

## Wayne County Summary Report

Prepared by:



# Introduction

This report will provide a summary of the Career Readiness West Virginia discussion and recommendations within Wayne County. A considerable amount of research, meetings and breakout sessions have taken place in the past couple months to assess and evaluate the **Growth, Decline, and Opportunities** faced by both education and local industry.

Forge Business Solutions has conducted discussions with stakeholders throughout the county and region, including members of the house of delegates, the leaders within education, educators, students, parents, business leaders, non-profit organization representatives, and community members at large. We have analyzed economic data, reviewed current partnerships and collaborations, and investigated different relationships that can be created, developed or enhanced. Through this work, we have been able to analyze the Wayne County economy to determine where collaboration can be fostered in order to develop a sustainable partnership model between area industry and K-12, including Career Technical Education.

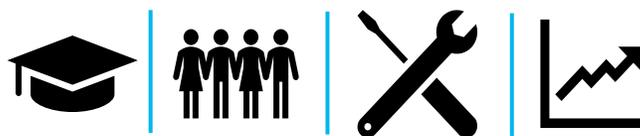
In the pages that follow, we will summarize the results of the stakeholder engagement meeting and will include both county-specific recommendations. With an overview of the Wayne County education system that is as broad as it is specific, the foundation has been laid to launch the collaborative model that will arm education and industry with the necessary partnerships to forge ahead for a successful and sustainable future.

Our sincere appreciation goes to Superintendent Todd Alexander and Chamber of Commerce President & CEO Bill Bissett for their dedication to their community and support of Career Readiness West Virginia.



# Table of Contents

Introduction.....	2
Table of Contents.....	3
Wayne County Summary.....	4
Discovery.....	6
Top Employers.....	6
Stakeholder Engagement Meeting Comments.....	6
Recommendations.....	10
Workplace Tours.....	10
Speakers' Bureau.....	10
Job Shadowing.....	11
Job Fairs.....	11
Internships and Externships.....	11
Integrated Pathways.....	12
Additional Recommendations.....	12
References.....	14



# Wayne County Summary

Wayne County is a small community serving the outskirts of Huntington and small towns such as the county seat of Wayne with a population a little shy of 40,000. Its small size has created a close-knit community in the westernmost county of West Virginia. Home to a variety of industries, Wayne County has top employers such as the Veterans Affairs Hospital, Alleward Sogefi, and Wal-Mart. This range of industries has supported the community for many years.

Wayne County Schools serve approximately 7,000 of the community's youth with Spring Valley High School, Tolsia High School, Wayne High School and the supporting middle and elementary schools. Four hundred eighty-eight employers employ the residents of Wayne County, many of which are members of the Huntington Regional Chamber of Commerce. Currently, there is a growing engagement between education and industry but there is still room for future collaboration. Many community members communicated their support and dedication toward helping develop and implement the Career Readiness West Virginia partnership model.

Boasting higher engagement in career and technical education than the average county in West Virginia, Wayne County is prepared to lead the way for the state. Educating its students with skills and expertise in demand by local industry and connecting them with local opportunities will allow the county to continue to grow and thrive in the future.

Forge has identified eight activities in which industry and education can collaborate to support workforce development utilizing newly formed relationships – [Internships](#), [Externships](#), [Speakers' Bureaus](#), [Job Shadowing](#), [Job Fairs](#), [Integrated Pathways](#), [Career Exploration](#), and [Workplace Tours](#).

In addition to these activities, Forge recommends that Wayne County Schools and the Huntington Regional Chamber of Commerce work together to develop a local career readiness advisory committee. This committee will become the bridge that connects education and local industry to teach students the skills that industry demands. Together education and industry can lead West Virginia towards a stronger future.



# Wayne County Schools

212 North Court Street  
P.O. Box 70  
Wayne, WV 25570

**Superintendent:** Todd Alexander

**Enrollment:** 6,999



# Huntington Area Chamber of Commerce

1108 3rd Ave #300  
Huntington, WV 25701

**Executive Director:** Bill Bissett

**County Population:** 39,944



# Discovery

## Top Employers

Name	Industry	Address
United States Department of Veterans Affairs	Healthcare	1540 Spring Valley Dr, Huntington, WV 25704
Wayne County Board of Education	Education	212 N Court St, Wayne, WV 25570
Alleward Sogefi U.S.A.	Manufacturing	1389 Round Bottom Road, Prichard, WV 25555
Diversified Assessment and Therapy Services	Healthcare	1401 Chestnut St, Kenova, WV 25530
Wal-Mart	Retail	100 McGinnis Dr, Wayne, WV 25570
Wayne County Commission	Government	700 Hendricks St # 103, Wayne, WV 25570
Mainstream Services	Community Service	4757 WV-152, Lavalette, WV 25535
Braskem America	Manufacturing	200 Big Sandy Rd, Kenova, WV 25530
Wayne County Community Services Organization	Community Service	3609 Hughes St, Huntington, WV 25704
Zim's Bagging Company	Manufacturing	9791, 1 Zims Ln, Prichard, WV 25555

