

NORFOLK STRONG

Hampton Roads Workforce Council and The City of Norfolk

November 15, 2022, through November 14, 2025

Purpose:

Norfolk STRONG will primarily focus on increasing the labor participation rate among Asset Limited, Income Constrained, Employed (ALICE) individuals living in the city of Norfolk. Norfolk STRONG will connect individuals to training providers, such as local community colleges, to enroll them in training and connect them to maritime employers for employment.

The Hampton Roads Workforce Council, collaborating with local community-based organizations, will provide comprehensive wraparound support to participants throughout their training and after employment, ensuring that individuals with barriers to employment are able to successfully engage in and complete their professional development. Examples of wraparound supportive services that address employment barriers include childcare and transportation stipends.

Targeted Jurisdictions: City of Norfolk residents

Program Scope: The Hampton Roads Workforce Council will enroll 200 Norfolk residents over a 3-year period in training initiatives for employment in the local maritime industry.

- Approximately 80% (160) of participants will complete their training program and earn at least one industry-recognized credential.
- Approximately 80% (160) of participants who complete training will become employed by a maritime industry partner operating in Hampton Roads.

Community Partner Agencies: The Hampton Roads Workforce Council will partner with local community-based organizations, including the United Way of South Hampton Roads and the Urban League of Hampton Roads, to reach targeted populations for this program through dedicated recruitment efforts.

Targeted Business Partners: To facilitate program effectiveness HRWC Business Services staff and City of Norfolk Business Services will assist with maritime employer recruitment. The HRWC will leverage the business they are currently working with in the HR Strong grant and the previous WISC grant.

Trainee Position Goals: Jobs in maritime industry necessary to grow the pipeline of skilled workers in Hampton Roads needed to support critical industry sectors including shipbuilding and ship repair, the emerging offshore wind industry, and road and infrastructure construction

Local Program Approach: All candidates will have a host of program resources, including assessment, adult education, employability planning, work readiness skills training, job application and resume preparation assistance, any needed short term occupational skills credential-based training services and access to other supportive services including transportation assistance, available to them.

Information:

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