

Business Services Report

Danville-Pittsylvania County 2016-17



Presented by:
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2016-17 OVERVIEW

The Danville Pittsylvania County Chamber of Commerce, Inc. (Chamber) entered into a Contract with the West Piedmont Workforce Investment Board from July 1, 2016 - June 30, 2017 to operate Business Service activities in compliance with the Workforce Innovation and Opportunity Act (WIOA) in the City of Danville and Pittsylvania County. Specifically, the Chamber agreed to provide business outreach services to increase awareness and participation by employers with the Virginia Workforce Center. This partnership reinforced the West Piedmont Workforce Investment Board's identification of the employer as the primary customer.

As stated in the Contract, the Chamber proposed to focus efforts on goals that align with the seven features identified by the Department of Labor/Employment Training Administration as an "essential part of job-driven training":

1. **Engaging employers** through quarterly industry meetings, support with development of training programs and identification of certification opportunities, identification of work-based learning opportunities, referrals to the Virginia Workforce Center for usage of their services and facilitation of other workforce needs.
2. **Earn and learn**, offering work-based learning opportunities with employers
3. **Smart choices**, providing employer data and information and promoting entrepreneurship opportunities
4. **Measurement matters**, evaluating employment outcomes of training programs and recruitment activities
5. **Stepping stones**, promoting progression across work-based training and education
6. **Opening doors**, breaking down barriers to accessing job-driven training
7. **Regional partnerships**, coordinating employers, workforce partners, training providers and others to maximize outcomes

The Chamber also agreed to:

- Identify employers who have job openings and are willing to consider applicants referred by the Workforce Centers.

2016-17 HIGHLIGHTS

- Identified 1,629 job openings in the Danville-Pittsylvania County region
- Assisted in the placement of 565 job seekers through direct hires, adult internships, and on-the-job training hires which represents a 40% increase in job placements over 2015-16
- Worked with 90 employers to make them aware of the services provided through the Virginia Workforce Center
- Identified 53 employers who utilized the services of the Virginia Workforce Center (recruitment, retention, and/or training resources)
- Sponsored or co-sponsored four (4) workshops that had a workforce focus and that attracted 80 attendees who represented 51 businesses
- Promoted employer support for the Certified Work Ready Community initiative with Danville reaching 98%
- Convened quarterly meetings with 17 workforce agencies and organizations in Danville and Pittsylvania County to promote better communication and collaboration

- Ensure employers receive a pool of WIOA candidates who are qualified for their job openings.

DASHBOARD

	GOAL	ACTUAL
Employer Contacts (Meetings, Job Fairs, Targeted Recruitment Efforts) – Number of Unique Employers	75	90
Job Openings Identified	300	1,629
Job Placements (Hires) Attributed to Services and/or Resources Provided by the Chamber	50	565
Number of Employers Referred to the Virginia Workforce Center (Recruitment, Retention, and/or Training Resources)	10	53
Employers Engaged in Work-based Learning (OJTs, Apprenticeships, Internships)	5	6
New Employers Using Job Profiles and/or NCRCs for recruitment and retention	5	2
Workforce-Related Workshops	N/A	4
Workforce-Related Workshop Participants	N/A	80
Business Services Meetings	4	3
Workforce Organizations/Agencies that Participated in Business Service Meetings	N/A	17
Wage and Benefit Survey for Manufacturing	1	1
Respondents Participating in Wage & Benefit Survey	N/A	15

ASSIST EMPLOYERS WITH RECRUITMENT EFFORTS

Community-Wide Job Fair



The Chamber coordinated a community-wide job fair on April 12, 2017, for 43 employers with more than 950 job openings. The job fair, held at the Institute for Advanced Learning & Research, attracted 316 job seekers. A post survey was conducted of participating employers with a 79% response rate. Employers reported 55 direct hires following the job fair. The job

fair was sponsored by American National University, Averett University, Dan River Region Collaborative, Danville Community College, the Virginia Workforce Center, and the Chamber.

Manufacturing Job Fair

The Chamber coordinated a job fair for manufacturers on December 6, 2016, for 14 employers with 130 job openings. The job fair, held at Danville Community College's Regional Center for Advanced Technology and Training, attracted 185 job seekers. A post survey was conducted of participating employers with a 57% response rate. Employers reported 23 direct hires following the job fair.

Employer Meetings

Chamber staff met with 90 different employers of which 53 employers identified over 450 job openings that were referred to the Virginia Workforce Center and/or partner agencies to secure qualified applicants for the employers.

