

Annual Report on the Workforce Investment Act

to

The United States Department of Labor

Program Year 2010

July 1, 2010 – June 30, 2011

Russell L. Fry, Acting Executive Director

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An agency of the Department of Commerce  
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[www.workforcewv.org](http://www.workforcewv.org)

***Message from the Governor:***

As Governor, it gives me great pleasure to present West Virginia's annual report on the Workforce Investment Act for program year 2010. Throughout the past months, West Virginia has strengthened and expanded our partnerships to promote workforce development.

Workforce Investment Act funding has provided critical support for training West Virginia workers, and the assistance provided by the United States Department of Labor has played a key role in implementing these programs. It is also important to note that the Workforce Investment Council has taken an active role in working with our education system to build a skilled workforce.

WorkForce West Virginia continues to work closely with current state employers to help them find qualified workers. This assistance is a crucial tool in recruiting employers to West Virginia. Just last year, employers across the state posted 11,607 job orders with WorkForce West Virginia representing 27,009 positions—a 21 percent increase from the previous year. In addition, WorkForce West Virginia's business consultants made a total of 566 employer visits in all seven regions of the state.

West Virginia's workforce development system has made significant progress during the past year and I look forward to its continued growth and success.

Sincerely,

Earl Ray Tomblin  
Governor

***A Word from the Acting Executive Director:***

On behalf of WorkForce West Virginia, I am pleased to provide you with our annual report on the Workforce Investment Act for program year 2010. The year has been notable for the many new partnerships and achievements in West Virginia that are detailed in this report.

Here are highlights of our successes:

- West Virginia has developed partnerships with state agencies which enable local Regions to maximize resources and services available to targeted populations including Youth, Temporary Assistance for Needy Families recipients, and ex-offenders.
- WorkForce West Virginia honored eight state employers for their partnerships during a June 2011 conference. Photos and media releases on the honorees were carried in statewide media and are posted on WorkForce West Virginia's website at [www.workforcewv.org](http://www.workforcewv.org).
- In fiscal year 2011, employers posted 11,607 job orders with WorkForce West Virginia—a *21 percent increase* from fiscal year 2010.
- WorkForce West Virginia has expanded training and on-the-job training programs to assist state employers in their search for workers with job appropriate skills.
- More than 27,327 West Virginia students and job seekers have been awarded the Governor's WorkKeys® Career Readiness Certificates since the program was initiated.
- WorkForce West Virginia is installing high speed broadband public computer centers statewide.
- Through on-line services, job seekers can enroll in WorkForce West Virginia's system and search for jobs; employers can post job orders and look for qualified applicants in our database 24 hours a day - seven days a week; unemployment compensation claimants can file for direct deposit of their benefits and file for additional weeks on-line; and employers can file their quarterly unemployment compensation insurance reports and pay contributions on-line.

WorkForce West Virginia appreciates the guidance and support of the United States Department of Labor as we continue to build a highly skilled and employable workforce.

Sincerely,



Russell L. Fry  
Acting Executive Director

### **Continued Initiatives and Partnerships Bring Fresh Resources and Opportunities**

Business service benefits have increased in the past three years and are detailed in the first-ever WorkForce West Virginia Business Services Annual Report. WorkForce West Virginia business services and contacts have also increased steadily in the past three years.

WorkForce West Virginia has the largest on-line database of job seekers and job openings in the state.

In fiscal year 2011, employers posted 11,607 job orders with WorkForce West Virginia—a *21 percent increase* from fiscal year 2010.

In fiscal year 2011, WorkForce West Virginia's Business Consultants made a total of 566 employer visits in all seven Regions. For better accountability and for reporting purposes, WorkForce West Virginia's Business Services Unit published its first annual report of the unit.

Through ACT WorkKeys, business consultants have profiled 11 West Virginia companies with 22 jobs profiled.

Business consultants have developed new partnerships with the West Virginia Development Office to make sure that prospective employers (such as Macy's in the Eastern Panhandle) are aware of all WorkForce West Virginia services before they begin operating in the state.

WorkForce West Virginia honored eight state employers for their partnerships a June 2011 conference. Photos and media releases on the honorees were carried in statewide media and are posted on WorkForce West Virginia's website at [www.workforcewv.org](http://www.workforcewv.org).

WorkForce West Virginia business consultants received training in Japanese culture from the West Virginia Development Office as a tool to enhance WorkForce West Virginia's relationships with Japanese-based companies—like Toyota and NGK—that are in West Virginia.

WorkForce West Virginia currently has four business consultants who provide business services statewide and who are WorkKeys ACT authorized job profilers. The business consultants work with local office staff, Workforce Investment Board (WIB) directors, and business service representatives to develop strategies for serving employers. They also attend WIB directors' meetings in their areas whenever possible.

### **Work Now-Statewide Initiative with Department Health and Human Resources (DHHR)**

All seven WIBs entered into an agreement with DHHR to deliver the Employment Subsidy Program (ESP) program starting July 1, 2011. This program is designed to put job ready Temporary Assistance for Needy Families (TANF) recipients to work. Employers participating in this program will be reimbursed 100 percent of wages paid to TANF recipients who are hired on a full-time basis through June 30, 2012. Participants must work at least 30 hours per week, must be paid at least minimum wage, and must receive the same benefits as other employees. The employers are under no obligation to keep participants if there are employment issues. However, the intent is for the employer to maintain the hire after the reimbursement period.

