AGENDA

Newport News City Council
Work Session

February 26, 2019

10th Floor Conference Room
City Hall

3:30 p.m. I. Greater Peninsula Workforce Board Initiatives

3:50 p.m. II. ACT Work Ready Community Certification

4:05 p.m. III. Brooks Crossing Briefing

4:40 p.m. IV. Newport News Redevelopment Housing Authority Real Estate Tax Deferral

5:00 p.m. V. Second Quarter Fiscal Year 2019 Report

5:15 p.m. VI. Comments/Ideas/Suggestions

5:30 p.m. VII. Closed Meeting
  • Legal

VIII. Adjourn

6:00 p.m. IX. Dinner
TO: The Honorable City Council

FROM: City Manager

SUBJECT: Greater Peninsula Workforce Board

At the request of the Greater Peninsula Workforce Board, a presentation by Dr. John Olson, Chair and Mr. William H. Mann, Jr., Executive Director is scheduled for the February 26, 2019 Work Session to provide an update on Workforce Development issues.

Dr. Olson and Mr. Mann will present a PowerPoint presentation that reviews the mission and vision statement of the Greater Peninsula Workforce Board; provides a list of Newport News Board Members and Share Network Access Points located in Newport News; Program Year 2018 (7/1/18-6/30/19) allocation review as well as a per capita allocation by jurisdictions review; participant numbers; fourth quarter Workforce Innovation and Opportunity Action (WIOA) performance metrics will be included with the presentation ending with a participant success story.

A copy of the Board’s most recent annual report will also be distributed to members.

Cynthia D. Rohlf

cc: Alan K. Archer, Assistant City Manager
    Florence G. Kingston, Director, Department of Development
OUR MISSION
We advance prosperity and well-being in our community by engaging stakeholders to accelerate workforce and economic development opportunities.

VISION STATEMENT
The premier business centric workforce solutions catalyst.
<table>
<thead>
<tr>
<th>GREATER PENINSULA WORKFORCE BOARD</th>
</tr>
</thead>
<tbody>
<tr>
<td>CITY OF NEWPORT NEWS REPRESENTATIVES</td>
</tr>
</tbody>
</table>

**PRIVATE SECTOR REPRESENTATIVES**

- Rhonda Bunn, Director  
  Human Resources/Public Relations  
  Canon Virginia, Inc.  
  1200 Canon Blvd., Newport News  

- Greg Garrett, Owner  
  Greg Garrett Realty  
  11864 Canon Blvd., Suite 103, Newport News  

- Jesse Goodrich, Vice President  
  Human Resources  
  Riverside Health System  
  701 Town Center Drive, Suite 1000, Newport News  

- Nancy Harvin, Training Department Manager  
  Newport News Shipbuilding  
  4101 Washington Avenue, Newport News  

- Robin Nelhuebel, Ph.D., RN, RTR  
  System Director, Education  
  Riverside College of Health Careers  
  316 Main Street, Newport News, VA  23601

- John Olson, Ed.D., Campus President  
  ECPI University  
  1001 Omni Boulevard., Newport News

- Ken Taylor, Executive Vice President  
  W. M. Jordan Company, Inc.  
  11010 Jefferson Avenue, Newport News

- Vince Warren, Manager, Craft Training  
  Newport News Shipbuilding  
  The Apprentice School  
  4101 Washington Avenue, Newport News

- Mary M. Williams, Vice President  
  Human Resources  
  1st Advantage Federal Credit Union  
  P. O. Box 2116, Newport News

**LOCAL ELECTED OFFICIAL**

- The Honorable Tina Vick  
  Vice Mayor

**LEO STAFF REPRESENTATIVE**

- (NON-VOTING)
  - Alan Archer  
  Assistant City Manager

---

**VIRGINIA CAREER WORKS – HAMPTON CENTER**

**600 BUTLER FARM ROAD**
A Share Network Access Point is a faith-based or community organization where people can go in their own neighborhoods or communities to look for jobs, assisted by trained individuals who connect them to the One-Stop system via computer and direct referrals. It is the training, and the ongoing relationship with the One-Stop, that characterizes Share Network Access Points as unique.

Share Network Access Points provide customers a comfortable place to conduct their own self-directed job search activities, supported by a trained individual who can help them become more comfortable using the computer, completing job applications, creating resumes, and connecting to other services for which they may be eligible.

