

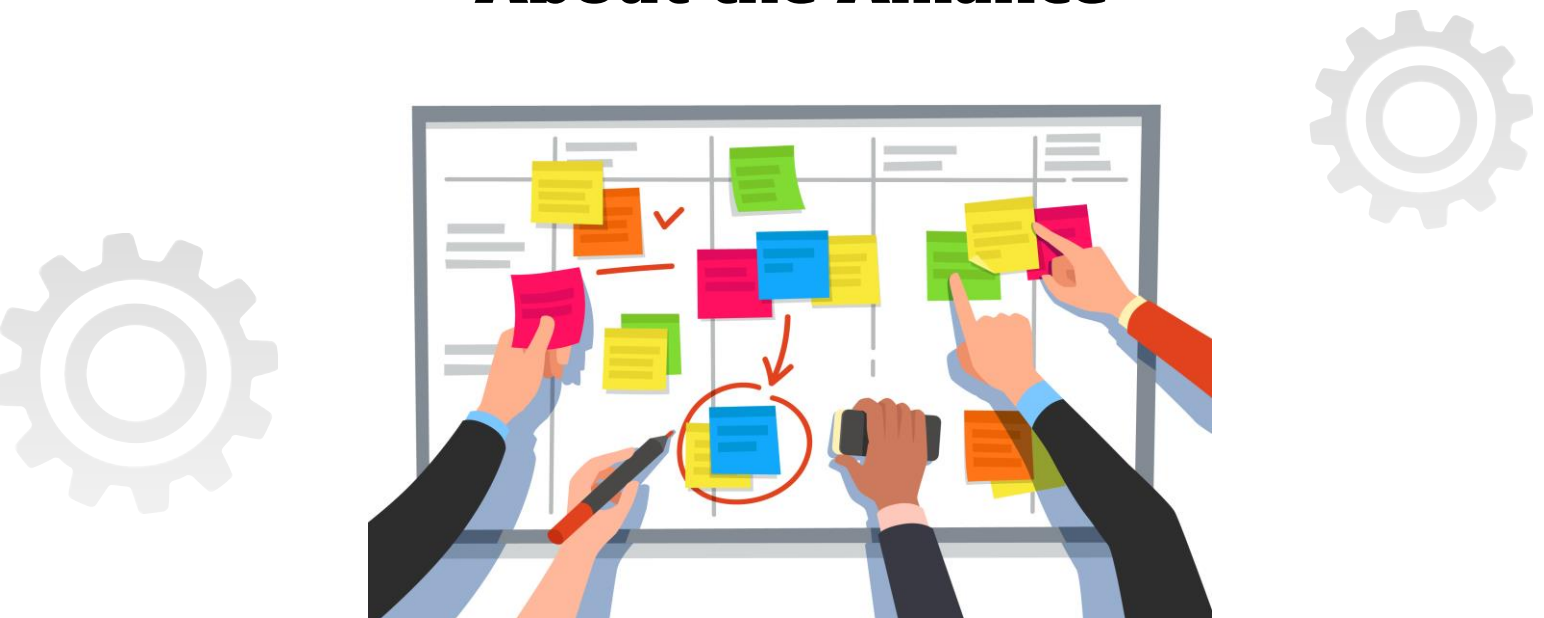


ALLIANCE FOR THE ECONOMIC DEVELOPMENT OF SOUTHERN WEST VIRGINIA

Project Highlights

Last Updated: 2020

About the Alliance



Four Working Groups:

- Tourism
- Entrepreneurship/ Innovation
- Workforce Development
- Addiction, Recovery and Reentry

21-County Focus

Quarterly Council Conversations

40-TOP Virtual Roundtable Series

Annual Student
Entrepreneurship Survey

Footprint of 30,000 students

Trainings and Workshops

Industry Partnerships

Small Communities, BIG Solutions Conference

Student Projects

Workforce Brainstorming Sessions

Annual West Virginia
Small Business Leaders Survey

Southern West Virginia
Collegiate Recovery Network

10 Higher Education Institutions



**40
TOP**
Virtual Roundtable Series

Power By: Alliance for the Economic Development of Southern West Virginia



POWER
of Performance
Lighting the way for West Virginia



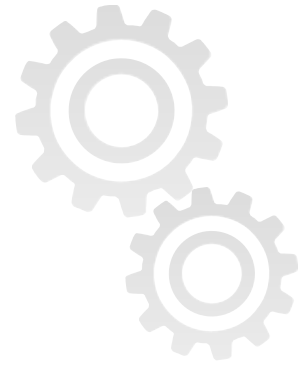
SMALL COMMUNITIES



BIG SOLUTIONS
conference



ALLIANCE FOR THE
ECONOMIC DEVELOPMENT
OF SOUTHERN WEST VIRGINIA
Higher Education Means Jobs




Project Highlights

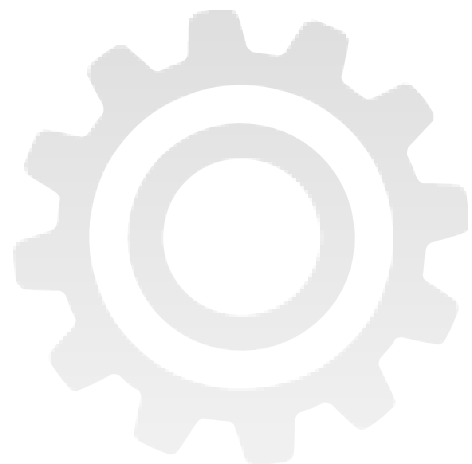
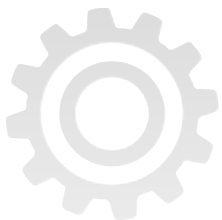
“We are project-based, results-driven.”

