

2015-
2016

Business Services Report

Martinsville-Henry County

This report focuses on the measurable outcomes related to the goals of the Business Services Manager of Martinsville and Henry County for the fiscal year 2015-2016.



I. SUMMARY

The Business Services Manager of Martinsville-Henry County has contributed to a more successful and streamlined connection between employers and the available resource organizations of the Martinsville-Henry County region.

In the 2015-2016 fiscal year, the Business Services Manager of Martinsville-Henry County helped organize and participated in 6 job fairs/targeted recruitment events, met with 151 employers, identified 4126 jobs, and confirmed 549 job placements by June 30, 2016. **More placements may be identified after year end due to community wide job fair being held in June.*

The Business Services Manager collaborated with existing organizations to establish and coordinate multiple Manufacturing Roundtable Forums, create or implement 6 employer workshops, and help increase awareness of workforce needs by coordinating industry tours of the top employers in Martinsville-Henry County.

In addition, the Business Services Manager advocated for local workforce development and represented the voice of employers at federal, state, and local events, in local media, at community functions, and on local councils and committees.



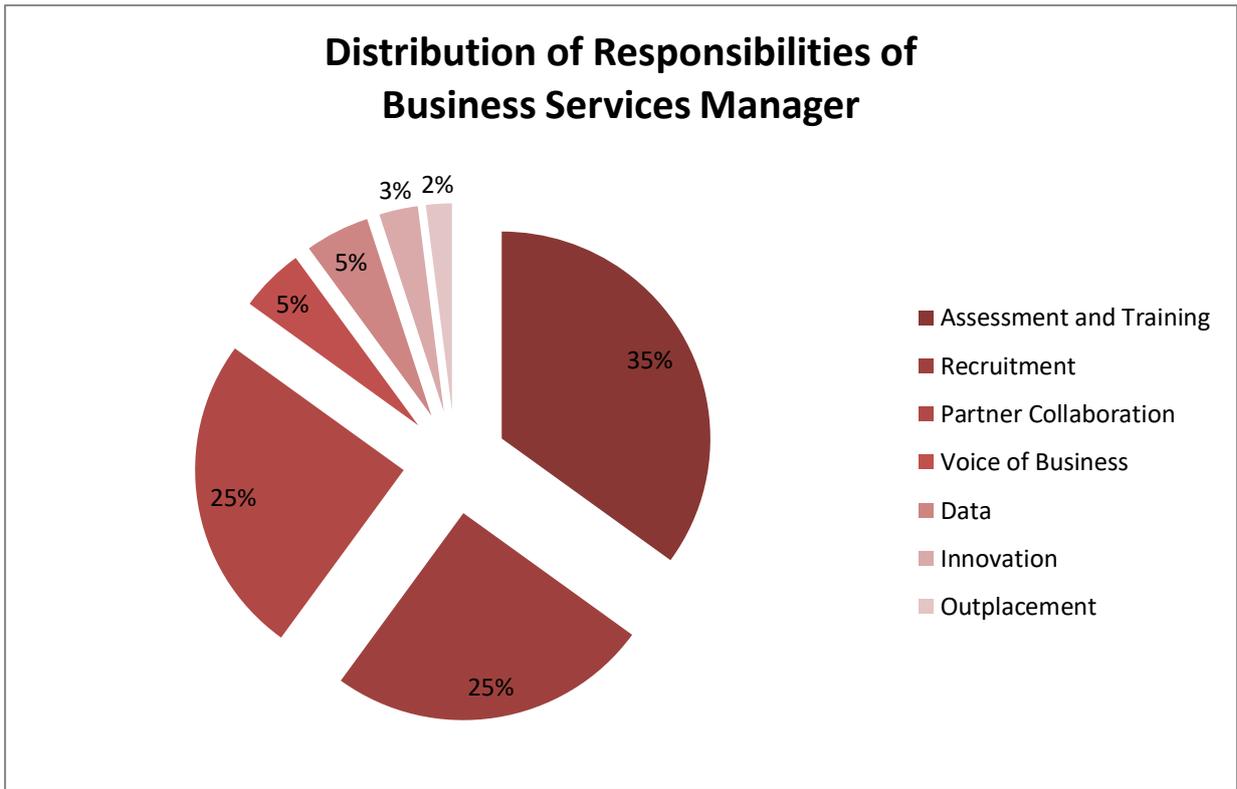
II. BACKGROUND

On July 1, 2010, the Martinsville Henry County Chamber of Commerce partnered with Pittsylvania County Community Action through the Workforce Investment Board to service employers' needs through the creation of the "Business Services Manager" position. This position was intended to identify employer needs and then streamline the process of connecting the employers with the appropriate resource or partner.

In April 2011, the duties of Job Developer for the WIOA Adult and Dislocated Worker program operated by Pittsylvania County Community Action was integrated into the Martinsville-Henry County Business Services Manager role in an effort to better service the employment needs of local employers. This transition also assisted the WIOA program by connecting eligible participants with core placements, internships, Ridesolutions opportunities and OJT and IWT experiences.

