

VIRGINIA CAREER WORKS

CENTRAL REGION

WORKFORCE BOARD AWARDED TWO GRANTS TO ELEVATE SERVICES AND OUTREACH

The Central Virginia Workforce Development Board (CVWDB) was awarded two competitive state grants in 2023 that are aimed at expanding services to youth and adults with barriers to employment and elevating awareness of high demand career opportunities for youth, parents, and educators.

The Commonwealth of Virginia awarded the board **\$150,000** in federal funds through a **Supplemental Workforce Development Training Opportunity grant**, which allows board staff and the operator of the board's Title I program to expand services for 18 youth and 20 adults in 2024 who are facing barriers to employment.

The board was also awarded **\$25,000** in a **Youth Outreach and Marketing Development grant** that is funding a targeted outreach campaign. The CVWDB is working with employers and training providers to produce a series of videos that will highlight high-demand occupations for an audience of teenagers.

"We are utilizing these funds to place youth and adults in sustainable careers, and we captured the wide variety of high paying jobs that young people should consider as they choose their classes in high school and college," said Traci Blido, Executive Director, Virginia Career Works – Central Region.

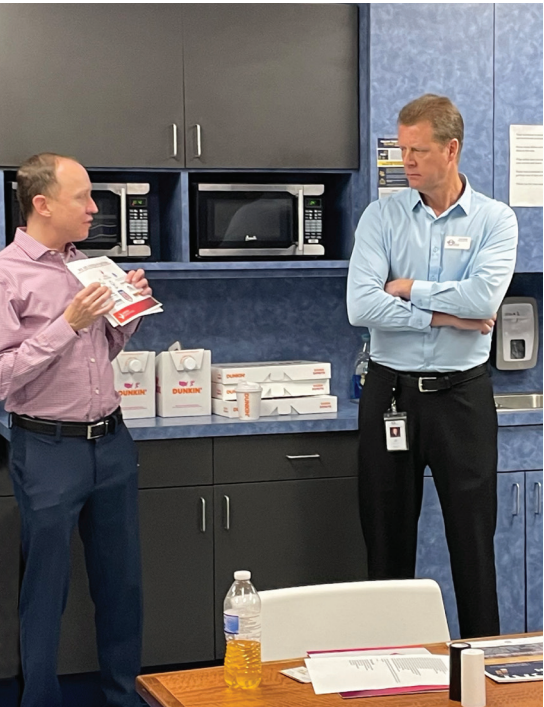
Content will be featured in a five-episode series that will be produced to air on a local television station. The finished series will be provided to local schools for use as a classroom resource in support of the region-wide "Worlds Of Opportunity" career expo in October 2024, in partnership with the Lynchburg Regional Business Alliance and Central Virginia Community College. The video series will be shown in schools and posted in shorter segments on social media, to re-enforce career exploration activities associated with Worlds of Opportunity.



Photo by Traci Blido

Staff meet with CVCC leaders to discuss ways to better reach youth for in-demand careers

OVERCOMING WORKFORCE CHALLENGES



CVWDB'S BUSINESS SERVICES TEAM EXCEEDS 100 LOCAL COMPANIES SERVED IN 2023

107
private sector
companies served by
the collaborative team
in partnership with
economic developers
from across the region,
this past year.

The CVWDB convenes a monthly Business Services Team made up of partners from across the Virginia Career Works “one-stop system,” serving local companies to help them overcome workforce challenges such as filling specific in-demand jobs, hiring multiple workers in an expansion, and upskilling their own employees as equipment is updated to meet competitive demands. Just this past year (from January 1, 2023–December 31, 2023), the

collaborative team served 107 private sector companies, in partnership with economic developers from across the region.

For more information or to recommend a business that may need workforce assistance, please contact Traci Blido, Executive Director, 434-258-8626, traci.blido@vcwcentral.com or Tim Saunders at 434-856-2713, tim.saunders@vcwcentral.com.

CONNECTING STUDENTS WITH SUMMER WORK



WORKFORCE INITIATIVE CONNECTS STUDENTS WITH SUMMER WORK

As record job availability continues across Central Virginia, employers are relying on younger workers to fill certain positions. This is creating a unique opportunity for eager high schools students to enter the workforce at a younger age, in positions that might otherwise be unavailable to them. In 2023, Virginia Career Works partnered with Lynchburg City Schools, the City of Lynchburg’s Office of Economic Development and Tourism, and Lynchburg Beacon of Hope to connect E.C. Glass and Heritage High School students with employers offering part-time and seasonal work opportunities.

By working part-time through summer, students added experience to their resume and formed connections that will broaden their future career prospects.

Through this effort, individuals ages 14–18 had an opportunity to apply for summer jobs that could offer a path to full-time employment after graduation. By working part-time through summer, students

added experience to their resume and formed connections that will broaden their future career prospects. The team is doing a repeat of this job fair at the two schools in 2024.

