

Agenda # 85

828 Main Street
12th Floor
Lynchburg, VA 24504



Office: 434.845.3491
Fax: 434.845.3493
www.region2000.org

October 19, 2017

John A. Provo, Ph.D.
Director
Office of Economic Development (0373)
Outreach and International Affairs
Virginia Tech
702 University City Blvd.
Blacksburg, VA 24061

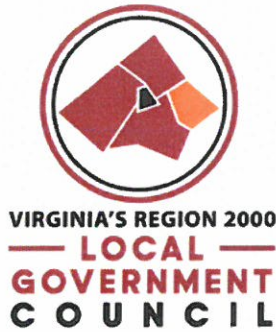
Dear Dr. Provo:

On behalf of the many partners throughout the Go Virginia Region 2, Virginia's Region 2000 Local Government Council, as the proposed fiscal agent, is submitting this letter to indicate our interest in applying for the first round of funds that become available for Region 2. We seek your input and feedback on this proposal as we begin developing the final application.

Specifically, the GoVA Talent Collaborative in the 18 jurisdictions in Go Virginia Region 2 seeks \$300,000 to stimulate the region's economic growth by closing the skill and interest gaps in middle-to-high skilled occupations in Manufacturing, Healthcare, and Information Technology. Our work will be accomplished by making two strategic investments that will create both immediate and long-range results.

Existing Worker Training Program: We propose to start an existing worker training program that helps priority industries further develop their talent and training to remain competitive in both regional and global markets. The training is business driven and responds to changes in market conditions as well as the introduction of new technology into the workplace. The program will pay for up to 90% of the cost of training for existing workers that are ready to move into higher wage technical or leadership positions. Existing worker training programs have been successful across the United States and the Region 2 Talent Collaborative needs an infusion of non-federal funding to launch it here. By helping businesses train and promote their existing workers into high demand areas, our talent collaborative will better respond to business needs and build the talent pipeline needed to fill other vacant positions. This proposal will provide two years of funding to launch the program.

828 Main Street
12th Floor
Lynchburg, VA 24504



Office: 434.845.3491
Fax: 434.845.3493
www.region2000.org

Skills and Interest Campaign: We propose to create a Region 2 Career and Technical Interest Campaign to address the interest gap in hard-to-fill, technical occupations across all priority industry clusters. Partners will work directly with those businesses to identify the top 20 occupations and the training needs for them. Based on that feedback, marketing resources will be deployed to develop career pathways and a multimedia campaign to educate students and parents regarding those career opportunities. Short videos and web content will be made on each occupation, highlighting local businesses, training opportunities, potential wages, and other benefits of that career choice. This model will also build a sustainable career pathway system by directly engaging employers for on-going resources to maintain and update the career pathways for high demand, living wage occupations. This campaign will also include hands-on career exploration opportunities for students to better understand the skills, training and work expectations for our region's employers.

Primary Applicant:

Virginia's Region 2000 Local Government Council
828 Main St #12, Lynchburg, VA 24504

Jurisdictions to be served:

Cities of Covington, Lynchburg, Radford, Roanoke, and Salem; the counties of Alleghany, Amherst, Appomattox, Bedford, Botetourt, Campbell, Craig, Floyd, Franklin, Giles, Montgomery, Pulaski, and Roanoke, and the Towns of Amherst, Altavista, Appomattox, Bedford, Blacksburg, Brookneal, Christiansburg, Clifton Forge, Floyd, Glen Lyn, Narrows, Pearisburg, Pembroke, Pulaski, Vinton, Rich Creek, Boones Mill and Rocky Mount.

Partners:

Virginia's Region 2000 Workforce Development Board
Virginia's Blue Ridge Works
New River-Mount Rogers Workforce Development Board
Virginia's Region 2000 Local Government Council
Roanoke Valley-Alleghany Regional Commission
New River Valley Regional Commission
Central Virginia Community College
Virginia Western Community College
Dabney S. Lancaster Community College
New River Community College
Lynchburg Regional Business Alliance
Roanoke Regional Chamber of Commerce
Montgomery County Chamber of Commerce
Floyd County Economic Development

828 Main Street
 12th Floor
 Lynchburg, VA 24504



Office: 434.845.3491
 Fax: 434.845.3493
 www.region2000.org

Budget & Leveraged Funds

Category	GoVA Funds	Leveraged Funds	Total Costs
Existing Worker Training Program			
Existing Worker Training	\$210,000	\$315,000	\$525,000
Business Engagement Personnel	\$0	\$90,000	\$90,000
Skills and Interest Campaign			
Marketing Campaign	\$55,000	\$80,000	\$135,000
Youth Career Expo's	\$15,000	\$25,000	\$40,000
Administrative Costs	\$20,000	\$40,000	\$60,000
TOTAL	\$300,000	\$550,000	\$850,000

Leveraged funds for the Existing Worker Training Programing will be provided through a 50% employer match and the present, but limited, federal funds that are available to support existing worker training. The salaries of Business Engagement personnel at each of the Workforce Development Boards will also be leveraged to deliver the program.

Leveraged funds for the Skills and Interest Campaign will come from federal funding for workforce system outreach, in-kind support from Workforce Development Boards, Chambers of Commerce, and the salaries of personnel at the Regional Commissions and Council.

828 Main Street
12th Floor
Lynchburg, VA 24504



Office: 434.845.3491
Fax: 434.845.3493
www.region2000.org

Your feedback is greatly appreciated.

Sincerely,

Gary Christie
Executive Director
Virginia's Region 2000 Local Government Council

Sincerely,

Ben S. Bowman
Executive Director
Virginia's Region 2000 Workforce Development Board