

Balancing Work Force & Business



Region 1

WORK FORCE

West Virginia
USA



DONNA O'NEILL
Chairperson

Donna O'Neill graduated from her hometown Hurricane High School in 1968 and attended Greenbrier Community College. She is certified in Professional Human Resources by S.H.R.M. For the past 16 years she has served as Regional Human Resources Manager at B.U.T.A./Hubbard, LLC. Married for 36 years, Ms. O'Neill has 3 children and 5 grandchildren.



WILLIAM J. LOOPE
Executive Director

William "Bill" Loope is a graduate of Bluefield State College and was raised on a cattle farm in Southwestern Virginia. He worked for 17 years in upper management for the Kroger Company, then opened an international trading company in 1981. His company conducts business with 15 European and Pacific Rim countries. Married for 37 years, Bill has 2 children and 2 grandchildren.

WELCOME TO REGION 1

A healthy workforce is the engine of a healthy economy: providing incomes for individuals and their families; providing momentum for commercial growth. Our goal is to nurture the workforce in Region 1 with an eye to the future. This is a broad goal which results in economic expansion from the bottom up. We understand that in a global economy our workforce must rise to meet new challenges.

Our commitment to business is centered around our desire to facilitate a network of opportunities in which employers can expect up-to-date information on cutting edge business trends, programs or financial opportunities which will propel their business toward success. Developing and maintaining such a relationship requires a sharing of knowledge of an employer's short and long term plans for addressing their industry's changing market. Achieving such a relationship rewards an employer with timely access to a skilled workforce and resources imperative to successful business practices.

Our commitment to workers is to assist in advancing their work skills to match their career goals. Whether a student, a disabled person, a worker looking for advancement, or a retired person seeking a second career, Region 1 will provide valuable assessment, training and job search services.

We at Region 1 Workforce Investment Board look forward to serving you.

Sincerely,
Donna O'Neill
Chairperson

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**REGION 1
RANKS HIGHEST
IN PERFORMANCE**

The regional ranking status was released in August 2003 by the Governor's Workforce Investment Division. Passing 100 percent of its measures, Region 1 ranked highest among the seven regions.

AS REQUIRED BY STATE AND FEDERAL LAWS AND REGULATIONS, THE REGION 1 WORKFORCE INVESTMENT BOARD DOES NOT DISCRIMINATE ON THE BASIS OF SEX, RACE, COLOR, RELIGION, HANDICAP CONDITION, MARITAL STATUS, OR NATIONAL ORIGIN IN EMPLOYMENT OR IN ITS EDUCATIONAL PROGRAMS AND ACTIVITIES.

BRINGING WORKFORCE DEVELOPMENT RESOURCES TO YOUR BUSINESS

“When a business is going to make changes in its workforce,” said William J. Loope, Executive Director of Region 1 Workforce Investment Board, “we want to be the first one they call. Whether the company is looking for skill upgrades for current staff, recruiting additional employees, or right sizing its workforce, Region 1 can be the most help if involved from the beginning.”

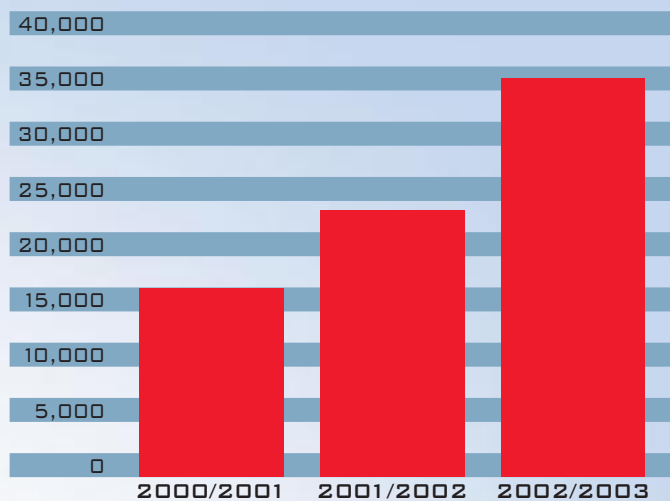
The Business Services Unit representatives meet with business owners and human resource managers to get a sense of the workforce changes needed. With extensive knowledge of available services and financial incentive programs, Region 1 representatives tailor response packages to address company needs. There is no cost for using Region 1’s business services.

The Workforce Investment Act created a dynamic liaison between businesses and workforce development service providers. Dividing the State of West Virginia into seven regions, it provided a network of career centers to carry information and services to businesses – large and small – everywhere in the state. The Act emphasizes:

- Universal access to services
- Seamless services
- Accountability
- Customer choice

Region 1 WORKFORCE West Virginia Career Centers, located conveniently throughout the region,

Individuals Served through Region 1 WORKFORCE West Virginia Career Centers



combine governmental agencies and local service organizations for maximum access. Services include job profiling, recruiting, training, Rapid Response, labor market information and career coaching for workers. These services are available at the Region 1 WORKFORCE West Virginia Career Centers.

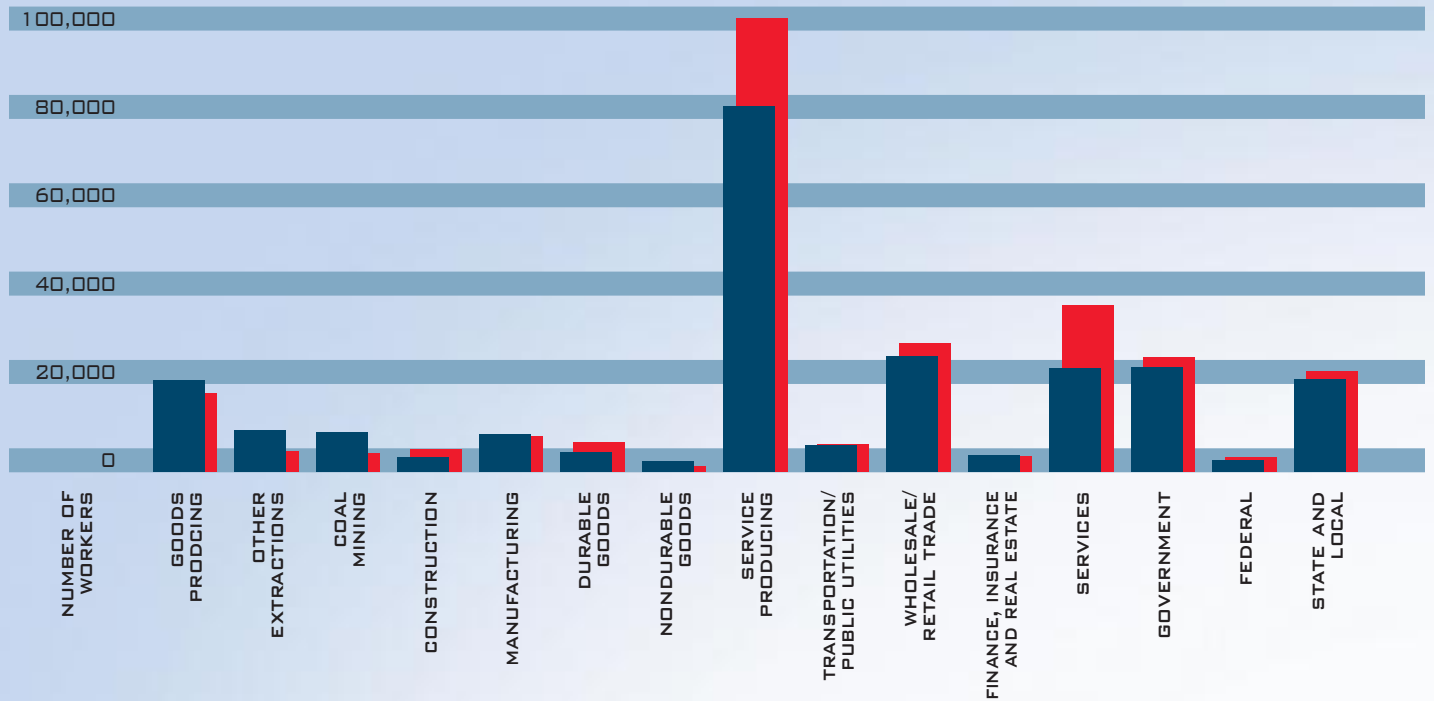
Using the Internet, Region 1 offers an interactive website (www.workforcewvregion1.org) where businesses are able to:

- Post and manage job orders
- Search for qualified applicants
- View and register to attend events
- Review business resources
- Obtain labor market information



Region 1 Nonfarm Employment by Industry

ACTUAL IN 1990 ACTUAL IN 2000



ANALYZING WORKFORCE NEEDS OF REGION 1

Businesses constantly face the challenges of emerging technologies, fierce competitors and shifting customer preferences. The effects of technology and the global nature of today's economic landscape forces a spirit of innovation and a continuous mode of improvement.

The Region 1 Workforce Investment Board applies its understanding of labor market dynamics to assist businesses with workforce development and to encourage economic expansion. A general gravitation from "blue collar" industrial to "white collar" service employment has occurred during the past 10 years and is expected to continue. Such shifts in the region's labor market has raised the skills and qualifications required for most private sector jobs.

The board has constructed a planning and policy infrastructure which allows it to respond quickly and appropriately to the region's economic and labor market fluctuations. The core plan elements include:

- Gathering and maintaining accurate data
- Focusing on the needs of employers
- Involving community economic leadership

Region 1 will work to build its capacity to influence solutions and provide the necessary leadership to realize strategic steps toward improved workforce development and economic expansion.

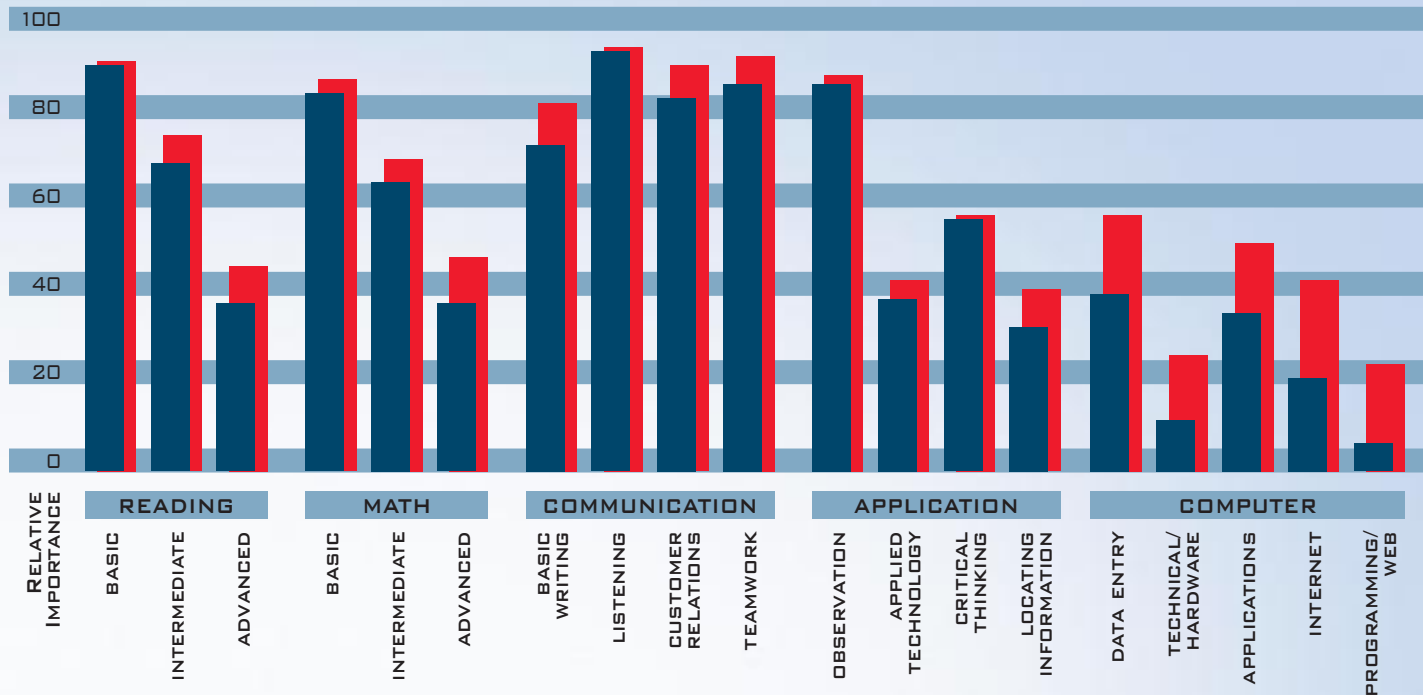
WORKFORCE SUPPLY

The population in Region 1 is comparatively small and continues to decline. The percentage of residents who are 45 years and older is



Projected Change in Skills to Meet Hiring Requirements

CURRENT IN 2002 PROJECTED FOR 2007



generally higher than the state as a whole, and the nation. If population trends continue, by the year 2010, the number reaching retirement age will outrank the number of potential entry-level workers.

In addition, most of the region is experiencing low labor force participation. Some reasons are a large retiree population and high rates of disability among adults. Unemployment rates are slightly higher than state and national averages.

WORKFORCE DEMAND

Services will experience the greatest growth through 2006, followed by construction and retail trade. Employment in the mining sector will continue to diminish.

In 2002, according to a survey prepared by Marshall University's Center for Business and Economic Research, the services industry provided 32 percent of employment in the region followed by wholesale/retail trade and government. Occupations in services such as health care, eating and drinking establishments, and auto dealers/gasoline service stations have the highest employment levels in the region.

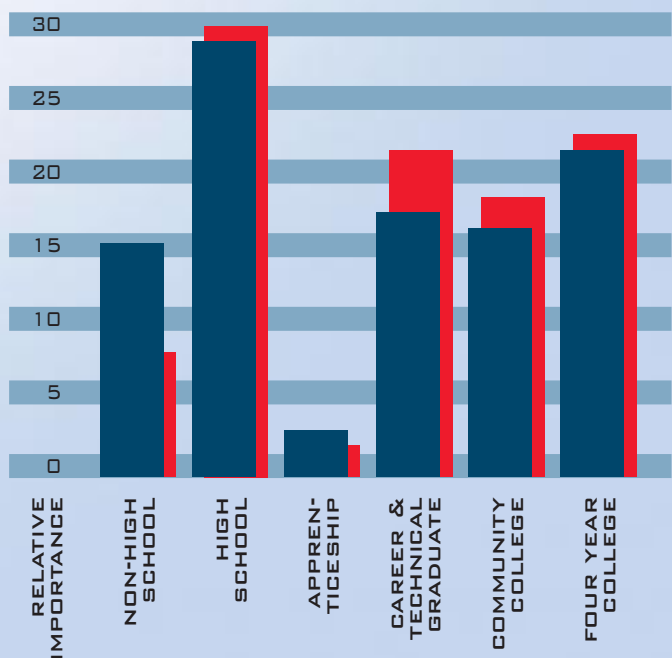
LEADERSHIP PRIORITIES

The priorities of Region 1 are to: Increase the awareness of individuals and communities of existing

and emerging demand occupations and the skill needs of workers; Improve alliances between education and business to ensure the instructional content facilitates student learning of workplace competencies needed by current and future employers; Promote and support economic development in the region; and, Raise the level of service integration and quality in the region's WORKFORCE West Virginia Career Center system.

