

# CBI NEWS



## 2004 Virginia Rural Success Award Winner

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*Contact the Center for Business and Industry at Virginia Highlands Community College for customized training.*

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Ms. Julianne Aspinwall Finney, the owner of Jack Rabbit Printing Company, received the "Rural Success Award" at the June 11th Awards Luncheon sponsored by the Small Business Awards Foundation on behalf of the Richmond District Office of the U.S. Small Business Administration. She was one of four small business owners to be honored. The event was held at the Jefferson Hotel in Richmond and the awards were presented by Lieutenant Governor Kaine.

Julianne was nominated by the Virginia Highlands Small Business Development Center (SBDC). This is the second year in a row that Virginia Highlands Community College (VHCC) SBDC has nominated a state award winner.

Jack Rabbit Printing Company is a small-format offset and digital commercial printing shop. It opened in 1984 as a "mom & pop" operation with only one printing press and one pressman. After 20 years, and with over 185 years of combined experience, three printing presses, computer-to-plate technology, a state-of-the-art 16 bin collator and booklet maker, along with many other pieces of high-end pre-press and post press equipment, Jack Rabbit Printing is now a full-service printing company supremely equipped for the future.

Jack Rabbit prints everything from simple business cards, forms, and stationery to dazzling color brochures, all in-house. It also offers wedding and special occasion invitations, accessories, and office supplies. Jack Rabbit employs a staff of 10 with age ranges from 25 to 70 years old. The firm serves the Abingdon area as well as neighboring cities and counties, and states such as Tennessee, North Carolina and West Virginia.

Julianne serves as both owner and manager and it appears she was destined to be a small business owner. Both her father and stepfather were entrepreneurs. Ms. Finney believes in a



commitment to supporting her community, a lesson learned from her parents. She is active in the Abingdon Rotary Club, serving as Director, and the Chair of the Publicity Committee. She is also a member of the Board of Directors of the Washington County Chamber of Commerce and the Virginia Highlands Community College Educational Foundation and the Business-Related Curriculum Advisory Committee. She is a member of Governor Mark Warner's Minority Business Enterprise Advisory Committee.

## Career Readiness Certificate

The skill level of potential and incumbent employees has become the "hot topic" in our economy. Economic development is increasingly dependent on the quality of the available workforce. In September 2003, Governor Mark Warner launched his Education for a Lifetime campaign. A critical part of the campaign is the development of a **Career Readiness Certificate (CRC)**, a portable credential designed to provide evidence that an individual is ready for work with respect to fundamental standards of workforce literacy. This credential is built upon three of the ACT WorkKeys skill areas: Reading for Information, Applied Mathematics and Locating Information. The certificate has three levels (Bronze, Silver, and Gold) and is a standardized credential that says the certificate holder is job ready.

The Center for Business and Industry (CBI) conducts ACT WorkKeys testing and has available KeyTrain software. KeyTrain is a WorkKeys aligned curriculum that will help participants develop their skills and increase their score levels.

<http://www.governor.virginia.gov/Initiatives/Ed4Life/WorkforceDev.htm>

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## WorkKeys Writing Test Approved As Substitute Test For SOL Writing Test

The Department of Education (DOE) has approved the use of the ACT *WorkKeys* Writing Assessment as a substitute for the SOL writing test. The DOE has determined a score of 3 on the WorkKeys Writing test is equivalent to pass/proficient on the SOL end-of-course English Writing test and a score of 4 on the WorkKeys Writing is equivalent to a proficiency level of pass/advanced.

CBI can test students in the WorkKeys Writing test. Students who need to enhance writing skills before taking the tests can use the KeyTrain software to develop and increase score levels.

CBI was part of the Project Graduation pilot program intended to assist students who were in the class of 2004 and who did not pass the English Writing test required to earn their high school diploma. In collaboration with nine community colleges, the DOE made available opportunities for students to take the WorkKeys Writing assessment and to participate in the KeyTrain tutorial at no cost to students, parents or school divisions.

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## CBI Offers Numerous Opportunities In Addressing Soft Skills Training

Employers who hire entry-level workers reveal how important it is for job candidates to have soft skills. Researchers have found that a positive attitude and reliability are the two qualities employers identify as most important when hiring entry-level workers.

CBI, through AchieveNet Education Partnership, can offer training modules covering everything from the development of leadership skills to the analysis of work processes. Training is affordable and can be offered company-wide or to a select group of employees. Topics cover Coaching, Giving and Receiving Constructive Feedback, Giving Recognition, Handling Emotions Under Pressure, Making the Most of Team Differences, Building a Collaborative Workplace, Managing Change, Quality: The Leadership Role, What it Takes to Succeed, Speaking with Confidence, Helping Your Team Work, Managing Life Outside Work, and more.

In partnership with Element K, an e-learning program that offers an alternative to classroom education, CBI is offering a broad range of on-line courses designed to accommodate the busy schedules of today's professionals. On their business or home computers, individuals can choose Business Management Skills and receive training in areas such as communication and presentations, finance, human resources, leadership and management, personal development, sales, and customer service.

[www.vhcc.edu/cbi/LearnItOnline/learnitonline.asp](http://www.vhcc.edu/cbi/LearnItOnline/learnitonline.asp)

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## CBI Rises To The Challenge For Nurse Aide Education

Every semester CBI offers The Health Care Technician I and II (Nurse Aide Education). This class meets for a total of 120 contact hours and prepares candidates to work as a nurse aide in various types of facilities, including Long-Term Care Facilities, such as nursing homes and adult homes. Graduates of this program may also choose to work in an acute care setting, such as hospitals and other specialty facilities, and many choose to work as a home health aide. Many students take advantage of the opportunity to explore the health care field and may decide to pursue a career as a Licensed Practical Nurse or a Registered Nurse.