## Stakeholder Engagement Meeting Comments

Forge Business Solutions collaborated with Wayne County Schools and the Huntington Regional Chamber of Commerce to conduct a stakeholder engagement meeting. This meeting invited local educators, employers, parents, students and politicians to develop an initial discussion. The following subsections include comments collected from the stakeholders. They may contain opinionated statements that do not represent the research or thoughts of Forge.



## ***Local Industry Trends***

### ***Growth***

- Healthcare
- “brink of great things happening”
- GIS and drone technology careers
- Fall of 2020 MRO program through Marshall University
- Tourism and hospitality
- Polymer- downstream National Gas Liquid manufacturing
- Aerospace manufacturing
- Need for coding
- Remote work trend
- 3-D printing

### ***Decline***

- Coal
- Lost student population
- Lost teachers, cooks, custodians and teacher assistants

### ***Opportunities***

- GIS is a skill set used across all areas of business and industry
- Aviation with a Maintenance Repair Program
- Tourism
- Entrepreneurship



## ***Job Market Outlook***

### ***4-Year Degree***

- Not as strong as 2-year degree holders
- Not promising
- On the decline

### ***2-Year Degree***

- WV DOH hiring GIS technicians
- Engineering firms hire GIS professionals and drone pilots
- Oil and gas need individuals who know GIS
- Increasing
- 2-year community and technical colleges are now free

### ***Tech Certificates***

- Need for trade jobs
- FAA UAS remote pilot certification allows students to be paid as commercial UAS pilots (16 year old min age)

### ***H.S. Grads***

- Must have certification
- Dual credit classes for high school students



## ***Current Engagement***

- Career days in elementary school
- County development authority
- Adult and school group trips at the airport
- Non-credit training at community college
- New Force Coding Academy
- Mock interviews
- Job fairs
- Reverse interviews
- Project Lead The Way
- CTE opportunity for all high school students
- CTE students teaching middle school students
- Tiny homes project

## ***Top Characteristics***

- Ability to solve problems
- Ability to work as a team member
- Dependable
- Willing to learn something new
- Work well with others
- People skills

## ***Barriers for Collaboration***

- Just started; new initiative
- Industry must partner at all levels
- Opioid epidemic



# Recommendations

The Career Readiness WV model is student-centered. In an effort to increase workforce participation and improve job growth in the Wayne County area, collaboration between education providers at all levels and the business community is imperative. The following activities and organization are recommended.

## Workplace Tours

The Wayne County School District would benefit from preparing an annual calendar scheduling workplace tours with area employers for elementary, middle and high school students that is most convenient for the participating company or place of business. The calendar will create a centrally organized master calendar.

Identifying key employers that represent a broad spectrum of jobs and careers to engage in an interactive manner provides opportunities for students to see careers at work and to gain a better understanding of the key skillsets needed for various careers by industry sector. The workplace tours should be appropriate for the schools' respective grade levels. Schools and employers should develop sustainable relationships for annual exchange of ideas and collaboration that benefits both the student and the employer.

All are best served when educators ensure that students are learning about occupations that require a variety of degrees of education from high school diplomas to certificates to 2-year degrees and higher education. Employers and educators need to emphasize the importance of a knowledge-based drug-free workforce. An emphasis should be placed on jobs in STEM-related areas.

## Speakers' Bureau

In a centrally organized manner, speakers should be scheduled to present various occupations to students all throughout K-12 education. These occupations should represent varying skillsets and levels of education. Career and technical education should be the emphasis of the speakers' bureau. Relationships should be built with related employers so that both the education provider and the employer/business have a common understanding of the skillsets and education needed for successful job placement.



When available, involving parents who are subject-matter experts in their field of practice should be utilized. For areas where parents don't have the expertise, other speakers should be sought out to ensure students are getting a wide range of occupational exposure.

## Job Shadowing

Each school should have an opportunity to engage in job shadowing for a wide range of occupations where safety can be ensured, and job scenarios are presented in a manner that is appropriate for the student. Job shadowing should not be limited to parents and their occupations. Many students may not have parents that are employed and making sure that everyone has a fair opportunity is essential.

## Job Fairs

All middle schools and high schools should participate in at least one annual job fair and/or reverse job fair. Job fairs should be age-appropriate and, when possible, on school premises. The idea behind job fairs is not only to offer jobs to high school graduates but to expose students to as many occupations and industries as possible.