CITY OF NEWPORT NEWS
SHARE NETWORK ACCESS POINTS

- Bridging The Gap in Virginia
- C. Waldo Scott Center
- Department of Juvenile Justice
- Family Investment Center
- LINK of Hampton Roads
- New Beech Grove Baptist Church
- Newport News Dept. of Human Services
- Newport News Public Libraries
- Newport News Sheriff’s Office Jail Annex
- YWCA Virginia Peninsula

GREATER PENINSULA WORKFORCE BOARD
PROGRAM YEAR 2018 (7/1/18 - 6/30/19)
ALLOCATIONS BY SOURCE

- WIOA $4,171,330
- Local Per Capita $255,226
- Other $241,419

TOTAL ALLOCATIONS = $4,667,975

WIOA – Federal Workforce Innovation and Opportunity Act
Other – Grants, Private Sector Contributions, One-Stop Partner Resource Sharing
GREATER PENINSULA WORKFORCE BOARD
PER CAPITA ALLOCATIONS BY JURISDICTIONS

Newport News: $92,775
Hampton: $74,435
York County: $28,910
James City County: $28,306
Gloucester County: $28,016
Williamsburg: $19,006
Poquoson: $5,847

TOTAL PER CAPITA CONTRIBUTIONS = $255,226

Services for Businesses
• On-site recruitment and placement assistance
• On-the-Job Training (OJT) Subsidies
• Customized Occupational Skills Training
• Incumbent Worker Training
• Work Opportunity Tax Credit Program
• Rapid Response Services
• Transitional Work Experience Program
• Access to Labor Market Information

Services for Job Seekers
• Self-Directed Resource Room/Core Services – Job search assistance, internet accessible computers, self-assessment tools, unemployment insurance claim filing, labor market information, photocopying, fax and phone service, access to partner programs and services, and more.
• Intensive Services – One-on-one and small group assistance provided by a Hampton Center Career Developer
• Training Services – Occupational Skills training, OJT training; job readiness training; adult education, etc.
## PARTICIPANT NUMBERS

### TOTAL REGISTRATIONS
7/1/18 – 12/31/18

<table>
<thead>
<tr>
<th>Location</th>
<th>Total Registrations</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newport News</td>
<td>1,177</td>
<td>44.43%</td>
</tr>
<tr>
<td>Hampton</td>
<td>879</td>
<td>33.18%</td>
</tr>
<tr>
<td>York County</td>
<td>217</td>
<td>8.19%</td>
</tr>
<tr>
<td>James City County</td>
<td>195</td>
<td>7.36%</td>
</tr>
<tr>
<td>Gloucester</td>
<td>104</td>
<td>3.93%</td>
</tr>
<tr>
<td>Williamsburg</td>
<td>33</td>
<td>1.25%</td>
</tr>
<tr>
<td>Poquoson</td>
<td>22</td>
<td>0.83%</td>
</tr>
<tr>
<td>Other</td>
<td>22</td>
<td>0.83%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>2,649</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

### TOTAL PARTICIPANTS
7/1/18 – 12/31/18

<table>
<thead>
<tr>
<th>Location</th>
<th>Adult</th>
<th>Dislocated Worker</th>
<th>Youth</th>
<th>Total</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newport News</td>
<td>79</td>
<td>16</td>
<td>82</td>
<td>177</td>
<td>47.97%</td>
</tr>
<tr>
<td>Hampton</td>
<td>56</td>
<td>20</td>
<td>52</td>
<td>128</td>
<td>34.69%</td>
</tr>
<tr>
<td>James City County</td>
<td>14</td>
<td>4</td>
<td>2</td>
<td>20</td>
<td>5.42%</td>
</tr>
<tr>
<td>York County</td>
<td>8</td>
<td>2</td>
<td>7</td>
<td>17</td>
<td>4.61%</td>
</tr>
<tr>
<td>Other</td>
<td>13</td>
<td>3</td>
<td>0</td>
<td>16</td>
<td>4.34%</td>
</tr>
<tr>
<td>Gloucester</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>5</td>
<td>1.36%</td>
</tr>
<tr>
<td>Williamsburg</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>4</td>
<td>1.08%</td>
</tr>
<tr>
<td>Poquoson</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>0.54%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>177</td>
<td>47</td>
<td>145</td>
<td>369</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

