



**CEDA NOMINATION FORM**

**INTRODUCTION**

The 2013 VEDA Community Economic Development Awards (CEDA) will be presented during VEDA's Spring Conference in Charlottesville, March 28-29, 2013. One winner can be selected from each of the 5 population categories. These selections will be based on the most significant contributions to economic and community development in the nominees' respective communities.

**AWARD CATEGORIES**

The CEDA may be given to one community from each of the following five population categories: (population will be based on the most recent published decennial census)

- I. Population less than 5,000
- II. Population of 5,001 to 15,000
- III. Population of 15,001 to 40,000
- IV. Population of 40,001 to 100,000
- V. Population of over 100,000

For the purpose of this award, a "community" shall be defined as any unincorporated town or city, incorporated town or city, county/parish, formally established multi-jurisdictional region, metropolitan statistical area, or state. The "community" should reflect work responsibility of the VEDA member submitting the entry.

A maximum of five awards will be given, one in each of the population categories listed above. Each project has to fall under one or more of the four areas mention in this document under "Purpose."

**NOMINATION**

NAME OF COMMUNITY Shenandoah Valley Region

CHIEF OPERATING OFFICER (IF A CITY OR COUNTY, CITY MANAGER OR MAYOR Robin Sullenberger

ADDRESS PO Box 2241

CITY, STATE, ZIP Harrisonburg, VA 22801

PHONE 540-568-3100 FAX 540-568-3170

WEBSITE www.shenandoah-valley.biz EMAIL svp@jmu.edu

COMMUNITY POPULATION Over 100,000

APPLICATION SUBMITTED BY Joan Hollen

TITLE Marketing Specialist, Shenandoah Valley Partnership

PHONE 540-568-3100 EMAIL hollenjs@jmu.edu

**SUBMITTED FOR: (CHECK BELOW ALL THAT APPLY)**

- Business Retention/Expansion
- Business Attraction
- Community Development
- Community Involvement

## SUMMARY REVIEW

Please attach a brief description of the economic development efforts and accomplishments (projects and programs). Within this description, address the awards criteria of innovativeness, transferability, community commitment, measured objectives and secondary benefits. The nomination can be no longer than four conventionally formatted 8.5" x 11" pages. Also please submit up to 5 digital photographs related to the community program/project to [veda@associationbuilders.com](mailto:veda@associationbuilders.com). These photos need not be a part of the nomination form.

The Virginia CEDA winner(s) will be announced and recognized during the CEDA luncheon at the VEDA Spring Conference in Charlottesville, March 28-29, 2013. The 2013 Virginia CEDA winners' nomination(s) will also be sent to SEDC by Virginia's SEDC State Director to compete with other southern states' winners. SEDC winners will be recognized later in 2013.

VEDA Member Submitting Form \_\_\_\_\_

Name Joan Hollen

Address PO Box 2241

City, State, Zip Harrisonburg, VA 22801

Phone 540-568-3100 Fax 540-568-3170

Email hollenjs@jmu.edu

### **Submit to:**

**VIRGINIA ECONOMIC DEVELOPERS ASSOCIATION**

**1340 North Great Neck Road, #1272-128**

**Virginia Beach, Virginia 23454**

**757-412-2664 Fax: 866-873-3690**

**[veda@associationbuilders.com](mailto:veda@associationbuilders.com)**

***All Nominations Must Be Received By February 15, 2013***

## **2013 Virginia Community Economic Development Awards Nomination**

**Category: Community Involvement, Business Retention and Expansion**

**Population Category: Over 100,000**

**Community: Shenandoah Valley Region**

### **Building a Workforce Network**

Virginia's Shenandoah Valley continues to experience positive outcomes from the 21<sup>st</sup> Century Workforce Transitions project, and Valley leaders are committed to keeping the momentum going through regional collaboration and improved communication channels. The 21<sup>st</sup> Century Workforce Transitions project began in 2007 as a result of a regional workforce assessment by SRI International. The objective was to prepare a Valley workforce ready to support economic growth in emerging high technology sectors. Goals of the project include development of sustained regional partnerships, new and improved methods to communicate and disseminate information, the development of solutions for complex regional problems, and overcoming the barrier of workforce, economic development, education and employer silos that hinder discussion of integrated solutions.

