

Abstract

- I. Lead Applicant Name: Shenandoah Valley Workforce Investment Board
- II. Lead Applicant City/State: Harrisonburg, Virginia
- III. Primary Partnership Entities:
  - a. Private Sector Entity: Virginia Manufacturers Association, a business-related nonprofit organization
  - b. Public Sector Entity: Shenandoah Valley Workforce Investment Board LWIA Local 4
- IV. Additional Key Partner(s): Virginia Department of Labor and Industry Division of Registered Apprenticeship a DOL-recognized State Apprenticeship Agency
- V. Areas Served by Grant: Commonwealth of Virginia
- VI. Total Funding Level Requested: \$4 Million
- VII. Project Name: Valley to Virginia (V2V) Apprenticeship Initiative
- VIII. Summary of Key Program Activities:
  - 1. Pre-Apprenticeship programs to increase pathways for underrepresented populations to obtain registered apprenticeships in welding and mechatronics occupations.
  - 2. Increase penetration in a newly approved Industrial Manufacturing Technician (IMT) occupation (RAPIDS Code; 2031 Hybrid) by incorporating the Virginia Manufacturing Association's Manufacturing Technician I, industry endorsed certificate as the core Job Related Technical Instruction (RTI); the remaining 164 hours of RTI are packaged for ease of customizing the apprenticeship with craft skills, safety training, remedial, ESL, or soft skills (essential employment skills) options.

3. Apprenticeship Coaches will be hired to promote registered apprenticeship with business and expand the capacity of the state apprenticeship agency to service the increased volume of apprenticeship activity.
  4. Promotion will include a just launched year-long campaign, “*InDEMAND* Careers in the Shenandoah Valley” including 26 television spots promoting high-wage, high-growth, high demand jobs closely aligned with apprenticeships.
  5. College credit evaluation for Journeyman certification at RACC member colleges.
- IX. Total Number of Participants to be Served: 600
  - X. Populations to be Served: Underrepresented groups in registered apprenticeship
  - XI. Targeted Industries/Occupations: Advanced Manufacturing Industry. Skilled Trades In-Demand Occupations in H-1B Career Pathways including Mechatronics, Industrial Maintenance Technician; CNC Machine Operator, Welder, and Production Technician
  - XII. Public Contact Information: Sharon Johnson, CEO, Shenandoah Valley Workforce Investment Board, (540) 442.7134; [sjohnson@valleyworkforce.com](mailto:sjohnson@valleyworkforce.com)