---

## LOCAL WORKFORCE DEVELOPMENT AREA 14

### Fourth Quarter WIOA Performance Metrics
Program Year 2017

<table>
<thead>
<tr>
<th>Program</th>
<th>Measure Description</th>
<th>Negotiated Level</th>
<th>Actual Performance</th>
<th>Percentage of Negotiated Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>Employment 2nd Quarter after Exit</td>
<td>65.5</td>
<td>79.6</td>
<td>121.53%</td>
</tr>
<tr>
<td>Adult</td>
<td>Employment 4th Quarter after Exit</td>
<td>71.3</td>
<td>83.8</td>
<td>117.53%</td>
</tr>
<tr>
<td>Adult</td>
<td>Median Earnings 2nd Quarter after Exit</td>
<td>$3,795</td>
<td>$6,285</td>
<td>165.61%</td>
</tr>
<tr>
<td>Adult</td>
<td>Credential Attainment within 1 year</td>
<td>61.0</td>
<td>79.3</td>
<td>130.00%</td>
</tr>
<tr>
<td>Dislocated Worker</td>
<td>Employment 2nd Quarter after Exit</td>
<td>75.4</td>
<td>87.1</td>
<td>115.52%</td>
</tr>
<tr>
<td>Dislocated Worker</td>
<td>Employment 4th Quarter after Exit</td>
<td>74.9</td>
<td>94.4</td>
<td>126.03%</td>
</tr>
<tr>
<td>Dislocated Worker</td>
<td>Median Earnings 2nd Quarter after Exit</td>
<td>$4,356</td>
<td>$7,333</td>
<td>168.34%</td>
</tr>
<tr>
<td>Dislocated Worker</td>
<td>Credential Attainment within 1 year</td>
<td>64.0</td>
<td>88.9</td>
<td>138.91%</td>
</tr>
<tr>
<td>Youth</td>
<td>Employment 2nd Quarter after Exit</td>
<td>63.0</td>
<td>87.9</td>
<td>139.52%</td>
</tr>
<tr>
<td>Youth</td>
<td>Employment 4th Quarter after Exit</td>
<td>61.0</td>
<td>81.8</td>
<td>134.10%</td>
</tr>
<tr>
<td>Youth</td>
<td>Median Earnings 2nd Quarter after Exit</td>
<td>Baseline</td>
<td>$3,798</td>
<td></td>
</tr>
<tr>
<td>Youth</td>
<td>Credential Attainment within 1 year</td>
<td>52.5</td>
<td>45.5</td>
<td>86.67%</td>
</tr>
</tbody>
</table>
In June 2017 Mr. Shontavia Hall attended a WIOA Orientation with the hope that he would be able to pursue occupational skills training to improve his employment situation. At the time he was working part time as an Amazon Customer Service Associate, earning $10.50/hour. This, plus the fact that he was a single parent with 3 children and a SNAP Recipient, led to a determination that he was eligible for WIOA/Adult funded training.

Following his enrollment, Mr. Hall went through the assessment and employability planning process, and it was discovered that he had an aptitude for and a personal interest in the electrical field. With this as his career objective he subsequently went on to successfully complete the Career Readiness Certificate Assessment, earning a Silver Certificate Rating, and entered the Electrical Wiring Training Program offered through a partnership between TNCC and Goodwill Industries.

Following the completion of his training program, Mr. Hall earned his 10-hour OSHA card, and Electrical Level I & II Certificates of Completion. This accomplishment allowed Mr. Hall to continue his training in the New Horizon's Electrician Apprenticeship Program which included an On-the-Job Training (OJT) component with an area employer. Recognized for his perseverance, talent, can do attitude, and professionalism, Bay Electric offered Mr. Hall an OJT position earning $14.25/hour, with benefits. Mr. Hall successfully completed his OJT program May 2018 and continues to work full time for Bay Electric, while pursuing the classroom training portion of his apprenticeship program at New Horizons. He does not let a chance go by without thanking us for the opportunity that he was given.

"Why go to work when you can go to what you love? I don't feel like I go to work every morning; I feel like I get up and go to what I was meant to do. I like getting up and going to the different locations. It's the best thing that has ever happened to me." S. Hall

Thank you.

John Olson, Ed.D.
Board Chair
jolson@ecpi.edu

William H. Mann, Jr.
Executive Director
wmann@vcwpeninsula.com
CITY OF NEWPORT NEWS

OFFICE OF THE CITY MANAGER

February 20, 2019

TO: Honorable City Council

FROM: City Manager

SUBJECT: Resolution of Support for City of Newport News’ Participation in the ACT Work Ready Communities Initiative

City staff have been engaged with staff from the City of Hampton and Isle of Wight County who have been participating in the ACT Work Ready Communities (WRC) Initiative. It would be beneficial for Newport News to also participate in the initiative.

The cornerstone of ACT WRC is the ACT National Career Readiness Certificate (NCRC), an assessment-based credential that measures and certifies the essential work skills needed for success in jobs across industries and occupations by evaluating individuals on Applied Math, Graphic Literacy, and Workplace Documents. ACT NCRC is endorsed by the Commonwealth of Virginia as a statewide workforce credential. Certification as an ACT WRC is based upon the number of individuals earning, and employers recognizing, ACT NCRC.

ACT WRC is an effort through which cities and counties can identify skill gaps and quantify the expertise level of their workforce. It provides a framework to link workforce development to education, align with economic development needs, and match individuals to jobs based on skill level.

We believe that attainment of ACT NCRC by individuals, along with recognition by employers, will help defray employer on-boarding costs by proving essential skills capabilities and preparedness of job candidates. Importantly, ACT WRC will make Newport News an attractive and work-ready location for new and existing businesses alike.
As part of and to begin the application process with ACT, a resolution of support from the City for participating in the ACT WRC Initiative is required. There is no fee to participate, however, some cost for staff program training is expected. Staff will give a brief presentation about this initiative at the Work Session on February 26, 2019.

I recommend approval.

Cynthia D. Rohlf

cc: Alan K. Archer, Assistant City Manager
    Florence G. Kingston, Director, Department of Development
Great Things are Happening!

ACT Work Ready Communities Initiative
February 26, 2019
City Council Work Session

What is ACT?
ACT is a nonprofit organization best known for the ACT – the standardized test designed to assess college readiness.
ACT also manages a number of other programs including ACT WorkKeys and the National Career Readiness Certificate (NCRC).

What is ACT NCRC?
ACT NCRC is an assessment-based credential that measures and certifies the essential work skills needed for success in jobs across industries and occupations.

- NCRC evaluates individuals on Applied Math, Graphic Literacy and Workplace Documents.

ACT NCRC is endorsed by the Commonwealth of Virginia as a statewide workforce credential.
It is currently used as part of the workforce development efforts by Greater Peninsula Workforce Board and is a component of the activities supported by our TANF Grant.
ACT Work Ready Communities Initiative (WRC)

ACT WRC is a community-based framework that:

- Links workforce development to education
- Aligns with the economic development needs of communities, regions and states
- Matches individuals to jobs based on skill levels

ACT WRC is a certification effort through which localities can identify skill gaps and quantify the skill level of their workforce.

- It provides a framework to link workforce development to education, align workforce development with economic development needs and match individuals to jobs based on skill levels.
- It also helps educators build career pathways aligned to the needs of business and industry, and it also helps a community stand out and be recognized for its workforce development efforts.

The foundation of a community's certification is based on individuals earning an ACT NCRC and employers recognizing ACT NCRC.

ACT Work Ready Communities Initiative (WRC)

City staff have been engaged with staff from the City of Hampton and Isle of Wight County who have already been participating in ACT WRC.

Attainment of ACT NRCR by individuals, and recognition by employers, will help defray employer on-boarding costs by proving essential skills capabilities and preparedness of job candidates.

ACT WRC will help make Newport News an attractive and work-ready location for new and existing businesses alike.

There is no fee to participate in the initiative, however, some cost for staff program training is expected.

To apply and begin the process with ACT and the Work Ready Communities Initiative, a resolution supporting City participation in ACT WRC is required.

- A resolution supporting participation in ACT WRC is on the agenda for tonight’s City Council meeting.
Great Things are Happening!

ACT Work Ready Communities Initiative
February 26, 2019
City Council Work Session
TO: Honorable City Council
FROM: City Manager
SUBJECT: Brooks Crossing Initiatives

As you are aware, the City and the Economic Development Authority (EDA) are working collaboratively with a number of partners to create the Brooks Crossing Innovation and Opportunity Center (BCIOC) on the first floor of the newly constructed Brooks Crossing office building. Included within the BCIOC is the STEM Digital Innovation and Fabrication Lab and the Brooks Crossing Opportunity Center (BCOC).