With workforce development challenges clearly defined during Phase I of the Transition project, the Shenandoah Valley Partnership, the regional economic development organization, formed the Shenandoah Valley Education and Workforce Committee. The committee, led by Dr. John Downey, President of Blue Ridge Community College, was comprised of members from the Valley's K-12 and higher education practitioners, state workforce providers and the business community. The committee quickly began to address specific deficiencies identified in the Transitions assessment.

*"Employers consistently report frustration that they are not aware of the wide range of education and training available at the many technical centers, schools and institutions of higher education in the Valley."*

John Downey, President, Blue Ridge Community College  
Chairman, Shenandoah Valley Partnership Education and Workforce Committee

To address an often cited problem, "employers do not know who to call" regarding training for their employees, the Education and Workforce Committee decided to create an interactive training database. The database was designed to provide a searchable resource for specific skills and education and training opportunities offered by regional providers. In January 2013, the Shenandoah Valley Education and Training Database was released to the public as a free resource for employers and employees to find education and training programs.

### **Innovativeness:**

In order to turn the concept of a regional database for education and training programs into a valued product to increase the region's productivity and competitiveness, the Shenandoah Valley Education and Workforce Committee had to become collectively innovative to design a regional database. Being experts in delivering education programs, committee members developed categories covering a broad

range of education and training programs offered throughout the region. A searchable database was developed to house the data.

The Shenandoah Valley Partnership took the role of communicating with service providers to begin the process of populating the database with programs. To be truly innovative, a product or service must not only create customer value but also provide a sustainable return to the innovating enterprise. To engage the service providers, the database was promoted as a free marketing tool for education and training programs. Feedback is also collected from database users and communicated to service providers to provide insight into program needs. Participation has been exceptional, and there are currently over 500 education and training programs listed in the database with ongoing program additions and updates.

**Transferability:**

The need of business and industry to access education and training resources is universal. Development of the education and training database provides a model for transferability to any region. There has to be a willingness to be inclusive among public and private service providers to develop a comprehensive training resource. Strong leadership and an open sharing of knowledge are vital to the ability to bring all stakeholders to the table to work for a common goal. The database has already drawn interest and inquiries from other regions of Virginia seeking workforce solutions.

**Community support and leverage:**

As relationships were built and discussions continued between workforce, higher education, local Chambers of Commerce, employers and economic development leaders in the region, the silos that had, for so long, been a barrier to effective problem solving began to break down. Interest was expressed in establishing a forum for high-level regional leaders to address complex regional problems. From these discussions, two Valley Leadership Teams were formed, one comprised of Augusta, Staunton and Waynesboro companies and education leaders and one comprised of Rockingham and Harrisonburg companies and education leaders.

The Shenandoah Valley Leadership Teams require a commitment by the top level management person of a company to actively participate. Other team members include presidents of the region's colleges and universities. To date, presidents from James Madison University, Bridgewater College, Eastern Mennonite University, Mary Baldwin College and Blue Ridge Community College are actively participating in the Valley Leadership Teams. Roundtable meetings are held quarterly and facilitated by Robin Sullenberger, CEO of the Shenandoah Valley Partnership.

**Secondary benefits:**

One important initiative that has gained support and momentum from Valley Leadership Teams is the establishment of a Shenandoah Valley Center for Advanced Manufacturing (SVCAM). SVCAM is modeled after the workforce component of the Commonwealth Center for Advanced Manufacturing, a Virginia initiative to support research and manufacturing at Rolls Royce in Prince George County.

SVCAM will provide a mechanism for collaboration that leverages industry, academia and government to aid in developing a pipeline of workers to support manufacturing in the Shenandoah Valley.

The Valley Leadership Teams have established a dialogue that addresses more than just workforce development issues. Another topic that arose from Leadership Team discussions was supply chain sourcing. Talks are currently centered on our existing supply chain and keeping the supply chain with local companies and recruiting suppliers not currently located in the Valley. We expect the secondary benefits of Leadership Team discussions to continue to cover a broad range of regional problems and solutions.

**Measured objectives:**

Outcomes from the partnerships that have formed as a result of the 21<sup>st</sup> Century Transitions project include a new communication tool, the Shenandoah Valley Education and Training Database, to provide comprehensive information about regional education and training programs as well as collect and disseminate feedback to service providers on training needs in the region. In addition, Valley Leadership Teams have been formed that provide a forum for high level leaders to address issues critical to business success such as workforce, supply chain and policy issues impacting companies. Measured use of the education and training database can be documented by increased web traffic on the host web site and feedback received from database users. As a new initiative, a baseline for web activity has been set and will be monitored.

Additionally, a benchmark was established in 2009 to measure the outcomes of the Transitions project. In 2009, 18% of Valley residents have some college and no degree, 5% have an Associate's degree, 12% have a Bachelor's degree and 7% have advanced degrees. Fifty-eight percent of the population in the measured age cohort has not pursued postsecondary education. In 2011, these statistics show a slight increase in most categories. We will continue to monitor the long-term impact of collaborative efforts in the Valley to build a workforce network to support Valley business and industry.

It is difficult to measure the outcome of leadership team discussions. To date, we have learned of one company that has engaged with a local supplier to provide supplies that were previously sourced from outside the Valley and Virginia.

**Conclusion:**

Building a workforce network requires the willingness of people to set aside competitive issues and come to the table to openly discuss complex regional problems and solutions. The Shenandoah Valley is fortunate to have a team of willing participants and effective leadership to guide collaboration that will lead to career paths for students and to assure a pipeline of trained and educated workers for Valley employers.

Visit the Shenandoah Valley Education and Training Database:  
[www.shenandoah-valley.biz/database.aspx](http://www.shenandoah-valley.biz/database.aspx)



Your PORTAL for BUSINESS

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### Tap Into Our Talent

Search over 450 education and training programs and resources in the Shenandoah Valley.

Search now

### Governor McDonnell Announces 50 New Jobs in Augusta County

2/13/2013  
Dalkin McQuay to invest \$9.2 million to upgrade Virginia operations

### SHENANDOAH VALLEY PARTNERSHIP

The Shenandoah Valley Partnership is the one-stop economic development resource for businesses seeking expansion or location in Virginia's Shenandoah Valley. The Partnership works with local and state governments as well as the business community to develop an economic climate for business success.

Give us a call. Plan a site or facility tour.

Imagine yourself in the Shenandoah Valley!

SHARE



The Shenandoah Valley Education and Training Database is located on the Shenandoah Valley Partnership web site at [www.shenandoah-valley.biz/database.aspx](http://www.shenandoah-valley.biz/database.aspx)

Firefox Shenandoah Valley Partnership - Educati... +

www.shenandoah-valley.biz/database.aspx?q=manufacturing

Sign In SEARCH GO

**Shenandoah Valley**  
PARTNERSHIP

Your PORTAL for BUSINESS

Home > Education & Tech Corridor > Education and Training Database

**Education and Training Database** SHARE

If you are seeking education or training opportunities for your employees or yourself, search the Shenandoah Valley Education and Training Database for programs offered in the Shenandoah Valley. Search education and training programs by keyword, program type, certification or degree.

**Request a login.** Education and training providers can request a login to add Shenandoah Valley programs to the database and existing users can login to manage programs. [New Users/Existing Users Login](#)

**Don't see what you're looking for?** Contact the Shenandoah Valley Partnership at 540-568-3100 or email [svp@jmu.edu](mailto:svp@jmu.edu).

*The database was developed by the Shenandoah Valley Partnership Education and Workforce Committee and Blue Ridge Community College. Funding was provided by Dream It, Do It, Shenandoah Valley. The database is maintained by the Shenandoah Valley Partnership as a service to the general public, employers and service providers.*

**MANUFACTURING**

SEARCH RESET SEARCH

Showing results for 'manufacturing'

Select a Category Select Program Credit Type Filter

Program Name ▲	Categories	Provider (Institution)
Machine Shop	Manufacturing	Valley Vocational Technical Center
Advanced Welding Workshop	Building Trades, Manufacturing	Lord Fairfax Community College
Apprenticeship Related Instruction	Building Trades, Information Technology, Manufacturing, Personal Services, Transportation	Valley Vocational Technical Center
Apprenticeships - Electrical	Architecture, Building Trades, Manufacturing	Lord Fairfax Community College
Apprenticeships - HVAC	Architecture, Building Trades, Manufacturing	Lord Fairfax Community College

Screen shows a database search of the keyword “manufacturing” and a portion of the list of programs in the database.