



## APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 1, 2020.** Please include this application form with electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

### PROGRAM INFORMATION

**County:** County of Henrico

**Program Title:** VARP Helps Students See Careers From the Top Down

**Program Category:** Community and Economic Development

### CONTACT INFORMATION

**Name:** Victoria Davis

**Title:** Public Relations Specialist

**Department:** Public Relations

**Telephone:** 804-501-4933      **Website:** www.henrico.us

**Email:** dav127@henrico.us

### SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

**Name:** Brandon Hinton

**Title:** Deputy County Manager for Administration

**Signature:** 

## **Program Overview**

In 2018, the Virginia Association of Roofing Professionals, or VARP, wanted to become involved with Henrico County Public Schools students. They initially reached out to the school division's Department of Career and Technical Education (CTE) about forming a partnership. Soon after, VARP worked with both of Henrico Schools' Advanced Career Education (ACE) Centers to meet with students who had a desire to learn more about the roofing industry.

After the initial meeting at both centers, VARP set up an event where students from both centers who were interested in the roofing industry could see a hands-on demonstration and talk with industry professionals.

VARP asked for student feedback and learned that students wanted a realistic video depicting what it was like to be a roofer. Students teamed up with the Henrico CTE communications team and assisted with filming a recruiting video to portray roofing work accurately.

## **Problem/Challenge/Situation Faced by Locality**

There is a lack of skilled workers in the roofing industry and the Virginia Association of Roofing Professionals wanted to form a partnership with Henrico County Public Schools to begin addressing this problem. As a school division and within the Department of Workforce and Career Development, we are always looking for ways to provide opportunities for students. Teaming up with a reputable organization like VARP was a great way to form a long-lasting partnership. The need for the recruitment video project stemmed from student feedback. Students said the existing video was inadequate and there was a need to show more realistic depictions of the trade.

## **How Program Fulfilled Awards Criteria**

This innovative project could make a long-lasting contribution toward recruiting students and adults to the roofing industry. One unique facet of this program is that it was largely student-owned. Students identified the problem and then worked hard to establish a solution. The promotional video created with the assistance of students can not only be used for students but also adults in the working world wanting to learn more about roofing careers. The video could make a long-lasting contribution toward recruiting students and adults to the roofing industry.

### **How Program Was Carried Out**

Like others in the roofing industry, VARP has had difficulty recruiting skilled workers for the trade. There are few training opportunities for workers to get into the industry. Career and technical programs within Henrico County Public Schools are vast but include no training in the roofing industry. HCPS has an annual house-building project where students build a house that is sold. However, because of the liability and safety concerns, we do not allow students to do the roofing on the project. We do have a former student who shows our students what is involved in roofing the house. Similarly, while no roofing classes have been created for students — OSHA regulations prevent high school students from working on roofs — multiple roofing demonstrations have been created for student instruction.

VARP representatives have expressed a desire to work with our school division to increase the number of students entering the roofing trade.

While VARP has not done much roofing training, the group's attempt to put its best foot forward and offer many promotional items and live demonstrations, shows their commitment to do whatever it takes to recruit and train skilled workers. The previous promotional video lacked real-world scenarios, according to students. They suggested the video have more accurate

representations of what an actual roofer would see on the job. Several of the students helped develop a plan and helped gather footage for a revamped video. This new promotional video can be used for multiple clients — not just potential students entering the workforce, but also adults looking to enter the roofing industry.

The timeframe and implementation of this project was tight. Within a few weeks of the initial partnership in late 2018, the CTE communications team and the students began to work with VARP on a new promotional video. The new video was used with our students in fall 2019.

### **Financing and Staffing**

There was no cost associated with the program. The CTE communications team worked with our students during the school year, and all filming was done during the business day as well.

### **Program Results**

As previously described, VARP started its relationship with Henrico County Public Schools' Workforce and Career Development Department in 2018. The group met with both ACE Centers and students who were identified based on their interest in learning more about the roofing industry. Based on feedback from students and instructors, Henrico County students were used to help create a realistic promotional video about what a roofer would see and do while on a job site.

In late 2019, VARP representatives came back to one of our schools and conducted a presentation for the students. These students commented on how much they liked the video and how it drew them in. While these results were more qualitative, we are interested to see quantitative results, and whether more students enter the roofing industry as a result of this

partnership. We believe the promotional video can function as an opening to students, hooking their attention and prompting a desire to learn more about roofing careers.

### **Brief Summary**

In 2018, the Virginia Association of Roofing Professionals, or VARP, wanted to become involved with Henrico County Public Schools students. They initially reached out to the school division's Department of Career and Technical Education (CTE) about forming a partnership. Soon after, VARP worked with both of Henrico Schools' Advanced Career Education (ACE) Centers to meet with students who had a desire to learn more about the roofing industry.

After the initial meeting at both centers, VARP set up an event where students from both centers who were interested in the roofing industry could see a hands-on demonstration and talk with industry professionals.

VARP asked for student feedback and learned that students wanted a realistic video depicting what it was like to be a roofer. Students teamed up with the Henrico CTE communications team and assisted with filming a recruiting video to portray roofing work accurately.