

# NR/MR Workforce Development Area Plan

## *2022 Update Summary of Changes*

### BACKGROUND

WIOA requires Virginia to review their Comprehensive State Plan (CSP) every two years and update the Plan based on changes in the labor market, economic conditions, and other factors affecting the implementation of the CSP. Representatives from the Governor's office, eight state agencies, the Virginia Board of Workforce Development, 14 local workforce development boards, the VCU Performance Management Group (PMG), and other key stakeholders collaborate to make these updates.

**Required WIOA Planning Priorities for 2022**, according to the U.S. Department of Labor, are:

- Data-driven decisions
- Reemployment
- Equity in service delivery and educational programming
- Enhance supportive service offerings

The 2022 modified CSP was approved by the federal agencies on June 30, 2022. Local Areas were notified of changes, process and timelines in Oct. 2022

This document presents a comparison of the vision, goals, and strategies from both the 2020 and 2022 CSPs to support updates to the local state plans and shows the NR/MR WDA's vision, goals and strategies for 2020 and 2022.

# NR/MR WORKFORCE DEVELOPMENT AREA PLAN

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## CHANGES TO VISION, GOALS, AND STRATEGIES FOR 2022

State 2020	State 2022	NR/MR 2020	NR/MR 2022
<p><b>Vision</b></p> <p>During the life of this plan, we will improve economic opportunity for all Virginians by serving those who are not yet earning a sustainable wage and, as important, by focusing the resources and mechanisms of our workforce system to recruit people into the workforce and connect them to businesses in high demand industries.</p>	<p><b>Vision</b></p> <p>During the life of this plan, we will improve economic opportunity for all Virginians by serving those who are not yet earning a sustainable wage and, as important, by focusing the resources and mechanisms of our workforce system to recruit people into the workforce and connect them to businesses in high demand industries.</p>	<p><b>Vision</b></p> <p>The New River Mount Rogers Workforce Development Board envisions a region where every business has access to a qualified, job-ready workforce and every citizen in the region has the skills needed to secure meaningful, sustainable employment, competitive wages, and career advancement through an integrated workforce support infrastructure.</p>	<p><b>Vision</b></p> <p>The New River Mount Rogers Workforce Development Board envisions a region where every business has access to a qualified, job-ready workforce and every citizen in the region has the skills needed to secure meaningful, sustainable employment, competitive wages, and career advancement through an integrated workforce support infrastructure.</p>
<p><b>Goals and Strategies</b></p>	<p><b>Goals and Strategies</b></p>	<p><b>Goals and Strategies</b></p>	<p><b>Goals and Strategies</b></p>

