American Job Centers, including 17 Comprehensive Centers and 35 Affiliate Sites across Virginia's 15 local workforce development areas.

Continued Partnership and Collaboration: The administrators of the programs under the 4 Titles of WIOA and the leadership of the Department of Social Services which administers the TANF and SNAP programs, continued their work of collaboration to address workforce system challenges and identify opportunities for improving the service delivery through partnership initiatives. Their work together lead to the development of an initiative supported by the Governor's Workforce Advisor, to serve the out of work population by announcing a grant opportunity, funded by Governor's WIOA Title I state set-aside funds. The eligible entities are for local workforce development area WIOA Title I grant recipients and will focus on service delivery through innovative strategies developed through stronger partnerships, with a specific focus on partnerships with TANF and SNAP program services at the local level. The strategies and service delivery model proposals must indicate innovative and non-traditional approach to service delivery.

Weldon Cooper – Out of Work Study The Virginia Board for Workforce Development prioritized dual and complementary strategies that address the workforce needs of employers as well as the needs of those Virginians out of work. This study addresses the latter by examining the characteristics of out-of-work Virginians with particular attention to those who are out of work as a result of being unemployed or not being in the labor force (meaning neither having a job nor looking for one).

Data from the 2012-2016 American Community Survey¹ shows that 650,000 Virginians, ages 16-64, are jobless; a quarter of them are unemployed but looking for a job; and the remaining three-quarters are not in the labor force. Understanding this sizable population is a worthy endeavor, and this study found two striking characteristics:

1. Low education is a powerful determinant for being out of work. People with less than a high school diploma are three times more likely to be out of work than those with a college degree or more.
2. Labor force participation rates among young people (ages 16-34) have been steadily declining.

The full report can be found here: https://demographics.coopercenter.org/sites/demographics/files/FullReport_VBWD_OWW_UVACooperCtr.pdf.

Overall, Virginia's WIOA Title I Program has had a successful PY18 in terms of meeting WIOA Title I performance measures and implementing WIOA Title I programs.

II. APPROVED WAIVERS

Identify each waiver that the state has had in place for at least one program year and provide information regarding the state's progress toward achieving the goals and performance outcomes in ET A's letter of approval for the waiver (sec 189(i)(3)(C)(ii)) and outlined in the state's waiver request (when applicable). Discuss how activities carried out under each approved waiver have directly or indirectly affected state and local area performance outcomes. To the extent possible, provide quantitative information.

In accordance with the Secretary of the U.S. Department of Labor and the guidance from [TEGL-5-18](#), the Commonwealth of Virginia received two waivers for Program Year 2018.

- Eligible Training Provider Performance for Non-WIOA Students
- Out-of-School Youth 75 Percent Expenditure Requirement

III. EFFECTIVENESS IN SERVING EMPLOYERS

Identify the two approaches the state has chosen for the Effectiveness in Serving Employers performance indicator pilot. If the state is piloting a state-established measure of Effectiveness in Serving Employers, or has any other metrics to assess employer engagement, describe the measure or metric as well.

The Commonwealth of Virginia selected the Effectiveness in Serving Employers pilot measures of Retention with the Same Employer and Employer Penetration Rate. The total result of the joint efforts of the WIOA funded programs yielded the following results:

- Retention with the Same Employer: 58.3%
- Employer Penetration Rate: 6.7%

The Virginia Board of Workforce Development (VBWD) approved VBWD Policy #403-01: Business Services Requirements in October 2017. The new policy establishes a State Business Services Team, in which state workforce program leaders and other stakeholders collaborate to enhance services provided to Virginia businesses.

In PY18 Virginia requested assistance from Massachusetts, through their technical assistance grant provided by DOL-ETA, to coordinate a state level business solutions team focused on moving business solutions provision forward in a strategic way across agencies. Once the team was formed, four sub-committees were created and recruitment from local business services providers across agencies and the state were selected to participate on committees. The four committees are: Marketing, Training and Development, Data Analysis, and Sector Strategies. Each committee selected strategic goals and began pursuing these goals starting in June of 2019.

The data collection on employer services, which included activities supported by WIOA funded programs and other non-WIOA funded workforce programs, provided the following results:

- 23,924 unduplicated businesses were served;
 - This number represents approximately 8.8% of the total employers in the Commonwealth.
- Workforce Recruitment Services were the most common type of service delivered;
- The top three types of businesses served by North American Industry Classification Systems (NAICS) were:
 - 31-33: Manufacturing
 - 62: Healthcare and Social Assistance
 - 54: Professional, Technical, and Scientific Services
- 70% of the businesses served employed less than 250 individuals by establishment.

IV. STATE EVALUATION ACTIVITIES AND RESEARCH PROJECTS

Include brief descriptions of: (a) current or planned evaluation and related research projects, including methodologies used; (b) efforts to coordinate the development of such projects with WIOA core programs, other state agencies and local boards; (c) a list of completed evaluation and related reports and links to where they were made accessible to the public electronically; (d) State efforts to provide data, survey responses, and timely site visits for Federal evaluations; and (e) any continuous improvement strategies utilizing results from studies and evidence-based practices evaluated.

