

# Virginia Western Community College

## Salem – Roanoke County Focus Group Meeting

**Mr. Russ Ellis, Moderator**  
**Ms. Kay Strickland, Recorder**  
**Mr. Erik Williams, Recorder**

**Salem Civic Center**  
**Tuesday, April 24, 2007**  
**7:30 a.m. – 9:00 a.m.**

### SUMMARY OF EVALUATIONS

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

- VWCC's partnership with companies in the region; match business with education; develop relationship with businesses
- Proper planning for the future
- Need for a variety of skilled workers
- Better communication and marketing to target groups; market to businesses; market as a choice that is not only okay, but encouraged
- VWCC needs to be a strong component of the workforce development team
- Understanding of "growing your own" economic development
- Building the companies/industry we already have
- Need for VWCC to take more of a leadership role in forming the education for the young and old person

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

- Stronger partnerships with business and industry; explore the partnership opportunities with the Workforce Investment Board, Tech Council, etc.
- Greater marketing/exposure emphasis; more to the public about VWCC; more promotion of programs
- Hard action plans that have measurable results; feedback from meeting; keep in the loop; take action on suggestions, not more study
- Would like to see the summary of thoughts from all the focus group meetings
- Organization, communication and action
- Implement flexible college terms, so more working people can get education completed more quickly

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

- Hold meeting on campus
- Well done and convenient

#### **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.**

- Seek Chamber's Regional Development Committee; utilize newsletter, Business Directory, website