Projected Change in Education to Meet Hiring Requirements

CURRENT IN 2002 PROJECTED FOR 2007



YOUTH CAREER AWARENESS AND SKILL PREPAREDNESS

The need for youth career awareness and job training is brought into sharp focus by U.S. Department of Labor statistics that report 11 percent of West Virginia teens (aged 16 to 19, averaged from 1998 through 2000) are not attending school AND are not working. The national average is eight percent.

One intent of the Workforce Investment Act is to replace short-term job training with more comprehensive year-round youth programs. Region 1's Youth Enrichment Services (YES) program, in concert with that directive, connects participating youth – both in school and beyond – with the resources they need to attain education, job training and gainful employment.

Qualified youth have access to 10 program elements:

- Guidance and counseling
- Adult mentoring
- Tutoring, study skills training
- Alternative educational services
- Occupational skill training
- Leadership development
- Summer activities
- Paid and unpaid work experience
- Supportive services (links to community resources, day care, school or work related transportation, etc.)
- Follow-up services



While attending the Workforce Development Academy at West Virginia State, YES clients learned some of the difficulties of parenting by attending to robot babies which were programmed to have “needs” requiring the frequent attention of the student “parents”.

IN-SCHOOL YOUTH PROGRAM

Eligible students meet with a youth advisor at school who performs a skills assessment and helps the student determine a career goal. Together they develop an individual service strategy to help the student transition from high school to either post-secondary education or to work. YES contracts with the schools to provide teachers and/or coaches as mentors to help the student with academics and work readiness.

In addition, YES provides career awareness outreach to students by holding job fairs, transition fairs, leadership programs and summer career



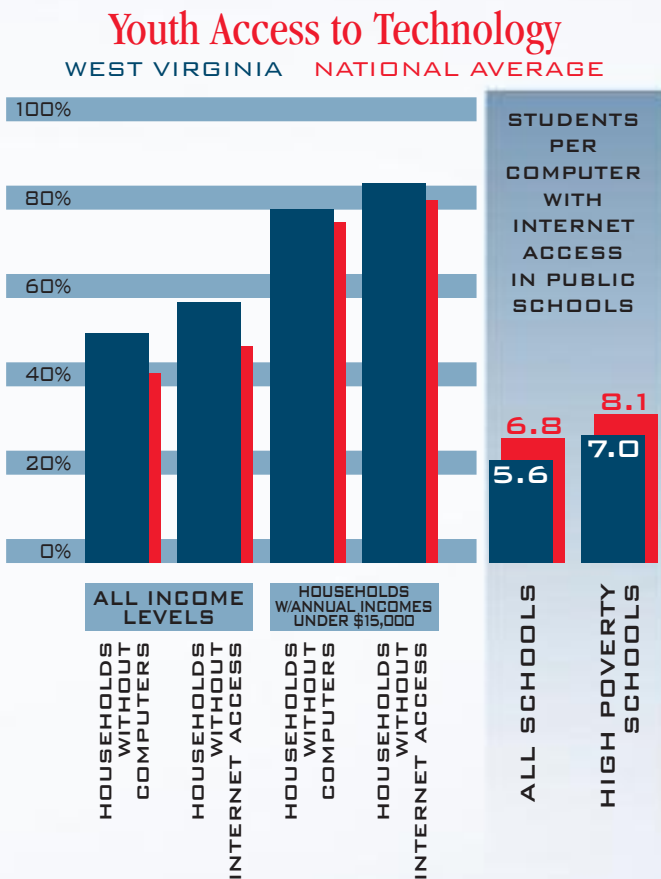
PRINCETON COMMUNITY HOSPITAL

Darlene Huffman, Human Resources Manager at Princeton Community Hospital (PCH), and Lisa Michelle Hatcher, Healthcare Coordinator, Region 1 Workforce Investment Board, are working with over 50 healthcare organizations to explore the production of CDs with a self-paced Certified Nursing Assistant (CNA) training program. Ms. Huffman said, “Students will be able to access their academic

programs each year throughout Region 1's 11 county area. The summer component includes workshops on job readiness skills such as resumé writing and interviewing skills.

"From July 2001 to date we have helped approximately 800 in-school students," said Gary Daniel, YES Youth Development Coordinator. "It has been estimated that as many as 10,000 students could be eligible."

YES support services can assist with the cost of incidental expenses which can make it easier for participants to stick with their training. Students may be paid up to \$50 per week to help with transportation costs



and supplies while attending classes. Exam fees, such as contractor tests, may be paid. Another example of support services is money for clothing needed to start a job such as special shoes, uniforms, or clothing suitable for office positions.

OUT-OF-SCHOOL YOUTH PROGRAM

The Out-of-School Youth program addresses needs of those beyond high school including drop-outs, high school graduates, GED holders, college students and career and technical school students. In addition to low incomes, participants may have disadvantages such as deficiencies in basic literacy skills, being homeless, a runaway or a foster child, being a single parent or pregnant, a criminal offender, or disabled physically or mentally.

"The program is designed to help those who have a goal," explained Heath Forren, YES Youth Advisor. "We always have room for motivated students."

YES interacts with other Region 1 partner programs to help younger workers become more marketable employees. Skills assessments help determine whether a client's skills need improvement before moving to higher education or career training. Tutors are provided free of charge to participants who are attending school.

The work experience program helps participants start a job by paying for up to 200 hours of payroll. In addition to getting paid for the temporary job, the young worker gets a work reference and many times continues working for the same company.

HELPS DEVELOP SELF-PACED CNA TRAINING

training and then complete their clinical requirements at various medical facilities." The innovative training program has received support from the West Virginia Hospital Association.

The Region 1 Healthcare Consortium is also actively developing a healthcare career awareness program to show workers the benefits of starting with lower level healthcare positions and advancing by working and attending school at the same time.

The Region 1 WORKFORCE West Virginia Career Centers work with PCH to fill job openings. "We have received several appropriate applicants that have gone through WorkKeys testing," said Ms. Huffman.



FINDING THE RIGHT PERSON FOR YOUR JOB

Employers can know that an applicant has the skills to perform well in their jobs before they begin. Region 1 offers the WorkKeys® system, a comprehensive employability assessment tool which measures specific skills employers believe are critical to job success. It provides employers with a valid screening and selection tool.

WorkKeys is an important tool in helping employers, educators, workers and government agencies to improve a community's supply of skilled labor. It gives employers and educators the ability to:

- Pinpoint skill gaps of current employees
- Identify applicants that possess key skills required for jobs
- Equip students with necessary skills to compete in today's high-demand workplace
- Ensure continuous quality for existing and future workforces

Some businesses use WorkKeys to develop an applicant pool of prequalified applicants for future openings, or current employees for promotion. The system is centered around three major components: Job profiling, applicant assessment and training support.

JOB PROFILING

A job profile can offer a concrete way for businesses to describe the skills required for particular jobs. WorkKeys has prepared job profiles for thousands of job titles ranging from professional and technical to industrial career fields.

