



# VIRGINIA TALENT ACCELERATOR PROGRAM

Modine Manufacturing, Buena-Vista

# HIGHLY CUSTOMIZED WORKFORCE SERVICES OFFERED AS AN INCENTIVE FOR JOB CREATION

## Virginia Talent Accelerator Program:

- Recruiting and training services fully customized to a company's unique jobs, operation and culture
- All services are provided free of charge as an incentive for job creation
- Highly experienced design and delivery team hired from the private-sector
- Delivered in collaboration with the nearest Virginia Community College or University
- Offered as an incentive for job creation to both new and expanding competitive traded-sector projects



## LAUNCHED IN 2019, THE VIRGINIA TALENT ACCELERATOR IS ONE OF THE COMMONWEALTH'S NEWEST INCENTIVES

Portable workforce  
infrastructure built to be  
rapidly deployed where and  
when needed



Mack Trucks, Roanoke County

# WHY COMPETITIVE JOB CREATION PROJECTS PLACE A HIGH VALUE ON STATE WORKFORCE DEVELOPMENT SUPPORT



**Human resource and training teams not staffed for major hiring events**



**New technology renders existing training materials obsolete**

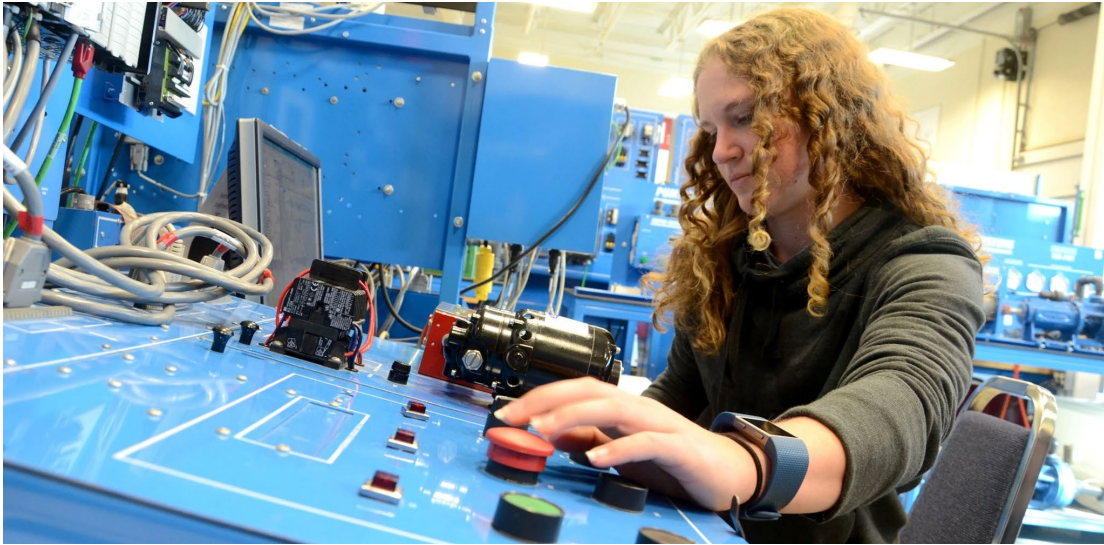


**Training not a priority for internal graphics / video production teams**

## THE VIRGINIA TALENT ACCELERATOR'S APPROACH IS COMPREHENSIVE

 <b>CUSTOMIZED MEDIA DEVELOPMENT SERVICES</b>	 <b>TALENT ACQUISITION SERVICES</b>	 <b>PRE-HIRE TRAINING/ASSESSMENTS</b>
 <b>FOUNDATIONAL SKILLS TRAINING</b>	 <b>PROCESS LEVEL TRAINING</b>	 <b>PROCEDURE LEVEL TRAINING</b>
 <b>ORGANIZATIONAL DEVELOPMENT TRAINING</b>	 <b>OPERATIONAL EXCELLENCE TRAINING</b>	 <b>LEADERSHIP SKILLS TRAINING</b>

# COMMUNITY COLLEGE PARTNERSHIPS ENSURE SOLUTIONS ARE STRUCTURED TO SUPPORT BOTH LONG-TERM AND START-UP TALENT DEVELOPMENT NEEDS



## Virginia Community Colleges

- Degree, diploma, credential & fast-track certificate programs to develop pools of qualified talent for area employers
- Long-term workforce development support, including:
  - Mechatronics Talent
  - Apprenticeship Programs
- Partner in Talent Accelerator projects from kick-off to completion