VIRGINIA'S CURRENT OR PLANNED EVALUATION AND RELATED RESEARCH PROJECTS

Virginia created FastForward to bolster its workforce and make it easier for individuals to access careers by offering a low-cost training option. FastForward is a short-term workforce credential program to train Virginians for top, in-demand jobs across the Commonwealth. Most programs take between six and 12 weeks and are built so students can get their education while they work. In addition, these program offerings are quite attractive to people who seek training aimed at earning industry-recognized certifications and licenses for 40 different occupations. FastForward Coaches at Virginia's Community Colleges help potential students, and help businesses learn more about what our programs can do to help your company grow

Virginia also is promoting a new initiative, which alters the way Virginia community colleges serve students, businesses, and the community. The initiative was established by Governor Northam and is called G3, Get Skilled - Get a Job – Give Back! Its core design aims to realign workforce credentialing and degree attainment focusing on in-demand jobs. Grants funds have been provided to our community colleges and their leadership teams to develop G3 curricula with articulated strategies and pathways identifying regional employment opportunities, while standardizing activities that lead to industry credentialing. Other deliverables include (1) documenting best practices to generate employer endorsements and commitments that support G3 pathways and opportunities for work-based learning; and (2) developing formal agreements with workforce agencies, K-12 public school systems, community service partners, and local workforce investment boards that facilitate dual enrollment options and G3 student onboarding and employment.

Lastly, Virginia continues to develop a Sectors Strategies and Career Pathways Academy and Curriculum, which is designed to train teams of professionals and local leaders from business and industry, economic and workforce development, education, and human and community services to build effective workforce pipelines while helping to close skills gaps affecting various industry sectors and fields, all vital to increasing regional economic development.

The primary objective of the Sector Strategy and Career Pathways Academy is to provide a focused, sustainable, and professional learning environment in which workforce professionals at all levels can understand how to integrate industry sector strategies and career pathways effectively into their service delivery models. Key goals include providing workforce professionals with:

- Insights into best practice industry sector strategies and policies from other states.

- Methods for expanding local community use of proven sector strategies.
- Tools to make sector strategies policies integral components of regional workforce systems by aligning them with other key workforce strategies such as career pathways, workforce education and training programs, and job matching services.
- Insights into the role of local Workforce Development Boards and their partners in helping carry out the Workforce Innovation and Opportunity Act's (WIOA) requirement for states to support local industry sector strategies.

V. VIRGINIA'S APPROACH TO CUSTOMER SATISFACTION

Describe the state's approach to customer satisfaction, which may include such information used for One-Stop center certification, in accordance with 20 CFR 678.800. This description should include: 1) the state's methodologies; 2) the number of individuals/employers who were provided customer satisfaction outreach, the response rate, and efforts made to improve the response rate; 3) the results and whether the results are generalizable to the entire population of customers; and 4) a description of any continuous improvement processes for incorporating the customer satisfaction feedback.

Virginia's Customer Satisfaction Approach for PY18

Virginia addresses customer satisfaction primarily through the One-Stop Certification Process as outlined in the Virginia Board of Workforce Development's (VBWD) Policy #300-06, One-Stop Certification Process and its supporting Virginia Workforce Letter (VWL), VWL #17-02, One-Stop Certification Process. Virginia's policy broadly covers the requirements for Local Workforce Development Boards to evaluate the following four areas of each One-Stop (Virginia Career Works) center's service delivery: Effectiveness, Accessibility, Continuous Improvement and Quality Assurance. The goal is to assure that each center has been determined to meet uniform certification standards, such that businesses and job seekers can expect to encounter minimum standards of quality services regardless of location.

The VBWD One-Stop Certification Policy #300-06 specifically requires that local boards certify that evaluations take into account feedback from Virginia Career Works center customers, including a process for obtaining customer feedback for both employers and job seekers regarding workforce services. The supporting VWL (17-02) provides a 188 question survey covering the four elements of One-Stop certification in detail and calls for a review team to validate the LWDB Virginia Career Works center certification submissions. During the certification validation process, the multi-agency team validated that each center has a process for collecting, reviewing and incorporating both the employer and job seeker customer feedback into daily operations. The statewide WIOA Title I monitoring team reviews the use of Virginia Career Works center customer satisfaction surveys as a part of the annual monitoring process.

Additionally, several of Virginia's agencies providing workforce services conduct agency specific customer surveys to validate the quality and appropriateness of their specialized workforce services. The Virginia Employment Commission (VEC), the Department for Aging and Rehabilitative Services (DARS), and the Department for the Blind and Visually Impaired (DBVI) each provide the opportunity for agency specific customer feedback during their service provision processes. These agency specific customer surveys allow for an in depth analysis of the specialized services provided.

1) Virginia's primary approach to evaluating customer satisfaction for the network of Virginia Career Works centers relies on the Local Workforce Development Boards to develop and implement customer satisfaction surveys. The fifteen individual local workforce development boards each have a customer satisfaction survey for their job seeker customers and for their business customers. In each of the areas, a customer satisfaction survey is made available to the job seeking customers through various means, such as available in the resource room in paper and electronic versions, offered to customer at the end of workshops/meetings/events in either an electronic or printed format, and some are made available on the Local Workforce Development Area website as well. The business customers are also offered an opportunity to provide customer service feedback after each event/provision of service. The business customers are provided both paper and electronic options to participate in the survey in each local area.

Virginia's secondary approach to evaluating customer satisfaction relies on the agencies providing specialized workforce services to develop and implement agency specific customer satisfaction surveys. For Title III services, provided by the Virginia Employment Commission (VEC), customer satisfaction is a critical component of the services Virginia provides to Wagner-Peyser, RESEA, Trade Act, WOTC, and JVSG customers. The Virginia Workforce Connection, an electronic service provision and tracking tool and the state system of record for Title I and Title III, offers customers the opportunity to complete a satisfaction survey once they have received WIOA Title III services. Both employers and job seekers can respond to the survey.

