

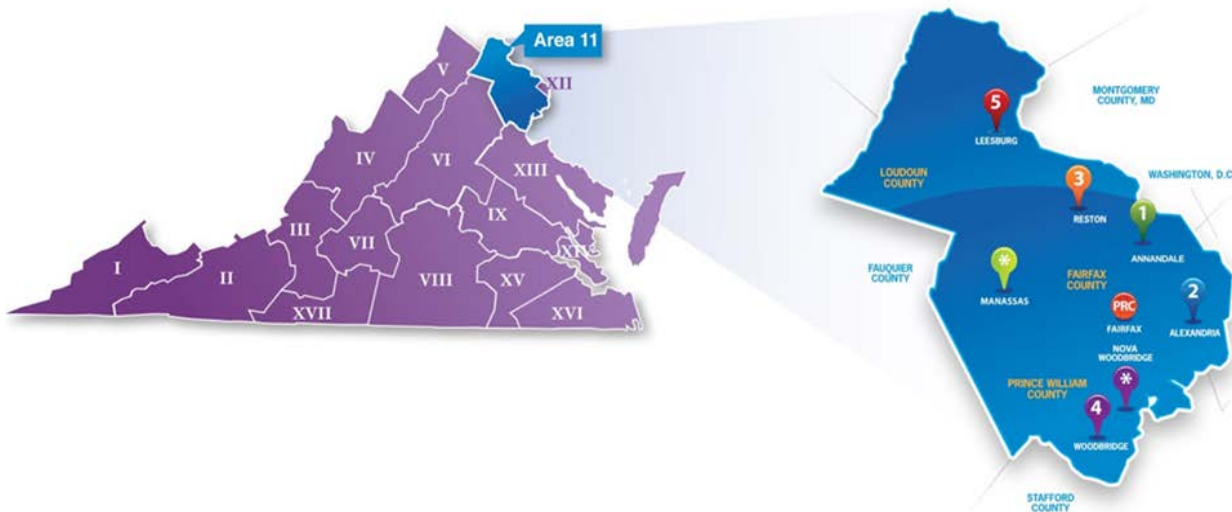


Northern Virginia Workforce Area #11
2015 – 2017 Credential Attainment Summary and Projections

Submitted to the
Secretary of Commerce & Trade
Commonwealth of Virginia
October 31, 2014

Introduction

The Northern Virginia Workforce Area #11 serves over 1.9 million residents and tens of thousands of businesses in Fairfax, Loudoun and Prince William counties and the cities of Falls Church, Fairfax, Manassas and Manassas Park. It is the largest workforce area by population in the Commonwealth of Virginia and serves approximately 50,000 business units. Our six (6) *SkillSource* Centers and additional affiliate sites offer multiple free services to both businesses seeking to hire and retain good workers and to job seekers helping them to prepare for and find jobs that can support themselves and their families.



1. The workforce credentials most-in-demand by employers in the WIB's region in priority order.

Workforce Area #11 targets ongoing outreach and training efforts in high-growth and high demand occupations within the identified industries relevant to Northern Virginia. By this review, Workforce Area #11 remains assured its workforce and training initiatives are matching workforce supply with business demand. High-growth industry sectors in Northern Virginia reflect a need for qualified workers in Professional, Scientific and Technical Services (including IT), Retail, Health Care, Accommodation/Food Service and Construction occupations.

The table below shows the workforce certifications most commonly required in all job openings in the Washington metropolitan area according to Wanted Analytics as of October 2014.

Credential	# of Openings with Certification
Certified Registered Nurse (RN)	3,439
Certified Information Systems Security Professional (CISSP)	2,202
Commercial Driver's License (CDL)	2,065
Project Management Professional (PMP)	1,911
Certified Public Accountant (CPA)	1,504
Occupational Safety & Health Administration Certification (OSHA)	1,168
Cisco Certified Network Associate (CCNA)	971
Food Safety Programs (HACCP)	971
Microsoft Certified Systems Engineer (MCSE)	812
Information Assurance Technicians (IAT)	690
Certified Information Systems Auditor (CISA)	690
Cisco Certified Network Professional (CCNP)	664
Systems Administrator (EMCSyA)	640
ITIL Foundation Certification (v3)	585
Professional Engineer (PE)	536
Certified Ethical Hacker (CEH)	418
Licensed Practical Nurse	413
CompTIA Security +	306

In the Northern Virginia region, credential attainment in the Health Care and Professional, Scientific and Technical Services industry sectors are most in-demand by regional employers. Area #11's Individual Training Account (ITA) expenditures aligned with these industry demands in FY 2014, with 83% of the over \$900,000 in ITAs spent to help Northern Virginia job seekers obtain training in Health Care and the Professional, Scientific and Technical Services industry sectors.