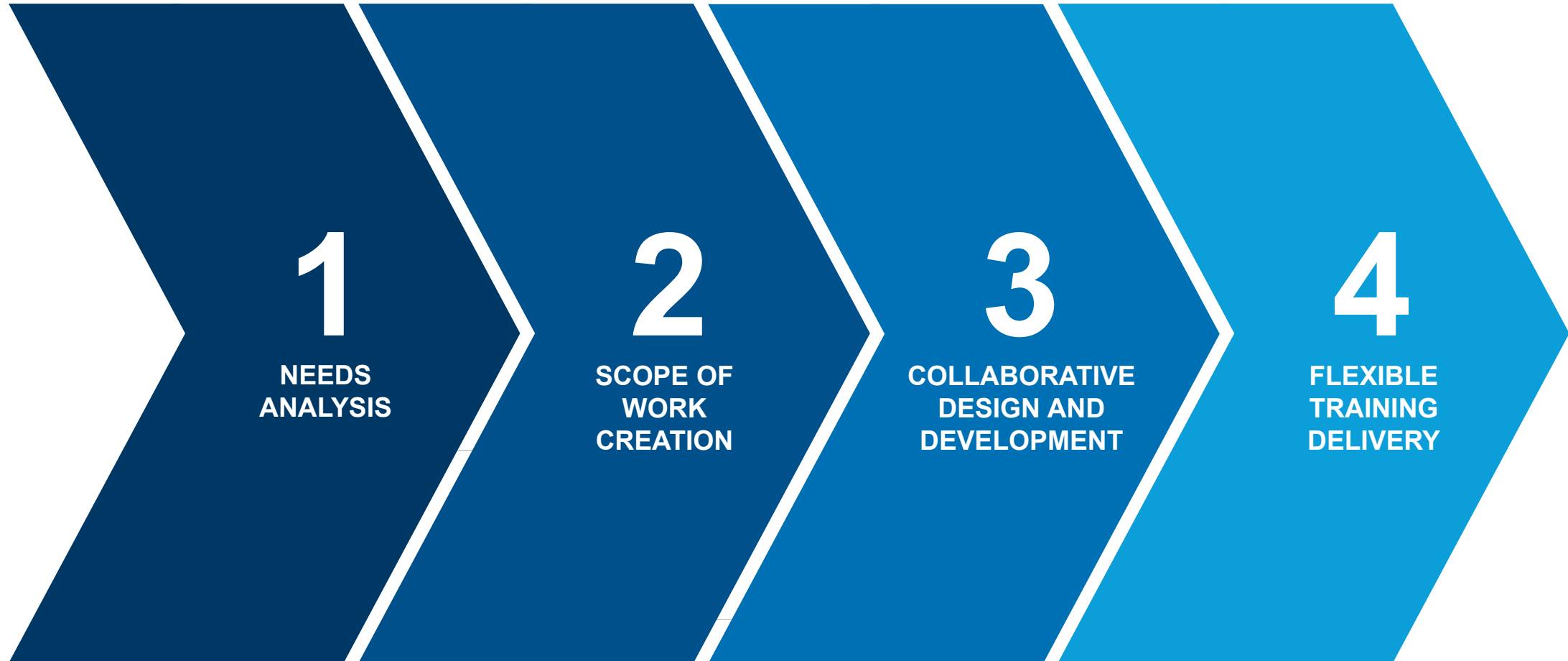


## Virginia Talent Accelerator Program

- Proprietary training delivered post-employment to train new hires on unique company processes, procedures, and culture
- Short-term support focused on eligible company startup needs:
  - Recruitment
  - Training
- Provided at no charge as an incentive for job creation

## OUR PROCESS IS COLLABORATIVE AND AGILE

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# OUR TEAM HAS EXTENSIVE EXPERIENCE WORKING WITH FACILITY STARTUPS AND INDUSTRY LEADERS





# JOB-SPECIFIC TRAINING MATERIALS BECOME THE PROPERTY OF THE CLIENT FOR ONGOING USE

## Creative services include:

- ✓ Process Flow Diagrams
- ✓ Assembly Illustrations
- ✓ 3D Animations
- ✓ Broadcast Quality HD Videos
- ✓ E-Learning



# ANIMATIONS ACCELERATE LEARNING THROUGH VISUALIZATION



## ANIMATIONS ACCELERATE LEARNING THROUGH VISUALIZATION



# MEDIA DEVELOPMENT SERVICES CREATE A UNIQUE PRESENCE TO ESTABLISH AWARENESS AND GENERATE A BUZZ ABOUT YOUR JOBS



## Broadcast Quality Videos

Help companies tell their story to stand out on job boards like LinkedIn, Indeed, and Glassdoor

“ One of the best things about our innovation team is working with talented and passionate people from diverse backgrounds who, together, are eager to create and deliver great products – bringing new designs to life. We are constantly collaborating and exchanging ideas, and everyone helps each other along the way. ”

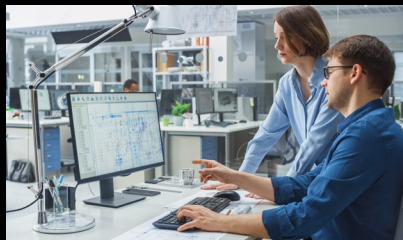
Mishka  
Product Innovation Lead,  
Richmond, VA



## Digital Ads

Provide peer snapshots of why employees like the work environment

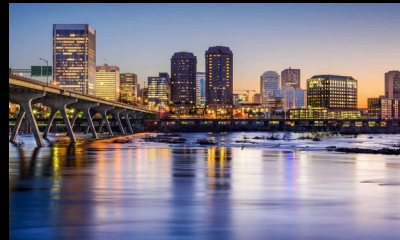
Topics that may have appeal..