The Title IV general vocational rehabilitation (VR) agency, the Department for Aging and Rehabilitative Services (DARS), works in partnership with the State Rehabilitation Council (SRC) to assess the perspectives of Title IV program participants who have not yet entered employment. This approach permits real time assessment of services, allowing issues to be addressed prior to participant exit. A stratified sampling methodology is used to ensure the sample represents the overall population of VR program participants.

The Title IV VR agency that serves individuals who are blind, vision impaired, or deafblind, the Department for the Blind and Vision Impaired (DBVI), also partners with its State Rehabilitation Council (SRC) in reviewing the effectiveness of, and individual satisfaction with the VR services provided. All eligible individuals, who receive services, are provided the opportunity to participate in an online survey. The online survey provides a systematic method of hearing the point of view of individuals being served. It is one measure of program effectiveness and a quality of service indicator. In the survey, consumers are able to provide their level of satisfaction or dissatisfaction with received services, VR staff, and various aspects of the VR process. DBVI administers and distributes monthly surveys to assess consumer satisfaction with VR services. All individuals with an eligible VR cases closure are provided an opportunity to complete an on-line survey to express their satisfaction with the VR program, services and service providers. All survey recipients are provided with an explanation regarding (a) the purpose of the study; (b) voluntary participation; (c) the due date for completion of the survey; (d) confidentiality of personal information and responses; and (e) alternative options to complete the survey if additional help was required.

Virginia's strategy of a multi-pronged approach to providing and analyzing workforce customer satisfaction allows for a strong understanding of the quality of service provision both at the Virginia Career Works center level and at the specialized service provision level.

2) Due to the combined nature of the approach to evaluating customer service, tracking the customer service feedback process and outcomes for the Virginia Career Works centers is done at the local level; while agency specific customer feedback for the specialized services provided by the VEC, DARS, and the DBVI is

done through the state agencies. Each workforce customer is offered avenues for providing feedback that reflect their unique experience within the workforce system. Evidence from the One-Stop certification process indicates that all job seeker and business customers are provided an opportunity to participate in a Virginia Career Works center customer service feedback survey. PY2018 response rates are 15%-20% for job seekers and 80-90% for businesses. Several of the local areas have updated their customer satisfaction surveys and are providing more accessible electronic versions to improve response rates. For the VEC, in PY2018, a total of 9975 surveys were submitted. Of those surveys, 15.7% of respondents indicated an excellent customer experience, 42.6% said their experience was good, 17.6% said it was fair, 7.9% said it was poor, and 16.2% did not have opinion about their experience. In the VR area, a total of 2,782 DARS consumers were selected to participate in the FFY 2018 survey; the response rate was 20%. In FFY 2019, the sampling methodology was expanded to include strata based on local field office proportions, which allows for analysis at the office level. DARS Survey results are reviewed monthly within the DARS Division of Policy, Legislative Affairs and Analytics with regard to data quality, and the SRC reviews survey results quarterly. Revisions are made to the DARS survey as new areas of interest are identified. For the DBVI, in FFY18 305 individuals receiving DBVI services were provided the opportunity to participate in the DBVI VR online survey, the response rate was 13%. DBVI Survey results are reviewed monthly within the DBVI Policy, Planning and Evaluation team and the VR team, with regard to data quality, and the SRC reviews survey results quarterly.

3) Currently the Virginia Career Works center customer service feedback results are only generalizable to the individual populations for each of the individual Local Workforce Development Areas; while the VEC, DARS, and DBVI customer feedback was specific to the customers receiving their unique program services respectively. For the most part, VEC specific customers who reported poor experiences cited system problems with Unemployment Insurance transactions; while the DARS and DBVI specific responses cannot be overly generalized due to the unique nature of the combination of services provided to each customer.

4) Each Local Workforce Development Board has a process for collecting, analyzing and incorporating the customer satisfaction survey results into their daily operations. The survey results are collected and analyzed by program managers or One-Stop operators. The results are shared with the partner team members, and any resulting actions needed to improve operations are implemented through the appropriate partnership of Virginia Career Works center staff. Additionally, the WIOA Title I Administrator is reviewing the level of decentralization in the customer satisfaction survey process and analyzing the variances in survey language across the 15 local areas. This will assist in determining the potential need for additional guidance on survey content and methodologies in order to standardize the surveys across the Commonwealth. Standardizing core survey content and primary delivery methods is anticipated to positively impact response rates, the generalizability to the entire population of customers, as well as provide higher reliability in the output.

In PY2018 the Virginia Business Solutions Team (VBST) discussed implementing a consolidated business satisfaction survey. The VBST requested copies of business satisfaction surveys in use around the state and found that there were many different data points that programs and local areas were attempting to capture. After evaluating these various surveys, a single draft business solutions survey was drafted and reviewed by the Virginia Board of Workforce Development's (VBWD) Business Intelligence and Career Pathways committee for feedback. Comments from the committee were integrated into the updated survey. The survey questions were then implemented via the WIOA Title I Administrator's Qualtrics account. A beta test of the survey questions in one local workforce development area is currently underway as of July 1, 2019. If the beta test goes well, it may come to replace all of the other business satisfaction surveys currently in use across Virginia's workforce system.

For the Title III specific surveys, the VEC Unemployment Insurance transaction difficulties were exacerbated during PY2018 by ongoing budget cuts and concomitant staffing shortfalls. The VEC is working with its partners to address these problems through the Commonwealth's Unemployment Insurance Modernization Project and by the cross-training of Virginia Career Works Center staff.

For the Title IV agencies, the DARS the survey results are reviewed monthly within the DARS Division of Policy, Legislative Affairs and Analytics with regard to data quality, and the SRC reviews survey results quarterly; while a similar process is used for the DBVI surveys, where DBVI Survey results are reviewed monthly within the DBVI Policy, Planning and Evaluation team and the VR team, with regard to data quality, and the SRC reviews survey results quarterly. Revisions are made to both the DARS and DBVI surveys as new areas of interest are identified.

These combined mechanisms ensure that continuous improvement is an integral part of the customer satisfaction feedback processes for both the Virginia Career Works centers job-seeker and business customers, and for the specialized agency specific workforce services being provided by the VEC, DARS, and DBVI as a part of the workforce system in Virginia.

VI. DATA VALIDATION

Virginia has established processes for data validation that meet all federal guidelines issued by USDOL, which help to ensure the accuracy of the annual statewide performance reports, safeguards data integrity, and promote the timely resolution of data anomalies and inaccuracies as required by 2 CFR 200.328.

Quarterly performance reviews are completed to monitor for data errors, missing data, out-of-range values, and anomalies. These reviews assure compliance with applicable Federal requirements, and programmatic performance expectations are achieved. Annual data element validations are conducted to ensure the completeness of data and to identify and correct specific issues within the reporting process. The effectiveness of the data validation process will be assessed annually, and revisions will be made as needed. Staff will be trained regularly on data validation processes.

Quarterly

The Participant Record Individual Layout (PIRL) report is run every quarter for local areas (WIOA Title I programs) and American Job Centers (WIOA Title III programs). The information from the extracted file is checked against our state system to ensure the information contained in all federal extract files are accurate. Data is reviewed for errors, inconsistencies, missing data out of range values and any anomalies. Virginia Career Works Centers (VCWC) are contacted to make corrections. The reviews are done prior to their submission in the federal reporting system WIPS. Then a sample of participant records is reviewed by staff against source documentation to assure requirements are met. This proactive approach is conducted on a quarterly basis to ensure the local areas are aware of any issues and can receive technical assistance all year round. Local areas and VCWCs are required to address all findings and/or concerns that are identified in a timely matter.

Annual

The annual report is run at the end of the program year, and the sample for data element validation is generated. For WIOA Title I programs, the sample is roughly 15% of the total program exiters (or a minimum of 650 participants) for the program year identified for review. The 24 elements listed in TEGl 7-18 will be monitored and assessed based on required source documentation and state procedures.

For each sample file, the 24 elements listed in TEGl 7-18 will be assessed. Each data element that is required to be validated and that is supported by acceptable documentation will be scored as “pass”. Conversely, each data element that is not supported by acceptable documentation, is scored as a “fail”. Validators will use a combination of self-attestation (client statement with certification), cross-matching (i.e. wage data and employer documentation), detailed case and program notes (statements by VCW staff entered into the Virginia Workforce Connection (VWC) that identify the specific data element, the status of the element, the date information was obtained, staff name, and other relevant information), and electronic records (participant records stored in numeric and text formats) to validate the elements. The results of the element validation are shared with the local areas/VCWCs.

Training

Annual data validation training is provided to appropriate program staff. Training will include information on why we have to validate the data, what needs to be validated, and how data validation works.

RECOMMENDED ACTIVITIES

VII. SECTOR STRATEGIES AND CAREER PATHWAYS IMPLEMENTATION

Progress made in implementing sector strategies and career pathways. The discussion may include: business engagement strategies, work-based learning (including apprenticeship), work experiences for youth and adults, transitional jobs, and incumbent worker training strategies and policies in the state.

SECTOR STRATEGIES AND CAREER PATHWAYS ACADEMY (SSCPA)

In the summer of 2017, the Virginia’s workforce partners joined together to create a Sector Strategy and Career Pathways Academy (SSCPA) and online Community of Practice. The collaborators in this work include:

- **THE VIRGINIA COMMUNITY COLLEGE SYSTEM;**
- **THE VIRGINIA EMPLOYMENT COMMISSION;**
- **THE VIRGINIA DEPARTMENT OF EDUCATION, ADULT EDUCATION;**
- **THE VIRGINIA DEPARTMENT FOR AGING AND REHABILITATIVE SERVICES;**
- **THE VIRGINIA DEPARTMENT OF SOCIAL SERVICES;**
- **THE VIRGINIA DEPARTMENT OF VETERANS SERVICES;**
- **THE VIRGINIA DEPARTMENT FOR THE BLIND AND VISION IMPAIRED; AND**
- **THE VIRGINIA ASSOCIATION OF WORKFORCE DIRECTORS (LOCAL WORKFORCE DEVELOPMENT BOARDS).**

A primary emphasis of this effort is to operationalize sector strategies and career pathways into Virginia’s service delivery so that these approaches become the “way of conducting business” throughout Virginia’s workforce system.

This is a transformational change endeavor for the entire system that seeks to apply more demand-driven approaches to serving both business and student/job seeker/worker customers. A key aim is to strengthen the ability of workforce system partners and practitioners to incorporate sector partnership and career pathway strategies and thinking as integral components in every Virginia region.

