



**Community College
Workforce Alliance**

connection

The Community College Workforce Alliance is a partnership between J. Sargeant Reynolds Community College & John Tyler Community College to serve the workforce and economic development needs of the region.



Letter from the Vice President

As we begin a new year, the staff of CCWA is excited about the opportunities to support the economic and community development initiatives of the region. The business climate in Central Virginia is strong and the opportunities available to a strong, competent workforce are virtually limitless. CCWA is committed to build upon our outstanding business partnerships and create new relationships to ensure that the corporate community has the skilled workforce necessary to realize every possible potential. Last year, CCWA and our partner companies created innovative training solutions that impacted over 15,000 employees of 700 companies. Working with business and industry, we plan to move that performance to the next level in 2008.

Governor Kaine and his Workforce Development staff have recognized the workforce development leadership of the Virginia Community College System and, with the full support of the Presidents of J. Sargeant Reynolds and John Tyler Community Colleges, CCWA plans to take an active leadership role in creating a model workforce development regional system through partnerships with other key agencies and organizations. With the workforce shrinking and the economy of the area growing, we need to ensure that the talent and potential of every citizen is realized and that we are contributing to the economic health of the region.

CCWA, in support of the Virginia Economic Development Partnership and various jurisdictional economic development agencies, played a major role in bringing new business and industry to the region. The new Rolls Royce manufacturing center in Prince George is one such example. We expect to strengthen that effort and demonstrate to other companies that, should they relocate and expand into Central Virginia, there is a system in place to ensure that a skilled, competent workforce will be here to help achieve corporate success.

To reach these aggressive and demanding goals, CCWA has reorganized along business lines that support industry needs. We have hired the very best workforce development professionals in areas that serve individual workplace training programs, customized workforce consulting and training, manufacturing, technical and trades training and workplace skills assessments. The team is onboard and ready to meet the needs of business and industry.

As always, if CCWA can be of assistance to you or your company, please feel free to contact us.

Sincerely,

Mac McGinty
Vice President – CCWA

AMA Certification

The Community College Workforce Alliance (CCWA) recently announced its partnership with the American Management Association (AMA) to offer 12 certification programs in the Central Virginia.



Courses will allow individuals an opportunity to earn continuing education units (CEU's) and a certificate, jointly awarded between the AMA and CCWA. CCWA is the only vendor providing this training in the Greater Richmond region.

The program is designed to be self-paced and a certificate is awarded once 10 CEU's are earned – typically the equivalent to five classes. Certifications include the following topical areas: Administrative Professional, Business Communication, Customer Satisfaction, Finance and Accounting, General Management, Human Resources, Manufacturing, Quality Improvement, Sales and Marketing, Strategic Leadership, Success Skills in the Workplace and Supervision. The classes include AMA curriculum for instructors and course materials for students.

Expanded Partnership with Genworth Financial - Customized Website

Since signing a Master Services Agreement with Genworth Financial in 2006, CCWA has been asked to provide training at four additional locations throughout the United States. Genworth employees register for classes using a custom website designed by CCWA. Frank



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Weber of Genworth Financial said, "One of Genworth's strategic goals is to be a people driven organization. Our partnership with CCWA has allowed us to significantly expand quality course offerings to all US locations with 200 or more associates. "The CCWA/Genworth co-branded website contains information about upcoming contract and open enrollment courses. According to Weber, Genworth Financial, "... the co-branded website is easy to navigate making course registration a breeze".

CCWA instructors will deliver contract training courses to Genworth employees in Stamford, Connecticut, Raleigh, North Carolina and Nashville, Tennessee. CCWA continues to serve Genworth's training needs at its Richmond and Lynchburg locations in Virginia and uses the data from the website to manage the registration and invoicing processes. More than 160 Genworth employees have taken courses through CCWA. CCWA plans to include Wake Tech's NC and Norwalk's CT open enrollment classes on the custom website so Genworth employees can view and register for available classes right from their desks.

WorkKeys® Assessments Leads to Wyeth Employee Programs

Famous for the manufacturing and distribution of Chap Stick, Robitussin and Advil, Wyeth Pharmaceuticals requested WorkKeys® profiles for the Darbytown Road plant as well as reading and math assessments for shift employees. Wyeth's goal was to create a "learning culture" for their employees and skills assessments for new hires and employees seeking promotions were administered. WorkKeys® is a job skills assessment system measuring real-world skills.

Jud Leach, Wyeth's Workforce Development Facilitator, says that the testing and training has led to the creation of a new job category for the company's packaging production technicians. "It helped to raise the bar on the skills needed and tremendously enhanced their positions", he explained.

Wyeth also partnered with John Tyler



Community College to launch a mechanical education program that is conducive to shift changes and employees work "in-house" toward a certificate in mechanical maintenance.

The WorkKeys® testing lead to Wyeth's interest to have each employee receive the Virginia Career Readiness Certificate (CRC) – assuring employers that recipients have core skills in the areas of comprehensive reading, applied math and locating information. The company installed Key Train® on its learning lab computers where Leach spends a lot of his time – preparing coursework and administering the testing.

Through CCWA, WorkKeys® has serviced more than 75 companies and 12,000 employees in Central Virginia over the past twelve years. For more information on WorkKeys® and other consulting services for employers, please contact Toni Bennett at 804-706-5181 or via email at tbennett@ccwa.vccs.edu.

Ask The Expert: FAQ from Joyce Lapsley

With recent budget cuts and a freeze on filling vacant positions, I now support two busy executives who manage multiple projects. One gives many instructions at once--usually when she is rushing from the office. Recently, she handed me a project and failed to tell me that she needed it before the end of the day. Having set priorities for other time-sensitive tasks for my other boss, who clearly communicated his expectations, I had not completed her project when she returned; she was annoyed. I want to deliver what she wants; however, I feel as if I'm always defending what I'm doing and often not receiving the information I need to complete a project in a timely, professional manner.

What should I do?

This boss may not realize that her delivery is making it difficult for you to gather accurate information; therefore, it's up to you to ask for what you need. Whenever you receive a project, make a habit of immediately asking when it is due. Another solution is to approach her when she's not on her way out of the office and let her know that you want to make her life easier and give her what she requests. Share with her the difficulty you sometimes have in gathering accurate information when she is in a rush, and let her know you have a few suggestions and would appreciate any feedback she might offer. You might suggest a regular time for the two of you to meet to go over her requests. Another idea is to recommend attaching a small form to each document with her specifications or even using a hand-held digital recorder to capture information that you need. Being proactive will let her know that you are a solution-oriented, valuable assistant.

Joyce Lapsley is a Workforce Development Coordinator & Program Manager for CCWA's Customer Service Academy

New Offerings – VISTA & Office 2007 Now Available ...

...as well as 12 new Certificate Programs through a partnership with the American Management Association (AMA), Leadership Training with Development Dimensions International (DDI), three (3) new language courses, five (5) new Tradesmen License Renewal Courses, a Certified Public Manager Program - more than 90 new professional classes in Richmond, Midlothian, Chester, online and at your jobsite!

