



TO: Community and Technical College Advisory Committee (CTCAC)
CTC Academic Deans
Workforce Directors

FROM: James L. Skidmore, Chancellor

DATE: July 8, 2010

SUBJECT: **West Virginia Advance Request for Proposals (RFPs)**

Attached is the Request for Proposals for West Virginia Advance. Proposals may be submitted after July 1, 2011, and will remain open until funds are awarded.

When applying for workforce funding, please place an emphasis on HB 3009 funding, particularly if you have secured matching funds. West Virginia Advance applications will be reviewed by in-house staff for a quick turn around.

Should you have questions or need additional information, please contact:

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WEST VIRGINIA ADVANCE “Rapid Response Workforce Development”

Community and Technical College Education System of West Virginia

I. Goals:

- Closely align West Virginia community and technical colleges with the economic development efforts of the state.
- Provide incentives to community and technical colleges to advance the economic development goals of the state.
- Assist in moving the community and technical colleges to the forefront as deliverers in workforce development programs as is the case in many states.
- Provide an opportunity to build the capacity of community and technical colleges to sustain workforce development efforts and make a major impact on the economic development effort of the state.
- Assist in positioning workforce development as a core mission of West Virginia community and technical colleges.
- Provide West Virginia workers with world-class transferable and portable skills across business and industry.
- Provide West Virginia employers a highly skilled workforce, thus providing an arena for recruiting and retaining businesses.
- Increase the per capita income of West Virginia workers by increasing their workforce skill levels.

II. Purpose:

Consistent with Senate Bills 653 and 703, the mission of West Virginia's community and technical colleges is to serve as major providers of workforce education and training to meet the needs of existing and new business and industry in West Virginia. West Virginia's community and technical colleges have strived with limited capacity to provide customized training and “anytime, anyplace” education to the employers of West Virginia. A major goal of the West Virginia Council for Community and Technical College Education's Plan is to dramatically increase the effort of our community and technical colleges in providing workforce programs to the employers and citizens of West Virginia.

The West Virginia Advance Program will focus on the workforce delivery program of our community and technical colleges on developing high-performance work organizations and providing workers with world-class transferable skills that will enable them to master technology and foster innovation. This effort will provide the development of specific occupational/technical competencies and workforce skills in critical thinking, problem solving, ability to work in teams, communication, math, science and other critical competencies required for West Virginia workers and companies to be competitive in a global economy. Emphasis will be placed on skill-based training that can be certified through national, state or local assessments resulting in a credential

and meeting the economic development goals as determined by the West Virginia Development Office.

III. Eligible Companies:

The West Virginia Advance program will focus on providing service to employers that have a positive economic outcome on West Virginia as determined by the West Virginia Development Office. The program will support projects for:

1. Existing West Virginia companies that are expanding and creating new jobs.
2. Existing West Virginia companies that are requiring employees to obtain new job skills in order to retain their positions and keep or make the company more competitive.
3. Existing West Virginia companies that are upgrading present employees to assess high-skill, high-wage occupations within the company.
4. Companies or industry clusters that are targeted by the West Virginia Development Office as critical to West Virginia's economic development.

IV. Eligibility Criteria for Funding Reimbursement:

- West Virginia Development Office projects, targeted industries or local economic development initiatives
- New and expanding companies
- Job retention
- Company closings
- Skills upgrade
- Pre-employment training or preparation to enter a program leading to a high demand occupation

V. Skills Upgrade

West Virginia Advance is not intended to replace existing skills upgrade training courses that community and technical colleges are presently providing to employers. The purpose of this program is to provide incentives to community and technical colleges to deliver skill upgrade courses for those initiatives directly aligned to the goals of the West Virginia Community and Technical College System or the West Virginia Development Office.

Examples of "skills upgrade" courses may include:

1. Information technology courses that lead to certification.
2. Skills to move companies into creating knowledge-based economy jobs or high performance workplace programs as defined by the West Virginia Development Office.
3. Moving incumbent employees from low-skill, low-wage occupations to higher-skill, higher-wage occupations.

4. Programs utilizing the WorkKeys system.
5. Programs/courses that result in national or state recognized skills certifications or meet the goals of the West Virginia Development Office.

VI. Pre-Employment Training

West Virginia Advance funding may be utilized for pre-employment training programs and assessments with employment as the goal for those enrolled in the program. Pre-employment programs must have a commitment from employers to hire fifty percent (50%) of the individuals enrolled in training or documented evidence must be presented that employment opportunities are prevalent in the local area for completers of the pre-employment program. Enrollment of a participant as a full-time student to pursue a credential at any postsecondary institution in high demand may be counted towards the fifty percent (50%) placement requirement. The standard for participants of preparation programs for high demand programs is 70% enrollment in such programs.

VII. Eligible Services

Services provided through West Virginia Advance include instructional services which can be a combination of customized or off-the-shelf curriculum as determined by customer demand, job profiling and pre-and post-assessments utilizing ACT WorksKeys, travel and equipment. Training programs are designed to meet employer needs and are not limited to specific training categories or mode of delivery. Training delivered through West Virginia Advance is to be market driven and focused on providing employers with a highly trained workforce and complementing the economic development efforts of the state.

VIII. Application/Approval Process

All requests will be submitted by community and technical colleges to the WV Council for Community and Technical College Education utilizing the West Virginia Advance application form. All applications will be reviewed, and the community and technical college will be notified of acceptance or denial within two weeks of submission. All awards made to a community and technical college will be determined on a per-project basis with awards made only to initiatives that have no other funding sources.

IX. Funding

West Virginia Advance funding will be paid directly to the community and technical college, and the college will be responsible for submitting financial and project accountability reports to the WV Council for Community and Technical College Education. West Virginia Advance will provide funding to cover 75% of the total costs of the services to be provided, and the company/companies will be encouraged to pay the remaining 25% of the costs. Pre-employment programs and preparation programs for entry into high demand programs may be reimbursed at 100%.

X. Accountability

Projects in this initiative will be evaluated on an individual basis utilizing reporting criteria as established by the staff of the WV Council for Community and Technical College Education and the West Virginia Development Office. It is anticipated that a strict accountability effort be implemented utilizing employer and participant feedback to determine the effectiveness of the program. This information will be reported annually to the West Virginia Council for Community

and Technical College Education and the Legislative Oversight Commission on Workforce Investment for Economic Development.

The following criteria will be utilized for an accountability report on each funded project:

- Number of individuals trained and placed
- Number of new jobs and job titles created or retained
- Number of incumbent workers trained
- National or professional credentials earned
- Increase-in average wages
- Size and types of companies served
- Employment sector served
- Categories of training and services provided
- Cost of training per participant
- Location of training by county
- Number of WorkKeys job profiles and assessments completed
- Percentage of individuals retained in the training program
- Percentage of completers retaining employment in West Virginia