We have been working diligently with our partners to develop a comprehensive offering of programs and support services that will provide students and adults of all ages access to STEM technology at the STEM Digital Innovation and Fabrication Lab, and skills/job training and certificates, support services and job search assistance at BCOC. In addition, we have been awarded $896,802.58 in grant funding from the Virginia Department of Social Services to support a new initiative called “Navigating Wealth Building for the Residents of the Marshall-Ridley Choice Neighborhood”, which will be delivered primarily at BCOC.

At your Work Session on February 26, 2019, a presentation will be given about the Brooks Crossing Innovation and Opportunity Center, including the STEM Digital Innovation and Fabrication Lab, the Brooks Crossing Opportunity Center, and the Navigating Wealth Building for the Residents of the Marshall-Ridley Choice Neighborhood Initiative, and the impactful services and programs that will be available to the community.

[Signature]
Cynthia D. Rohlf

cc: Alan K. Archer, Assistant City Manager
    Florence G. Kingston, Director, Department of Development
Great Things are Happening!

Brooks Crossing Initiatives

Brooks Crossing Innovation and Opportunity Center
STEM Digital Innovation and Fabrication Lab
Brooks Crossing Opportunity Center
Navigating Wealth Building in Newport News (TANF Grant)

February 26, 2019
City Council Work Session

Brooks Crossing Office Building

105,000 square foot office building being constructed in Brooks Crossing.

Building is being constructed by Southeast Commerce Center Associates, LLC and approximately 88,500 square feet of space will be leased by Newport News Shipbuilding.

Newport News Shipbuilding plans to occupy its space with approximately 600 employees working in the areas of IT, research and development and engineering.

Approximately 16,500 square feet of the 1st Floor will be leased by the EDA to house the Brooks Crossing Innovation and Opportunity Center.

Start Date: Construction in Progress
Completion Date: May/June 2019
STEM Digital Innovation and Fabrication Lab

This center will provide continuous STEM learning opportunities for all ages and abilities, encompassing multiple STEM disciplines in hopes of empowering students to have potential careers in STEM fields and digital shipbuilding.

Partnership between Newport News Shipbuilding, Old Dominion University, City and EDA.

ODU has partnered with the Teaching Institute for Excellence in STEM (TIES) to assist with the design of the STEM lab.

- TIES brings together partners in a wide range of fields and industries to reimagine STEM and has a vision and process that is inclusive of all students and addresses the inequity of access to learning.

STEM Digital Innovation and Fabrication Lab

TIES has facilitated stakeholder engagement sessions, including students, community members, educators, industry and workforce development partners across the region.

The stakeholder sessions have framed and guided the development of the space to ensure it meets stakeholder and community needs, as it will have a broad user base.

**Design Studios:**
- 8/21/2018 – Design Studio – VMASC
- 1/9/2019 – Design Studio – Discovery STEM
STEM Digital Innovation and Fabrication Lab

The STEM Digital Innovation and Fabrication Lab will teach skills and technology that are directly transferable to multiple industries and applications (prototyping, entrepreneurship, manufacturing, industrial design, shipbuilding, etc.).

Lab will include technology and programming for students and adults around:

- 3D Printing
- CAD Instruction
- Wood and Vinyl Cutters
- Laser Cutters
- CNC Routers
- Electronics and Laser Scanning
- Prototyping
- Textiles and Embroidery
- Teacher Professional Development Programs
- Student Fabrication Experiences
- Community Nights
- Summer Camps and Saturday Workshops
- “Start Your Own Business” Workshops
- Digital Fabrication Badging Program
- Shipyard Youth Mentoring Program

Brooks Crossing Opportunity Center

The Brooks Crossing Opportunity Center (BCOC) will be a convenient centralized hub, located within the community, for customized, flexible, comprehensive, and innovative approaches to career awareness, skill development, wealth building, support services, and case management.

Partnership between Greater Peninsula Workforce Board, HRCAP, Peninsula Regional Education Programs, ODU, City and EDA, as well as a number of other workforce and industry partners, and training providers.

To assist career seekers looking for opportunities, BCOC will have:

- Meeting and conference rooms for case management support
- Interviewing and job fair facilities
- Computers for job searches and online training
- Testing location for certificate programs
- Location for career readiness seminars, workshops and training programs

BCOC will be open and available to all career seekers and industry leaders seeking talent.
Brooks Crossing Innovation and Opportunity Center

What can career seekers expect when arriving at BCOC?

