



Center for Building and Construction Trades

Among general contractors in Virginia:

85%

anticipate difficulty filling HOURLY positions*

35%

anticipate difficulty filling SALARIED positions*

*2016 Associated General Contractors of America workforce survey

175,000

jobs in Virginia requiring an industry recognized certification went unfilled for more than 30 days**

**2015 study by Burning Glass Technologies

Combining Credentials & Workforce Services

Since 2016, Virginia's Community Colleges have offered job seekers low- or no-cost training for high-demand occupations requiring certification. First year data showed a 20%-50% increase in wages for those completing the programs.

Community College Workforce Alliance, a partnership of Reynolds and John Tyler community colleges, has worked with Goodwill of Central and Coastal Virginia (Goodwill) to bring job training, certifications and employment services to residents of high-poverty neighborhoods in the Greater Richmond region. Currently they partner on a Career Credentialing Collaborative in which the community colleges provide training towards credentials, and Goodwill provides wrap-around support services.

Goodwill's role is to ensure that students have the soft skills and job readiness training to become sustainably employed. This powerful partnership helps break the cycle of low-wage earnings and provides long-term career growth opportunities.



A Unique Opportunity:

The Center for Building & Construction Trades

Since late-2015, Goodwill and Thomas Nelson Community College have operated a Center for Building and Construction Trades (CBCT) in Hampton. The 5,000-square-foot facility is under Goodwill's roof at its Hampton Support Center. Students enroll through the community college and receive training from its faculty, and Goodwill's workforce development staff provide on-site support, job placement and retention services.

The Hampton CBCT offers credentialing programs for HVAC, electrical and facilities maintenance. It also houses a maritime electrical specialty program in partnership with Newport News Shipbuilding.

Building on the program's success, Goodwill plans to replicate the Center for Building and Construction Trades on the campus of its Richmond Support Center in South Richmond, just off of Midlothian Turnpike.



*Center for Building and Construction Trades
Hampton, Va.*

The building and curriculum will be adaptable to meet the region's changing needs for construction trades training.

Proposed initial trades include mechanical and structural trades, among others. The Richmond CBCT, along with an expansion of Goodwill and Community College Workforce Alliance's Career Credentialing Collaborative, will help meet the Greater Richmond area's need for credentialing opportunities for under-skilled jobseekers while creating a pipeline of job-ready workers. In addition, it provides a cost-effective resource for employers to refer their current employees for upskilling.

Goodwill owns the property where the CBCT will be housed and seeks resources to renovate the building. CCWA has already secured classroom instructional materials and supplies to deliver the targeted construction trade training.

Goodwill has made site improvements to connect the CBCT to Goodwill's Community Employment Center – the nerve center of its mission – which is less than a 5-minute walk from the CBCT. At the Community Employment Center, students can access one-on-one career advising, resume and job search support, soft skills training, digital and financial literacy classes, job placement and success coaching services.

The Role of the Construction Industry

In our experience in providing career credentialing and support services, nothing makes students perk up more than the prospect of employment – and opportunities to meet employers. We envision a robust partnership with construction industry leaders who can help shape the current and future programming at the CBCT and partner with us to help produce and hire newly certified graduates.

Specifically, we see opportunities for industry partners to:

- Inform the qualifications and attributes of trainees entering and exiting the program
- Set standards for knowledge and skills that students need to acquire
- Guide the selection of credential training to be offered
- Refer current employees for up-skilling opportunities
- Identify criteria for trainees to get interviews (attendance, punctuality, etc.)
- Choose the outcomes by which to assess the program
- Serve as guest lecturers in the classroom; provide insight into the career field
- Connect with candidates through job fairs and one-on-one interviews



To ensure sustainability of this regional resource we also seek to establish the Builder's Society, a membership group of vested employers that provide capital and annual operating support for the CBCT. Members' gifts will be restricted to the CBCT, and their companies will have visibility and recognition in and out of the Center and its classrooms.

CBCT Funding Costs

SCHEDULE:

Summer - Fall 2019	\$250,000
January - December 2020	\$60,000
January - December 2021	\$60,000

Capital for Renovations
Goodwill Workforce Services
Goodwill Workforce Services

Our immediate need is funding for the renovations. We anticipate securing private support for the first two years of operations.

6301 Midlothian Turnpike
Richmond, VA 23225
(804) 745-6300

www.goodwillvirginia.org



John Dougherty, VP,
Community Workforce

john.dougherty@goodwillvirginia.org

804-380-8956

Andrea Butler, VP,
Mission Advancement

andrea.butler@goodwillvirginia.org

804-297-4310

Ashleigh Moody, Director,
Resource Development

ashleigh.moody@goodwillvirginia.org

804-278-7520