

# 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 ( <b>Finance Chair</b> )
Dario Savarese	Top of VA Building Association
Julie Suijk	Valley Health System
Debera Taylor	Fortessa

### EDUCATION

Jeanian Clarke	LFCC Workforce Solutions ( <b>Vice-Chair</b> )
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 ( <b>Chair</b> )

## 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.