Accordingly, the project is composed of two primary components:

- Academy:

Curriculum developed for Virginia's Workforce Professionals to enhance their understanding and implementation of Sector Strategies and Career Pathways

- Community of Practice (CoP)

Online Resource that will provide system stakeholders (both public and private) a place to share practical experiences, tools and emerging best practices

In July 2017, Virginia hired a consultant, Maher & Maher, to develop the curriculum for the SSCPA. During the program year, the planning and analysis phase of the project occurred. This included forming a cross agency/cross program steering committee and a trainer workgroup, as well as conducting a needs assessment through an online survey and focus groups. In PY2018, the goal is to develop the curriculum and online platform for the Community of Practice; implement the Academy curriculum and Community of Practice; and evaluate the SSCPA outcomes.

VIII. VIRGINIA'S PERFORMANCE ACCOUNTABILITY SYSTEM

The following is an update on Virginia's Performance Accountability System:

- ***Any specific state performance measures or goals and progress towards meeting them.***

The Virginia Acts of Assembly 2015 session amended the Code of Virginia to require that Local Workforce Development Boards allocate a minimum of 40 percent of the WIOA Adult and Dislocated Workers funds to training services as defined under Section 135 (c)(3)(D) of the WIOA. These training services must lead to recognized postsecondary education and workforce credentials aligned with in-demand industry sectors or occupations in the local area or region. Local compliance with this requirement is reviewed on an annual basis.

- ***Any performance deficiencies on the primary indicators of performance, which may include a description of any factors impacting performance.***

Virginia continues to assess the impact of the shift from Average Earnings to Median Earnings in the Second Quarter. With regard to this indicator, the inclusiveness of quarterly wage record data (state and WRIS) has sometimes been a challenge, and Virginia is examining the effect of supplemental data used in the median earning calculation. Additionally, a review of Credential Attainment data will be completed in order to improve data quality for this indicator.

- ***The state's common exit policy, including which ETA-funded partner programs are included in the state's common exit policy.***

The following ETA-funded programs are included under the common exit requirement:

TITLE I – ADULT, DISLOCATED WORKERS AND YOUTH

TITLE III – WAGNER-PEYSER

TRADE ACT

NATIONAL DISLOCATED WORKER GRANTS

Virginia uses the Geographic Solutions Virtual One-Stop application and established the common exit policy within the application.

- ***Negotiated performance levels for local areas for titles I and III core programs and for program years 2016-2017.***

See Appendix D for WIOA Title I Performance Levels for program years 2016-2017.

IX. ACTIVITIES FUNDED BY THE STATE'S WIOA TITLE I SET ASIDE FUNDS

Activities provided with the funds reserved by the governor, which can be up to 15% of the state's allotment. In this section of the narrative, states may describe activities undertaken in whole or in part with their Governor's Reserve and how those activities have directly or indirectly impacted performance.

During the performance year, the following initiatives and services were supported with Title I state set-aside funds:

- Virginia Career Works Branding
Statewide funds supported a branding initiative to create a vibrant new brand, and accompanying brand implementation plan, for Virginia's workforce system which compliments the federally-mandated American Job Center brand. The project was guided by Governor's office staff in consultation with a formal steering committee comprised of system stakeholders, which included members of state and local workforce development boards. Funding: \$316,397
 - As part of the Virginia Career Works (VCW) implementation plan, additional statewide funds were awarded to individual local workforce development areas to conduct local and regional public outreach strategies to communicate the brand to stakeholders.
- The New Economy Workforce Credential Grant (WCG) Program was passed by the Virginia General Assembly in 2016 and supports workforce development by increasing access for domiciled Virginians to non-credit training which leads to credentials in high-demand fields, identified by the Virginia Board of Workforce Development, which are aligned with regionally available jobs in which there is a documented shortage. Under WCG, also known by its public-facing brand- FastForward, eligible students pay one-third of the cost of non-credit training programs.

- Support of the FastForward Career Coach program in Virginia’s Community Colleges which assists students with career and educational planning services, credential attainment, job placement and retention. Coaches focus on serving individuals who are interested in pursuing non-credit credentials through the Workforce Credential Grant Program. Funding: \$1,529,949
- Workforce Credentials Grants to 17 of Virginia’s Community Colleges to assist in the development of new, or expansion of existing, non-credit workforce training programs and partnerships that lead to the development of a well-prepared and credentialed workforce, to fill the available and emerging technician, technologist, and trade-level positions in the Commonwealth that require less than a bachelor's degree but more than a high school diploma. Funding: \$972,237
- Contract for the development and deployment of a Career Sector Strategies Academy to establish an online Community of Practice (CoP) that will provide a vehicle for allowing system stakeholders (both public and private) to share practical experiences, tools, and emerging best practices to address recurring issues. The site will build community engagement providing a powerful engine for sharing knowledge and a link to learning assets. Funding: \$357,254
- Support for Virginia Board for Workforce Development activities. Funding: \$24,050
- Support for conducting Americans with Disabilities Act (ADA) surveys of the Comprehensive/Affiliate American Job Centers (AJCs), required as part of the One-Stop Certification Process in cooperation with the Virginia Department for Aging and Rehabilitation Services and Virginia Association for Centers for Independent Living (VACIL). Funding: \$50,000
- Support of operations and maintenance costs of the Common Screening tool used in some American Job Centers which tracks workforce center customer flow and referrals for workforce services and collects data on job seekers, including those with disabilities and veterans. This tool will be replaced with the implementation of a technology solution in the coming fiscal year derived through the USDOL Reemployment and System Integration (RSI) grant. Funding: \$84,240
- Support to three of Virginia’s Community Colleges for the Great Expectations program which provides outreach and coaching services for youth who have experienced foster care and assists them in succeeding in their higher education, workforce training and employment opportunities. Funding: \$215,099
- G3 Grant – (Get Skilled - Get a Job – Give Back!) Its core design aims to realign workforce credentialing and degree attainment focusing on in-demand jobs. Grants funds have been provided to our community colleges and their leadership teams to develop G3 curricula with articulated strategies and pathways identifying regional employment opportunities, while standardizing activities that lead to industry credentialing. Other deliverables include (1) documenting best practices to generate employer endorsements and commitments that support G3 pathways and opportunities for work-based

learning; and (2) developing formal agreements with workforce agencies, K-12 public school systems, community service partners, and local workforce investment boards that facilitate dual enrollment options and G3 student onboarding and employment. Funded: \$409,366