Because of the increased demand for the program, class offerings have been increased to accommodate this interest. The class must meet the requirements of 120 contact hours that is required by the Virginia Board of Nursing. The classroom section (HCT I) is taught on campus at VHCC and meets two evenings per week from 6-9:30 p.m. The clinical part of the program (HCT II) must meet the requirement of a minimum of 40 hours. Clinical hours must be completed in a licensed nursing home facility. Virginia Highlands Community College has partnered with National Health Care of Bristol (NHC) to provide a clinical site for their students. These hours are completed on weekends and evenings. This beautiful facility provides an excellent learning environment as students actually get to perform "hands on" experience caring for the residents under the supervision of an instructor.

At the completion of the program, the students make application to test through the National Nurse Aide Assessment Program. Students must pass a written exam and successfully perform five skills that are assigned to students at the time of the exam. They must perform all five skills correctly and pass the written exam to become a Certified Nurse Aide (CNA).

Course Instructors are Ms. Toby Cook, R.N., MS and Ms. Dawn Buchanan, R.N. Ms. Cook has taught for VHCC for twenty years in the Nurse Aide Program and is Nurse Manager for the Cumberland Plateau Health District. She was joined this past year by Ms. Dawn Buchanan who is the Director of Nursing for the Long-Term Care Facility and Skilled Unit of the Smyth County Community Hospital in Marion, Virginia. The course is effectively taught with a team approach therefore students have the benefit of two instructors with diverse backgrounds.

Toby Cook says, "This has been one of the most rewarding things that I have done in my life. It is wonderful to see these individuals, of all ages, find that this may just be their niche in life—to care for others. Not only do they feel good about what they are doing but they are also able to earn a living. I have seen their pay go from \$3.50 an hour to over \$8 or more. It is hard work and they earn every penny that they make—and more; but these individuals do not go into this field for the money—they do this because they care."

The HCT program undergoes an onsite review by the Virginia Board of Nursing every two years to continue accreditation. Ms. Patricia Campbell of the Virginia Board of Nursing conducted an on-site review of the nurse aid education program on May 20, 2004, and VHCC received written confirmation in July that the program would receive continued approval.

There continues to be a great demand for this level of health care professional. Students who successfully complete the program and the Nurse Aide Assessment have no problems finding a job.

## On-Line Courses Available Through CBI

A complete listing of the Element K courses available and registration information are included on the CBI website at [www.vhcc.edu/cbi](http://www.vhcc.edu/cbi) or by calling the Center for Business and Industry at (276) 739-2430.

- Desktop Applications: Word, Excel, Access, PowerPoint, Outlook
- Web Design and Media: DreamWeaver, Photoshop, Director, After Effects, Flash
- Project Management: Microsoft Projects, Project Cost Management, Project Time Management
- Programming and Web Development: Oracle, XML, Java, C++, SQL
- Network and Operating Systems: A+, Network+, Windows 2000, and Windows NT, Exchange Server
- Project Management: Microsoft Projects, Project Cost Management, Project Time Management
- Workplace Safety Courses Confined Spaces, Environmental Management, Industrial Ergonomics, Sexual Harassment, Violence in the Workplace and more
- Business Management Skills: Leadership Basics, Delegating, Effective Communications, Motivating Employees, Conflict Resolution and more



*Ernest Nunley, Landscaping/ Grounds Technician, talks about On-line Learning:*

*"The on-line classes were wonderful. They were packed with valuable and knowledgeable information. The workplace safety classes really helped me in my job to help maintain the facility and make employees and students safer and more knowledgeable. I can also help inform fellow Buildings and Grounds employees on the correct procedures and how to correctly respond to emergencies and other routine work."*

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classes at  
VHCC!

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## EPA Certification Class and Exam

Review course for participants preparing for the technician certification for refrigerants, required by the Environmental Protection Agency under Section 608 of the Clean Air Act. The class will meet in the morning and the exam will be given promptly at 1:30p p.m. the same day. Students should pick up a study guide and prepare at least two weeks before the class.

Offered on Saturday, October 16 from 8:00 a.m.—12:00 p.m. Cost: \$130

## Human Resources Certification Exam Preparation

This course is recommended for professionals who plan to take the PHR and SPHR exams, those with increased responsibilities who would like to take a broad-based refresher, those who are returning to the profession, and human resources professionals interested in upgrading their certification to a senior level. Topics covered include strategic management; workforce planning and employment; human resource development; compensation and benefits; employee and labor relations; and occupational health, safety and security.

Offered on Thursdays, Oct. 7 through Nov. 11 from 5:30-9:30 p.m. Cost:\$1095 (includes SHRM materials)

## Spanish In The Workplace

An introduction to basic Spanish for situations encountered in the workplace. Sessions will be interactive and participatory using the Spanish language through group activities and discussion. This is an excellent program to improve communication, teamwork, and productivity with Latino employees.

Offered on Mondays, Sept. 13 through Oct. 4 from 5:30—8:30 p.m. Cost: \$125 (includes text)

### Course content:

- 1) **Basics of Spanish** (Greetings, Expressions, Directions & Locations, Numbers & Measures, Time & Timing, Dates, Basic manufacturing terms)
- 2) **Interviewing-Rules-Safety** (Interviewing Applicants, Scheduling Employees, Rules & Expectations, Safety Info & Equipment, Safety Warnings & Colors)
- 3) **Supervisory Expressions** (Quality Standards, Job Commands, Frequent Questions, Telephone Calls, Job Performance)

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