In November 2013, in an effort to better service the employment needs of local employers, the roles and duties of Business Services and Job Developer were divided and a new Job Developer was hired. The Business Services Manager program came solely under the direction of the Martinsville-Henry County Chamber of Commerce. This allowed the Business Services Manager to focus more on identifying and servicing employer needs. The needs of employers vary by industry sector and size ranging from assistance in developing new programs, wage negotiations, new business start-ups, layoffs and plant closings, training needs, data retrieval, and employment issues.

In 2015-2016 a strong emphasis was placed on addressing and overcoming barriers to employment including transportation and childcare. The WPWIB, utilizing Business Services providers, entered into a partnership with Ridesolutions to combat regional transportation issues. Multiple roundtables were convened to discuss ways to address childcare issues, specifically "second shift" childcare. Plans are in place to move this issue to the forefront. As you will see in the following pages, a strong emphasis was made to promote employer focused programs such as Incumbent Worker [and On the Job Trainings Training](#).



III. GOALS

1) ASSIST EMPLOYERS WITH RECRUITMENT EFFORTS

- Worked with 151 employers in the Martinsville Henry County area to determine and satisfy their hiring needs and requirements.
- Arranged and participated in 6 job fairs/targeted recruitment events.
- Administered a virtual job board (www.jobs.martinsville.com) that offered over 160 various positions from 58 employers in the West Piedmont Workforce Investment Board region.

Job Fairs & Targeted Recruitment Events

	Number of Employers	Attendees
Targeted Recruitment VMNH	5	60
Drake Targeted Recruitment Jan	1	80
Drake Targeted Recruitment June	1	60
Danville-Pitt. County Community Wide Job Fair	40+	500
Martinsville-Henry County Community Wide Job Fair	50+	350450
Jobs.martinsville.com	58	100+ ongoing

*media coverage of these events included in appendix

2) CONTINUOUSLY ASSIST EMPLOYERS WITH ASSESSMENT AND TRAINING RESOURCES

- Worked with local partners, especially, Workforce, Economic and Community Development at PHCC, to identify various assessment programs and how they would be beneficial to employers.
- Identified training needs of employers and either connected them with local resources or began working with partners to develop programs to meet those needs.
- Collaborated with local partners to bring workshops to the area, which included needs from all business sectors and covered a wide range of topics. These workshops were open to the public and were advertised -to the visitors of the Workforce Center.
- Worked with Workforce, Economic and Community Development at PHCC, to help identify training needs and implement customized training.

Workshops Coordinated through Business Services Partnership

	Number of Employers	Attendees
Job Readiness Bootcamps WFC	1	12
Overtime Law Seminar	35	62
Ridesolutions	1	200+
Start up Martinsville Entrepreneurial Bootcamps	16	19
Monthly Uptown Merchant Meetings	20 (monthly)	25 (monthly)
Leadership Development	18	39



3) MONITOR AND COMMUNICATE PERTINENT LABOR MARKET DATA AND TRENDS THAT ASSIST EMPLOYERS IN HIRING AND RETENTION

- Collaborated with Martinsville-Henry County Economic Development Corporation on the 2015 Wage and Benefit Survey. 43 local employers participated in this survey with a combined total employment of 4,873. Of these, 89% were full time employees.
- Provided various data to local employers to assist with determining yearly wage rates and help with salary negotiations.
- Regularly attended meetings with partners to provide updates on incentives, training and other funding opportunities to employers.

4) ASSIST BUSINESSES WITH OUTPLACEMENT IN PLANT CLOSURES AND/OR LAYOFFS

- Fortunately not a significant amount of activity requiring Rapid Response services

5) WORK COLLABORATIVELY WITH WORKFORCE PARTNERS IN OUR REGION

- Continued to be involved with career and technical representatives from K-12 to determine the best way to allocate grant funds to better prepare students for real world workforce situations.
- Connected educational institutions with local employers and coordinated job profiles for NCRC.
- Attended Dan River Region Collaborative manufacturing events in Martinsville-Henry County, Danville-Pittsylvania County and Patrick County.
- Worked with local WIB office and local employers to implement Ridesolutions/Rideshare program to help address retention issues related to reliable transportation. Successfully enrolled the majority of our regional participants in the Ride Share database.
- Worked with local WIB office, and training providers to create a streamlined Incumbent Worker Training process for employers to utilize WIOA training dollars.