### **Division of Corrections Initiative**

As a result of an Interagency Collaborative Team (ICT) meeting, WorkForce West Virginia will be communicating with the State Parole office to determine how they can work with the ICT membership to help facilitate prisoner re-entry into the workforce. West Virginia has an increase of 108 percent release of prisoners. The state level efforts will include membership on the State Re-Entry Committee, interagency agreements and cross training of state employees. It is the agency's intent to recommend policy level changes to increase the ability of local entities to manage re-entry at the local level. In addition, WorkForce West Virginia offers the Division of Correction's Correctional Officer I testing (Internet-based) at all One-Stop Career Centers. The Division of Corrections is using WorkForce West Virginia as the initial phase of their hiring process. This relationship has allowed the DOC to recruit and hire qualified applicants to fill essential vacancies statewide.

### **West Virginia's Apprenticeship Team**

WorkForce West Virginia was instrumental in the development of a grant, the West Virginia Apprenticeship Team, (the Team) which was formed to address recruitment needs of several of the craft trades. Over the past year, the Team expanded and now has representation from community based organizations, Department of Labor (DOL) apprenticeship staff, pre-apprenticeship programs, and employers and contractors.

Throughout the grant period, meetings have been held, and will continue to be held, at different training facilities (carpenters, laborers and millwrights, and painters) to increase participation in this apprenticeship initiative. With more than 1,000 opportunities in West Virginia that keep growing, apprenticeship programs offer a wide selection of job opportunities. The apprenticeship program may offer dual accreditation toward associate's degree programs by partnering with local colleges and enabling apprentices to earn college credit. This has allowed members the opportunity to learn more about each individual craft, the skills required, and the level of training offered to apprentices. Members were given a tour of a One-Stop Career Center which helped them to understand the process and resources available through the one-stop delivery system.

As part of the Team marketing strategy, WorkForce West Virginia developed a linkage to its website to assist in marketing the apprenticeship program to job seekers statewide. This linkage will allow participants to navigate to review fact sheets on the different craft trades available in West Virginia. Information on the apprenticeship program is available at [www.workforewv.org](http://www.workforewv.org).

### **WorkForce West Virginia Receives Broadband Technology Opportunity Program Grant**

WorkForce West Virginia was the recipient of nearly \$2 million in competitive grant funding from the United States Department of Commerce's Broadband Technologies Opportunity Program (BTOP). This grant was to modernize and convert the existing WorkForce "resource centers" in most field offices into Public Computer Centers (PCCs) throughout the state. At each One-Stop location, this modernization effort includes:

- New personal computers equipped with Microsoft Windows 7 and Microsoft Office 2010
- Software for résumé creation and keyboarding skills improvement
- A high-speed Internet connection (over six times faster than the current connections)

- One multifunction printer that can scan to email, copy, and fax
- One dedicated Skype™ video conferencing machine
- One dedicated machine with specialized hardware/software for people with disabilities
- A publicly accessible “WiFi” wireless network

In addition to these technology upgrades, WorkForce West Virginia has partnered with AARP to provide volunteers in many offices to assist in the PCCs. There are also grant funded marketing efforts to enhance the visibility of the PCCs within the One-Stops.

Although this equipment is provided for general public use, it is prioritized for various WorkForce West Virginia tasks such as job search activities. Additionally, the agency anticipates piloting new programs such as remote job interviewing and remote consultation with veterans’ staff as key sites come on-line.

### **The WorkForce West Virginia System**

“Workforce development” is a generic term which reflects the purpose and intent of the Workforce Investment Act of 1998 (WIA). As defined by the Act, “the purpose of Title I is to provide workforce investment activities that increase the employment, retention and earnings of participants, and increase occupational skill attainment by participants, which will improve the quality of the workforce, reduce welfare dependency, and enhance the productivity and competitiveness of the Nation’s economy.”

The delivery of workforce services involves both state and local-level efforts in West Virginia. WIA, the key legislation driving the delivery of workforce services, emphasizes a locally driven workforce development system that meshes federal, state, and local resources to respond with a comprehensive and customer-focused system. The centerpiece for the delivery of these services is the statewide network of “Field Office” service locations, known as WorkForce West Virginia Career Centers. An integrated service delivery system is the core ingredient to the WIA law. This emphasis on local control is reflected in the state’s reliance on seven local workforce investment regions. These regions, each overseen by a local board appointed by local elected officials, provide locally driven services to individuals and businesses within the framework established by WIA and the state of West Virginia. WorkForce West Virginia Career Centers are intended to offer job seekers and employers ready access to the many workforce development resources available in a local region. A brief description of the seven local Regions and the WorkForce West Virginia Career Centers follows.