**Innovative Products**



**Collaborative Culture**



**Local Lifestyle**



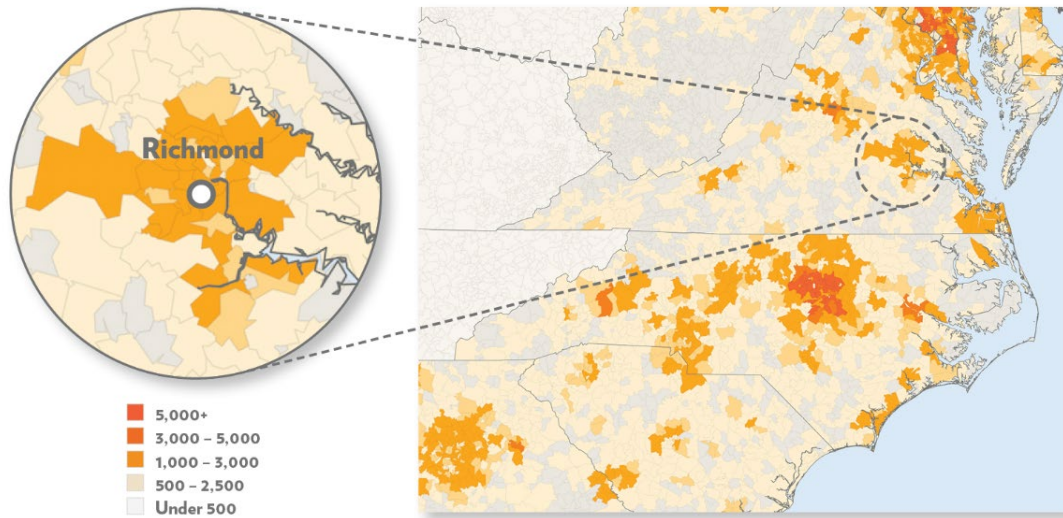
**World Class Facilities**



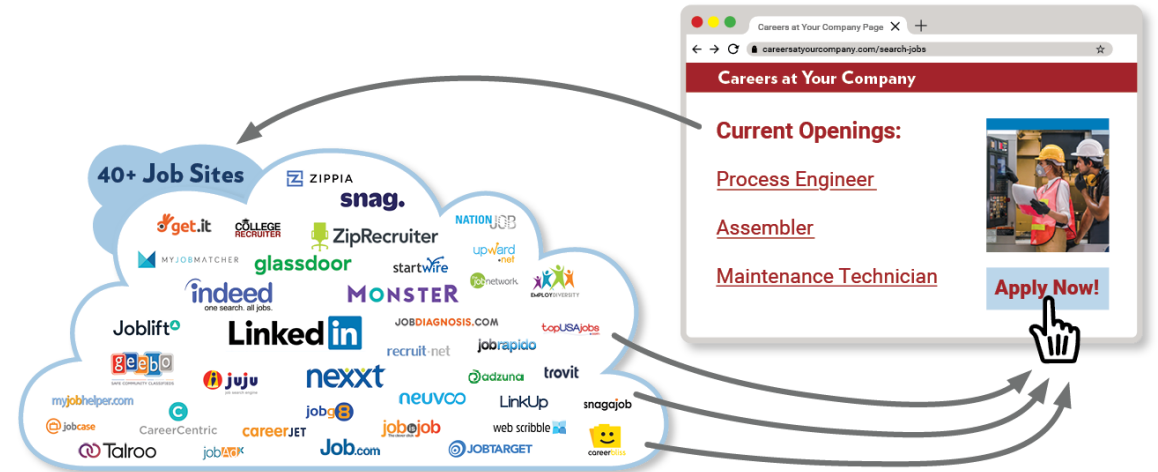
**Cultural Diversity**

# RESEARCH, STRATEGY DEVELOPMENT AND MEDIA BUY SERVICES DELIVER ROBUST CANDIDATE POOLS

## In-Depth Talent Pool Research

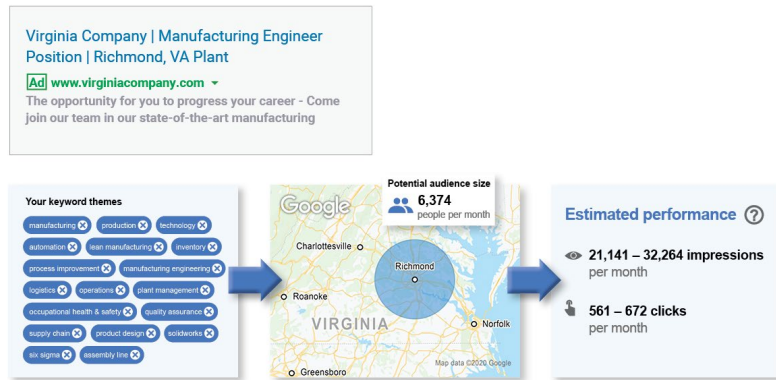


## Job Board Ad Placements



# BLENDING CAMPAIGNS OPTIMIZE REACH AND RESULTS

## Google & Social Media Ads



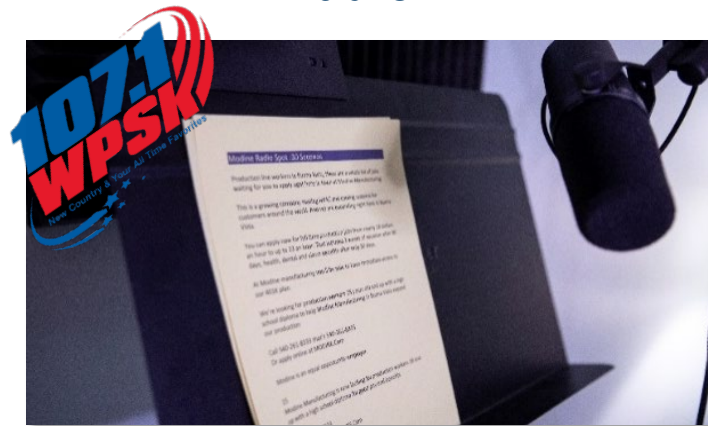
## Outdoor



## Direct Mail



## Radio



## CUSTOMIZED RECRUITMENT WEBPAGES ENABLE LOCATION AND JOB-SPECIFIC MESSAGING



# CUSTOMIZED RECRUITMENT WEBPAGES BUILD TALENT POOLS WHILE CLIENTS BUILD THEIR PLANTS

**LEGO** CAREERS ABOUT US LOCATION

The LEGO Group is coming to **Virginia!**

RVA is the Best City Ever!

**Hiring 1700+ Talented People**

The LEGO Group is building a 1.7 million-square-foot precision production facility just south of Richmond in Chesterfield, Virginia. Over the next few years, we'll be hiring 1,761 people in a range of professional and production positions. The people who join our team will have a unique opportunity to grow with our organization.

**Hiring Now**

- Senior Program Scheduler (Construction)
- As our site construction

**Future Openings**

- Packing Technician
- Decoration & Assembly Operator
- Warehouse & Shipping Operator
- Team Leader
- Supervisor
- Operations Management

Who We Are Innovation Our Brands Sustainability The Feed Blog

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## Tyson Foods is Building a Cooking Plant in Danville, Virginia



### Hiring Soon

Between now and early 2023, we'll be hiring nearly 400 team members for both our management and production teams. Our highly automated operation will prepare and cook pre-cut chicken. No whole-bird processing will be done here. Our facility will be clean, modern, and a delightful place to work!

[View Openings](#)

