Virginia CPID and a DEMAND SIDE APPROACH:
Developing Career Pathways While Meeting Business Needs
Our Presenters

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• Diane McBride, Business Relations Manager, Virginia Department for the Blind and Vision Impaired
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• Debby Hopkins, Shenandoah Valley Workforce Development Board, Valley 2 Virginia Grant
Learning Objectives

• Demand Side/Supply Side Approaches and Current Day Rehabilitation
• Labor Market Information and Targeted Services
• Business Supports
• Business Service Partnerships/Programs
Some Key Terminology/Operational Definitions

- Job Driven
- Business as Customer
- Workforce Development System – Who is included?
  – What are the needs of the system?
- Supply side vs demand
- Demand driven
- LMI expansion to VR services
- Ethics behind job match
Demand Side/Supply Side
Job Driven/Applying LMI

Tish Harris
Evolution

Transition from Supply to Demand focus

• Finding an equilibrium
• Developing relationships
  – by Listening
  – by Participating (Business Services Teams)
  – by Partnering (Virginia Manufacturers Association)
• Using LMI to identify
  – Demand Driven
  – Self Sustaining Wages
Specific Examples

• LMI identified two expansion areas in Virginia
  – Logistics in Blue Ridge and Welding in Hampton

• Created a Demand side meeting to
  – Introduce credentials we were training to based upon LMI
  – Validate credential needs
  – Identify any additional training needs
  – Confirm agreement to interview graduates of credential training
Success!

• Real Time Information backed up LMI numbers
• Supply side more motivated to send individuals to train with credential information, interview offer and stated demand
• Demand side meeting becomes the standard
Business Needs in Priority Order

• Let’s take a look at Business Needs communicated to us in Virginia and how CPID addressed them. These needs
  – Varied by Region – manufacturing predominant in some areas of the state, IT in others
  – Varied by Industry Cluster – entry levels varied by pathway
Lack of Qualified Individuals in the Pipeline

• For Manufacturing:
  • Fully supported Manufacturing Technician Training at Wilson Workforce & Rehabilitation Center

• For Manufacturing and IT
  – Tours to overcome negative perceptions
    • 346 total
  – Academies to Provide hands-on experience
  – Apprenticeship
Apprenticeships and the Shenandoah Valley Workforce Development Board

Debby Hopkins
Apprenticeship Collaboration
Shenandoah Valley Workforce Development Board

Pre-Apprenticeship for WWRC’s Manufacturing Technician Training Program
Created apprenticeship pathways
National best practice for inclusive apprenticeship
Strong partner alliance for sustainability
Registered Apprenticeship is a structured training program certified to meet government standards.

Apprenticeship Components:

- On-the-job Training
- 1:1 Mentorship
- Related Instruction
- Wage increase plan
- National Credential

Registered Apprenticeship is a structured training program certified to meet government standards.
National Exposure

- **HR Magazine: Spring 2019**
  National Magazine of the Society of Human Resource Management

- **Presentations with U.S.DOL ODEP**
  National Meetings/Conferences/Webinars to promote inclusive apprenticeship and the VR Apprenticeship Model
Business Supports

Diane McBride, LaPearl Smith, and Tish Harris
Diversity and Inclusion

• Creates a positive working environment for all employees through education
• Helps business develop a better understanding of diversity in today’s workplace
• Onboarding workshop for current team and employees
• Job Retention
• Accommodations
Section 503

• Section 503 of the Rehabilitation Act calls for a workforce that consists of 7% people with disabilities
• Companies required to measure and document progress and analyze efforts
• Resources available to federal contractors
• Direct recruitment
• Diversity & Inclusion Workshops
• Hiring Events
• DC Government and Federal Agencies-Schedule A
Accessibility and Accommodations

• Universal Design
• Assistive Technology
• Adaptive Equipment
• Workplace and Home Modifications
Information on Cost of Accommodations

• General accommodation information allays fears of business- business is surprised at the reasonable cost of accommodations

• AT displays allow people to put hands on it

Trendsetting: Visits to manufacturing floor or IT office to observe new hires in work environments to evaluate AT needs for success
Filling Gaps in the Jobseeker Pipeline

• Job Shadow, Informational Interviews
• Unpaid Work Experience
• Paid Internships
• Segment employment
• Educating our job seekers
• Pathway credentials
• Resume filled with relevant experience
Matching Individuals to Opportunities

• Careful matching of individuals to opportunities creates long term success and additional requests from employers

• Internship during credential training, then

• Informational interview, then

  – TRENDSETTING: **Paid Work Experience** to add practical onsite experience to credentials. Includes workmen’s comp and all payroll details taken care of.