### **Local Workforce Investment Regions**

**Region One** consists of two comprehensive centers, three satellite centers and four affiliate sites. The Region One Workforce Investment Board administers 11 southeastern counties. The region, indicative of many areas of the state, is mountainous and rural, and is the residence to an assortment of industry sectors. Although employment numbers are not as considerable as they have been in previous decades, retail sales and office and administrative support occupations are a vital part of the economic structure for this region. Health care, hospitality and transportation and material moving occupations, as well as related businesses are expected to produce notable employment growth in the years ahead as are other associated service providing sectors.

**Region Two** consists of one comprehensive center, one satellite center and seven affiliate sites. The Southwestern West Virginia Workforce Investment Board oversees service delivery in this region, which consists of seven counties. Region Two offers an urban presence in Huntington and the supporting Metropolitan Statistical Area, but also contains a mix of rural areas and small municipalities. The health care sector significantly influences the regional economy as does the service industry.

**Region Three** consists of one comprehensive center and four affiliate sites. The Workforce Investment Board of Kanawha County is responsible for the state's only single county workforce investment region. The face of industry in Region Three has changed noticeably over the last few decades. Government employment, hospitality and business and financial operations occupations continue to wield a weighty influence in the region, but now the health sector has become more prominent. Of the top 100 private employers in the state, Region Three is home to a hospital group that is the third largest employer, thus emphasizing the importance of health care to the area.

**Region Four** consists of one comprehensive center, three satellite centers and five affiliate sites. Nine counties comprise a region of rural and urban population that includes the Ohio River as its western border. While health care is a significant industry in Region Four, other key parts of the economy include the need for educators, office and administrative support occupations and production occupations. Growth in the regional economy is likely to continue in health care.

**Region Five** consists of two comprehensive centers, one satellite center and eight affiliate sites. Six counties comprise the area overseen by the Northern Panhandle Workforce Investment Board. Historically, the region has been heavily reliant on the steel industry. That dependence in recent decades has been shaken with significant job losses throughout this sector and many of the related businesses. Future growth is expected to be in food services and administrative support occupations.

**Region Six** consists of four comprehensive centers and nine affiliate sites. Made up of 13 counties, Region Six consists of mostly rural areas, but contains sizeable municipalities as well. The dominant university health care sector is expected to continue its expansion and influence on the regional economy. However, additional growth is anticipated in technology, research, transportation and Moving occupations and educational occupations.

**Region Seven** consists of two comprehensive centers and one affiliate site. Eight counties comprise the area served by the Region Seven Workforce Investment Board. Region Seven offers a contrast of rural life in its western counties and the growing eastern counties that are heavily influenced by the Washington, D.C. metro area. As the national economy returns to a normal pace, the region is expected to regain its expansionary persona, especially in health care, production occupation, retail, food service and office and administrative support occupations.

### **The WorkForce West Virginia Career Centers**

One of WorkForce West Virginia's goals in 2010 was to preserve and create jobs as well as develop and expand reemployment services. This required collaboration with mandated partners to continue to develop a true integrated system. As part of its Reemployment programs, WorkForce West Virginia continues to enhance its Unemployment Insurance Profiling program to include résumé assistance; soft skills (interviewing, test preparation, etc); WorkKeys assessments; career counseling/guidance; networking strategies; job referrals (including apprenticeships); and follow-up services. The claimant will move from core and intensive services to training and focusing on high growth and demand occupations.

In response to the DOL's request to transform and enhance the One-Stop Delivery System, stream-lined its reemployment services to Unemployment Compensation (UC) claimants through the use of available resources and partner services. West Virginia increased activities in the demand Eligibility Review Program (ERP); used direct intervention through the ERP; and expanded the number of participants in the program. Emphasis was also placed on removing barriers to obtaining employment such as the lack of a high school diploma or lack of computer skills. The GED program and computer skills training are readily available to all. Individuals in need are referred to mandated partners who can directly impact their future.

Based on the Employment and Training Administration (ETA) 9002A ending June 30, 2011, WorkForce West Virginia served 73,444 claimants, with 75,560 (102 percent) receiving Staff Assisted Services and 25,812 (35.1 percent) being referred to WIA services. There were 12,325 claimants assessing Reemployment Services (RES) benefits, with an 89.8 percent (11,062) completion rate. The Reemployment Assistance (REA) initiative in West Virginia targets claimants who are less likely to exhaust their UI benefits by using early intervention strategies that focus on employment. Initial services include an in-person interview to access continuing eligibility for UI and job search. Participants are provided with labor market information, regional trends, and develop a work search plan.

In the event additional services are needed, One-Stop partner services will be utilized. Each One-Stop Career Center, while offering the mandated services required by WIA, also offers non-mandated partner services which will vary from Center to Center. Partner's services may be offered on-site, off-site or electronically. REA staff will refer claimants to these services as appropriate.

Through its management structure of regional field supervisors, WorkForce West Virginia's Field Operations Division monitored performance and offered technical assistance to local offices. WorkForce West Virginia was commended for consistently meeting the 80 percent threshold for Labor Exchange performance. Workforce West Virginia continues to lead regional states within DOL on meeting or exceeding its Labor Exchange Performance Measures.

### **Milestones and Achievements of the Program Year**

Partnerships between WorkForce West Virginia and other state agencies have enabled local Regions to maximize resources and services available to targeted populations including Youth, TANF recipients and ex-offenders. The partnerships include the following:



- **Work Now Program Initiative**

All seven WIBs entered into an agreement with DHHR to deliver the Work Now Program starting July 1, 2011. This program is designed to put job-ready TANF recipients to work, and participating employers will be reimbursed 100 percent of wages paid to TANF recipients hired on a full-time basis through June 30, 2012.

- **Work Readiness Project for Youth With Disabilities, Supported by the West Virginia Division of Rehabilitation Services, the Regional Education Services Agency and Mission West Virginia**

The program is offered through One-Stops to 14 to 24 year old youth with disabilities and consists of up to eleven weeks of instruction/ curriculum. The curriculum includes a work readiness phase and a computer skills development phase, after which each participating youth who successfully completes the required curriculum ends up owning a new laptop computer for their personal use.

### **Interagency Collaborative Team (ICT)**

The ICT has forged new funding and partnerships for state WIBs. In addition to providing insight into the workforce development programs and challenges in these agencies, the partnerships have provided new and additional funding for local WIBs. The West Virginia Division of Rehabilitation Services (DRS) provided its first grants to WIBs for programs targeting individuals with disabilities. The West Virginia Department of Health and Human Services funded a successful pilot program and is now funding employment subsidy programs statewide.

### **Consistent Branding and Marketing Materials Benefit Workforce System**

WorkForce West Virginia's many services are detailed on its web site [www.workforcwv.org](http://www.workforcwv.org). In addition, WorkForce West Virginia has developed a branded marketing template for all WorkForce services. The branding is used on display banners, event flyers, pocket folders, and on brochures for agency programs. WIB staff and all partners are welcome and encouraged to use WorkForce West Virginia's marketing materials and can order materials via WorkForce West Virginia's intranet.

### **WorkForce West Virginia Expands On-line Services**

WorkForce West Virginia averages 200,000 page views per month on the West Virginia Department of Commerce web platform.

On-line services now offered by WorkForce West Virginia include:

- Job seekers can enroll and apply for jobs on-line,
- Unemployment compensation claimants can file for direct deposit of their benefits and file for additional weeks on-line, and
- Employers can file their quarterly unemployment compensation insurance reports and pay contributions on-line.

### **Improved Services for Veterans**

The United States Department of Labor commended WorkForce West Virginia for the development of its Veteran's Triage Questionnaire to enable staff to make appropriate referrals

to assist veterans who are transitioning back into the workforce. Additionally, the agency's commitment to serving veterans and compliance with the laws for providing "Priority of Service" in job referrals and training was highlighted by DOL during a recent comprehensive review. All job service staff in the local offices are aware of veteran priority. Job orders and training lists are monitored by the veteran staff to ensure veterans are receiving priority of service for all DOL programs. The Roles and Responsibilities were discussed during WorkForce West Virginia's review and it was noted that veteran staff are not responsible for serving all veterans. Disabled Veteran Outreach Program Specialists (DVOPS) are responsible for providing intensive services and case management to veterans with barriers to employment. Local Veteran Employment Representatives (LVERs) may provide labor exchange services; however, they are primarily responsible for providing employer outreach. Veteran staff in the local offices work closely with the One-Stop partners to ensure veterans are receiving priority of services within the One-Stop Career Centers. Based on WorkForce West Virginia Annual Report, ETA 9091, WorkForce West Virginia placed 79 percent of its veterans receiving WIA services into employment and 88 percent were retained after six months. The average earning for veterans was \$16,646.00.

### **Important Youth Program Aspects**

All seven WIB youth programs continue to work well within the parameters of the common measures: placement in work or education; attainment of a degree or certificate; and literacy/numeracy gains.

As in years past, West Virginia youth programs continue to focus on the following elements as important aspects of the youth program design:

- Collaboration and ongoing involvement of agencies and individuals serving youth.
- Continuation of cross training of WorkForce West Virginia staff and outreach to employers, educational entities, community-based and faith-based agencies.
- Training youth to be work ready for specific job assignments.
- Continuing to make WorkForce West Virginia Career Center resources accessible to youth via educational support; employment opportunities integrated with educational pursuits; work readiness; adult mentoring and other guidance or intervention; and follow-up services to ensure retention.
- Maintaining thriving regional youth councils to help connect available services to the youth most in need.
- Keeping the lines of communications open from the administrative staff of WorkForce West Virginia to the youth staff and service providers in the seven Regions.