More general in nature, occupational profiles identify the skill levels required for an occupation across jobs, companies or industries.



To prepare custom job profiles for unique positions, a job profiler will tour the company, review relevant job material provided by the

Subject Matter Experts (SME) and compile a comprehensive list of tasks associated with the job. The employer and the SME then rank the importance of the tasks, estimate the amount of time spent doing each task, and discuss the skills required to perform each task. The job profiler translates the information into matching skill requirements.

APPLICANT ASSESSMENT

WorkKeys assessments present workplace situations, reading materials, problems and messages for applicants to respond to and/or solve. The situations and problems represent many different jobs, occupations and workplace settings. Each assessment is constructed with several progressively complex levels.

Standardized scoring and reporting allows applicants who meet competency requirements to be quickly identified. Because WorkKeys is based on the

GOODRICH USES WORKKEYS TESTING

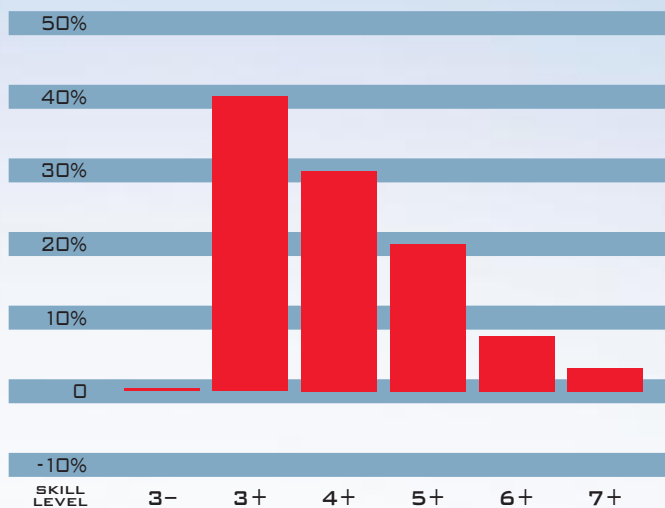
Goodrich Corporation Deicing & Specialty Systems Division in Union currently employs 300 workers. They use WorkKeys testing for basic skills in math, reading and reading for information to obtain an entry level workgroup with higher skill levels. The company is considering the addition of job profiling to help define the skills required for each position.

"Using WorkKeys testing has really helped," explains Linda Vaughan, Human Resource Generalist at Goodrich. "We manufacture parts for aircraft with very close tolerances.



Math Skill Levels Required by Jobs

JOB'S PROFILED BY WORKKEYS
SEPT. 1997 TO AUG. 2002 (5,397 JOBS)



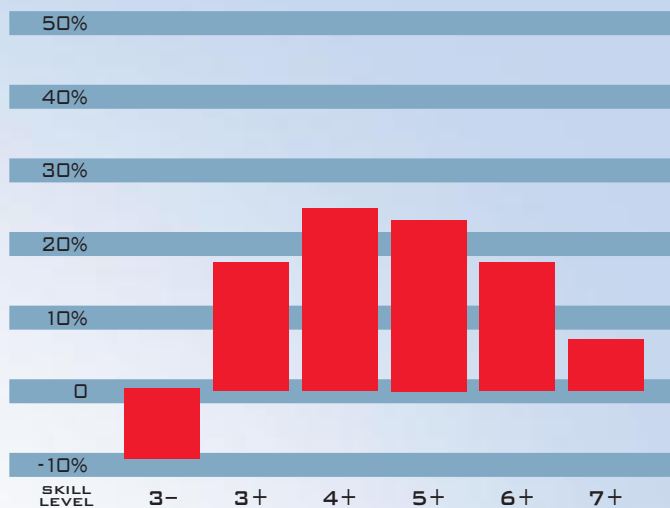
objective comparison of a person's skills to those required for a job, it complies with EEOC standards when strictly adhered to.

Workers who possess solid academic, problem-solving and communication skills are most likely to be successful on the job. WorkKeys is built around a set of assessments that measure an individual's abilities in "real world" skills including:

- Applied mathematics
- Applied technology
- Business writing
- Listening
- Locating information
- Observation
- Readiness
- Reading for information

Math Skill Levels of Tested Applicants

ALL EXAMINEES TESTED BY WORKKEYS
SEPT. 2001 TO AUG. 2002 (329,122 PEOPLE)



- Teamwork
- Writing

Assessments are scored on a set of established skill scales to ensure an accurate, systematic way to determine an applicant's abilities and compare them to job requirements.

TRAINING SUPPORT

Once skill levels have been determined by the WorkKeys system, Region 1 will assist employers and individuals in education and training to address any gaps that have been identified. Whether for existing employees or for new hires, training is available to bring your workforce to the required skill levels.

TO EVALUATE JOB APPLICANTS

They have to fit perfectly when installed. Applicants must be able to perform math calculations and read a ruler to thousandths of an inch."

Applicants who do not pass the first testing are encouraged to work with tutors and bring their skill levels up. "It has been awhile since some people have been in a classroom setting," continued Ms. Vaughan. "We have hired workers that went through testing more than once."

Goodrich also works with Region 1 to conduct customized training programs for Workforce Investment Act (WIA) eligible employees.



BALANCING WORKFORCE TO BUSINESS

Workforce resizing needs to happen quickly to react to market and competitive changes. But adjusting your workforce is more complicated than just hiring and laying off as needed. Recruiting and training new workers can take time – time which is not available when scaling up to meet new demand. And losing productive employees during slow periods hinders the company's ability to spring back when business volume recovers.

Whether expanding or contracting, services from Region 1 can help the process go smoothly, and in full legal compliance, for both the business and the workers. Mass layoffs are common among large employers. In 2002 there were 39 cases in the State of West Virginia which were considered a “mass layoff” by the U.S. Department of Labor. These layoffs, in a variety of industries, affected an average of more than 90 workers each.

Since February 1989 when the **Worker Adjustment and Retraining Notification Act (WARN Act)** became effective,

companies with 100 or more workers are required to give 60 days notice to workers in advance of plant closings, mass layoffs or the sale of the company.

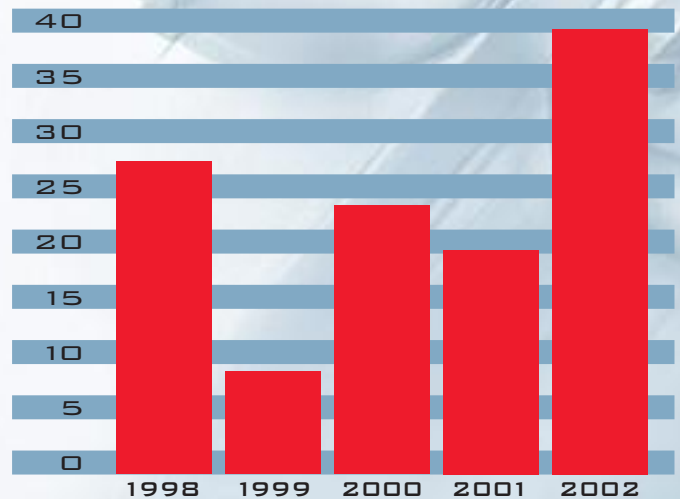
The intent of the legislation was to offer protection to workers, their families and communities by giving them enough advance warning of layoffs to locate replacement jobs. However, the WARN Act created serious concerns for businesses already facing difficult downsizing situations. A 60 day period of below normal production from workers slows profitability even further. And workplace security is a big concern when workers know their job is ending on a certain date.