Summary of Recruitment Efforts				
Activity	Number of Participating Employers	Number of Job Openings	Attendance (Job Seekers)	Number of Hires
Community-Wide Job Fair	43	950+	316	55
Manufacturing Job Fair	14	130	185	23
Employer Visits That Identified Recruitment Needs	53	548	N.A.	487
Total Unduplicated Count	90	N.A.	N.A.	N.A.

Support for Assessment / Recruitment / Training Needs of Employers

The Chamber worked closely with employers that needed specific services to attract a skilled and work-ready workforce in order to ramp up their employment. In partnership with the Dan River Region Collaborative, the Virginia Workforce Center, and workforce partner agencies:

- A Pittsylvania County employer had a job profiled to analyze the tasks and skill levels to better link job seekers to the position through the WorkKeys assessments.
- Two employers embedded the National Career Readiness Certificate (NCRC) into their hiring process.
- Seventeen Danville-Pittsylvania County employers entered into On-the-Job Training (OJT) contracts with the Virginia Workforce Center.
- Four Danville-Pittsylvania County employers entered into OJT contracts with the Dan River Region Collaborative.



Recruiting/Training Support	Number of Employers	Number of Job Seekers / Employees
Job Profiles to better match skill requirements with job tasks and skill levels	1	N.A.
National Career Readiness Certificate (NCRC) utilized as part of hiring process	2	N.A.
On-the-Job Training Contracts with the Virginia Workforce Center	17	46
On-the-Job Training Contacts with the Dan River Region Collaborative	4	7

Support Growth of Businesses



Four workshops were held that were designed to help businesses grow. Topics included:

- Are You Ready? Preparing for DOL's New Overtime Regulations
- Virginia Workforce Center Spotlight on the Virginia Employment Commission
- VEC – Data Driven: Use Data Effectively and to Your Advantage
- How Hackable Are You?

The workshops attracted 80 people. There were 51 unique businesses in attendance.

Young Professionals' Support

Events and networking opportunities have been held for young professionals as one way to assist in the recruitment and retention of young professionals in our region.



The Chamber assisted with ribbon cuttings for three new businesses that are owned/managed by young professionals.



Additionally, networking events were coordinated throughout the year for young professionals. These have included golf outings and social events. There have been 14 different networking events.

The Chamber also recognized four young professionals at their annual awards dinner with the PACE (Professional and Community Engagement) awards.

ASSIST EMPLOYERS WITH TRAINING RESOURCES

Training Resources

In addition to the workshops and seminars sponsored through the Chamber, the Chamber assisted 12 unique employers with their specific training needs.

The Chamber coordinated a supervisory training program for 9 employers and 39 employees. The Chamber worked with the training provider to aggregate cost-effective training for these companies. Additionally, the Chamber worked with the companies to secure incumbent worker training funds to assist with the training.

The Chamber identified five employers to participate in safety training courses, including Arc Flash Training, OSHA 10-hour General Industry Training and OSHA 30-hour General Industry Training. Those employers sent a total of 33 employees to the training sessions, and the Chamber assisted with incumbent worker training funds.

The Chamber also worked with six employers to coordinate the following training through incumbent worker training funds: Professional in Human Resources certification exam preparatory course (for two employees), Principles of Supervision course (for two employees), Laser Alignment Training (for three employees), Failure Mode Effects Analysis Training (for 20 employees), Measurement Systems Analysis/Statistical Process Control Training (for 18 employees), Industrial Maintenance-Mechatronics Training (for seven employees), Project Management course (for one employee) and Green Belt certification course (for two employees).

The Chamber has also been convening manufacturers on a regular basis to understand needs for future training programs.

WORK COLLABORATIVELY WITH PARTNERS

Business Services Quarterly Meetings

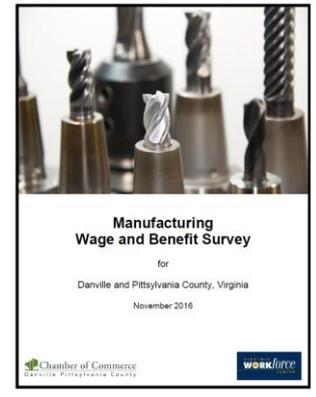
Quarterly meetings of the business service representatives from the various workforce partners in Danville and Pittsylvania County were convened. Attendance averaged 15-18 people per meeting with 17 different workforce agencies and organizations participating. Participants in the quarterly meetings included representatives from:

- American National University
- Averett University
- Dan River Region Collaborative
- Danville Community College
- Danville Department of Social Services
- Danville's Economic Development Office
- Danville Pittsylvania County Chamber of Commerce
- Danville Public Schools Adult & Career Education Center
- Department for Aging & Rehabilitative Services
- Department for Blind & Vision Impaired
- Goodwill Industries of South Central Virginia
- Pittsylvania County Schools' Adult Education
- Pittsylvania County's Economic Development Office
- Southern Virginia Higher Education Center
- Virginia CARES
- Virginia Employment Commission
- Virginia Workforce Center

COMMUNICATE LABOR MARKET DATA

Wage and Benefit Survey

A manufacturing wage and benefit survey for Danville and Pittsylvania County was conducted and published which included results from 15 respondents. Results have been shared with the survey participants, the economic development offices, and the Virginia Workforce Center staff. Copies have also been shared with other manufacturers upon request.



SUPPORT FOR STRATEGIC INITIATIVES

Entrepreneurship

Support has been provided to The Launch Place, a non-profit organization that energizes and diversifies our regional economy through entrepreneurship development and business consulting services. Marketing of workshops and opportunities through The Launch Place have been provided to area businesses and potential entrepreneurs.

Workshops and programs sponsored by the Longwood Small Business Development Center have been promoted to area businesses and potential entrepreneurs.

The Chamber has also been the lead organization for the development of an Entrepreneur Ecosystem Network in Danville and Pittsylvania County.

Entrepreneurship: Business Idea Fairs

Business Idea Fairs were sponsored in Danville and Pittsylvania County. High school students were invited to develop a business idea, business plan and display for participation in the Business Idea Fair. Fair participants' entries were judged on business vision and description, marketing, operations, financials and overall display and presentation. Winners were selected and awarded cash prizes.

More than 120 students from all four County high schools and both City high schools participated in the Idea Fairs, and awards were presented to first place, second place, third place and honorable mention winners. The total cash awards presented amounted to \$6,600.

Entrepreneurship: Young Entrepreneurs Academy (YEA!)



A Young Entrepreneurs Academy (YEA!) was sponsored in Danville and Pittsylvania County as an after-school enrichment program, consisting of a weekly 3-hour class over an eight-month period, for the 2016-17 school year.

Sixteen (16) students representing 13 student businesses presented their business ‘pitches’ to a local Investors Panel and completed the program. During the local investors’ panel, the businesses were awarded a total of \$5,155. Each student also received \$100 and a \$2,000 scholarship to Danville Community College.

Certified Work Ready Community

The region’s efforts to become the first region to achieve the status as a “Certified Work Ready Community” have been supported through participation on the region’s Certified Work Ready Community team.

As of June 30, 2017, Danville achieved 98% of its goal. In June 2016, Pittsylvania County joined the ranks of Halifax County and Henry County as being “Certified Work Ready Communities.” Chamber President and CEO Laurie Moran attended the November 2016 ACT Workforce Summit to receive Pittsylvania County’s Certified Work Ready Community award.



The Chamber has worked with the Dan River Region Collaborative to continue to promote and provide updates on this important initiative. The effort has been a topic of both the quarterly Business Services meetings and Manufacturing Round Table sessions.

Dan River Region Collaborative

The Chamber has served as a partner with the Dan River Region Collaborative. This has included identifying employers eligible for on-the-job (OJT) training funds, participating in employer round table meetings, and coordinating training opportunities for our identified sectors (advanced manufacturing, IT, and healthcare). The Chamber has also partnered with the Chambers of Commerce in Martinsville-Henry County and Halifax County to spearhead the Southern Virginia Manufacturing Partnership which published the first-ever Manufacturing Workforce Survey in February 2016.

As part of the Dan River Region Collaborative, the Chamber participated in the National Skills Summit in Washington, DC, where participants met with members of Congress. President and CEO Laurie Moran participated in a Hill briefing/panel discussion on the impact of community colleges in the workforce. The Chamber also attended and participated with the Collaborative at meetings of the National Fund for Workforce Solutions.



Career Expo



The Chamber worked closely with other partners across the region to sponsor the SOVA Youth Career Expo for over 4,000 7th graders and high school students from the cities of Danville and Martinsville and the counties of Pittsylvania, Henry, Patrick, and Halifax.



Early Childhood Education

Support has been provided to Smart Beginnings Danville Pittsylvania County, a non-profit organization that works to increase community-wide awareness and support for a system of early childhood services to ensure that every child enters kindergarten healthy and ready to succeed in school and life. In addition to providing representation on the Board of Directors, programs and initiatives of Smart Beginnings have been shared with area employers.

Adult Education and Career & Technical Education

Support has been provided for adult education through participation on Danville's adult education advisory committee and Pittsylvania County's career and technical education advisory committee.