6) SERVE AS THE 'VOICE OF BUSINESS' ON WORKFORCE ISSUES AT THE FEDERAL, STATE, AND LOCAL LEVEL

- Advocated at the local, state and federal level on the importance of Workforce Development in our community.
- Met with Sheri McGuire, VP for Community Economic Development at Longwood University, (LSBDC) to discuss local business issues and opportunities.
- Discussed workforce development with state legislators and congressional leaders.
- Participated in an event with state legislators, with more than 100 attendees, in which workforce issues rose to the forefront.
- Represented Martinsville Henry County at VA West Capitol Reception in Richmond, VA.
- Made trips to Richmond, frequent contact with legislators and legislative events.
- Participated in Fast Track – the regions premier trade show with more than 6,000 in attendance.
- Provided information and statements to local news media on business and workforce subjects including Business IQ, RideSolutions/Ride share, job fairs, and our job portal.
- Guest speaker at various functions and talk show to discuss workforce issues.
 - Speaking events included:
 - Bill Wyatt Show
 - BTW 21
 - American National University
 - Star News
 - WSET, WSLS, WDBJ7
 - Super Country B99

7) STRIVE TO BE INNOVATIVE, RESOURCEFUL, RESPONSIVE, AND EFFECTIVE FOR LONG TERM SUSTAINABILITY

- Served on the Reentry Council to promote Federal Bonding Program and assist with connecting ex-offenders with jobs and/or internships based on WIA eligibility.
- Partnered with the Community Recovery Program which is a division of Piedmont Community Services. This provides an opportunity to work on the areas of drug screens and background checks which is a huge concern to our employers.
- Served on Hey Collaborative/Positive Youth Council to identify and promote opportunities for regional youth
- Served as Dan River Regional Collaborative steering committee member and manufacturing liaison partner
- Member of M-HC Economic Development Corp. and assisted with employment and training issues
- Served on Longwood Small Business Development board to assist with entrepreneurs
- Served on Start up Martinsville planning committee to develop entrepreneurial curriculum.



Goals of the Business Services Partnership with Martinsville-Henry County Chamber of Commerce

Measurements	YTD Total	Contract	%
Employers	151	?	%
Jobs	4126*	?	%
Placements	549**	?	%

*Includes full, part time and seasonal positions

**Large number of placements due to new industry announcements



IV. PROFESSIONAL DEVELOPMENT

- Attended and graduated from the US Chamber's 4 year IOM training where workforce, community and economic development issues were at the forefront of the training.

- Attended and participated in various events listed below:
 - Employment Overtime Law Seminar
 - Chamber's Legislative Events
 - Business After Hours
 - Media Events as Guest Speaker
 - Fast Track 2015
 - EDC New Business [and/or Expansion](#) Announcements
 - Job Fairs
 - Targeted Recruitments
 - Ribbon Cutting for New Businesses
 - Blue Ridge Human Resource Association Meetings
 - Employer Advisory Committee Meetings
 - Hey Collaborative
 - VA Main St Organizational Training



V. COLLABORATION WITH K-12 AND HIGHER EDUCATION

- Served on the Advisory Board for American National University and organized tours of the business incubator and participated in Career Fairs.
- Partnered with New College Institute when applicable and served on the summer internship selection committee to foster relationships with upcoming graduates and industry leaders in an effort to recruit the graduates back home for full time employment.
- Served on the Martinsville City School's Career and Technical Education Advisory Board to help shape school district policy and curriculum to match the needs and demands of regional employers, in hopes of creating a pipeline of employment while simultaneously maximizing student's opportunities for success.
- Served on Martinsville City School's Adult Education Advisory Board to help increase awareness of the program and connect local businesses seeking, to improve their human capital, to this valuable resource.
- Worked with Dan River Region Collaborative and, Workforce, Economic and Community Development at PHCC to promote the Career Readiness Certification to employers and job seekers, specifically recruiting businesses to complete the job profiling process.
- Collaborated with DRRC, school systems in Halifax County, Danville City, Pittsylvania County, Martinsville City, Henry and Patrick counties, PHCC and DCC to organize, market and host the Southern Virginia Career Expo to expose our youth to the employment opportunities, especially in STEM related fields, in our region. This also helps employers establish a pipeline of essential workforce participants.
- Collaborated with Henry County Public Schools, Magna Vista High School Warrior Tech program, in facilitating a project to address the issue of "brain drain" for our region. Emphasized the importance of community support, local opportunity and quality of life.

VI. CONCLUSIONS

As the Martinsville-Henry County Chamber of Commerce continues with the business services partnership through the West Piedmont Workforce Investment Board, our relationships continue to strengthen, our local employers and jobseeker numbers continue to increase. We are connecting more employers to available resources to meet specific needs by assisting with access to incumbent worker training funds, organizing job fairs and targeted recruitment events, providing labor market data, eliminating barriers to employment -and continuing to make personal contacts with the employers.

In the coming months the business manager hopes to:

- Provide a close focus on IWT opportunities while working very closely with Regional Incumbent Worker Innovation grant representatives
- Continue partnering with Community Recovery and the Reentry Council
- Continue to partner with the Dan River Region Collaborative on their Certified Work Ready Initiative to ensure employers have the skilled workforce that they need and to also convene sector roundtables to address pertinent issues
- Continue to build relationships with employers in the community by providing services that they have deemed meaningful such as job fairs and targeted recruitment events, labor market data, incumbent worker training opportunities, OJT, IWT, Ridesolutions, federal bonding, work opportunity tax credits and various other grant opportunities.
- Continue to push for the development and implementation of a childcare program focused on addressing the childcare needs of second shift workers.

Many thanks to the West Piedmont Workforce Investment Board for the opportunity to promote the VA Workforce Center and to provide services as an advocate of the employer.

VII. APPENDIX

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