



We lead Virginia in ensuring a highly skilled and engaged workforce. We integrate workforce development and economic development activities to produce a vibrant economy with unparalleled quality of life.

**Strategic Goal 1: Build Awareness and Identity of the WDB and the Workforce System’s Opportunities and Supports**

Lori Strumpf, Facilitator. Team members: Brian Brown, Former SVWDB Board Vice Chair, Dr. John A. Downey, President, Blue Ridge Community College, Randy Doyle, SVWDB Board Member, Holtzman Oil, Joan Hollen, SVWDB Data and Communications Specialist, Dr. Sharon Johnson, SVWDB CEO, Joe Kennedy, SVWDB Finance Director, Dr. Jay Langston, SVWDB Board, Executive Director, Shenandoah Valley Partnership, Jo Lee Loveland-Link, SVWDB Treasurer, Volvox, Todd Lynn, K-12 and Chairman of the Workforce Initiative (WI) Board, Shenandoah County Public Schools, Tristan Meadows, SVWDB Workforce Services Director Central/South, Debbie Melvin, Assistant Vice President, Talent Solutions, Virginia Economic Development Partnership, Nadine Pottinga, United Way Northern Shenandoah Valley, Ridge Schuyler, Pilot Director for Network2Work with the Virginia Board of Workforce Development, Yolanda Shields, SVWDB Board Member, YES Builds, Ashley Shickle, GO VA Region 8 and Workforce Initiative (WI) Board staff, Northern Shenandoah Valley Regional Commission, Jeff Stapel, SVWDB Board Chair, Shickel Corporation, Robin Sullenberger, SVWDB Board Member, Sullenberger & Associates, Bonnie Zampino, SVWDB Workforce Services Director North

Strategies and Tasks - Goal #1	Who Needs to be Involved for Implementation?	Anticipated Timeframe to Begin –		Anticipated Timeframe to Complete –		Resources \$	Resources 	Status
A. Develop a communication plan with simple messages about the benefits of participating in the workforce development system[1], with a focus on intentional outreach to the underemployed, underrepresented, and underserved.		Jul-21		Dec.21				
1). TASKS to be developed by May 2021 as we develop the operations plan for the start of the new plan on July 1, 2021								


Strategies and Tasks - Goal #1	Who Needs to be Involved for Implementation?	Anticipated Timeframe to Begin –		Anticipated Timeframe to Complete –		Resources \$	Resources 	Status
<b>B. Within the plan, identify key advertising and recruiting channels and advertise the workforce system as a bridge between business, people looking for jobs, training, and jobs.</b>		21-Jul		21-Dec				
1) Tasks to be developed								
2)								
3)								
4)								
5)								
<b>C. Ensure consistent messaging across the region about the system’s services and how to access them.</b>		21-Dec		22-Jul				
1) Tasks to be developed								
2)								
3)								
4)								
5)								
<b>D. Expand the system’s footprint to ensure the SVWDB is reaching out to small and medium size businesses not already aware of the workforce system and the SVWDB.</b>		21-Jul		22-Jun				
Tasks to be developed								
2)								
3)								
4)								
5)								




**VISION:** We lead Virginia in ensuring a highly skilled and engaged workforce. We integrate workforce development and economic development activities to produce a vibrant economy with unparalleled quality of life.

## STRATEGIC GOAL 2: Create, Support and Sustain a Talent Pipeline for SVWDB's Targeted Industries

Goal Facilitators and Team: Same as goal 1

Strategies and Tasks - Goal #2	Who Needs to be Involved for Implementation?	Anticipated Timeframe to Begin –		Anticipated Timeframe to Complete –		Resources \$	Resources 	Status
<b>A. Assist businesses to develop new methods to expand recruitment and retain their current workforce, including how to provide supports with issues that impact a worker's ability to get to work and stay at work.</b>		21-Jul		22-Dec				
1) Tasks TBD								
2)								
3)								
4)								
5)								
<b>B. Continue to support the Business Solutions Team in collaborating and continuously improving coordination of services to employers.</b>		21-Jul		22-Dec				
1) Tasks TBD								
2)								
3)								
4)								
5)								
<b>C. Advocate with economic development and other key partners to develop the community eco-systems that will keep potential workers in the region and attract people to come to the area to live and work.</b>		21-Sep		22-Dec				