1. Briefing, tour and orientation on available services
   a. EmpowOR intake and plan development
2. Individual case management support and guidance
3. Eligibility determination for extensive services
4. Work skills exploration, and assessments for potential skills training programs
5. Engagement with businesses and industry professionals
6. Analysis of education/training/employment goals with overview of industry clusters
7. Assistance with searches for formal education, jobs, and training
Brooks Crossing Opportunity Center

What services and resources will be available to career seekers?

Training and Certificates

a. Open access to various workshops
b. Initial computer workshops with self-directed courses identified online for self-improvement and skill-building
c. Funding support for occupational skills training
d. On-the-job training
e. Services offered by numerous community partners on itinerant basis
f. Entrepreneurial training by several providers
g. Grant-funded access to various certificates and credentials on-site:
   i. Workplace Readiness Series Certificate
   ii. Northstar Digital Literacy Certificate
   iii. ACT National Career Readiness Certificate and WorkKey training
   iv. OSHA-10

Job Search Preparation and Assistance

a. Support with resume development in workshops
b. Grant-funded background checks when required prior to employment/training
c. Guidance on registering on VA Workforce Connection and other job search services
d. Referral to employers with current job openings
e. Access to registered apprenticeship training programs operated by the private sector
f. Opportunities for skill upgrading and retraining
g. Access to adult education and literacy activities, including English language proficiency activities and integrated education and training programs, provided concurrently or in combination with other training services
Brooks Crossing Opportunity Center

Partners and Services for Career Seekers Accessible through BCOC:
- ACT National Career Readiness Certificate and WorkKeys
- Career Assessment Tests
- Career Index Plus
- Comprehensive Adult Student Assessment System (CASAS)
- Greater Peninsula Workforce Board
- Goodwill of Central and Coastal Virginia
- Hampton University
- HRCAP
- National Council on Aging
- New Horizons Regional Education Centers
- Northstar Digital Literacy
- Old Dominion University
- Peninsula Regional Education Program
- Thomas Nelson Community College
- United States Department of Labor
- Virginia Department of Education
- Workplace Excellence Series
- Virginia Career Explorer
- Virginia Career View
- Virginia Department for Aging and Rehabilitative Services
- Virginia Employment Commission
- Veterans Services
- Youth Services

Navigating Wealth Building in Newport News

The Virginia Department of Social Services has awarded an 18-month grant in the amount of $896,802.58 to the City to support a new initiative called Navigating Wealth Building for the Residents of the Marshall Ridley Choice Neighborhood (MRCN). Funding can be extended for an additional 4 years.

This citizen-and-business-focused project was proposed by the City as an effort aligning with the Choice Neighborhood Initiative.

Purpose
This program will have a laser focus on changing the lives of residents in the MRCN for the better by offering accessible workforce and training services, additional staff support, and wrap-around support services to those who can benefit from these resources.

Strategic Partners
- Newport News Department of Development
- Hampton Roads Community Action Program (HRCAP)
- Peninsula Regional Education Programs (PREP)
- Newport News Department of Human Services
- Economic Development Authority
- Greater Peninsula Workforce Board (GPWB)
Navigating Wealth Building in Newport News

Eligibility

MRCN and Southeast Community residents that are: TANF participants that receive cash assistance who are VIEW-exempt; VIEW-sanctioned individuals; individuals receiving Diversionary Assistance under the TANF Program; TANF participants whose cash assistance has ended and who are now in the transitional period up to 24 months after the end of TANF cash assistance; and, individuals with incomes below 200% of the poverty level.

Challenges to be Addressed Impacting Employability as Identified by Department of Human Services

1. Basic Employability Skills
2. Inconsistent Work History
3. Educational Attainment
4. Lack of High School Diploma
5. Criminal Record
6. Lack of Transportation
7. Lack of Job Search Skills
8. Lack of Training
9. Support for Child with Special Needs
10. Housing Issues and/or Homelessness

Navigating Wealth Building in Newport News

Services to be Provided

Service delivery will occur primarily at the Brooks Crossing Opportunity Center (BCOC).

- BCOC will serve residents as a convenient centralized hub for customized, flexible, comprehensive, and innovative approaches to career awareness, skill development, wealth building, support services, and integrated case management.