- The Young Adult Initiative (YAI) – is designed to attract young adults to high-demand jobs navigating through FastForward training programs at four identified community colleges. Providing successful training, career coaching and job placement services the project aims to address the needs of youth in these areas. The YAI initiative capitalizes on the foundation of the FastForward workforce training program and will provide 18- to 24- year-old Virginians with contextualized integrated education and training, career exploration, soft skills training, coaching and job placement assistance. Funded: \$101,062

X. RAPID RESPONSE AND LAYOFF AVERSION ACTIVITIES

Rapid Response

In accordance with Worker Adjustment and Retraining Notification (WARN) Act requirements, Rapid Response staff contacted company officials within 48 hours of receipt of a WARN, held employer briefings with management, and planned employee briefings as desired by the employer. Most briefings were held before the workers left their respective companies. A team of local workforce development partners who offered direct services to impacted workers provided employee briefings, led by one of five Regional Rapid Response Coordinators. The Rapid Response Coordinators were instrumental in planning and resourcing job fairs, on-site employer resource centers, customized transition workshops and registration for WIOA and partner services.

WARN NOTICES FILED BY EMPLOYERS AND NON-WARN INFORMATION OBTAINED BY RAPID RESPONSE COORDINATORS:

	PY 2017	PY 2018
WARN Notices	98	56
Number of Impacted Workers	9,706	6,080
Non-WARN	88	66
Number of Impacted Workers	3,507	2,640

SUMMARY OF RAPID RESPONSE DISLOCATED WORKER UNIT (DWU) INITIATIVES FOR PY18

- New Rapid Response Funding application created and now in use;
- Three (3) Rapid Response sub-grants to local areas were closed out, resulting in an additional 245 participants being served with employment and training services;
- Training has been provided to Virginia Career Works (VCW) staff on how to utilize data provided in Rapid Reemployment Workbooks by Virginia Employment Commission (VEC) Economic Information and Analytics (EIA) unit.
- The Mandatory TAA-WIOA Title I Co-Enrollment Policy was updated, with new an effective date of July 1, 2019.

DATA ON NUMBER OF COMPANIES SERVED AND NUMBER OF INDIVIDUALS SERVED.

Of the 122 layoffs (WARN and non-WARNs) tracked by Virginia in PY18, 58 companies participated in intensive Rapid Response services. The largest impacted sector by NAICS was “Retail Trade” which saw 32 layoffs. Many of these layoffs involved small retailers with only several employees or in the case of larger retailers, reallocated their impacted employees to other sites after closing locations and did not require services.

1,791 dislocated workers were registered in the Virginia Workforce Connection as receiving a Rapid Response and an additional 1,000 packets were delivered to employees, who could not attend Rapid Response events. Approximately 1,200 individuals received a notice of layoff, but were retained due to a contract overturn or company buyout and did not need any services from Rapid Response.

STRATEGIES FOR LINKING RAPID RESPONSE RECIPIENTS TO AMERICAN JOB CENTERS AND PROCESSES FOR INTAKE OR CO-ENROLLMENT IN THE TRADE ADJUSTMENT ASSISTANCE AND THE DISLOCATED WORKER PROGRAMS.

The five Rapid Response Coordinators in Virginia each cover multiple local workforce development areas (LWDA) and each LWDA has a “go to” group of professionals in the American Job Centers who assist in providing services to impacted employees and companies. Rapid Response participants are provided the informational services required by the regulations and an additional survey on service needs and workshop interests is provided to the impacted employees to complete. Based on this information, additional services are provided on-site if allowed by the company. Whenever feasible, a targeted hiring event will be carried out for these employees. In addition to these services, the Virginia Employment Commission’s (VEC) Economic Information and Analytics (EIA) division creates a workbook on open employment opportunities in the area based on the skills of the impacted workforce and this information is provided to the employees. Dislocated Worker program enrollment opportunities are offered to impacted workers, including opportunities to start the enrollment onsite if possible. To document services provided to workers on-site, Rapid Response Coordinators add services to a generic program module in the Virginia Workforce Connection to track the services provided to individuals.

The inclusion of the new Trade Navigator unit at VEC has played an integral role in finding and researching layoffs that may have a potential TAA impact. This has resulted in an exponential increase in the number of TAA Petitions filed by the Commonwealth, and subsequent certifications. Rapid Response Coordinators and TAA Navigators have collaborated closely on identifying layoffs and delivering services to the impacted companies and employees. The increase in TAA

Certifications has created some challenges in co-enrollment given the lower amount of dislocated worker funding provided through formula allocations, however, local workforce development boards are collaborating with TAA to overcome these challenges.

HE STATE WITH RESPECT TO LAYOFF AVERSION, SUCH AS RETURN ON INVESTMENT OR MEASURES SHOWING THE ECONOMIC BENEFITS OF RAPID RESPONSE AND LAYOFF AVERSION.