The partnership with the local WIBs and Mission West Virginia for the Build It Keep It Share It (BIKISI) program continued to expand throughout the state. From its inception in one Southern West Virginia county, the program moved into all seven Regions of West Virginia. The program has evolved from the construction of a desktop computer to a hands-on application of more technically advanced laptop computers. As the name implies, the participants built a computer which they were allowed to keep and take home where they were to share it with family and friends. Another partnership is with the West Virginia Division of Rehabilitation Services, The Regional Education Services Agency (RESA) and Mission West Virginia. The program is called

BIKISI Plus and is presented to 14 to 24 year old youth with disabilities. The program consists of up to 11 weeks of instruction/curriculum. During the work readiness skills training phase of the curriculum, participants are schooled in how to complete a job application, how to problem solve, how to give feedback/take criticism, how to communicate on the job, how to organize daily work activities, how to open a bank account, how to manage income and pay bills and in general how to survive in the outside work world. The second and last phase of the program is known as the “BIKISI” phase. Participating youth learn basic keyboarding, internet navigation, hardware and software installation, troubleshooting, proper care and maintenance of computers, computer repair and more. Ultimately, each participating youth who successfully completes the required curriculum will own a new laptop computer for their personal use.

For the first time, six of the seven West Virginia Regions requested and were granted state Department of Health and Human Resources TANF funding for a stand-alone summer youth employment program. With the addition of \$894,000 in unexpended Recovery Act funds, youth between the ages of 14 and 21 were afforded the opportunity to have a summer job and in some instances for the older out-of-school youth, work opportunities expanded to the end of December, 2010. With the TANF funds, once all interested and eligible youth 18 to 21 years old were recruited, the Regions were allowed to fill any vacancies with eligible youth from the year-round youth programs and other eligible youth who were looking for summer work. Even though not required by the TANF program, all participating Regions opted to begin their summer programs with a mandatory week of work readiness skills training. Emphasis was placed on preparing for a job interview, how to dress, how to prepare a résumé, taking responsibility and, in general, the skills and mind-set needed to get and keep a job.

A total of 1,292 in-school and out-of-school youth participated in the formula funded year-round program. Activities included leadership development, adult mentoring, comprehensive guidance and counseling, educational achievement services, paid and unpaid work experience including internships, job shadowing and occupational skills training. In addition, those out-of-school youth without a high school diploma were encouraged and supported in efforts to return to school, earn a GED and/or gain certification in an employable skill.

The TANF funded summer youth employment program (SYEP) saw some 1,542 youth make an impact in their communities and be paid for it. SYEP workers refurbished playgrounds, paved community parking lots, tended to landscaping needs, helped rehab housing projects, learned valuable office skills, cleaned and painted classrooms, served as mentors to younger children, prepared lunches for summer lunch programs, worked at animal shelters, worked at fish hatcheries, helped maintain facilities at state parks, cleaned and painted facilities in preparation for county fairs, in general, where there was work to be done, summer youth workers did it. West Virginia is making every effort and taking every opportunity to find and serve the youth most in need including those who are homeless, those who are parents or parenting, those who are offenders involved in the court system, those who are the children of incarcerated parents, and those who have disabilities. With a dwindling funding source, it is of primary importance that we form alliances and leverage our funds for the good of all.

## SPECIAL PROJECTS

### National Emergency Grants

WorkForce West Virginia administered four National Emergency Grants during PY 2010. A list of the grants and activities are as follows:

- **Health Care Tax Credit (HCTC) Bridge Gap II Project No. WV-11:**  
The Trade Adjustment Assistance Reform Act of 2002 (Trade Act) created the HCTC, a federal tax credit, which subsidizes private health insurance coverage for individuals in the TAA program identified as “eligible TAA recipients” and “eligible alternative TAA (ATAA) recipients and Pension Guaranteed Benefit Corporation (PGBC).” These eligible participants could have a percentage of their private health insurance coverage premiums paid for up to three months allowing continued coverage until their federal HCTC benefits are approved. The Bridge Gap II was effective January 1, 2008, through June 30, 2011, and served 446 eligible participants totaling \$428,181 in premium payments.
- **HCTC Bridge Gap III Project No. WV-15:**  
This program continues to serve eligible TAA recipients, eligible alternative TAA, and PGBC recipients with the Bridge Gap III which was approved for \$500,000 to serve 500 participants. This grant is effective May 1, 2011, to June 30, 2012.
- **OJT Project No. WV-14:**  
On April 12, 2010, the USDOL announced the availability of funds from the American Reinvestment and Recovery Act (ARRA)-funded National Emergency Grants (NEG) to help states develop and implement on-the-job training (OJT) programs for dislocated workers. The State of West Virginia has been awarded \$490,993 to assist employers with training expenses equal to 50 percent or up to 90 percent of the participants wages for OJT training contracts. The grant was effective June 30, 2010, through June 30, 2012. As of June 30, 2011, 30 participants were placed with OJT NEG employers. These employers were recruited by WIB Regions 2, 4, and 7, who served as Project Operators with oversight by the state for OJT NEG grant projects. The special target population for the OJT NEG grant project was defined as any dislocated worker who was laid off on or after January 1, 2008, or who had been unemployed 17 consecutive weeks or more.
- **Regional Innovation Grant (RIG) Project No. WV-13:**  
This RIG was awarded to WorkForce West Virginia by DOL for the period January 25, 2010, through July 24, 2011. WorkForce West Virginia requested a modification for an extension through October 24, 2011, which was approved. The purpose of the RIG was to develop a Strategic Implementation Plan and present the overall plan and direction to the Advantage Valley Leadership Group. Recommendations from the RIG project will have an impact on the regional workforce development system.

