

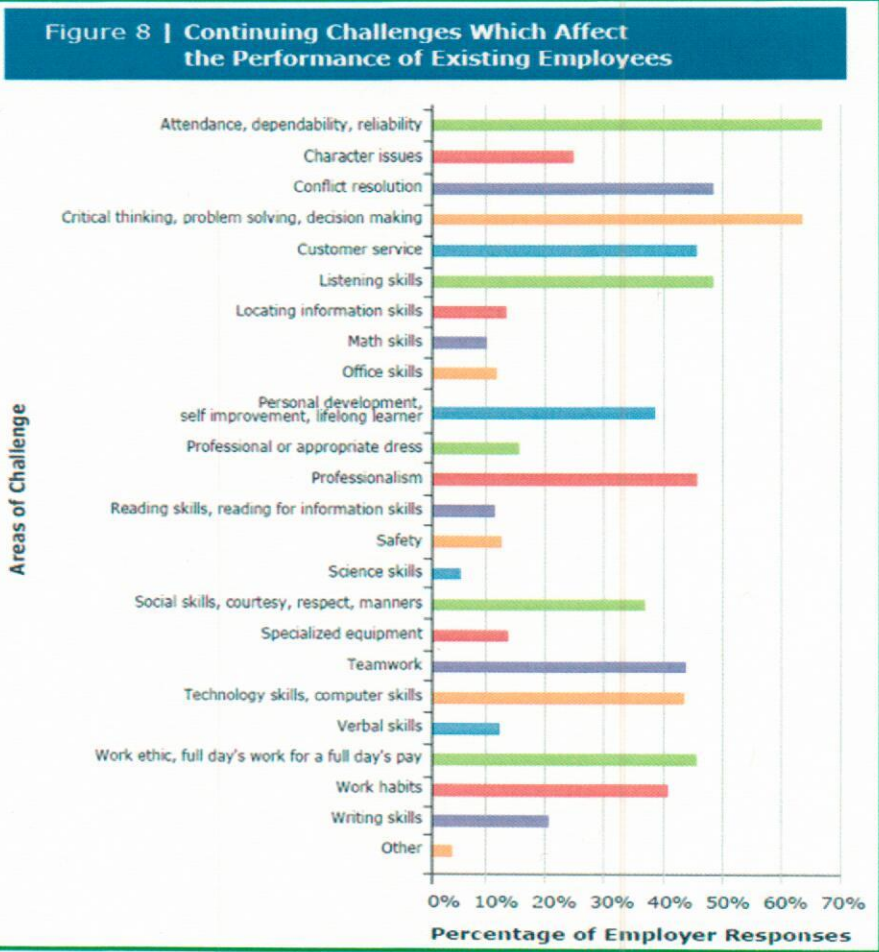
Strong and Stable Families

2017 Business and Industry Comprehensive Assessment of Workforce Needs Report

Sixty-Seven percent of local employers reported that attendance, dependability, and reliability affects the performance of existing employees. While 63% were noted in the area of critical thinking, decision making, and problem solving.

Employers also reported challenges with current employees in the areas of conflict resolution, listening skills, customer service, professionalism, and work ethic in that order. This data indicates a need to focus on training on these soft skills (Figure Right).

The survey and report were written by Patricia Hubbard, Workforce Specialist, Blue Ridge Community Technical College and Tina Combs, President and CEO, Martinsburg-Berkeley County Chamber of Commerce.



Proctor & Gamble, ROCS-Roach Energy and Augmentation Staffing identified lack of proficiency in “soft skills” as the number one barrier to employment.

The Health and Human services Collaborative reviewed this data and on September 22, 2017 held a roundtable forum including representatives from area businesses.

The purpose of the forum was to allow human service agencies to ask what the workers in Berkeley, Jefferson and Morgan counties needed in order to be hired and continue to be employed by these employers.

At the forum Proctor and Gamble, ROCS-Roach Energy, and Augmentation Staffing identified lack of proficiency in soft skills “people skills” as the number one barrier to employment.

The HHSC work group **Strong and Stable Families** took on the challenge of developing a community program to fill this gap.

The work group has developed a training program that can be used by employers, employees, human service agencies and work force educators to address training needs in the areas of communication, problem solving, and critical thinking.

Through knowledge and practice of these key skills in a common language between employers and employees, the potential

for employment and job retention will increase; reducing unemployment and decreasing the excessive costs to businesses caused by employee turnover.

Strong and Stable Families

Play Smart/Play to Win

The Strong and Stable Families Work Group, created a versatile essential skills curriculum called **Play SMART/Play to Win** that can be presented across the spectrum of community, agencies and workforce programs.

It consists of 4 sessions:

- Personal Accountability,
- Essential Communication,
- Critical Thinking and Problem Solving,
- Interpersonal Skills/Diversity and Community.

What seems clear is that collaboration across the breadth of our community and its resources is an exciting and necessary step in building a strong, stable and vibrant economy for everyone in the Panhandle.

We are recruiting social service agencies, business leaders, and workforce training programs to let us teach their staff members the **Play SMART/Play to Win** approach. These trainers will then teach others through small classes and work groups. Our goal is to graduate 25 individuals from the program by July 2019.

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed it is the only thing that ever has.” - Margaret Mead



Strong and Stable Families Work Group

The work group meets on the third Tuesday of each month at 9:00am at Berkeley County DHHR, Martinsburg WV. Chairperson Jennie Shriner can be contacted at jshriner@telamon.org

Notes:
