

Stronger Economies Together

Session Six



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WORKFORCE DEVELOPMENT IN THE REGION

Presentation by Fletcher Mangum

*See attachment for a complete copy of this presentation.

- ◆ The VGA region was hit harder by the recession than the rest of the state and we are continuing to suffer while the rest of Virginia is holding its own.

DEFINING GOALS & OBJECTIVES

Led by Scott Tate of VCE

We have been working towards the regional plan. SET training provides the foundation and the leadership team will formalize the final regional plan.

Four Main Areas of Concentration:

1. Tourism
2. Workforce
3. Industry Attraction & Retention
4. Entrepreneurship

In creating GOALS for each of these areas:

- ◆ Make changes that matter
- ◆ Start with the end in mind
- ◆ Be aware of regional conditions and behaviors as you craft your plan

Selecting Strategies:

- ◆ Which ones will come closest to producing the desired outcomes?
- ◆ Which ones will appeal most to your target audience?
- ◆ Which ones will make the best uses of resources and assets?
- ◆ Which ones will help overcome key barriers?

Assets:

- ◆ What and who is in the VGA region that we can use to help implement our strategies?

WORK GROUP SESSION

Participants chose one of four categories and gathered into groups to create goals, objectives and strategies. * if others would like to join one of these committees, or you would like to suggest someone, you can contact hsusee@southsidepdc.org to be added to the contact list for that group.

1. TOURISM:

- Anne Herring – USDA/Rural Development
- Frank Ruff - Senate
- Braxton Rutledge – Chase City Chamber
- Diana Ramsey – Chase City/MacCallum More Museum & Garden
- Justin Kerns – Mecklenburg County Tourism
- Beverley Hawthorne – Lunenburg County/VA Retreat

Who else should we invite to this group?

- Restaurant Representatives
- Lodging Representatives – Christine Hasbrouk, Steve Stanley
- Wineries Representatives
- Music/Theatre Representatives – Lisa Jordan
- Outdoor Recreation – Michael Womack
- Parks – Zoe Rogers

2. ENTREPRENEURSHIP

- Jan Harrell – City of Emporia
- Sheri McGuire – Longwood University
- Christopher Clarke – Clarksville Town Council
- Amanda Bowen – Teacher, Bluestone High School
- Cassandra Smith – United Virginia

Who else should we invite to this group?

3. INDUSTRY:

- Susan Adams – VGA/Charlotte County
- Natalie Slate – VGA/Greenville County
- Beth Robertson – Benchmark Community Bank
- Dan Grounard – Nottoway County School Administration
- Catherine Pack “Sissy” – VEDP
- Scott Burnette – Community Memorial Healthcenter

Who else should be in this group?

- Sherry Swinson
- VEDP – Business Attraction

4. WORKFORCE DEVELOPMENT

- Angie Kellett—Mecklenburg County ED
- Neal Barber—Community Futures (consultant)
- Melody Hackney—K12 schools/Superintendent
- James Thornton—K12 schools/Superintendent
- Dennis Smith—SVCC
- Christin Jackson—SVCC
- Deborah Crowder—WIB
- Linda Sheffield—SVCC
- Gail Moody—Southside Planning Commission
- Edward Pennington—Lunenburg BOS



Michelle Jones converses with Christopher Clarke.

Who else should we invite to this group?

Cindy Thomas—First Citizens Bank & Tobacco Commission member
 Dean Marion—BGF Industries/business leader
 Rick Faulconer—Rex Materials
 Kim Callis—South Hill Town Manager
 Lunenburg County Business person

WORK GROUP REPORTS & PLANNING FOR ACTION◆ **ENTREPRENEURSHIP TRAINING & DEVELOPMENT—VGA Chair: Jan Harrell**

1. Technical Support
 - a. increase training and access networking opportunities for entrepreneurs
 - b. broaden the scope of entrepreneurial needs
 - c. utilize the web portals for surveying the business's needs
 - d. introduce and teach the business to use the VGA website opportunities
 - e. decide where in the region a business incubator could be the most successful
2. Financing
 - a. develop an angel network
 - b. utilize SBA by trying to employ a regional SBA officer
 - c. explore options such as kivazip for funding
3. Networking
 - a. make sure business is signed up with all of the appropriate agencies (ex. SWAM)
 - b. create a volunteer expert forum on the VGA website to answer business questions
 - c. host round table events for the different clusters
 - d. create a catalog on the VGA website of needed businesses in the region and try to line up the entrepreneur to fit that need

◆ **WORKFORCE DEVELOPMENT—VGA Chair: Angie Kellett****Goal:**

Develop a workforce with 21st Century Competencies for our current and future employers

Objectives:

Align k-12 education programs, post-secondary education programs and our workforce development programs to the specific industry competencies projected for the future
 Retool the skills of incumbent workers
 Develop specialized training for unemployed and low skilled citizens
 Market and communicate to all citizens and parents the opportunities that the available training and education programs offer

Strategy:

Develop “career centers of excellence” based on industry group in locations conveniently located throughout the region (i.e. – welding in one location, CNC in another location, advanced manufacturing maintenance in a third location) – distribute specialized training within an easy commute of the students
 Link educational and training resources to the needs of the target industries as identified by the economic development professionals
 Interview a representative sampling of existing businesses and industries to gather information on current and future training needs within their industry (create teams of agency personnel to conduct the interviews)
 Establish a communications and marketing campaign directed at middle school and high school parents and the citizens on the advantages of technical and occupational careers offer

Develop Career Centers of Excellence:

Identify growth occupations

Identify existing programs and facilities preparing students for the growth occupations

Designate the "Career Centers of Excellence"

Implement inter-divisional agreements for student participation/funding

Implement inter-agency agreements for post-secondary and incumbent worker training

◆ INDUSTRY: VGA Chair—Natalie Slate

1. Create a platform for our educational systems to overcome school division report card and promote successful programs.
2. Market to suppliers of existing companies for retention and expansion.
3. Research target industry needs and define gaps in regional assets/infrastructure (similar to the workforce study performed by Fletcher Mangum for VGA)
4. Increase support from locality officials to fill gaps between industry needs and regional assets.
5. Create and utilize regional incentive pool/revenue sharing program.

◆ TOURISM: VGA Chair—Beverly Hawthorne

Goal: To increase awareness of tourism and quality of life segments of the region through education, connectivity, and maintaining authenticity.

Objective 1 : Education of Residents, Frontline Staff, Leadership, Business Management, Entrepreneurs and ourselves of the assets in Tourism and Quality of Life of our region.

Conditions - Long Term Outcome(s): Community that is welcoming and informative to our tourism guests and newly located residents.

Strategy 1: Seminars , Classes and Informative programs

Actions / Activities to Accomplish: Seminars for businesses, Seminars for the Elected leadership regarding the Economic affect, Classes for Frontline Staff - Conduct programs at local community organizations; ie rotary

Goal: To increase awareness of tourism and quality of life segments of the region through education, connectivity, and maintaining authenticity

Objective 2: Develop Research based markers for gauging ROI of Tourism in each community

Conditions - Long Term Outcome(s): Make our citizens into Information Gatekeepers for Tourism

Strategy 1: Gather Baseline Research for Tourism assets

Strategy 2: Develop measurable indicators of tourism activity for use in ROI information

Actions / Activities to Accomplish: Educate community on ways to measure Tourist activity, Conduct Baseline activities in each community, Develop measurement markers for gathering of data throughout the region

Goal: To increase awareness of tourism and quality of life segments of the region through education, connectivity, and maintaining authenticity

Objective 3: Development of Small Towns as Tourism destinations in the region

Conditions - Long Term Outcome(s): Welcoming business atmosphere for all types of Entrepreneurial activity that adds to the quality of life for residents and attracts tourists.

Strategy 1: Development of Itineraries for each community and the region

Actions / Activities to Accomplish: Itinerary development- Hub and spoke format , Market potential, Tours - shopping, dining, bus, history, etc.

Goal: To increase awareness of tourism and quality of life segments of the region through education, connectivity, and maintaining authenticity

Attendees:

Adams, Susan
Barber, Neal
Bowen, Amanda
Bratton, Eddie
Burnette, Scott
Clarke, Christopher
Crowder, Debra
Foster, Megan
Gregory, Burlin
Grounard, Daniel
Hackney, Melody
Harrell, Jan
Hawthorne, Beverly
Herring, Anne
Jackson, Christin
Jones, Michelle
Kellett, Angie
Mangum, Fletcher
McGuire, Sheri
Moody, Gail
Pack, Catherine
Papierniak, Almira
Pennington, Edward
Ramsey, Diana
Robertson, Beth
Ruff, Frank
Rutledge, Braxton
Sheffield, Linda
Slate, Natalie
Smith, Cassandra
Smith, Dennis
Susee, Heather
Swinson, Sherry
Tanner, Sandra
Tate, Scott
Thornton, Dr. Jim
Walker, Martha

Objective 4 : Development of Tourism Product

Conditions - Long Term Outcome(s): Making the region a Tourism destination with a broad spectrum of activities that matches our citizens needs and wants and our targeted Tourism customers.

Actions / Activities to Accomplish: Inventory of Community and Regional assets, Define who we are as a community and region, Launch regional Tourism projects; Create Local Tourism currency

Martha Walker of VCE:

- ◆ Make your objectives measureable—How many? By when? What is the timeline? What will it cost? From where will the funding come?

Group Reflection:

- ◆ There is a lot of work to do!
- ◆ There are a lot of ideas!
- ◆ There is a lot of excitement!

HOMEWORK

- ◆ For each regional goal, complete a planning chart & plan of action
- These will form the foundation for the final module, Measuring for Success.

See you at South Hill public library on May 28 from 1:00pm-4:00pm. RSVP with

hsusee@southsidepdc.org.