



Jeff Stapel, Chair  
Brian Brown, Vice Chair

Sharon Johnson, Chief Executive Officer  
Jo Lee Loveland Link, Secretary/Treasurer

**PROPOSALS REQUESTED FOR A STUDY COMMISSIONED BY THE SVWDB**

**Proposals Due: JUNE 21, 2019 BY 5:00 P.M.**

**Study: State of the Manufacturing Workforce in the Shenandoah Valley including Apprenticeship and Work-Based Learning**

**Award Date: July 19, 2019**

**Study Completion Date: February 28, 2020**

**Submit proposals to: [finance@vcwvalley.com](mailto:finance@vcwvalley.com) with email subject line: AAI STUDY PROPOSAL**

The SVWDB is requesting proposals for a 2019 state of the manufacturing workforce study in the Shenandoah Valley, including adult registered apprenticeship and pre-apprenticeship and building the talent pipeline using work-based learning training approaches with K-14 schools to include:

- Skill shortages
- Hiring challenges
- New hiring strategies businesses are using considering the low unemployment rate and competition for workers
- Use of apprenticeship as a method of grow your own talent pipeline; using apprenticeship to train entry workers and to advance workers and backfill lower level positions
- Degree and type of engagement with high schools including work-based learning, such as classroom presentations, internships, or youth apprenticeship
- Employer practices for knowledge and job skill transfer from older to younger workers, including the use of registered apprenticeship for upskilling and transfer of knowledge
- Employer needs regarding workforce upskilling
- Return on investment employers cite from utilizing registered apprenticeship following US DOL AAI measures
- Sustainable apprenticeship practices as cited by employers and recommended by staff
- Incorporation of apprenticeship into the WIOA structure for the Board, Workforce Centers, dual customers, and funding
- Virginia apprenticeship status per VDOLI records
- Feedback on the AAI Valley to Virginia Grant and its staff

The approach recommended is:

- Employer focus groups and/or interviews in the northern, central, and southern regions (locality boundaries to be determined)

P.O. Box 869 • 217 South Liberty Street, Suite 203 • Harrisonburg, VA 22803-0869 • Telephone: 540.442.7134  
Fax: 540.437.9808 • TDD: VA Relay Center 800.828.1120 or 711 • [valleyworkforce.com](http://valleyworkforce.com)



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- Survey of manufacturing employers including, but not limited to, apprenticeship sponsors in the AAI grant (SVWDB to provide names and contact information)
- Analyses of current labor market data and incorporate findings from the focus groups and surveys

Product: Study, presentation slides, one presentation to the SVWDB Board of Directors, and one presentation for a Workforce Summit

Contact: Debby Hopkins, Chief Workforce Officer and Project Director, SVWDB

Email: [dhopkins@vcwvalley.com](mailto:dhopkins@vcwvalley.com)

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