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<p><b>1) Help individuals gain access to jobs that pay family sustaining wages and provide opportunities for career progression by providing equitable and universal service delivery</b></p> <ul style="list-style-type: none"><li>a) Launch a fully integrated common access portal across Plan partners</li><li>b) Leverage the Accessibility Task Force to ensure universal service delivery</li><li>c) Use technology to bridge systems to provide universal access</li><li>d) Develop career pathways for customers that align with the workforce needs of target industry sectors and also provide career</li></ul>	<p><b>1) Build Virginia's talent supply to align with current and anticipated business needs and to earn sustainable wages</b></p> <ul style="list-style-type: none"><li>a) Implement career pathways and credentialing priorities that align with the workforce needs of target industry sectors</li><li>b) Identify and address the needs of job seekers as they recover from the COVID-19 pandemic</li><li>c) Strengthen alignment of service delivery with other workforce and community programs, such as corrections, social services, public libraries, businesses, and veterans' services</li><li>d) Increase the capacity of the workforce system by expanding the professional development of workforce professionals</li></ul>	<p><b>1) Jobseekers will have access to employment in a career pathway with family-sustaining wages.</b></p> <ul style="list-style-type: none"><li>a) Complete Career Pathways and Lattice Models for targeted industries.</li><li>b) Develop three new Integrated Education and Training (IET) programs offerings in partnership with business/industry.</li><li>c) Increase by five percent use of Work-Based Learning opportunities supported by regional businesses (PY23 over PY19).</li><li>d) Provide a minimum of ten jobseeker and business engagement events annually.</li></ul>	<p><b>1) Build the region's talent supply to align with current and anticipated business needs and ensure workers earn family sustaining wages.</b></p> <ul style="list-style-type: none"><li>a) Continue to refine and utilize Career Pathways and Lattice Models for targeted industries.</li><li>b) Develop three new Integrated Education and Training (IET) programs offerings in partnership with business/industry.</li><li>c): Provide jobseeker and business engagement events annually.</li><li>d): Strengthen alignment of service delivery with other workforce and community programs, such as corrections, social services, public libraries, businesses, and veterans' services</li><li>e): Increase the capacity of the workforce system by expanding</li></ul>
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<p>advancement opportunities</p> <p>e) Use labor market information to better understand opportunities to improve access</p>			<p>the professional development of workforce professionals</p>
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<p><b>2) Increase business engagement and deliver value to business customers by filling jobs in high demand occupations that are strategic to Virginia's economy and strengthen Virginia's regions</b></p> <ul style="list-style-type: none"><li>a) Leverage state and local Business Solutions Teams to ensure coordinated and consistent service delivery</li><li>b) Survey businesses and use labor market information to understand where demand is and skills that are needed</li><li>c) Utilize sector strategies to engage businesses, economic development, education and training providers, and other community organizations, such as</li></ul>	<p><b>2) Increase opportunities for Virginia's businesses to fill jobs in high demand occupations that are strategic to Virginia's economy and strengthen Virginia's regions</b></p> <ul style="list-style-type: none"><li>a) Leverage state and local Business Solutions Teams to identify and address the service delivery needs of businesses</li><li>b) Utilize sector strategies to engage businesses and other partners, such as economic development, education and training providers, chambers of commerce, and community organizations, to align public and private resources to address business needs</li><li>c) Increase the understanding and accessibility of job-training programs, including worked-based learning, in</li></ul>	<p><b>2) Business engagement efforts deliver value to business customers and strengthen the region's economy.</b></p> <ul style="list-style-type: none"><li>a) Increase by twenty percent business engagement efforts.</li><li>b): Increase by ten percent coordination of Workforce System partners in serving Businesses.</li><li>c) Increase by twenty percent regional awareness of needs and opportunities in targeted industries.</li></ul>	<p><b>2) Increase opportunities for the region's businesses to fill jobs in high demand occupations that are strategic to the region's economy.</b></p> <ul style="list-style-type: none"><li>a) Leverage the four Business Solutions Teams to identify and address the service delivery needs of businesses</li><li>b). Through a sector approach, engage businesses and other partners, such as economic development, education and training providers, chambers of commerce, and community organizations, to align public and private resources to address business needs in those sectors.</li><li>c). Increase the understanding, accessibility and usage of worked-based learning, in the region's high demand occupations.</li><li>d): Increase engagement and support to regional businesses that were particularly economically impacted during the COVID-19 pandemic</li></ul>
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chambers of commerce	Virginia's high demand occupations d) Increase engagement and support to Virginia businesses that were particularly economically impacted during the COVID-19 pandemic e) Measure the placement rates, longevity, and wages of job-seeking customers to determine trends		