The Advantage Valley encompasses 12 counties in Kentucky, Ohio and West Virginia - the project area identified in the grant. For the remaining months, special emphasis will be placed on developing a Science, Technology, Engineering and Math (STEM) aptitude

referral system for dislocated workers. This will allow dislocated workers to be referred to the appropriate training program that will help them obtain STEM skills required by employers in the Advantage Valley. This will also aid them in transitioning to new employment opportunities. The forthcoming opportunities would likely be related to the Marcellus Shale developments and coal liquefaction and any jobs that would be created for green energy development.

### **Governor's State Set-Aside 15 Percent Discretionary Grants**

WorkForce West Virginia encouraged the submission of proposals for the Governor's State Discretionary ("15 percent") Funds for developing innovative solutions connecting education, workforce and economic development activities. State Set-Aside projects funded for the program year July 1, 2010, through June 30, 2011, provided direct training services for Adults, Dislocated Workers, Incumbent Workers and Youth. State Set-Aside projects awarded during this period focused on increasing occupational skill attainment which would lead to participants being placed in training-related jobs linked to demand occupations. As a result, the State Set-Aside program focused on improving the quality of the workforce, reducing welfare dependence, and enhancing the productivity and the competitiveness of workers in West Virginia. Out of 290 participants served during this program year, 231 received certifications through the various types of training programs listed below:

- **Citizens Conservation Corps of West Virginia** readied their participants for unsubsidized employment as energy auditors and retrofitters through various training programs and hands-on work experience.
- **Construction Works of West Virginia** provided training for incumbent union construction workers and assisted construction trades apprenticeship programs that are registered with the USDOL Office of Apprenticeship and Training.
- **Computer Training Center, Inc.** provided customer service representative training for adults and dislocated workers for obtaining employment at a self-sustainable wage with fringe benefits.
- **Kanawha Institute for Social Research and Action** targeted unemployed older youth and adults, and provided basic skills development, job training, and job placement.
- **Randolph County Housing Authority North Central YouthBuild** served older youth with a comprehensive array of services that included job readiness, GED preparation, and residential construction trades pre-apprenticeship certification while incorporating training in green building techniques, energy efficiency assessment and weatherization.
- **Southern Appalachian Labor School** provided older youth with GED instruction and trained them through internships coupled with being certified by the National Center for Construction and Education and Research Center.

- **United Mine Worker of America Career Center** trained youth, adults, and dislocated workers to become coal miners with a special emphasis on new miner techniques and safety training.
- **West Virginia Department of Education’s Anthony Center** trained older youth for entry-level positions in the following fields: wired communications, cable programming, and utility system construction. They were trained for positions as electricians, masons, equipment contractors.
- **West Virginia Women Work’s Step-Up Program** served adult women in an 11-week-long formal training followed by strong job placement in predominantly male-oriented entry-level positions in carpentry, welding, and electrical wiring.

### **The West Virginia MACC System**

The West Virginia version of the Mid Atlantic Career Consortium (MACC) is the centerpiece for the state’s comprehensive employment services case management information system. The MACC system served nearly 60,000 users performing two million system transactions per day during PY 2010.

In the past year, the MACC has received several evolutionary system improvements. Some examples include:

- Enhanced the WIA local youth literacy/numeracy performance report to assist Regions in identifying reasons why specific individuals are negative
- Implemented a new literacy/numeracy “lost to follow up” service to differentiate between participants with missing data and those which could not be located for testing
- Enhanced system edits to prevent DRVS errors and improve reporting accuracy
- Implemented WIA Adult self-service counts per DOL TEN 8-10
- Implemented service hierarchy enforcement with greater auditing capabilities
- Implemented a feature to auto-register all claimants in Wagner-Peyser
- Implemented a feature to automate the referral of those individuals completing WIA training to Wagner-Peyser
- Developed an “auto close” mechanism for outstanding services: users will be notified well in advance of any automatic system action and services will be closed in a manner that indicates system generated closure
- Implemented enhanced system security measures - these changes are already in effect for staff, job seekers, and employers and are being deployed to training providers
- Implemented a “data change module” to automate the request, justification, review, and approval of specific data changes by program staff with a full audit trail
- Implemented an improved and more accurate vet enrollment process

These new features and upgrades to existing functionality were implemented to facilitate performance improvements, increase accuracy, and support more efficient use by state and local workforce investment offices, training providers, educational institutions, partner agencies, and program clients.

### **WorkForce West Virginia Collaboration and Partnering**

The West Virginia Legislature has continued to work closely with the WorkForce West Virginia system during the previous program year. Through an oversight commission comprised of members from both the Senate and House of Delegates, legislators continue to receive updates and information from various partners within the WorkForce West Virginia system. In 2007, legislation was passed that consolidated the “State of the One-Stop System” report and the “Funding Stream Report.” The consolidation allows WorkForce West Virginia to identify all Workforce Development Training Funds within the state and how they may or may not be distributed throughout the One-Stop delivery system.

