

Virginia Western Community College

SHRM Focus Group Meeting

Ms. Sandra McMinnis, Moderator

Ms. Kay Strickland, Recorder

Mr. Erik Williams, Recorder

VWCC Natural Science Center

Friday, April 27, 2007

12 Noon – 1:30 p.m.

SUMMARY OF EVALUATIONS

1. What idea did you hear expressed today that was the most insightful about our community's needs?

- Need for educating students beginning in middle and high school about the many career choices available
- Need to communicate to the public especially the younger generation about job availability and associated pay
- Need for a comprehensive wage survey in the Valley
- Need for basic and soft skills training
- Need to promote open positions
- Need for healthcare education
- More weekend training
- Better technical skills training
- What other employers are experiencing in recruiting and planning for their companies
- Continued growth in vocational education and needs of the community
- More technical graduates; market to get more in the programs
- Need for the Community College to take the lead in marketing its courses and opportunities to the schools and target guidance counselors
- Education changes needed for the future
- Biotech center coming to Roanoke

2. What would you like to see happen to follow up on today's conversation?

- Summary of discussion
- More cooperation among the various local government entities
- Training program to attract people into the skilled trades (i.e., manufacturing)
- Update on action plans once the College makes decisions
- VWCC to become a leader in working with the community to help develop our next generation's skills
- Marketing ideas to be explored; important for students to know their options

3. Would you recommend any changes to the location or to the way we conducted this discussion?

- Format very effective; excellent use of time
- Good mix of participant backgrounds and experiences

4. Are there any ideas you want to share with the College that you did not get a chance to express in the group? If so, please note them here, using the back of this page as needed.

- Internships more structured and increased
- Life skills classes
- VWCC doing a great job