Additionally, relationships between employers and future employees can be established at an earlier level thus allowing students to focus on career opportunities with unfiltered knowledge and a clear understanding of what it takes to get a specific job and excel in a specific occupational area.

Interview skills with an emphasis on communication should be established as soon as possible. Elementary schools should offer career day opportunities where subject matter experts visit the classrooms to discuss a variety of occupations and industries. Feedback from participating employers should be collected at all points of engagement and utilized by educators to develop student understanding and success.

## Internships and Externships

Area employers should be invited to participate in and offer internships/externships (paid or unpaid) as long as safety is ensured and tasks are age appropriate. All internships and externships shall be approved by the school district. Feedback should be collected and evaluated from both the employer and student perspective. Such feedback should be considered and utilized to drive student understanding and success.



Internships/externships should represent a wide range of occupations and varying degrees of education required. Special attention should be paid to ensure that students with fewer resources have an equal opportunity to be considered. A recognition program should be established to recognize participating students for their work and success.

## Integrated Pathways

K-12 public education, community and technical colleges, and higher education should collaborate to ensure that students have an efficient and secure way to obtain varying levels of qualified education necessary to secure a job and to advance within their career field. All education providers should be embedded in all levels of workforce development and career readiness. This will ensure their awareness of the skillsets, knowledge, and degrees required by industry and employer thus closing the loop on wasteful spending.

## Additional Recommendations

Wayne County should consider its top employers as a primary resource for career readiness. Those employers are:

- Veterans Affairs Hospital
- Wayne County Board of Education
- Alleward Sogefi
- Diversified Assessment and Therapy Services
- Wal-Mart

Wayne County Schools and the Huntington Regional Chamber of Commerce should apply the Career Readiness WV model and provide leadership to the local career readiness advisory committee that is established from its local stakeholders. Strategic partnerships should be developed with existing businesses but also with emerging industry leaders. The small business community should be engaged as well as the larger employers.

The career and technical education centers should offer open houses to employers of the Wayne area and surrounding counties. This showcases the programs and skillsets being developed and deployed. An annual employer-sponsored professional etiquette workshop should be offered to students and parents.



As part of the district's professional development program for teachers and administrators, Wayne County should include employers and occupational specialists as speakers for its professional development program. This will assist educators with a better understanding of the demand for skillsets and key employee characteristics of the local economy.

All participants in the collaborative should be surveyed on an annual basis for input and ideas. This will allow for continued growth and development of the model. The success of West Virginia's economy greatly depends on diversification. Local districts should not limit themselves to the current industry landscape and should ensure that students are being exposed to careers from a global perspective.



# References

United States Census Bureau

<https://www.census.gov/quickfacts/fact/table/waynecountywestvirginia,monongaliacountywestvirginia,fayettecountywestvirginia,hardycountywestvirginia/PST045218>

<https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=bkml>

West Virginia Department of Education

<https://wveis.k12.wv.us/essa/dashboard.html>

Workforce WV

<http://lmi.workforcewv.org/EandWAnnual/TopEmployers.html>

United States Department of Labor

<https://data.bls.gov/projections/occupationProj>

WV Executive

<https://www.wvexecutive.com/west-virginias-largest-employers/>

National Intelligence Council

[https://www.dni.gov/files/documents/GlobalTrends\\_2030.pdf](https://www.dni.gov/files/documents/GlobalTrends_2030.pdf)

U.S. News and World Reports

<https://www.usnews.com/education/best-high-schools/west-virginia>

<https://health.usnews.com/best-hospitals/area/wv/west-virginia-university-hospitals-6350007>

Fortune

<https://fortune.com/100-fastest-growing-companies/2018/search/>

Forbes

<https://www.forbes.com/sites/forbescoachescouncil/2017/12/19/14-hiring-qualities-that-are-more-important-than-experience/#73cedf7f7b73>

WV News



[https://www.wvnews.com/news/wvnews/w-va-health-care-industry-continues-fast-paced-growth/article\\_926ebc8a-b444-5a9b-a5d8-c584acf12b8f.html](https://www.wvnews.com/news/wvnews/w-va-health-care-industry-continues-fast-paced-growth/article_926ebc8a-b444-5a9b-a5d8-c584acf12b8f.html)

U.S. Small Business Administration

<https://www.sba.gov/sites/default/files/advocacy/2018-Small-Business-Profiles-WV.pdf>

Bureau of Business and Economic Research; Dr. John Deskins

SmartAsset

<https://smartasset.com/checking-account/fastest-growing-job-in-each-state-2019>