Site coordinators at BCOC will manage data entry into the Virginia Workforce Connection database and the EmpowOR software for shared case management.

- After orientation and intake, coordinators will screen and refer individuals to relevant assessments, including vocational evaluations, to help individuals identify their career interests.

- Following initial assessments, a service plan will be created to coordinate and align training and workforce programs with individual goals and objectives.

At least four unique certificates will be offered: Northstar Digital Literacy, Workplace Excellence Series (10 unique modules), National Career Readiness Certificate, OSHA-10

Individuals will have regular engagement with businesses and industry leaders.
Navigating Wealth Building in Newport News

Services to be Provided

HRCAP will provide support by:

• Utilizing and offering the recently acquired EmpowOR software for shared case management, and providing required reporting information for grant.
• Assisting with resume development to show strength of volunteer experience, work history and skill development.
• Developing and coordinating delivery of four certificates within a six-week period.
• Connecting individuals with partners and employers hiring or serving those with background challenges.
• Providing transportation support to individuals with new employment for 1 to 2 months, as well as transportation to other sites assisting with the development of workforce skills.
• Delivering supportive services to individuals seeking training and employment.

HRCAP will also provide orientations, intake, workshops, case management and facilitated work readiness sessions at BCOC.

Navigating Wealth Building in Newport News

Services to be Provided

PREP will facilitate and proctor work readiness programs and support, including:

• Enrolling participants who can benefit from earning a GED or National External Diploma, or receiving training for literacy or numeracy skill development.
• Workplace Excellence Series
  • Results in a soft skills certificate and helps individuals become better acquainted with workforce expectations beyond the job itself and focuses on areas including adaptability, dependability, presentability, respectability and workability.
  • Modules for youth and adults, including Spanish
• Comprehensive Adult Student Assessment System (CASAS)
• Northstar Digital Literacy
• ACT National Career Readiness Certificate / WorkKeys
Navigating Wealth Building in Newport News

**Projected Outcomes**

BCOC partners will serve 110 participants (90 adults and 20 youth) in the first 18 months.

80 individuals will be provided appropriate assessments, credentials, higher education certificates and/or degrees.

55 residents will be placed in gainful employment with wages over $9.00/hour or in pre-registered apprenticeship opportunities.

**Grant Fund Utilization**

*In coordination with partners, grant funds will be used for:*

- Space in BCOC
- Computer Equipment and Software
- Staff Support for Service Delivery Events
- Individual Assessments
- Costs for Certificates and Credentials
- On-the-job training
- Transportation
- Internships
- GED or National External Diploma
- Pre-registered Apprenticeships
- Skills Training
- Occupational and Vocational Training

**Navigating Wealth Building in Newport News**

**Other Supporting Partners**

- Newport News Shipbuilding
- Riverside Health Systems
- Virginia Department of Aging and Rehabilitative Services
- Bay Electric Company, Inc.
- Fairlead Boatworks
- Virginia Ship Repair Association
- W. M. Jordan Company
- Top Guard Security, Inc.
- Thomas Nelson Community College
- Goodwill of Central and Coastal VA
- New Horizons Regional Education Center/Center for Apprenticeship & Adult Training
- Newport News Redevelopment and Housing Authority (NNRHA)
- CNI Citizens Advisory Committee
- Hampton-Newport News Community Services Board
- Newport News Public Schools
- Redesigned Summer Training and Enrichment Program
- Four Oaks Day Service Center
- Blue Crab Technical Academy
- Faith-based partners
- Many other community organizations
Navigating Wealth Building in Newport News

What was unique and innovative about our successful TANF Grant application and why do we believe it will be impactful and sustainable?

• Progressive and Customized Model for Target Population
• Shared Case Management
• Services Provided Based Upon Individual Goals and Objectives
• Deliberate Connections with Industry Leaders on Job Opportunities
• Stacking Certificates and Credentials that Align with Industry Needs
• Weekly Stipends Provided to Encourage Sustained Participation
• Door-to-Door Transportation to Training/Education Sites

Great Things are Happening!

Brooks Crossing Initiatives

Brooks Crossing Innovation and Opportunity Center
STEM Digital Innovation and Fabrication Lab
Brooks Crossing Opportunity Center
Navigating Wealth Building in Newport News (TANF Grant)

February 26, 2019
City Council Work Session