Virginia's layoff aversion strategy is focused on connecting workers to new employment opportunities prior to layoff and connecting workers to training opportunities such as on-the-job training (OJT), individual training accounts, TAA, and state funded training programs. To track the return on investment in Rapid Response services, the Virginia Board of Workforce Development created metrics for the WIOA Title I Administrator and VEC to track, including information on training program enrollment, average duration of unemployment insurance benefits collected, return to work wages, and the estimated economic impact on state tax revenue of dislocated workers returning to employment. To date, the VEC and the VCCS have only been able to sample a small portion of the impacted workers and not much conclusive data is currently available.

At the end of the PY 2017, applications for Rapid Response Statewide funds were received from three local workforce development areas (LWDA 9-Capital Region, LWDA 16-Hampton Roads, LWDA 17-West Piedmont) to provide services to dislocated workers. The additional grant funds were provided for one year and lead to an additional 245 individuals across these three regions receiving employment and training services during PY 2018.

The VEC's EIA (Economic Information and Analytics) unit is capable of researching the skills of impacted workers and connecting those skills to other plausible employment opportunities in the commutable area for the impacted employees. EIA may also use these tools to determine other economic impacts that may result from major closures and layoffs to determine if other layoffs may be triggered by a particular layoff event.

HOW RAPID RESPONSE AND LAYOFF AVERSION ACTIVITIES ARE ALIGNED WITH BUSINESS ENGAGEMENT, SECTOR STRATEGY, AND CAREER PATHWAY EFFORTS, WHICH MAY INCLUDE A DISCUSSION OF ANY SYSTEMS, TOOLS, NETWORKS OR APPROACHES DESIGNED TO IDENTIFY COMPANIES IN DISTRESS AND STRATEGIES TO DELIVER NECESSARY SOLUTIONS AS EARLY AS POSSIBLE, AS WELL AS OUTCOMES OF THE USE OF SUCH SYSTEMS OR TOOLS.

Business services teams in the field know to identify companies that may be in distress and refer those companies to the WIOA Title I Administrator, LWDB, and Economic Development. Once such a company is identified, team members will suggest potential strategies to assist the company in avoiding layoffs and provide those services as appropriate.

In LWDA 16, General Dynamics Information Technology in Chesapeake, VA announced a WARN with a scheduled layoff date at the end of December 2018. The local business services representative and a case manager worked intensively with the company and the employees to help these individuals enroll in a cybersecurity credential program that would help these individuals find new jobs once they were laid off. Approximately 50 of the 101 employees took advantage of the dislocated worker program, supported by statewide Rapid Response funding to earn a new cyber-security credential. To date, the company has been able to procure a new contract and retain all of these workers who would have otherwise been laid off.

SPECIFIC TYPES OF SERVICES OR WORKSHOPS PROVIDED TO BOTH COMPANIES AND AFFECTED WORKERS.

Services provided to companies include the basic host of informational services to employees, workshops such as resume writing, job search strategies and interviewing, targeted hiring events, and program enrollment opportunities for WIOA Title I and Affordable Care Act Coverage. If an impacted company is assessed as being potentially TAA impacted, TAA Navigators consult with the company and assist in preparing TAA Petitions. If petitions are certified prior to the layoff occurring, TAA Information sessions are held at the employment site for the impacted employees. Companies identified as being in distress are referred to state economic development and local workforce development boards to determine what efforts and funding may help the company retain jobs.

XI. SUCCESS STORY

Southeastern Regional Workforce Collaborative Kicks off Historic Partnership with the Inaugural Joint Annual Meeting

The Hampton Roads Workforce Council and the Greater Peninsula Workforce Board hosted the Inaugural Joint Annual Meeting and Workforce Innovation Awards on October 2, 2019 ceremoniously marking the newly formed partnership between these workforce boards. The historic partnership was first announced in 2018 as the Southeastern Regional Workforce Collaborative.



“As we look to attract new businesses to the region, we need to present a unified workforce — capable of meeting 21 century employment demands,” said Mark Johnson, Board Chair, Hampton Roads Workforce Council. “Through the Southeastern Regional Workforce Collaborative, we are better equipped to respond to the needs of employers and job seekers.”

“To keep pace with current trends and changing tides, we understand the importance of adjusting our mission — convening various public and private stakeholders so we can effectively address the many challenges of workforce development,” said John Olson, Board Chair, Greater Peninsula Workforce Board. “By combining our resources with the Hampton Roads Workforce Council, we are able to provide a more customer-centric experience for our job seekers and employers.”

Within the last year, the Hampton Roads Workforce Council and Greater Peninsula Workforce Board served 14,903 customers combined through their respective Virginia Career Works locations; and 8,762 youth and young adults collectively through programs aimed at the emerging workforce. As important, both organizations focused efforts on improving employment opportunities for

transitioning service members — boasting more than 5,567 visits at the Hampton Roads Veterans Employment Center.

“Greater collaboration and strategic talent alignment have been at the center of our workforce development efforts this program year,” said Shawn Avery, President and CEO, Hampton Roads Workforce Council. “Through partnerships with the Greater Peninsula Workforce Board, as well as other business and key stakeholders in the region, we have made significant progress in our endeavors to create a more vibrant economy — attractive to new and existing businesses, and ripe for employment opportunities.”

XII. ACTIVITIES PROVIDED UNDER THE WAGNER-PEYSER ACT EMPLOYMENT SERVICE SECTION 7(B)

Ten percent of the Wagner-Peyer Act funds allotted to the Commonwealth of Virginia are reserved for use by the Governor. These funds are identified and reported to DOL quarterly. The affiliated activities are tracked by job service staff time allocated to each identified group, grant, or program. These activities are found below.