Employer demand has resulted in a significant increase in job seekers' pursuit of Project Management Professional (PMP) training in recent years, particularly for veterans enrolled in Area #11. Specifically in the IT sector, Cyber Security certifications are high in-demand, with CISSP training being one of the most frequently requested training by job seekers. CompTIA Security + and Cisco certifications are also increasingly popular, as the U.S. Government, specifically the Department of Defense and the National Security Agency identify CompTIA Security + and Cisco as baseline certifications required of Contractor staff in the Information Assurance workforce.

In Northern Virginia, these credentials are applicable in different industry clusters, including the top five industry sectors previously highlighted. For certain industry sectors, particularly IT, stackable

credentials allow job seekers to build their qualifications over time and move up their career ladder to upper level positions at higher wages. These credentials build upon one another, with each credential adding more value to the job seeker’s resume and salary level.

NoVAHealthFORCE, a coalition of business, academic, and community leaders, including the Northern Virginia Workforce Investment Board, has sought to strengthen the pipeline of qualified health care workers in Northern Virginia. NoVAHealthFORCE hired Jobs for the Future (JFF) to update two previous studies, produced by PricewaterhouseCoopers in 2005 and 2008, to conduct a 10-month [study](#) that evaluated Northern Virginia present and future health care workforce shortages. The 2014 Report findings suggest that in the next five to ten years, even with strong job gains in nursing, six (6) study occupations are expected to grow by at least 1,000 jobs by 2020, including Registered Nurses, Home Health Aide, Nurse Aide, Dental Assistant, Medical Assistant, and Massage Therapist. Regional healthcare employers have expressed difficulty in hiring other selected occupations including surgical technician, surgical technologist, clinical data coders, pharmacists, physical therapists and ultrasonographers.

Area #11 has examined the top certifications needed by Industry. The table below identifies the top credentials and certifications required in each of Northern Virginia’s top five (5) industry sectors.

Industry	Credentials/Certifications
Business and Professional Services (Includes Information Technology)	<ol style="list-style-type: none"> 1. Certified Public Accountant (CPA) 2. Project Management Professional (PMP) 3. Information Technology Infrastructure Library Certification (ITIL) 4. Cisco Certified Network Associate (CCNA) 5. Certified Information Systems Security Professional (CISSP) 6. Cisco Certified Network Professional (CCNP) 7. Certified Ethical Hacker (CEH) 8. Security+ Certification 9. CompTIA Security+ Certification 10. Microsoft Certified Systems Engineer (MCSE)
Health Care & Social Assistance	<ol style="list-style-type: none"> 1. Registered Nurse (RN and BSN) 2. Certified Nursing Assistant (CNA) 3. Certified Medical Assistant 4. Dental Assistant 5. Pharmacy Technician 6. Massage Therapist
Hospitality and Food Services	<ol style="list-style-type: none"> 1. GIAC Security Management Certification (GCPM) 2. ServSafe Certification 3. Security Officer

Retail	<ol style="list-style-type: none"> 1. Commercial Driver's License (CDL) 2. Retail Management Certification (through the National Retail Federation) 3. Customer Service Certification (through NRF)
Construction/Trade	<ol style="list-style-type: none"> 1. Commercial Driver's License (CDL) 2. Center for Security and Emergency Management Certification (CACS) 3. American Welding Society (AWS) Certification - Certified Welding Inspector 4. Occupational Health & Safety Technologist 5. NCCER (National Center for Construction Education and Research) Certification 6. NATE Service Technician Specialty Certificate (Commercial Refrigeration Service)

Many Northern Virginia employers, especially information technology firms, place a premium on specific skills, rather than credentials, in their talent advertising. A recent online skills review of the Washington – Northern Virginia region highlighted these IT skills, including:

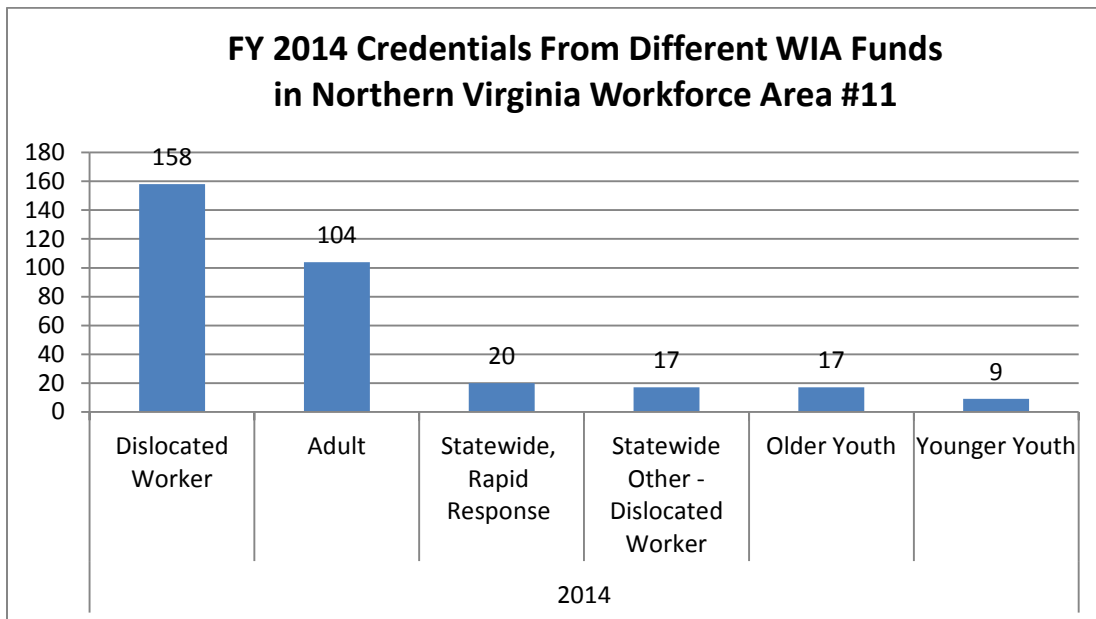
- Structured Query Language (SQL)
- JAVA (Oracle-based)
- LINUX
- JAVA Script
- UNIX
- Microsoft Share Point
- Hypertext Markup Language (HTML)
- Microsoft.NET Framework

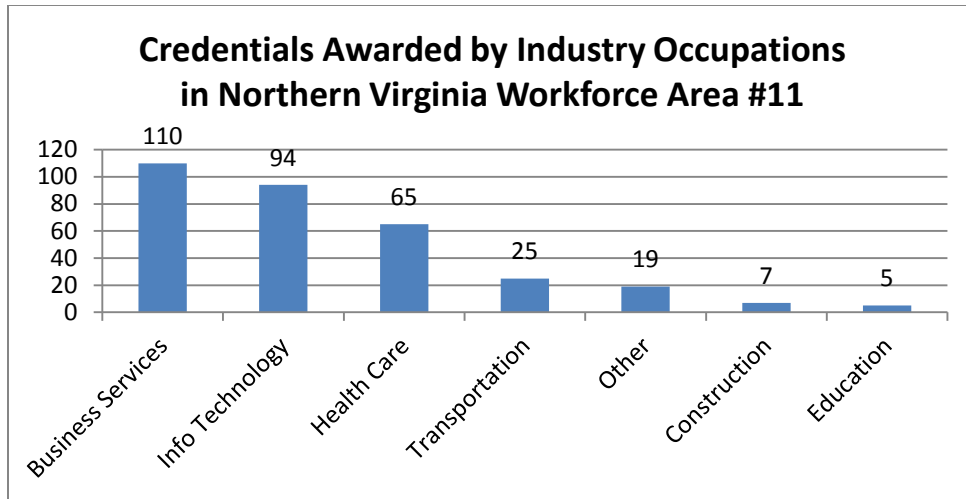
The challenge for One-Stop Employment Centers and the Northern Virginia Workforce Investment Board is how best to support job seekers with the IT skills highlighted above in documenting this skill either through an earned industry credential or other evidence of actual work performance.