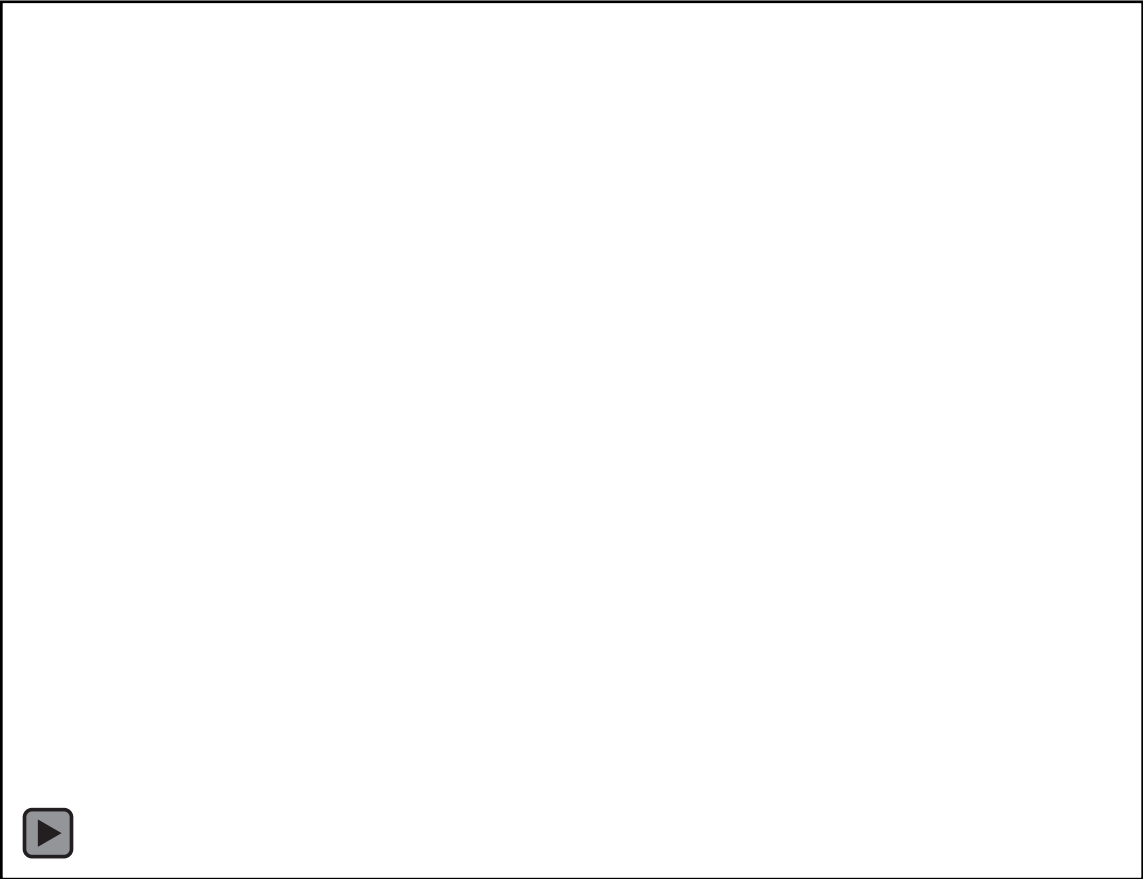
### Get Qualified

You have time to get qualified for one of our 60+ high paying maintenance technology jobs while we build our facility! And there's a good chance you'll qualify for financial aid. Click the button below and we'll send information on how to connect with Danville Community College or a college near you.

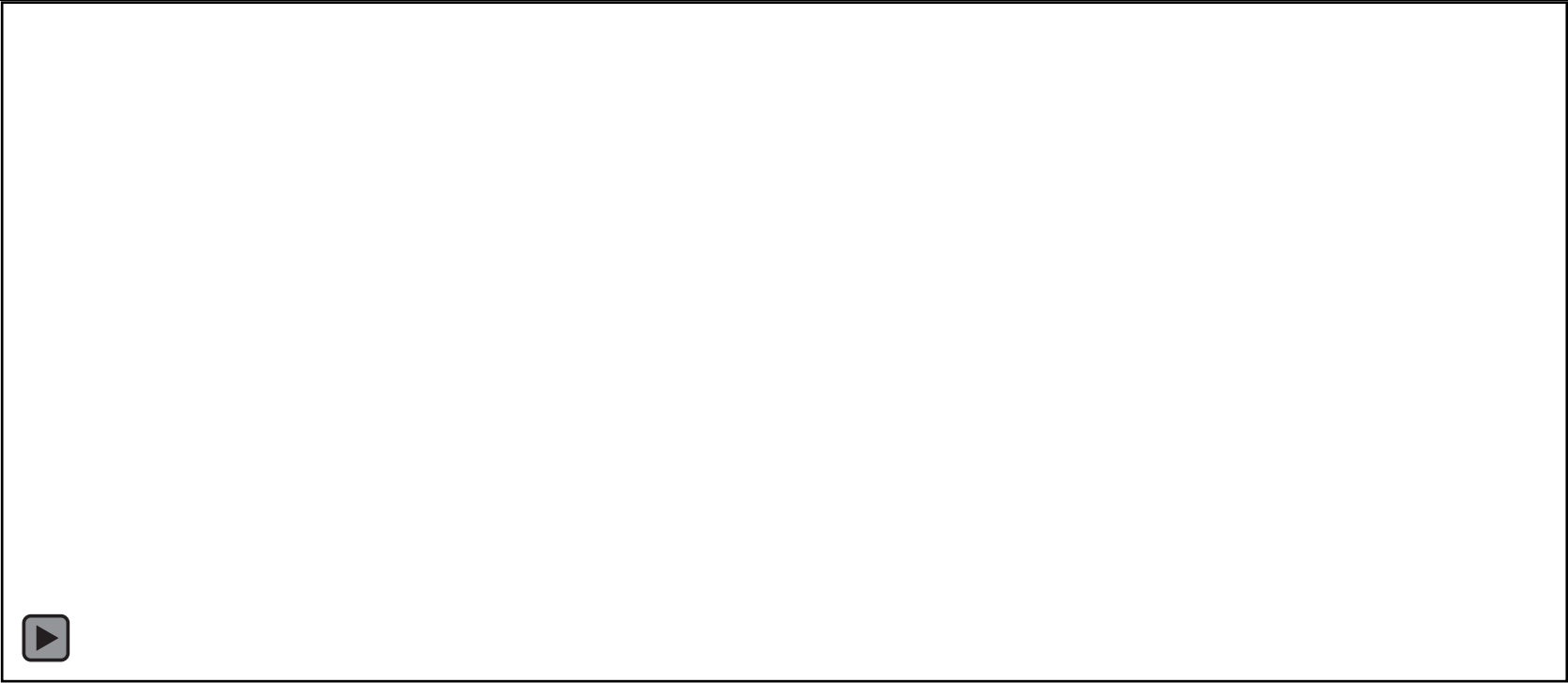
[Get Qualified](#)



