

the Workforce INITIATIVE

Vision

By 2023 our community will have a skilled workforce that meets the needs of local employers.

Students and potential employees will understand the skills required to function independently in society, will know and demonstrate required work skills, and the community will provide ways to achieve these skills. Students and potential employees will gain needed skills, thus closing the skills gap, which will increase the number of eligible and skilled candidates within our community.

Business, education, and community stakeholders will partner to create initiatives that will ensure a well-prepared and trained workforce through open communication, collaboration, active participation, and monetary investments.

The community will shift its mentality of university for every high school graduate and instead understand and appreciate the full range of career opportunities available for students. The community will understand that technical careers are valuable and have a purpose within our community. They will also understand and support the means by which these skills are obtained.

Goals

- The community has the resources for, and generates awareness around, building skills needed to support the business community.
- Business, education, government, and other stakeholders collaborate to ensure a well-prepared workforce.
- The community is educated on, and supportive of all career paths.

Committees

Communication, Partnership, and Collaboration (CPC)

FOCUS Employer Expo | B&E Summit | MFG Week | Updates to EDA Boards, City Council and Boards of Supervisors | Industry Model | College Night



ACTION Host a sustainable employer expo that is open to students and the public. Include summer jobs and internships. Offer workshops onsite.



ACTION Create a week-long celebration of local manufacturing to coincide with National Manufacturing Day.

Marketing & Media Advocacy (MMA)

FOCUS Awareness and Branding of WI | Creation of Media Content & Schedule | Videos Highlighting Employees & Business Operations



ACTION Create videos showcasing employee stories, business operations, and types of careers offered locally. Create a social media strategy for WI.

Work Readiness (WR)

FOCUS Combining Resources | Awareness to Employers | School's Core Character Program Correlation to Business Culture

ACTION Create a company survey to determine current participation in Work-Based Learning. Seek feedback on desired education, years of experience, technical and soft skills for highest demand positions. Determine deficiencies.

Funding

FOCUS Sustained Funding Structure for WI | Donor Relations

ACTION N/A New committee just underway.

Board

BUSINESS

Beth Falu	Navy Federal Credit Union
Scott Krueger	Continental
Regina Nischan	Apple Federal Credit Union (Finance Chair)
Dario Savarese	Top of VA Building Association
Catherine Kelley	Valley Health System
Debera Taylor	NW Works

EDUCATION

Jeanian Clarke	LFCC Workforce Solutions (Vice-Chair)
Mary Beth Echeverria	Frederick County Public Schools
Karen Kellison	Lord Fairfax Community College
Katie Rice	Winchester City Public Schools
Cathy Seal	Clarke County Public Schools
Jen Spataro-Wilson	Shenandoah University

AT-LARGE

Kim Herbstritt	Shady Knoll Mushroom Farm
Jared Mounts	Shenandoah Refrigeration, Inc.
Rick Till	HR Dynamics (Chair)

Support

Frederick County EDA
Northern Shenandoah Valley Regional Commission
Shenandoah Valley Workforce Development Board
Winchester EDA

Partners

Shenandoah Valley Workforce Development Board
Top of Virginia Regional Chamber
Virginia Career Works
Virginia Economic Development Partnership

The Workforce Initiative
Creating the workforce of tomorrow
through partnership.

