

Supplemental Materials

Region 2 Go Virginia' Talent Collaborative Update Central Virginia Workforce Development Board

Goals

- Strengthen the pipeline from K-12 to higher education or career for each priority sector
- Increase completions of credentials/degrees applicable to priority industry sectors
- Improve knowledge and promotion of complementary workforce and training services
- Enhance employer engagement activities that will encourage more aligned skill development, create opportunities for regional employment post-graduation, and promote the hiring of in-demand occupations

Strategy 1: Skills and Interest Campaign.

Resources are being developed and deployed for career pathways, work-based learning and employer engagement to build stronger connections between employers, educators and students regarding career opportunities.

1. Short videos and web content are being developed for many occupations, highlighting local businesses, training opportunities, potential wages, and other benefits of that career choice.
<https://www.vcwcentralregion.com/career-exploration/>
2. Initiatives include hands-on career exploration opportunities for students through career expos to better understand the skills, training and work expectations for our region's employers.
3. The first middle school career expo was held in Bedford on 10-14-18.
4. A Central Virginia regional career expo serving 3700 middle and high school students was held at Liberty University in Lynchburg on April 9 & 10, 2019. This Expo reached 5 public, 3 private and several homeschool groups in our region-
<https://youtu.be/j59wHzW8uYE>
5. A super-regional expo for the whole Region 2 Go Virginia is being planned for Sept 17-19th, 2019 at the Salem Civic Center
6. The CVWDB is partnering with Cued-in to build a web platform that will allow employers to post internship and employment postings for high school students and allow parents, students and teachers to become more engaged in the career pathway process. Campbell County Schools are serving as the pilot school system: <https://cued-in.com/>
7. The Central Virginia Workforce Development board is using Go Virginia resources to build a seamless career pathway system that begins in middle school and continues through postsecondary employment and/or education to benefit our citizens and our businesses

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Strategy 2: Existing Worker Training Program-helps priority industries develop their talent pipeline through training current employees into higher skill positions to remain competitive in both regional and global markets.

Current partners and role in the project:

1. Central Virginia Workforce Development Board-Central Virginia Planning District Commission, fiscal agent
2. New River Mount Rogers Workforce Development Board- New River/Mount Rogers Planning District Commission, fiscal agent
3. Western Virginia Workforce Development Board-Roanoke Valley/Alleghany Highlands Planning District Commission, fiscal agent
4. Local and regional economic development organizations-Promotion and engagement
5. Local and regional education/training providers-upskilling existing employees

Progress to date:

1. Marketing materials have been developed and are being distributed through economic development and CVCC partners
2. For Central Virginia, 1 EWT contract is underway serving 4 employees with 2 contracts pending for approximately 34
3. For New River Valley, 2 EWT contracts are under way-24 employees total
4. Roanoke Valley, 2 pending contracts

Future plans through June 2020:

1. Continue working with all secondary schools to provide career pathway information and resources
2. Promote/support super-regional career exp and job fair in Salem, Va
3. Develop digital video library highlighting high demand occupations and employers in our region
4. Develop ongoing outreach and messaging for students, parents and educators to increase interest in high demand regional occupations