# ON-LINE APPLICATIONS ARE FULLY CUSTOMIZED TO YOUR JOBS AND REQUIREMENTS, FIELD BY FIELD



# CUSTOMIZED APPLICANT TRACKING SYSTEM AUTOMATES SCREENING AND APPLICANT DATA MANAGEMENT



## COMPREHENSIVE TALENT ACQUISITION SUPPORT UTILIZES EVERY CHANNEL FOR REACHING HIGH POTENTIAL CANDIDATES

- Job fair support
  - Virtual
  - On-site
- University connections
  - Placement contacts
  - Student symposium events
  - HBCUs
- Out-of-state recruitment event planning, session content development, and facilitation
- Local familiarization tour planning and coordination

### Premium Services

- Video interviewing technology
- Professional search services



# CUSTOMIZED TRAINING IS DELIVERED AT THREE LEVELS

# 1

## Pre-Hire Training

Provides job previews for more effective screening



# 2

## Process Training

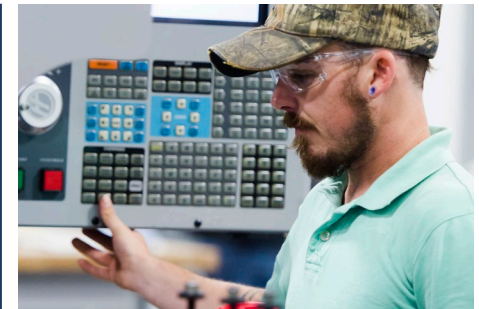
Sets the context and teaches language of the process



# 3

## Procedure Training

Teaches new hires how to perform specific tasks



# 1. PRE-HIRE TRAINING: OPTIMIZES CANDIDATE SCREENING BY PROVIDING REALISTIC JOB PREVIEWS

## Highlights:

- Features representative tasks
- Candidates participate on their own time
- Provides hiring managers the opportunity to observe candidate:
  - Skills
  - Behaviors
  - Attitudes
  - Work habits
- All hiring decisions are made by company hiring managers



## 2. PROCESS TRAINING: TELLS THE BIG PICTURE STORY OF THE PROCESS WITH A FOCUS ON THE WHYS

### Benefits:

- Enables new hires to learn how to perform tasks more quickly – thereby shortening overall training time
- Helps prevent costly new-hire mistakes
- Establishes the cause & effect knowledge required for troubleshooting
- Sets the foundation for future cross-training
- Ensures that employees feel part of something special; something bigger than a discrete task at hand



# OUR JOB-SPECIFIC TRAINING IS FULLY CUSTOMIZED FOR YOUR COMPANY'S UNIQUE PROCESSES, EQUIPMENT, PROCEDURES, AND STANDARDS

## Examples include:

- Products / Competitive Advantages
- Process Cycle
- HACCP
- Environment Control Systems
- Receiving / Inspection / Grading
- Labeling / Packaging
- Quality Inspection / Troubleshooting
- Changeover Procedures
- Sanitation
- Warehousing / Shipping
- Preventive Maintenance Procedures
- Roles / Responsibilities
- Key Performance Indicators



### 3. PROCEDURE TRAINING: TEACHES NEW HIRES HOW TO PERFORM SPECIFIC TASKS

#### Objective:

Teach new hires as much as possible *off-line* to free up company personnel to focus on operational concerns and nuanced on-the-job training that only they can provide. Support may include:

- Hands-on Training
- Simulations
- Illustrated Job Aids
- Sequencing Exercises
- Video Work Instructions
- Train-the-Trainer





# CORE SKILLS TRAINING ADDRESSES REQUIREMENTS SPECIFIC TO YOUR COMPANY AND FACILITY

- OSHA Safety Awareness
- Lift Vehicle Operations
- Metric System
- Measuring
- FDA Compliance
- Computer Applications



# ORGANIZATIONAL DEVELOPMENT SERVICES SUPPORT THE CULTURE YOU ENVISION

- Leadership Skills
- Emotional Intelligence
- Teamwork
- Effective Communication
- Resolving Conflict
- Managing Across Generations
- Train-the-Trainer
- Decision Making
- Meeting Management
- Project Management
- Managing Change
- Valuing Personal Style Diversity
- Cultural Diversity