Employment Services provided to Unemployment Insurance Claimants

Time spent by Employment Services (or Workforce Services) staff providing services to Unemployment Insurance claimants.

Amazon Career Choice Program

Time spent by staff, generally in South Central and Crater Regions, in support of Amazon's Career Choice Program.

Department of Aging and Rehabilitative Services/USDOL Disability Employment Initiative Grant

Time spent in support of the Virginia Department for Aging and Rehabilitative Services Disability Employment Initiative Grants and the programs supported by the grants.

Hampton Roads Veterans Employment Center

Staff activity taking place at the Hampton Roads Veterans Employment Center located at 861 Glenrock Road in Norfolk, Virginia.

Petersburg Works

Time spent in the provision of services in support of the “Petersburg Works” program administered by the City of Petersburg Office of Community Affairs.

Priority Industry Sectors

While every industry sector in the Commonwealth plays an important part in the vibrancy of Virginia’s economy, “Priority Industry Sectors” are those industry sectors identified by the Governor as critical to the growth and vitality of commerce in the state. Virginia’s ten Priority Industry Sectors are delineated below:

1) Advanced Manufacturing

Time spent creating job orders or providing services to employers with employment opportunities in the advanced manufacturing industry sector. Advanced manufacturing is manufacturing using new technology that improves products or processes.

2) Aerospace

Time spent creating job orders or providing services to employers with employment opportunities in the aerospace industry sector.

3) Agriculture & Forestry

Time spent creating job orders or providing services to employers with employment opportunities in the agriculture and forestry industry sector.

4) Cyber Security, Big Data & Information Technology

Time spent creating job orders or providing services to employers with employment opportunities in the cyber security, Big Data, and information technology industry sectors. “Big Data” is the industry generally concerned with capturing data, data storage, data analysis, search, sharing, transfer, visualization, querying, updating, and information privacy.

5) Energy

Time spent creating job orders or providing services to employers with employment opportunities in the energy industry sector, including “green” energy.

6) Healthcare and Life Sciences

Time spent creating job orders or providing services to employers with employment opportunities in the healthcare and life sciences industry sectors.

7) Logistics

Time spent creating job orders or providing services to employers with employment opportunities in the logistics and commercial transportation industry sectors.

8) Modeling and Simulation

Time spent creating job orders or providing services to employers with employment opportunities in the modeling and simulation industry sector.

9) Professional and Business Services

Time spent creating job orders or providing services to employers with employment opportunities in the professional and business services industry sector.

10) Tourism

Time spent creating job orders or providing services to employers with employment opportunities in the tourism industry sector.

Services to Medicaid Recipients

Time spent providing Employment Services to any verified recipient of Medicaid health benefits.

Services to Transitioning Service Members

Time spent providing employment services to any verified transitioning service member or to the spouse of a verified transitioning service member. For Employment Services purposes, a transitioning service member (TSM) is a service member in active duty status (including separation leave) who participates in employment services and is within 24 months of retirement or 12 months of separation from military or naval service.

Services to the Long-term Unemployed (non RESEA)

Time spent providing Employment Services to unemployed persons who have been unemployed in excess of 20 weeks and are not eligible for unemployment insurance, who have exhausted unemployment benefits, or who completed RESEA programming without securing employment.

Demand Occupations List

The Demand Occupations List was created by the Virginia Board of Workforce Development. The list uses 3 primary criteria select occupations: 1) the occupational groups' relevance to the commonwealth's economic development strategy, 2) the degree to which advanced skills are required for entry into an occupation, and 3) the projected statewide demand for an occupation.

1) Computer and Mathematical Occupations 15-0000

Time spent matching job seekers with any of the listed occupations under this family of standard Occupation Codes (SOC).

2) Architecture and Engineering Occupations 17-0000

Time spent matching job seekers with any of the listed occupations under this family of Standard Occupation Codes (SOC).

3) Life, Physical and Social Science Occupations 19-0000

Time spent matching job seekers with any of the listed occupations under this family of Standard Occupation Codes (SOC).

4) Education, Training, and Library Occupations 25-0000

Time spent matching job seekers with any of the listed occupations under this family of Standard Occupation Codes (SOC).

5) Healthcare Practitioners and Technical Occupations 29-0000

Time spent matching job seekers with any of the listed occupations under this family of Standard Occupation Codes (SOC).

6) Healthcare Support Occupations 31-00000

Time spent matching job seekers with any of the listed occupations under this family of Standard Occupation Codes (SOC).

7) Office and Administrative Support Occupations 43-0000

Time spent matching job seekers with any of the listed occupations under this family of Standard Occupation Codes (SOC).

8) Construction and Extraction Occupations 47-0000

Time spent matching job seekers with any of the listed occupations under this family of Standard Occupation Codes (SOC).

9) Installation, Maintenance, and Repair Occupations 49-0000

Time spent matching job seekers with any of the listed occupations under this family of Standard Occupation Codes (SOC).

10) Production Occupations 51-0000

Time spent matching job seekers with any of the listed occupations under this family of Standard Occupation Codes (SOC).

11) Transportation and Material Moving Occupations 53-0000

Time spent matching job seekers with any of the listed occupations under this family of Standard Occupation Codes (SOC).

USDOL Opioid Grant Program

Time spent in support of the National Health Emergency Dislocated Worker Demonstration Grant pilot program to help communities fight the opioid crisis by working with participants on job search and job matching functions.