
President's High Growth Job Training Initiative

The SE Virginia Advanced Manufacturing Collaborative



Grantee: Greater Peninsula Workforce Investment Board

Grant amount: \$1,965,000

Leveraged amount: \$1,965,000 from Northrop Grumman Newport News and other business partners

Partners: Northrop Grumman Newport News, Siemens VDO, Howmet Castings, Canon Virginia, Allied Aerospace, Ball Corp., Anheuser-Busch, Thomas Nelson Community College, Peninsula Alliance for Economic Development, Virginia Employment Commission

Grant Activities will take place in Southeast Virginia

Challenge:

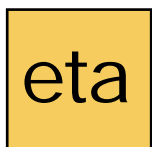
Virginia's Greater Peninsula area manufacturers are having difficulty attracting workers trained in today's advanced manufacturing technologies. Moreover, a large portion of their current workforce is nearing retirement. The Greater Peninsula area requires state-of-the-art, industry-driven training resources in order to meet the manufacturing industry's emerging and evolving workforce needs. Strong, continuous recruitment strategies must be established to meet growing demands.

Addressing the Challenge:

The Collaborative will implement a 10-part program that will deliver a highly skilled workforce for a growing, high-performance manufacturing sector. Education and training curricula will be developed or adapted to produce required skill sets for new, transitional, and incumbent workers. Opportunities for work-based experience will be developed as well. Instructors will have the option of expanding their skills through externships and a regional Advanced Manufacturing Instructor Training Institute. The Collaborative will continue to utilize experienced workers by creating a Career Switcher program in which manufacturing retirees gain competencies for certification as technical instructors. New workers will be informed of Southeast Virginia career opportunities through manufacturing career fairs for community college, regional technical high school and public school students. Students and workers will be able to continuously upgrade their workplace skills, technical and advanced skills, and general education level through labs in the regional manufacturing center and at partnering colleges.

Projected Outcomes:

- The project will train over 5,000 workers for advanced manufacturing jobs covering a variety of industries in Southeast Virginia. Services are targeted to youth, incumbent workers, and career-transitioning individuals.
- The project will create detailed task analyses and training curriculum for more than 30 advanced manufacturing jobs as well as informational videos for use in local One-Stop Centers.



EMPLOYMENT AND TRAINING ADMINISTRATION
UNITED STATES DEPARTMENT OF LABOR

*Advanced Manufacturing Demonstration Grants
Announced on December 20, 2004*