Morgan Olson Leadership Academy

## OPERATIONAL EXCELLENCE TRAINING LEVERAGES WORKER INSIGHTS TO STREAMLINE SYSTEMS AND OPTIMIZE QUALITY

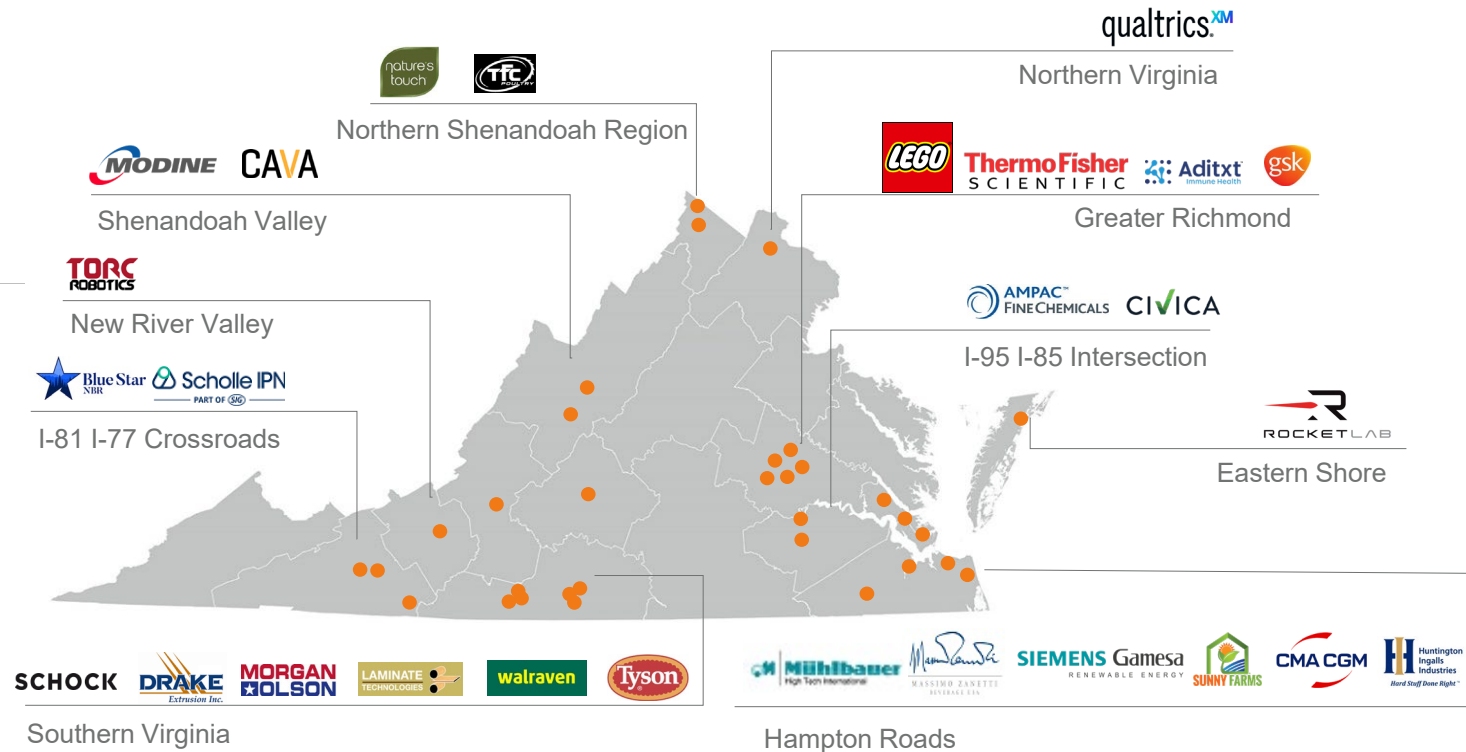
- LEAN Manufacturing
- Statistical Process Control
- ISO 9000
- 5 S Visual Factory
- Value-Stream Mapping
- Kaizen Events
- Total Productive Maintenance (TPM)
- Problem Solving



Sabra

# THE VIRGINIA TALENT ACCELERATOR PROGRAM IS SUPPORTING JOB CREATION PROJECTS ACROSS THE COMMONWEALTH

**10,574 jobs** will be created by projects announced (projects underway featured)



## VIRGINIA OFFERS COMPANIES A CHOICE OF WORKFORCE INCENTIVES

### Virginia Jobs Investment Program:

- Grant funding to offset training and recruiting costs paid as a cash reimbursement
- Company chooses training and recruitment providers
- Funding ranges from \$500 - \$1,000 per eligible job

### Virginia Talent Accelerator Program:

- Recruiting and training services fully customized to a company's unique jobs, operation, and culture
- Highly experienced team hired from the private-sector
- All services are provided free of charge as an incentive for job creation