CENTRAL VIRGINIA WORKFORCE DEVELOPMENT BOARD*

Chief Local Elected Officials

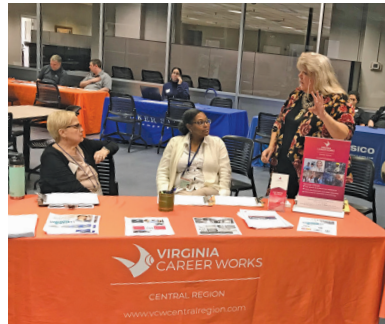
- Drew Wade, Amherst County
- John Hinkle, Appomattox County
- John Sharp, Bedford County
- Jon Hardie, Campbell County
- Mayor Stephanie Reed, City of Lynchburg

Members

- | | |
|---|---|
| Lauren Anderson, Lynchburg Regional Society of Human Resource Management (LRSHRM) | Charles Mann, IAM & AW Local Lodge 10 |
| Dr. Annette A. Bennett, Appomattox County Public Schools | Nat Marshall, BWXT |
| Gary Campbell, Johnson Health Center | Alisha Meador, Lynchburg Office of Economic Development and Tourism |
| Dr. John Capps, Central Virginia Community College | Sam Penn, United Steel Workers |
| Anthony Cardoza, Framatome | Sierra Phillips, Southern Air, Inc. |
| Christopher J. Caudill, Aerofin | Samuel Pinn, United Cherokee Indian Tribe of Virginia |
| Andrew Crawford, Bedford County Department of Social Services | John Redding, Appomattox Chamber of Commerce |
| Michael “Scott” Francis, Integrated Technology Group, Inc. | Tamara Rosser, Lynchburg Community Action Group |
| Cheryl Giggetts, CTA Consultants LLC | Luke Saechao, ACE of Central Virginia |
| Laura Hamilton, Lynchburg Beacon of Hope | David Sage, Virginia Technical Institute |
| Mike Hertzler, Finance Professional | Jason Shockley, Industrial Plating Corporation |
| Dana Hogan, C.B. Fleet | Sonya Todd, L3 Harris |
| Christine Kennedy, Lynchburg Regional Business Alliance | Karen Walker, Foster Fuels, Inc. |
| Ron Lovelace, Norvelle, Mathews, & Crews, PC | Carrie White, Centra Health |
| Bryan Lyttle, Old Dominion Job Corps | Sterling Wilder, Jubilee Family Development Center |
| Kimberly McIvor, Virginia Employment Commission | Christian Wiscovitch, Virginia Department for Aging and Rehabilitative Services |

**as of December 2023*





WHO DO WE SERVE?

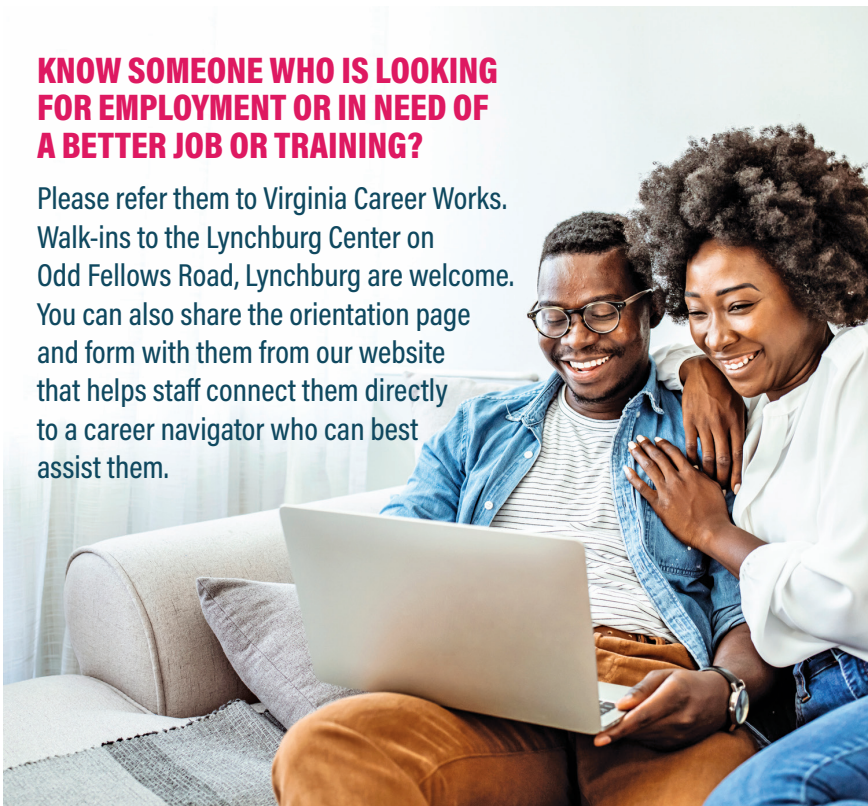
We serve **ALL** people with general career services, but we *enroll those who have barriers to employment or who have been laid off from their job. By enrolling them in WIOA Title 1, they are assigned a career navigator and provided with added support to help with things like transportation and childcare, or uniforms and tools for specific careers. There are also limited funds to help with training and education from eligible training providers in the region.

3,089

In 2023, Virginia Career Works Lynchburg Center saw 3,089 walk-ins and staff responded to 211 job seekers who completed online orientation and requested help.

KNOW SOMEONE WHO IS LOOKING FOR EMPLOYMENT OR IN NEED OF A BETTER JOB OR TRAINING?

Please refer them to Virginia Career Works. Walk-ins to the Lynchburg Center on Odd Fellows Road, Lynchburg are welcome. You can also share the orientation page and form with them from our website that helps staff connect them directly to a career navigator who can best assist them.



CALLING ON BUSINESSES TO HOST INTERNS

The Virginia Career Works Youth Program covers paid internships and other work experiences for in-school and out-of-school youth, up to age 24.

If you are willing to mentor/host a young person for an internship type of position (up to 340 hours), please reach out to us. It's a win-win for you and the individual you host.

The Central Virginia Workforce Development Board is designated as the regional workforce convener by the Chief Elected Officials and is responsible for coordinating workforce development at all levels. By engaging employers, education/training and human services organizations the Workforce Development Board addresses workforce issues and develops solutions for current and prospective business needs to provide a skilled labor force at the regional level.

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