REMAINING WORKFORCE

Region 1 assists in reorganizing duties, work stations, equipment and scheduling issues to help remaining workers quickly regain their sense of job stability. Sharing information about the company's long term plans helps to preserve the loyalty of skilled workers needed to keep productivity high during and following a right sizing activity.

Mass Layoffs in West Virginia

ALL INDUSTRIES



AMMARS HIRES 120 NEW EMPLOYEES TO OPEN

“Region 1’s services were about as comprehensive as you can get,” explains Jerry Carter, Vice President of Administration for Ammars Corporation. “Cooperation from Region 1 and Beckley Job Service was outstanding.”

Ammars planned to start up a new location for its chain of Magic Mart department stores in the old Ames building off Eisenhower Drive in Beckley. About 120 workers were recruited and hired within a 60 day period to staff the new location. The new Magic Mart opened in March 2003.

Region 1 advertised the positions, held interviews and scheduled skills testing to find qualified workers. Then they teamed up with Bluefield State

RAPID RESPONSE

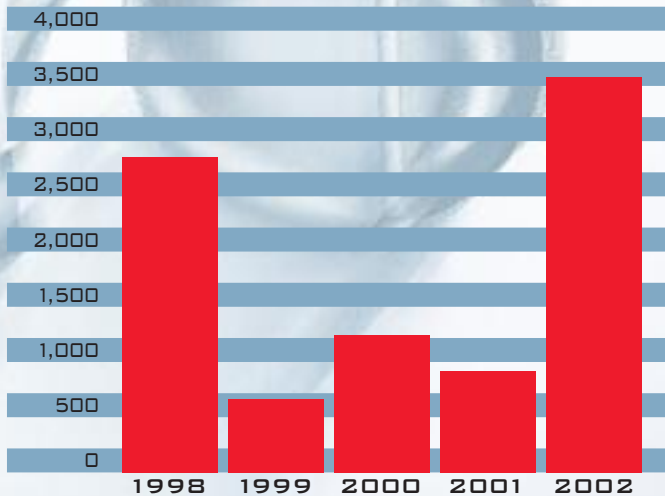
Region 1's Rapid Response system helps to stabilize a productive work environment during layoff warning periods by immediately linking community services to dislocated workers. Workers are able to take positive steps toward new jobs while working out their notification period. All the services of Region 1's Career Centers and their partners are made available to workers.

Rapid Response services are provided at no cost to employers. Each response is customized to fit the situation. Keeping open lines of communication with accurate information available to employees helps to prevent rumors from hurting the employer's reputation in the community. Information meetings can be held on-site or at WORKFORCE West Virginia Career Centers. Workers typically find new jobs much quicker when Rapid Response services are in place during layoffs.

Region 1 takes the responsibility of organizing the outplacement activities, leaving company staff to conduct company business.

Workers Displaced by Mass Layoffs

ALL INDUSTRIES IN WEST VIRGINIA



These office employees are receiving task specific computer training in the company's parking lot.

MOBILE WORKFORCE DEVELOPMENT CENTER

Regardless of location, employers across the 11 county region have full access to all of Region 1's services through its Mobile Workforce Development Unit. It can be used for evaluation, assessments, recruitment, skills upgrades and training, seminars and development. It is often used for Rapid Response training programs.

Fully ADA compliant, the 100 percent self-contained mobile facility is equipped with an eight station computer lab, Internet service, audio/video technology, and the comfort of heating and air conditioning.



MAGIC MART IN BECKLEY

College to provide classes, and Human Resource Development Foundation provided on-the-job training. Region 1 picked up the cost for these services.

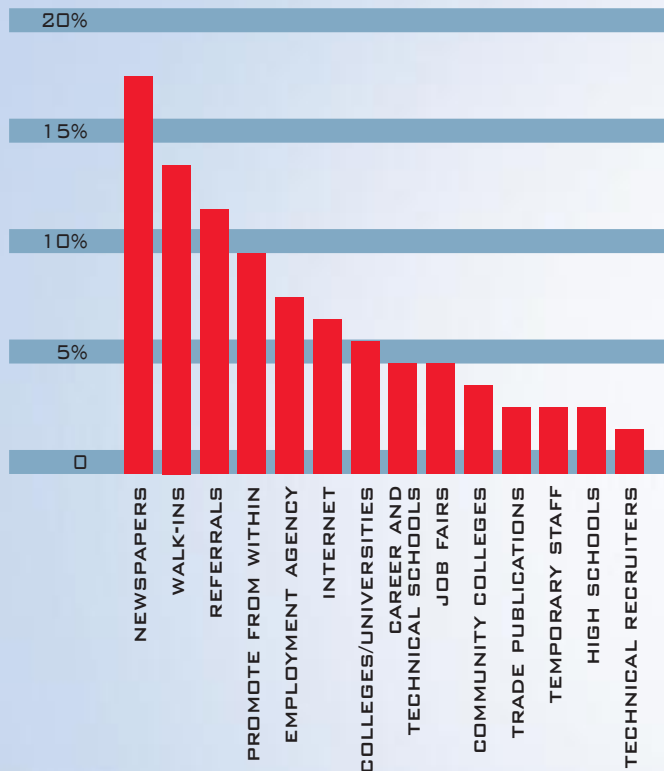
"We are very happy with our workers," Carter continues. "Test results were accurate. Region 1's help with hiring costs made it financially feasible to open our new store."

RECRUITING SERVICES

In 2002 West Virginia had the 39th largest workforce in the nation with more than 800,000 workers and an unemployment rate of more than six percent. Region 1 helps businesses connect with this pool of workers to quickly fill open positions.

Representatives at the career centers and the Job Service staff help employers define their job requirements. Developing accurate job descriptions helps in finding an employee with the best possible skills match. For new companies, job descriptions are used from companies in similar fields.

Most Used Recruitment Methods



Employers are coached in the pre-employment process to assist them in compliance with applicable regulations. Training is provided on standardizing interview and evaluation procedures to avoid discriminatory questions.

Job listings are advertised in the career centers, website and posted with Job Service. Region 1 WORKFORCE West Virginia Career Centers prescreen interested workers by conducting interviews according to the employer's requirements. Qualified applicants are referred to the employer.

Many employers choose to set aside a day for interviews and schedule them at a career center. This reduces the interruptions that occur during interviews at the company's location and provides privacy from current staff. Region 1 provides private interviewing rooms at each career center.

START-UPS & EXPANSIONS

Recruiting a large workforce in a timely fashion is a challenge for any employer. Region 1 takes a proactive approach establishing realistic schedules with the employer. Appropriate workers are found using several methods to advertise and attract qualified workers for start-ups and major expansions.

- Advertising in the career center and Job Service networks (locally or statewide)
- Job Fairs
- Targeted training programs
- Recruiting from educational institutions

Region 1 has successfully staffed start-up companies with as many as 500 employees – many of whom required special skills and training.

NEW HEART CENTER TO OPEN AT

Expected to open early in 2005, Bluefield Regional Medical Center (BRMC) is opening a Heart Center to provide advanced cardiology services. "Heart patients in our area have suffered long enough having to travel two hours away to get treatment," said BRMC President and CEO Eugene Pawlowski. "Our program will be a first-class one." Approval from the West Virginia Health Care Authority was received in August 2003.

Within the first two years 100 new jobs are anticipated including cardiologists, specialized physicians, technicians, nurses and administrative staff. Existing employees will be given the opportunity to receive training



ACCESS TO GRADUATES

Region 1 has developed relationships with colleges and universities, community and technical colleges, and career and technical schools to provide employers with access to graduates and certified professionals. Many vocational courses of study are coupled with internship programs which provide attractive incentives to employers.