**Both programs offered as an incentive for job creation to new and expanding *competitive* traded-sector projects**



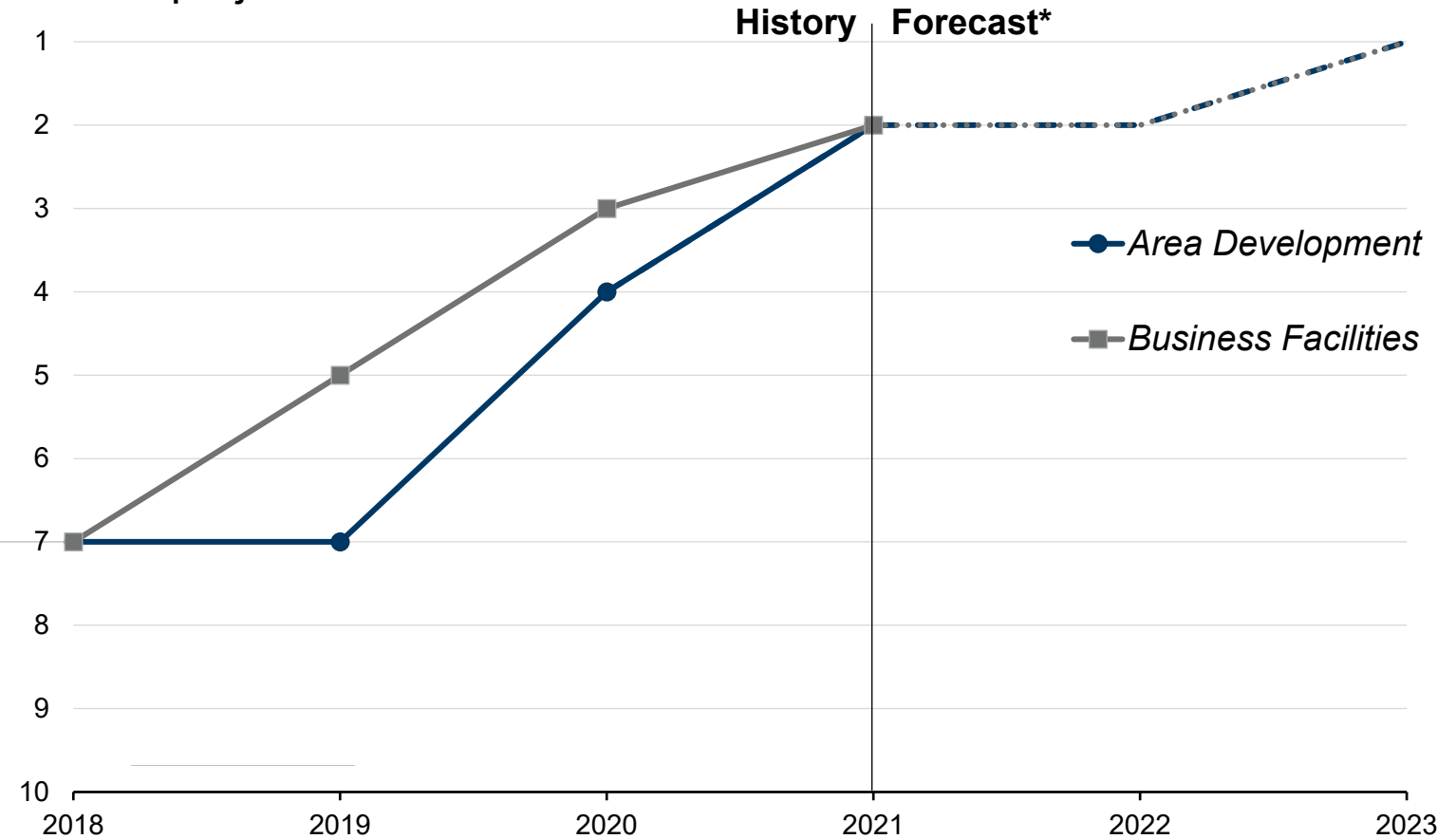
- Custom workforce program
- Choice of custom workforce program or workforce grant

# THE VIRGINIA TALENT ACCELERATOR PROGRAM IS ON TRACK TO BE THE BEST STATE WORKFORCE PROGRAM IN AMERICA BY 2023

**#2** BUSINESS FACILITIES 2021  
 Customized Training Leader in the U.S.

**#2** AREA DEVELOPMENT 2021  
 Top State – Workforce Development Programs

**State workforce program rankings**  
 2018 – projected 2023



• Source: Area Development; Business Facilities; VEDP forecast

## THE VIRGINIA TALENT ACCELERATOR DELIVERS A CHAIN OF VALUE

- ✓ Gets Virginia into the mix
- ✓ Helps Virginia win the competition among states
- ✓ Ensures companies who locate here are successful
- ✓ Enables the rapid reskilling of workers
- ✓ Creates job opportunities that change the lives of Virginians



**THANK YOU**





**Mike Ownbey**  
President and CEO, Morgan Olson