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<p><b>3) Develop a qualified and desirable workforce with the skills, competencies, and credentials that meets the current and anticipated business needs of Virginia</b></p> <ul style="list-style-type: none"><li>a) Utilize the national skills index to determine the skills that matter to businesses and cross walk the index to career pathways</li><li>b) Allocate resources to programs and initiatives that demonstrate positive outcomes for participants</li><li>c) Increase co enrollment to provide customers with the best possible outcome</li><li>d) Strengthen alignment of service delivery with other workforce programs, such as corrections, social</li></ul>	<p><b>b) Increase outreach and recruitment efforts to make available services more well-known and accessible to stimulate job readiness and career awareness</b></p> <ul style="list-style-type: none"><li>a. Increase the effectiveness of work-based learning program outreach to businesses and potential participants</li><li>b. Utilize data and technology, including the Workforce Data Trust and the referral portal, to make workforce services accessible to all customers</li><li>c. Increase collaborations with workforce and community partners, including</li></ul>	<p><b>3) The region's workforce meets the current and anticipated needs of businesses to sustain and grow.</b></p> <ul style="list-style-type: none"><li>a) Support and promote training offerings that result in credentials valued by businesses.</li><li>b) Support localities in meeting the criteria necessary to become a Work Ready Community</li><li>c) Increase by five percent integration of K-12 Career and Technical Education Programs with other workforce development initiatives.</li></ul>	<p><b>3) Increase outreach and recruitment efforts promote workforce services, stimulate career awareness, and promote Career Pathway opportunities of regional businesses.</b></p> <ul style="list-style-type: none"><li>a) Increase use of social media and other tools to tell the regional workforce story and promote regional workforce programs.</li><li>b) Increase workforce, community, education (including K12) and economic development partner participation in BSUs and sub-region Partner activities to serve businesses and job seekers in a more effective and efficient way.</li><li>c): Increase the effectiveness of work-based learning program outreach to businesses and potential participants</li><li>d): Use data and success stories to demonstrate the impact of workforce programs on the region.</li></ul>
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<p>services, and veterans' services</p>	<p>career and technical education (e.g., Perkins V), to promote career readiness through all training and education opportunities</p> <p>d. Strengthen engagement with state and local elected officials to cultivate relationships with more businesses to align their services and strategies to meet business needs</p>		
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<p><b>4) Strengthen outreach and recruitment efforts to promote workforce services and stimulate career awareness</b></p> <ul style="list-style-type: none"><li>a) Enhance brand awareness of Virginia Career Works as the American Job Centers in the Commonwealth</li><li>b) Expand connections between businesses and Virginia Career Works Centers to align services and strategies to meet business needs</li><li>c) Increase utilization of sustainable work based learning models, including Registered Apprenticeships</li><li>d) Coordinate with workforce partners, including career and technical education (e.g., Perkins V), to promote career readiness through all</li></ul>	<p><b>4) Reduce workforce system barriers through collaboration and innovative solutions</b></p> <ul style="list-style-type: none"><li>a) Analyze labor market data to assess disparities in outcomes and develop solutions that increase opportunities for underserved populations</li><li>b) Utilize the Accessibility Task Force to ensure universal service delivery across the Commonwealth</li><li>c) Encourage Local Workforce Development Boards to engage non-traditional, non-mandatory programs as service delivery partners</li><li>d) Leverage discretionary funds and support innovative initiatives to remove the largest barriers to employment (e.g., affordable childcare, transportation, housing, broadband access)</li></ul>	<p><b>4) Outreach efforts promote workforce services, stimulate career awareness, and promote Career Pathway opportunities of regional businesses.</b></p> <ul style="list-style-type: none"><li>a) Increase by 10 percent use of social media and other tools to tell the regional workforce story.</li><li>b) Increase by 10 percent partner engagement activities (PY23 over PY19)</li></ul>	<p><b>4) Reduce workforce system barriers through collaboration and innovative solutions</b></p> <ul style="list-style-type: none"><li>a): Increase the use of Integrated Resource Teams to create customer-centered partnerships and improve employment outcomes for jobseekers.</li><li>b): Increase partnerships with services for worker commuting, maintaining sobriety, childcare assistance, housing, and other barriers that present challenges to successful obtainment and retention of employment.</li><li>c): Leverage discretionary funds and support innovative initiatives to remove the largest barriers to employment (e.g., affordable childcare, transportation, housing, broadband access)</li><li>d): Increase the use of a continuum of care approach for evidence-based services.</li></ul>
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post-secondary training and education opportunities			
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<p><b>5) Reduce workforce system barriers through collaborative integration and innovative solutions</b></p> <ul style="list-style-type: none"><li>a) Include non-traditional, non-mandatory programs as service delivery partners across Virginia’s workforce system</li><li>b) Leverage discretionary funds and support innovative initiatives to remove barriers to employment (e.g., affordable childcare, transportation, housing)</li><li>c) Support the development of workforce professionals to improve the capacity of the system</li><li>d) Create opportunities for sharing promising practices among service delivery partners</li></ul>		<p><b>5) Workforce system services are integrated and offer innovative solutions to the jobseeker and business customer.</b></p> <ul style="list-style-type: none"><li>5.1 Increase by twenty-five percent the use of Integrated Resource Teams to create customer-centered partnerships and improve employment outcomes for jobseekers.</li><li>5.2 Increase by ten percent partnerships with services for worker commuting, maintaining sobriety, childcare assistance, housing, and other barriers that present challenges to successful obtainment and retention of employment.</li><li>5.3 Increase by ten percent opportunities for entrepreneurship exploration.</li><li>5.4 Increase by ten percent the use of a continuum of care approach for evidence-based services.</li></ul>	<p><b>5)</b></p>
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		5.5 Increase by ten percent the successful outcomes in jobseeker programs.	

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**6) Workforce system public investments add value to regional stakeholders and demonstrate a return on investment.**

a) Increase by twenty percent the number of outreach activities demonstrating workforce development impacts in the region.

b) Increase by twenty percent sharing of performance measures and outcomes among partners.

5)

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