Strategies and Tasks - Goal #2	Who Needs to be Involved for Implementation?	Anticipated Timeframe to Begin –		Anticipated Timeframe to Complete –		Resources \$	Resources 	Status
1) Tasks TBD								
2)								
3)								
4)								
5)								
<b>D. Create methods to engage with individual businesses and groups of businesses with similar needs to provide ongoing support.</b>		21-Sep		Dec 22 and ongoing				
Tasks TBD								
2)								
3)								
4)								
5)								
<b>E. Articulate for businesses the paradigm shifts that are taking place about how people work and the workplace (i.e., support services for workers; longer term retention strategies; managing telework; work/life balance expectations of younger workers).</b>		21-Sep		22-Mar				
Tasks TBD								
2)								
3)								
4)								
5)								
<b>F. Define a standard family sustaining wage for the region and/or each of the subreg</b>		21-Sep		22-Dec				
Tasks TBD								
<b>G. Ensure cultural responsiveness in how services are designed and delivered.</b>		21-Jul		Ongoing				
Tasks TBD								
<b>H. Connect individuals to training and a system of wrap around services that is resp</b>		21-Jul		Ongoing				
Tasks TBD								
<b>I. Maximize the efforts to collaborate and coordinate across the region.</b>		21-Jul		Ongoing				
Tasks TBD								




**VISION:** We lead Virginia in ensuring a highly skilled and engaged workforce. We integrate workforce development and economic development activities to produce a vibrant economy with unparalleled quality of life.

**STRATEGIC GOAL 3:** Implement a system-wide approach to developing the essential work ready skills and executive functioning skills employers require for the current and future workplace.

Facilitator and Team same as Goal 1

Strategies and Tasks - Goal #3	Who Needs to be Involved for Implementation?	Anticipated Timeframe to Begin –		Anticipated Timeframe to Complete –		Resources \$	Resources 	Status
<b>A. Confirm the competencies employers categorize as work ready by creating a list based on local feedback from employers and national research on the skills required for the future workplace.</b>		21-Jul	21-Dec					
1) Tasks TBD by May 21								
2)								
3)								
4)								
5)								
<b>B. Validate the competencies with local employers within each targeted industry.</b>		21-Dec	22-Mar					
1) Tasks TBD by May 21								
2)								
3)								
4)								
5)								
<b>C. Upon local employer validation, convene partners to ensure that the essential skills/competencies are a focus of their employability training programs and that they are using curriculum aligned to teaching the skills.</b>		22-Apr	22-Jun					
1)								
2)								

Strategies and Tasks - Goal #3	Who Needs to be Involved for Implementation?	Anticipated Timeframe to Begin –		Anticipated Timeframe to Complete –		Resources \$	Resources 	Status
3)								
4)								
5)								
<b>D. As part of the communication plan developed in strategy 1.1, communicate the skills that are being taught in response to the skills required for the workplace.</b>		See Goal 1						
1) Tasks TBD by May 21								
2)								
3)								
4)								
5)								
<b>E. Develop a coordinated and accessible infrastructure to connect individuals to the training opportunities to develop these skills.</b>		22-Jan		Ongoing				
1) Tasks TBD by May 21								
2)								
3)								
4)								
5)								






**VISION:**

**GOAL # 4:**

Goal Facilitators and Team:

Strategies and Tasks - Goal #4	Who Needs to be Involved for Implementation?	Anticipated Timeframe		Resources	Resources	Status
		Begin –	Complete –	\$		
<b>A.</b>						
1)						
2)						
3)						
4)						
5)						
<b>B.</b>						
1)						
2)						
3)						
4)						
5)						
<b>C.</b>						
1)						
2)						
3)						
4)						
5)						
<b>D.</b>						
1)						
2)						
3)						