ONLINE SUPPORT

Online services at www.workforcewv.org/Employer provides immediate access to new employees for positions that must be filled quickly. Employers post and manage their own job orders. In addition, the talent bank of people who are looking for jobs is available to search for qualified workers.

The website has links to business information resources. Site visitors have access to current labor market information including wage data, employment trends, school-to-work transitioning, news reports and other business topics.

Events such as workshops and job fairs are on the calendar of events. Employers can register online to attend events.

MANAGING WITH AN EYE TO THE FUTURE

Region 1 compiles information to help its client businesses watch and prepare for management trends. By analyzing statistics, they anticipate future workforce needs and forecast industry growth opportunities.



Tina White, Director of Workforce Development Services (center), and Robin Morgan, Programs Manager for Region 1 (left), talk with a client (right) at a job fair held at the Raleigh County Armory.

Forward-looking businesses are encouraged to participate in the Employer Advisory Committee which provides input to Region 1 and its partner organizations. The committee is comprised of government, education and business leaders. It holds quarterly meetings to discuss relevant topics such as employment law issues, taxes, workers compensation, training programs, etc.

The Employer Advisory Committee has contributed to Region 1 by allowing an open exchange of ideas by its members which have resulted in greater awareness among those who establish guidelines for Region 1 programs and those of their partners.

Those interested in participating may be placed on the mailing list for meeting notices and updates by contacting a Region 1 representative.

BLUEFIELD REGIONAL MEDICAL CENTER

specific to the duties of a cardiology staff. Region 1 will be helping with recruiting efforts and funding some training.

BMRC is working with area cardiologists and anesthesiologists to recruit experienced physicians to serve the Heart Center. These specialists will perform balloon angioplasty, stent implantation and other interventional procedures.



UPGRADING WORKFORCE SKILLS AND EDUCATION

Current staff may receive training in fields using specialized trainers available throughout the region. Employers may access qualified sources of specialized training already known to their industry. Region 1 assists in obtaining training materials such as equipment manuals or self-teaching software.

Region 1 will help by:

- Recruiting a trainer
- Matching employer training objectives with available programs
- Sponsoring workshops
- Working with a partnering agency
- Providing financial assistance

Plan customized training programs about a month in advance to allow time for submitting applications and obtaining approvals of funding programs.

CAREER ADVANCEMENT

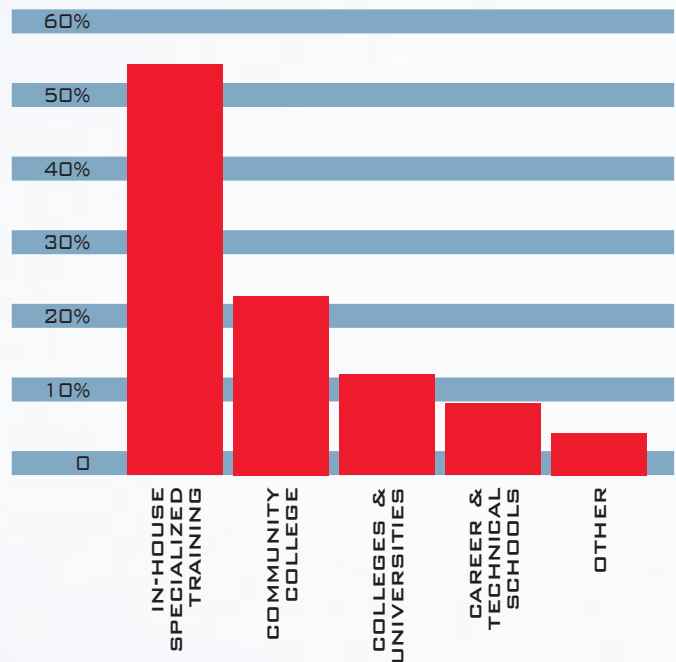
Employers generally prefer to promote their own workers when they are qualified for more responsible positions. Many assist their workers with adjusted work schedules and financial incentives to advance their technical and educational credentials. According to the 2003 State of the Workforce Report produced by Region 1, there is substantial need for training upgrades in the current workforce as shown in the graph on the right.

ON-THE-JOB TRAINING

In its 2002 "State of the Workforce" report, Region 1 concludes that on-the-job training (OJT) is clearly the most desirable type of training for new hires. Region 1 has contracted with Human Resource Development Foundation, Inc. (HRDF) to provide OJT training services because of its 35 year history of successful operation. Between July 2003 and February 2004 HRDF has provided OJT programs to 13 companies ranging from one worker to more than 30 employees.

The big advantage of OJT is providing training that is very specific to what a worker needs to know to do their job. Different companies perform the same task

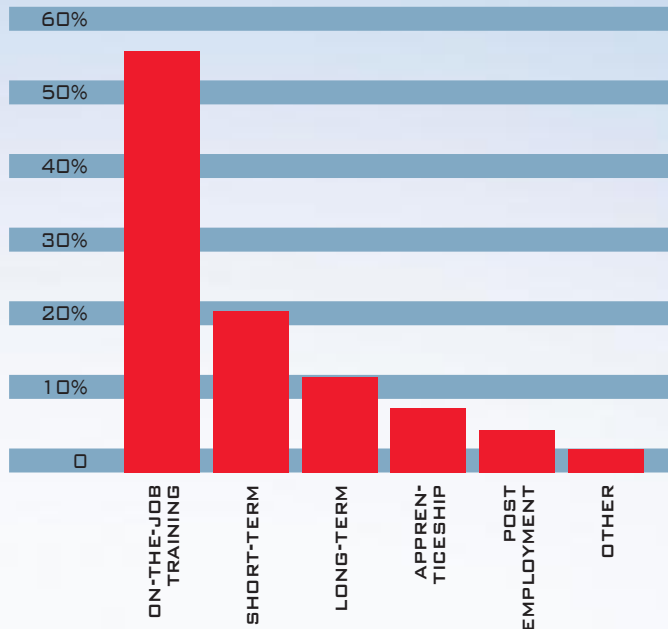
Employer Evaluation of Training Needed for Worker Advancement



TSM CORPORATION INTERNSHIPS

TSM Corporation in Hinton employs graphic artists, programmers and subject matter experts to develop training applications for the U.S. Naval Reserve for C-130 Aircraft. In order to advance the computer skills of their applicants and members of the community, the Tennessee-based company joined forces with Stanley Technical Institute, also in Hinton, to enhance STI's Computer Operations & Applications Technology Skills "COATS" training program.

Employer Training Method Preferences



in different ways. Different equipment and supplies are used by different companies. Facilities are unique in their arrangement. A worker may have experience in the same industry from a different company and still require some OJT to acclimate to the new facility. Other workers may have no experience and require even more extensive OJT to learn about the work they were hired to perform.

Workers may be trained for any industry, for any position or job-related skill. Employers use their own training methods, facilities and resources to enhance the skills and performance of their workers.

Trainers are able to guide an employee with limited skills on appropriate work procedures and



New employee Scott White (center) is learning on the job at Canvas Custom Meats in Canvas. Region 1 is helping with the cost of his training in meat cutting, processing, packaging, and delivery. Owners and trainers, Charles and Sandy Jackson opened the company in 1997.

overall cultural climate. There are financial incentives to assist companies with the cost of OJT.