### **Performance and Cost Relative to Effort Analysis**

As evidenced by the annual report, West Virginia met or exceeded negotiated performance standards for Program Year 2010 in the following areas: Adult Average Earnings, Dislocated Worker Employment Rate, Dislocated Worker Average Earnings, Youth Placement in Employment or Education, and Youth Attainment of Degree or Certificate. West Virginia is starting to see increased activities in employer’s hiring activities in the retail, health care and manufacturing occupations. Thus, WorkForce West Virginia staff will continue to closely monitor issues of performance and service delivery throughout Program Year 2011.

### **General Analysis of Numbers Served and Cost Per Served**

For Program Year 2010, the total number of WIA participants served was 40,123\*. The total of WIA funds expended was \$12,770,726. This yields an average cost per participant of \$318. Following is pertinent data by funding stream.

Adults	
<b>Number Served</b>	35,439*
Dislocated Workers	
<b>Number Served</b>	3,532
Older and Younger Youth	
<b>Number Served</b>	1,152

*\* Includes self-service participants.*

### **Additional Analysis for Adults and Dislocated Workers**

WorkForce West Virginia performance staff continually monitor for issues and opportunities related to improving performance within the workforce system. For participants served under WIA adult and dislocated worker programs, analysis is ongoing to determine the benefits associated with particular types of services. One analytical tool employed is a comparison of the benefits for those receiving training services versus those receiving only core and intensive services. Using the standard WIA performance measures for adults and dislocated works as a means for analysis, a significant increase is noted in the outcomes for those receiving training services.

<b>Measure</b>	<b>Received Training Services</b>	<b>Received Only Core and Intensive Services</b>
Adult Entered Employment	80.5%	58.9%
Adult Employment Retention	84.1%	84.8%
Dislocated Entered Employment	84.6%	68.7%
Dislocated Employment Retention	93.0%	89.5%

The preceding table clearly indicates the increased benefits derived from training services. This may well be reflective of the fact that many West Virginians receiving workforce services often face the task of transitioning from more traditional employment in manufacturing and related industries to “new economy” opportunities in service, healthcare and other market segments that require different skill sets. These individuals almost certainly benefit from training opportunities. Certainly, the need for training services is reflected in the high percentage of individuals participating in WIA programs who receive training.

Further examination of the training opportunities provided indicates the segments of the economy where adult and dislocated worker program participants are pursuing employment. Among the highest ranking occupations in terms of Individual Training Accounts provided are: truck drivers, practical nurses (LPN), mining technicians, welders, and medical assistants. This reflects a shift toward healthcare and other careers that are more a part of the “new economy.”

## **WAIVERS**

### **Replace the Performance Measures at WIA Section 136(b) With the Common Measures**

The waiver facilitates system integration and streamlines the reporting process across partner programs, which includes Adult Basic Education, Department of Rehabilitation Services and DHHR. It assists in achieving the ultimate goal of a fully integrated one-stop delivery system; provides clear and understandable information to partners; improves services coordination and information sharing; and simplifies and streamlines performance measurement systems. Outcomes for common measures include a more integrated case management system, improved customer service and operational effectiveness.

### **Utilize Individual Training Accounts (ITAs) for Older Youth Program Participants**

The waiver has allowed continued flexibility in utilizing youth funds to providing training services while retaining the limited adult funds to be used for adult training services. It has increased the efficiency and customer choice for older youth. The workforce development system has a full array of services to offer older youth that can benefit them in decision-making processes, such as choosing a rewarding career in health care, law enforcement and the coal industry.

### **Increase Employer Reimbursement for On-the-Job Training**

The waiver has allowed continued flexibility for reimbursement for on-the-job training through a sliding scale based on the size of the business. The majority of businesses utilizing on-the-job-



training are small businesses that are taking advantage of the benefits being afforded through this waiver.

### **Fund Transfer Authority**

This waiver allows local areas to transfer up to 50 percent of a program year allocation for adult employment and training activities, and up to 50 percent of program year allocation for dislocated worker employment and training activities between the two programs. The waiver provides local WIBs the ability to better respond to changes in the economic environment and the local labor market. Resources are channeled to the population with the greatest need. With increased trade-affected layoffs, and closures in PY10, West Virginia was able to serve this population with ARRA dollars, which resulted in less funds being transferred. The Transfer Authority waiver has empowered the local boards to be more responsive to the volatile economic climate.

### **Extend the Period of Initial Eligibility for Training Providers on West Virginia's Eligible Training Provider List**

This waiver has allowed training providers to offer continuous, uninterrupted service to WIA customers. WIA customers continue to have the ability to choose their training providers and access training services in their local workforce investment act area with the highest degree of informed customer choice possible. The primary goal of this waiver is to ensure that the increasing numbers of adult and dislocated workers have a system that can offer training options, which ensure maximum customer choice. The number of providers on the ETPL is 203, allowing participants to choose the best possible program and provider to enhance skills and further their education and career goals.