2. FY13 levels of workforce credential attainment through WIB programs or activities.

The credential data highlighted below was developed from a special report prepared by VCCS staff from credential outcomes reported in VAWC. The Career Readiness Certificate (CRC) data was developed from the VCCS Career Readiness Certificate website and by Workforce Area #11 caseload analysis.

Type of Credential	Credentials Awarded	
	PY 2012 (7/1/12 - 6/30/13)	PY 2013 (7/1/13 - 6/30/14)
AA or AS Diploma/Degree	0	0
BA or BS Diploma/Degree	0	0
Post Graduate Degree	0	0
Occupational Skills Licensure	9	17
Occupational Skills Certificate	265	288
Other Recognized Diploma, Degree, or Certificate	6	20
Certifications Subtotal	280	325
Career Readiness Certificates (CRC - All Levels)	365	368
Grand Total	645	693





3. Annual numeric goal for each of the next three years for the number of participants receiving training and attaining a workforce credential.

The credential data projections shown below are based on FY 2014 actual credentials awarded as the benchmark start year. Total credentials projected for FY 2015 – 2017 are estimated to increase by 3% (in 2015 and 2016) and by 1% in 2017.

Projections for Career Readiness Certificates are also based on FY 2014 actual certificate awards. Total CRC awards are projected to increase by 2.5% annually during FY 2015 – 2017.

Type of Credential	Credential Goals		
	PY 2014 (7/1/14 - 6/30/15)	PY 2015 (7/1/15 - 6/30/16)	PY 2016 (7/1/16 - 6/30/17)
AA or AS Diploma/Degree	---	---	---
BA or BS Diploma/Degree	---	---	---
Post Graduate Degree	---	---	---
Occupational Skills Licensure	20	20	20
Occupational Skills Certificate	295	305	310
Other Recognized Diploma, Degree, or Certificate	20	20	20
Certifications Subtotal	335	345	350
Career Readiness Certificates (CRC - All Levels)	377	386	396
Grand Total	712	731	746

4. A three-year plan for increasing the percentage of WIA funds expended on workforce training that correlates with the workforce needs of regional employers. Such training may include occupational skills training, registered apprenticeships, and on-the-job training, as well as other education and training models with proven outcomes in attainment rates of workforce credential and jobs.

For FY 2014, the Northern Virginia Workforce Area #11 expended \$2,364,000 (26%) of its total budget on workforce training. Of this total, \$1,814,000 was comprised of WIA funds. Given the delay between obligating and expending workforce training funds, a substantial share of obligated training funds carry-forward from one fiscal year to the next.

For FY 2015 – 2017, the Northern Virginia Workforce Area #11 intends to continue focusing on workforce training requirements associated with high-demand occupations throughout Northern Virginia, with a special focus on Professional, Technical and Business Services (including Information Technology), Health Care, Retail, Hospitality and Food Services and certain Construction occupations. Using FY 2014 actual certifications as the base, the Northern Virginia Workforce Area #11 anticipates overall certification growth of 3.0% annually from 2015 – 2016 (335 to 345). For FY 2017, total certifications will increase by 1.5% to 350.

Out-year projections of workforce training certifications are heavily dependent upon WIA funding projections and availability at the local workforce level. For example, in FY 2015, Workforce Area #11 was the only local workforce area in Virginia to incur WIA Formula Funding reductions of over \$150,000, which has impacted workforce training funding resources.

For FY 2015 and 2016, Workforce Area #11 is projecting certifications for job seekers funded through two separate U.S. Department of Labor grants (the Workforce Innovation Fund and the Jobs For Veterans initiative, both funded using Workforce Investment Act funding). As those initiatives close down and terminate in FY 2016, other grant funding resources will need to be identified and secured in order to count in future workforce training credential projections.

Separate from the Workforce Certification projections, the Northern Virginia Workforce Area #11 is projecting that total Career Readiness Certifications issued will increase by 2.5% annually between FY 2015 and 2017, ranging from 377-396 per year. Workforce Area #11 is already a leading local workforce area in producing Career Readiness Certifications among job seekers and intends to continue building upon overall growth rates.