BASIC ADULT EDUCATION

Designed to improve the basic literacy skills of adults, the Adult Basic Education Program helps to satisfy the continuing education needs of adults in the current labor market. Starting with instruction in reading, writing, math, listening and speaking, the program continues through a General Equivalency Diploma (GED) program.

SUPPORT "COATS" TRAINING PROGRAM

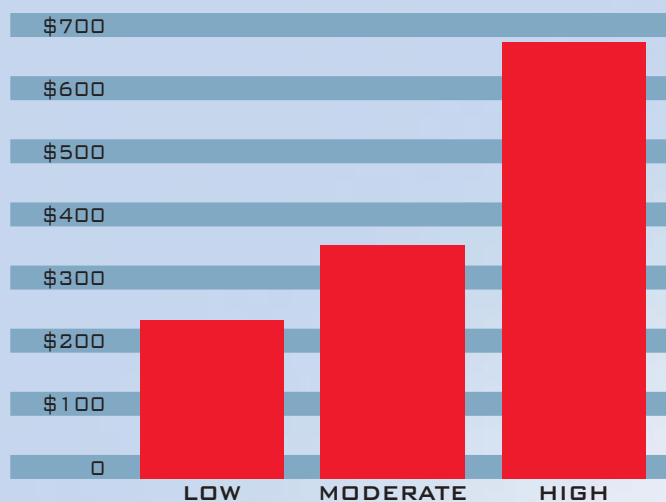
People enrolled in the program attend classes Monday through Thursday at STI and a paid internship on Fridays at TSM. Interns have access to computers, software and a tutor. About 20 students per year complete the program. Several have been hired by TSM.

Robert Abeln, Site Manager at TSM, is very pleased with the employees who have completed the COATS training. "The workers are doing so well that two of our most promising programmers have been sent to Pensacola, Florida for advanced training," he said. "Several of our staff are lead programmers."



Effects of Literacy Level on Earnings

AVERAGE WEEKLY EARNINGS
OF ADULTS IN UNITED STATES



“The confidence and self-esteem of our students goes way up from attending classes,” explains Marcia Ware, Adult Basic Education Coordinator at the Mercer County WORKFORCE West Virginia Career Center. “To qualify, people need to be at least 16 years old and out of school. Most of our students are between 25 and 44 years of age.”

Programs are offered throughout Region 1 through county boards of education, Regional Education Service Agencies (RESAs), volunteer literacy programs, community-based organizations and correctional facility education programs. Services are provided free of charge to qualified adults.

Students begin with a basic review and a WorkKeys assessment. Short and long term goals are established.

Based on test results and personal goals, an individual plan of study is developed for each student. In addition, special needs are addressed by referral to other providers to remove barriers from completing the course of study such as day care, transportation, financial aid applications for college, etc.

The Adult Basic Education curriculum areas include:

- **BASIC SKILLS**
Instruction in reading, writing, math, listening and speaking
- **THINKING AND LEARNING SKILLS**
Instruction in creative thinking, making decisions, problem solving, learning and reasoning
- **WORK FOUNDATIONS**
Instruction in organization and time management, wellness and safety, team building, technology and multi-cultural awareness
- **JOB READINESS SKILLS**
Instruction in goal setting, career planning, personal work attributes, employee rights and responsibilities, job search strategies and unemployment survival
- **LIFE COPING SKILLS**
Instruction in budgeting, nutrition, consumerism, family relationships and parenting
- **GED TEST PREPARATION**
Instruction in science, social studies, math, writing, reading and calculator training

THE MOTEN PLACE IS HOME

Carol Moten was laid off after nearly 18 years as an office manager when the company sold and moved out of state. “Being laid off was a good opportunity for me to do what I really wanted,” she explains. That was to open her own nail care business. Region 1 paid for her training and some travel expenses. “I went before the State Board and got my license,” she said. Ms. Moten’s business, Nails of Class, is in The Moten Place in Shady Spring.

- **ENGLISH AS A SECOND LANGUAGE**
Instruction in pre-literacy, reading, writing, listening, speaking, grammar, U.S. history and government, and cultural literacy
- **PREPARATION FOR SPECIALIZED EXAMS**
Preparation studies for ACT and SAT college entrance, ASVAB military enlistment, LPN entrance, civil service, U.S. citizenship, Test Of English as a Foreign Language (TOEFL), etc.
- **COMPUTER LITERACY**
Instruction in basic use of computers, common applications and the Internet

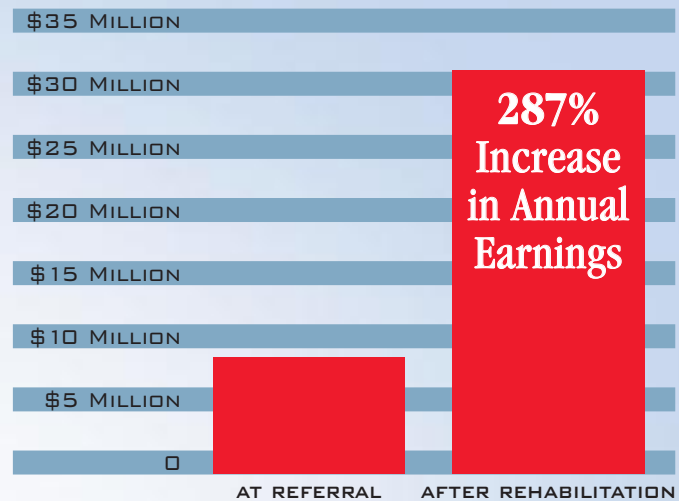
OCCUPATIONAL REHABILITATION

Disabled people make up 30 percent of the population in Region 1 in the 24 to 65 age group which makes them a significant segment of the workforce. In the same age group in Region 1, 33 percent of the disabled and 66 percent of the nondisabled are currently working. The economic impact of returning disabled workers to productive employment is too great to ignore, as shown in the chart on the right. During its last fiscal year, West Virginia Division of Rehabilitation Services returned 2,037 people to the workforce in the state and 443 in Region 1.

Acquired through birth, accident, illness or aging, disabilities range from severe arthritis to blindness. Some face accessibility issues with workstations and others face the inability to return to their previous trades. Disabled workers begin with a vocational

