



8300 Boone Blvd, Suite 450 • Vienna, VA 22182

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## **EST Virtual Meeting Notes**

### **Thursday, May 20th 10-12pm**

Documents from previous meeting can be found:

[www.vcwnorthern.com/est](http://www.vcwnorthern.com/est)

#### **ANNOUNCEMENTS**

**Crystal Thrower** – MySecureKid seeking 20 youth to start off cohort in the Fall for youth registered apprenticeship in cyber and healthcare IT work. **Please share with youth committee and youth program – See flyer on site.**

**Melissa King** introduced new Fredericksburg Center Manager, Paul Shane, [paul.shane@fredgoodwill.com](mailto:paul.shane@fredgoodwill.com).

**Reminder:** LinkedIn Learning still looking to distribute licenses: <https://vcwnorthern.com/jobseekers/linkedin-learning/>

**June 15th** - [Virginia Employment Commission Northern Virginia Virtual Job Fair](#)

**July 8th** - [Statewide Virtual Job Fair](#)

#### **NOTES**

#### **Guest: Virginia CyberSkills Academy, a GOVirginia Program**

Contact: Maureen Shrewsbury

#### **What**

- 100% scholarship for IT training and employment connect for candidates impacted by COVID
- Training is 8-10 weeks average, less than 4 months for upskilling

#### **Requirement**

- Only HS diploma or GED
- US Permanent Resident/Green Card or Citizen
- Women, veterans, military spouses, diverse ethnic backgrounds especially, but all welcome
- Loose definition of COVID impacted: Includes family members laid off, childcare, or taking care of family.

#### **Program**

- Clients take an assessment to identify aptitude and identify skill base to recommend correct course
- Cohort model, program mentor, connected with subject matter expert, employer relationships (Existing employer partners include Freddie mac and Leidos etc.)
- Disability Friendly: Openness within cybersecurity for disabilities and neurodivergent; and a partner program in Canada blind and vision impaired

#### **How You Can Help**

- Need help with outreach for employers and for candidates – See email templates on EST site.
- Employers can partner with VCSA at no cost – Can reskill their employees (esp with smaller employers)
- **Referral** – Maureen can be point of contact and happy to share placement details



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**Guest: Lowes Home Improvement. Contact: Jenni Lucas, Jennifer.lucas@lowes.com**

**Hiring Needs:**

- Need long-term employees not just summer seasonal
- Positions: Cashier/front end, customer service, retail stocker overnight (9pm to 6am unloading products off trucks) for those who may not want to interact with customers as much. Sales floor: electric department, paint, hardware, outside lawn and garden always available.

**Qualifications:**

- Looking for personality and customer service
- No need to have experience with home improvement
- Must be available weekends
- Really looking for bilingual candidates of any kind, list on application
- Drug test and background check digital (emailed through firstadvantage)

**Disability Friendly:**

- If cannot lift 25lbs without assistance, can do an accommodations program
- Have been very disability friendly working with DRAS and ServiceSource, want to give an opportunity.

**To Refer:**

- Have candidates apply at apply.jobs.lowes.com, then email names to Jenni and she can speak to store managers

**Benefits/Perks:**

- Great benefits – 401K, employer assistance program, adoption assistance, extended parental leave,
- Part time gets medical, dental, vision, earn holiday and vacation (not for seasonal employees)
- Full time same plus more benefits
- Generation T – Skilled Trades Training, 6 month online learning program. Lowes funds it even if doesn't pass or stay hired. Guild Education helps match to a skilled trade.
- **Track to the Trades- how lowes specifically helps with Generation T .** Women, veterans, military spouses, diverse ethnic backgrounds. 100% scholarship.

**WHAT TRACK TO THE TRADES CAN OFFER YOU:**

**ACADEMIC COACHING AND SUPPORT**

You will have a personal education coach available via text, phone or email to help you find, enroll and complete the right program.

**UPFRONT TUITION FUNDING FOR TRADE SKILL CERTIFICATION**

Lowe's associates can earn their pre-apprenticeship certification free of charge, and complete their selected program in as little as 10 months.

**BY THE NUMBERS**

**2,084**

Total number of Lowe's associates enrolled in Track to the Trades (as of January 2020)

**446**

Lowe's associates graduated from the Track to the Trades program in 2019.



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## Other Workforce Area Guests – Discussion:

### Job Fair Learnings:

#### Attendance/Candidate Success

- Job Fair Attendance: 30% statewide trend for statewide, but local events are 50-60% participation rate
  - Actual relationship with direct service clients
  - Messaging is clearer
- Mock job fairs or a workshop that leads up to the event in a familiar platform via Zoom and then instruct individuals into how to get into job fair and troubleshoot any issues
- Using Spark Hire to do self-interviews and practice; digitizing information (recordings) of job fair prep
- Send out a reminder to all registered users the day before the event as a way of increasing registration-to-attendance conversions
- Text/calls to our personal candidates to make sure they've seen emails (person-to-person connection)
- Send a reminder part-way through event as well
- Make list of employers visible on the job fair registration/flyer/marketing materials
- More professional position people do better at job fairs, the more “blue collar” don’t do as well for job fairs, do not upload resume or do not do well in the chat. If we can convince to jobseekers to upload even a little of what you’ve done –. Mini Resumes is something we talk about, the size of a postcard or a little larger i.e. Pipefitter for x years.

#### Employer Success

- When speaking with employers, call clients “talent”, “talent pipeline” rather than clients
- Registration seminar by PV 1-2 weeks out
- Suggested training for employers - what does it take to hire at a job fair– here to impress jobseeker
- Need to emphasize that employers should be in their booths. Too many posted a job and didn’t attend their booth.
- Offer the employers a mock virtual career fair...we found here in Loudoun, they have to get their feet wet. Helps make them accountable for showing up to events if comfortable with the platform.
- Create a calendar invitation for employers so they have the login link and time set aside on their calendar. We provided a calendar invite for candidates as well with the link.

#### Administration

- Region should be first sub event and then occupation for the sub-sub. Easier for person to navigate.
- If they select a subevent and then get moved, you have to make sure the job listings are then changed to the new subevent or they will not show up
- Open the event on 5/4 at 12am, but make it clear that won’t be attended by staff until the start time.
- Employers must select the sub event and then deselect all the sub events or they will wind up all sub-subs. Need to put the process in the invitation materials or create a new video to address that.
- Someone needs to inspect all booths to make sure that they are where they need to be. Spent a lot of time moving people to the right sub and sub-sub events.



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### **In Person Hiring Events:**

- Alexandria is doing an in-person event for Hospitality: Marketplace outside at farmers market, QR code use for registration on flyers and also in-person registration and then puts into an excel flyer
- Use QR Code for paper flyers to link to the registration page

### **Shared Needs:**

- Hospitality needs help and needs to be in person because its an in person local industry, that's how their hiring happens. Touch their backyard.

### **Pitching Work Experiences:**

- Alexandria created Youtube video on giving back to the community:  
<https://www.youtube.com/watch?v=UbWGFFT1p1s>
- Suggestions on how to pitch:
  - We provide the payment, it's a savings for them
  - A paid internship program you don't have to pay for
  - Opportunity to test out a candidate for hire
  - Opportunity to work on backlogged projects
  - Possibility for a tax break
  - Identify other programs of good reputation who have done it
- Eliza will send an invitation to staff who develop Work Experiences to have further discussion on success strategies for developing them