  – Outcome= individual often hired, Win/Win
Northern Virginia Tech Council
Titan’s Breakfast

• Display assistive technology
• Dialogue about AT and services to business
• Opportunity to build relationships with key companies such as Microsoft and SAIC
• Presentation to NVTC Board of Directors
• Webinars to NVTC membership
• Catalog of Business Services-collaboration DBVI, DARS, WIOA
Something New!

• **Credential Fairs** to disseminate information, provide resources and help with next steps
  – available for both counselors and individuals

• **IT Credential Fair**- Intellectual Point sponsored
  – Virginia Career Works, state agencies, AT, trainers
  – 106 signed in

• **Welding Credential Fair**- Newport News Shipbuilding sponsored

• **Logistics Credential Fair**- Blue Ridge Community College sponsored
Value Added

• Professional Development opportunities for VR Counselor and workforce partner staff
  – Motivational Interviewing, including LMI & career pathways
  – System Alignment to understand each other’s programs and eligibility, identify gaps

• Learning Opportunities for Individuals
  – STAR Interviewing techniques
  – Reverse Job Fairs
Adult Career Exploration

Intro to IT for Adults- GCE Partnership

- Used to allow Adults to explore IT career pathways
- Secondary benefit is we could assess individual’s readiness for training
- Exposure to four high level categories, including Hardware/Networking, Software/Application, Data Management/Data Science, and Cyber Security.
- Each day includes hands-on exercises, basic terminology and a look at careers and credentials within each area.
- Participants in Intro to IT will have information to make an informed choice about an IT career.
Career Exploration for Students

- Academy experiences for high school students - hands on career exploration
- NICERC Partnership for Robotics - Used curriculum from DOE’s summer camps and made nonvisual, added AT and supports
- Other academies include partnerships with community colleges, WWRC & workforce boards
- Follow up shows 90% conversion rates from Robotics
Collaborative not Competitive

• Business services exists but are often competitive not collaborative
• Two agencies have advocated for all IWD as well as the system in general, not just their individual agency participants
• Critical Partnerships with WIOA for co-enrollments
Collaboration Equals Success

- DARS/DBVI Partnership
- Northern Virginia Tech Council Events
- Assistive Technology Display Opens Doors
- Employer Solution Teams
- Single Point of Contact
Some General Resources

• Workforce Innovation Technical Assistance Center (WINTAC)
  – A National TA Center to assist State VR Agencies and their partners on implementing WIOA
  – www.wintac.org

• Virginia Career Pathways for Individuals with Disabilities (CPID) Project site
  – https://www.vadars.org/gsp/cpid/cpid_home.htm

• The Career Index Plus site
  – www.thecareerindex.com
Career Pathways Resources

WINTAC Career Pathways Community of Practice: http://communities.wintac.org (registration is required)


More Career Pathways Resources

Career Pathways Joint Federal Agency Letter:

Career Pathways Checklist:

Day in the Life Videos:
https://www.connectedstudios.org/url-zuF2ha7ENUkhXWnhzOFCGrTn

LINCS Resources on Career Pathways:
Additional Resources (Debby Hopkins)

- [https://vrworkforcestudio.com/](https://vrworkforcestudio.com/)  Podcasts of WWRC client success stories
- [https://www.dol.gov/odep/](https://www.dol.gov/odep/)  US DOL Office of Disability Employment Policy
- [https://www.apprenticeship.gov/](https://www.apprenticeship.gov/)  US DOL Apprenticeship
- [https://www.jff.org/](https://www.jff.org/)  Jobs for the Future
Questions?

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