Economic Impact of Rehabilitating Workers

TOTAL ANNUAL EARNINGS OF PEOPLE RECEIVING VOCATIONAL REHABILITATION IN WEST VIRGINIA



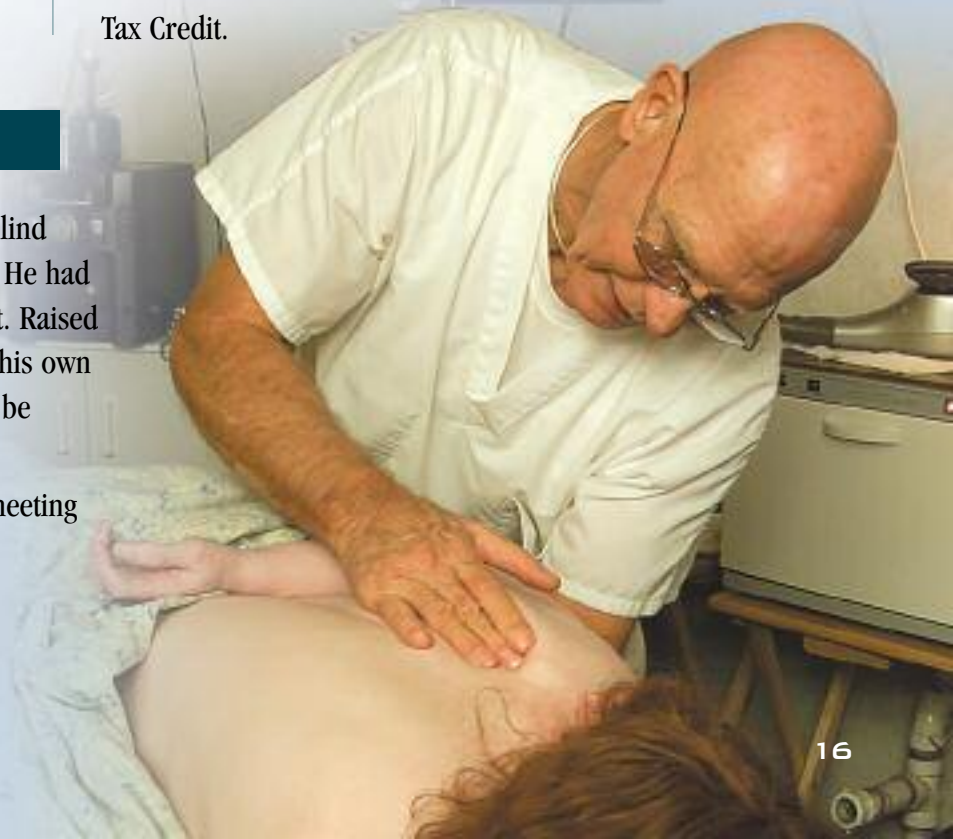
evaluation to assess the nature and degree of disability and the extent of their job skills and capabilities. Counselors assist workers in choosing employment that matches their aptitudes, interests and abilities. An individualized program of education, retraining, assistive devices and workplace modifications maximize the disabled worker's ability to return to a job.

There are several financial incentives for employers to hire disabled employees including OJT and workplace modifications. Tax credits are also available including the Work Opportunity Tax Credit, a tax deduction to remove architectural and transportation barriers to people with disabilities and elderly individuals, and the Disabled Access Tax Credit.

FOR TWO SECOND CAREERS

Leon Moten, owner of The Moten Place, became blind after working for many years in the chemical industry. He had also worked as a carpenter and as a massage therapist. Raised in Beckley, he decided to return to the area and open his own massage therapy practice. To do so, he would need to be certified in the State of West Virginia.

A career center representative was speaking at a meeting in Hinton where the Motens first learned of Region 1's training programs. "Region 1 paid for my certification training and some travel expenses," said Leon Moten. "I am wholeheartedly in favor of their program."



ABOUT WORKFORCE WEST VIRGINIA CAREER CENTERS

“Easy access” is what Region 1 WORKFORCE West Virginia Career Centers are all about. Easy for employers to post jobs, recruit, train or retrain employees and access information about cost saving incentive programs as they become available. Easy for employees to follow up on educational or training programs that will help them advance their careers. Easy for workers with disadvantages in all age groups to find ways to qualify for better jobs. And, Region 1 representatives provide the personal service required to navigate successfully.

The 11 career centers bring Region 1’s comprehensive workforce development services to all corners of its rural community. They provide sites for recruiting or job fairs, discrete job interviews and information or training workshops. A highly qualified Region 1 representative is available at each career center.

The five comprehensive centers have on-site partners that enhance services available to both employers and workers. The services of each partner


are available at Region 1’s six satellite career centers by appointment. Partner organizations include:

- Adult Basic Education
- Bureau of Employment Programs
- Community Action of Southeastern West Virginia
- Council of Three Rivers American Indian Center
- Higher Education Policy Commission
- Human Resource and Development Foundation
- Job Corps
- Mountainheart Child Care Services
- North Central Community Action
- Regional Education Service Agency - I
- West Virginia Division of Rehabilitation Services
- UMWA Career Center

DATA COMPILED FROM:

ACT, INC.
ALLIANCE CONSULTING
CORPORATION FOR SKILLED WORKFORCE
MARSHALL UNIVERSITY LEWIS COLLEGE OF BUSINESS
REGION 1 WORKFORCE INVESTMENT BOARD
THE CHILDREN’S PARTNERSHIP
U. S. CENSUS 2000
U. S. DEPARTMENT OF EDUCATION
U. S. DEPARTMENT OF LABOR
WEST VIRGINIA DIVISION OF REHABILITATION

SNOWSHOE RECRUITS AND TRAINS WORKERS



Snowshoe Mountain, Inc. holds several job fairs each year using Region 1’s Mobile Unit. Carol Woody, Recruiting Manager at Snowshoe, explains, “The mobile unit works very well for our job fairs. For example, we were recruiting at Bridge Day and job candidates could immediately apply online.” Job openings are posted at the Greenbrier County and Pocahontas County WORKFORCE West Virginia Career Centers and broadcast throughout the Region 1 system.

With more than 450 computers on the mountain, Snowshoe sends about 100 employees a year through computer training, with the help of the Pocahontas County WORKFORCE West Virginia Career Center. Employees are trained in the use of applications such as Excel, Access, Outlook, Power Point and Front Page.

Tracy Samples, Training Manager at Snowshoe, is working with Region 1 to establish a community training center at the bottom of Snowshoe Mountain. It will provide computer training, adult basic education and college credit courses like “guest services” to community members including Snowshoe employees.

Region 1
WORKFORCE
West Virginia
USA

REGION 1 WORKFORCE INVESTMENT BOARD OFFICE

921 W. Neville Street, Suite 100, Beckley WV 25801
Phone: (304) 253-3611 · Fax: (304) 253-0176 · Website: www.workforcewvregion1.org

**COMPREHENSIVE WORKFORCE
WEST VIRGINIA CAREER CENTERS**

Greenbrier County

Red Oaks Shopping Center
Ronceverte WV 24970

Manager: (304) 647-1360

Information Specialist:
(304) 645-9099
(866) 334-9600

Mercer County

195 Davis Street
Princeton WV 24740

Manager: (304) 425-5537

Information Specialist:
(304) 425-9362
(866) 356-9675

Raleigh County

201 Grey Flats Road
Beckley WV 25801

Manager: (304) 929-2683

Information Specialist:
(304) 253-1214
(866) 253-1214

McDowell County

331 Court Street, Suite 205
P.O. Box 918
Welch WV 24801

Manager: (304) 425-5537

Information Specialist:
(304) 436-3131

Nicholas County

812 Northside Drive, Suite 7E
Summersville WV 26651-0673

Manager: (304) 929-2683

Information Specialist:
(304) 872-0068
(866) 334-0600

**SATELLITE WORKFORCE
WEST VIRGINIA CAREER CENTERS**

Fayette County

211 North Court Street
Fayetteville WV 25840

Manager: (304) 929-2683

Information Specialist:
(304) 574-4830
(888) 281-3500

Pocahontas County

926 5th Avenue, P.O. Box 176
Marlinton WV 24954

Manager: (304) 647-1360

Information Specialist:
(304) 799-7295
(866) 799-7295

Webster County

112 B Bell Street
Webster Springs WV 26288

Manager: (304) 929-2683

Information Specialist:
(304) 847-5812

Monroe County

193 Highway 3 East
P.O. Box 409
Union WV 24983

Manager: (304) 647-1360

Information Specialist:
(304) 772-3100
(866) 816-6698

Summers County

213 Ballengee Street
P.O. Box 278
Hinton WV 25951

Manager: (304) 425-5537

Information Specialist:
(304) 466-6833
(866) 967-5498

Wyoming County

8 Main Street
P.O. Box 444
Pineville WV 24874

Manager: (304) 425-5537

Information Specialist:
(304) 732-0090
(800) 281-0995