West Virginia participated in a project to learn how states and local areas have implemented waivers of statutory and regulatory requirements established in the Workforce Investment Act to serve the workforce needs of their local populations. This study was conducted by Mathematica Policy Research on behalf of DOL. During the past two years, DOL awarded more than 400 waivers to all 50 states and several territories. The ETA, which is sponsoring this study using ARRA funds, is particularly interested in eight of the 56 waiver types, including those related to spending for on-the-job training, incumbent worker training, youth training programs, and customized training. The project will examine how waiver implementation—which often resulted in the shifting of resources from one funding category to another—affected the services that were delivered, workforce system outcomes, and participant outcomes, both at a general level and in-depth.

During its recent Comprehensive Review from DOL, WorkForce West Virginia received favorable comments on utilizing its OJT and ITA for Older Youth Waivers. Documentation revealed that Workforce Investment Boards' utilization of waivers changed the activities and the local level and supporting the overall strategic framework established by the state.

### **Ongoing State Evaluation of Workforce Investment Act Activities**

Financial management and program operations reviews of workforce investment activities related to the statewide system are conducted annually on the seven workforce investment boards as well as the state set aside grantees. The reviews are conducted to evaluate activities to

determine their compliance with federal regulations. The reviews are also conducted to evaluate fiscal solvency and accuracy. The results are then reported. The financial management portion of the site visit is designed to determine if expenditures are made against the appropriate cost categories; if they are within the cost limitations specified; if there is compliance with other provisions, regulations and applicable laws; and to provide technical assistance as needed and appropriate. Other activities may include assisting in procedure development/update; technical accounting assistance; development of controls where needed; assisting with correction of financial transactions; assisting with design and compliance; and budgeting process design and control.

The program operations portion of the site visit includes state staff verifying and validating performance data prior to federal reporting by checking the accuracy of a sample of computerized records and comparing keyed entries against the original source(s). WorkForce West Virginia is committed to continuous improvement of its information and data system. Program goals and progress toward meeting and/or exceeding performance standards are reviewed.

A comprehensive and thorough review documents the effective practices being used by the state workforce system and it identifies training and/or technical assistance needs of staff. Evaluations result in establishing and implementing methods for continuous improvement in the efficiency and effectiveness of the statewide workforce investment system and improving employability for job seekers and competitiveness for employers.

State staff provide an overview of the results and recommendations of the evaluation during an exit meeting with the Workforce Investment Board director and staff.

In addition to the monitoring reviews, WorkForce West Virginia conducts the following meetings or site visits with either the local workforce investment areas or State Set Aside Grantees to provide additional monitoring and technical assistance: monthly meetings with the seven local workforce investment areas to evaluate their fiscal and programmatic status; quarterly meetings with each of the State Set Aside Grantees to evaluate their fiscal and programmatic status; on-site programmatic visits to the State Set Aside Grantees to provide technical assistance and identify any potential issues or concerns; and periodic desk reviews of State Set Aside Grantees' fiscal documentation on specific financial requirements (i.e. time sheets, and cost allocation process).

The State of the One-Stop System Report is a summary document that gives a public account of current operations, structures, activities, finances, and the future direction of One-Stop Centers in West Virginia. The report is published annually, as required by the West Virginia Legislature, and is reported to the Legislative Oversight Commission on Workforce Investment for Economic Development. The purpose of the One-Stop report is to quantify the level of both fiscal and programmatic (service delivery) involvement of all the entities involved either directly or tangentially with workforce development in West Virginia.

Thirty-one programs either directly or indirectly impact workforce development in the state of West Virginia. Fourteen programs are "required" One-Stop partners as described by WIA. Six

of the “required” One- Stop partners devote 100 percent of their resources directly to workforce development. Eleven out of fourteen programs required to participate in the One-Stop system have restrictive funding (federal) which clearly stipulates whom is to be served through strict eligibility requirements and prescribes specific performance outcomes required.

Overall, the progress of West Virginia’s One-Stop System reflects the continuous evolution of an integrated service delivery system unlike any seen previously in the employment and training arena. The basis of the One-Stop System is the coordination of programs, services and governance structures giving the customer access to a seamless system of workforce investment services that have been integrated and streamlined. WorkForce West Virginia’s career centers continue to improve services to more effectively serve employers, employees, and job seekers. The seven regional WIBs show strong commitment to bringing a menu of integrated workforce development programs and services to the local level. The working relationship among state agencies and between state and local WIBs continues to be extremely close in order to better serve and meet the needs of the customer.

WorkForce West Virginia has initiated an improved program to collect customer satisfaction survey information using recent guidance from TEG 36-10. To automate this process to the degree possible, WorkForce has developed an extension to its MACC system to streamline sample selection, letter generation, and customer contact for both participants and employers. The results of this new process will be included in the PY11 annual report.

### **Conclusion**

WorkForce West Virginia continues in the coordination, linkage and blending of multiple funding streams into a statewide Workforce Development System. The individuals and organizations within the WorkForce West Virginia Career Centers are coordinating with partners and stakeholders to create a workforce development system that strives to streamline services and reduce duplication of services. Also the system goal is to improve the overall quality of the workforce and enhance the productivity and competitiveness in the global economy. The work will continue toward the continuous improvement of the delivery of workforce services in our state. While changes continue to be made and improvements undertaken, we will continue to bear in mind that we are serving the people of West Virginia.

**For questions regarding this report and the information contained therein, please contact:**

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