- **40-TOP Virtual Roundtable Series:** Developed during the COVID-19 Pandemic as a way to keep West Virginians connected and informed, the 40-TOP Roundtable Series directly links West Virginia leaders to residents. It is free and open to all, but space is limited for each session to ensure thoughtful dialogue. Topics have included: Recovery resources, voting, small business relief, higher education resources, women's issues, West Virginia trade and children and families resources.
- **Small Communities, BIG Solutions Conference:** An annual conference that connects West Virginians to the projects that are working well in our state. This networking and professional development session brings government leaders, higher education experts and community leaders together to share best practices. [To access conference updates, click here.](#)
- **2020 Snapshot: Southern WV Small Business Leaders:** Through nine regional Chambers of Commerce and two county EDA offices, West Virginia business leaders were invited to participate in the Alliance for the Economic Development of Southern West Virginia's first industry survey entitled Southern West Virginia Business Leaders. This survey was designed to gage the current issues of small businesses in southern West Virginia and identify potential opportunities for growth. [To view the full report of findings click here.](#) We are currently working on our 2021 Snapshot.
- **Southern West Virginia Collegiate Peer Recovery Network:** Is an outreach effort to help those in recovery get the support and services they deserve while pursuing higher education. Peer Recovery Support Specialists are located on seven campus in southern West Virginia. This network is in partnership with area behavioral health centers. [To learn more about out collegiate peer recovery network click here.](#)
- **Partnerships with Industry:** The Alliance is partnering with N3, a global leader in sales and marketing strategy execution, to connect graduates with job opportunities in Charleston, West Virginia. Currently, the Alliance is looking for more partnerships with companies like N3. The Alliance is also partnering with AEP and RCBI on a workforce study.



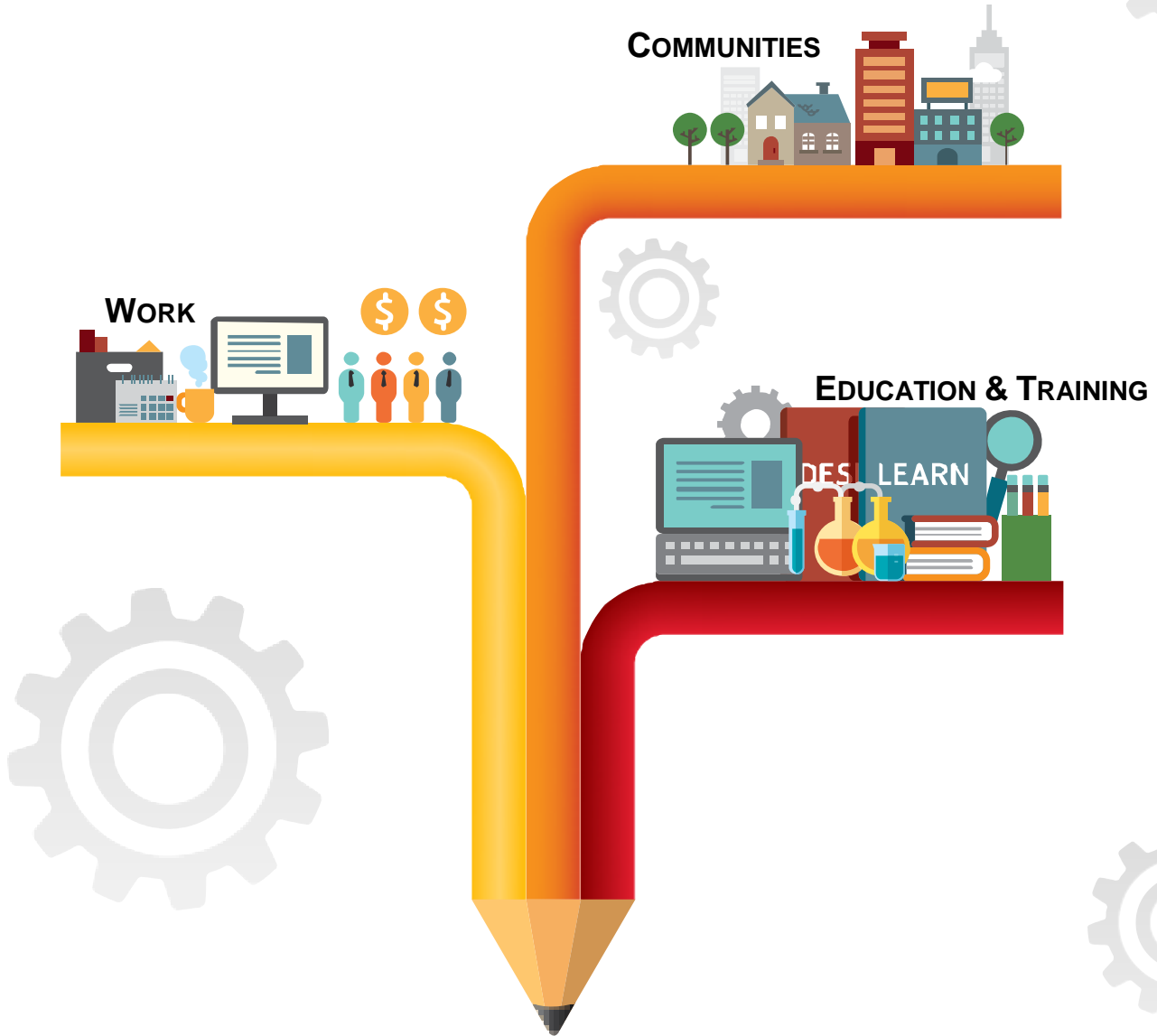
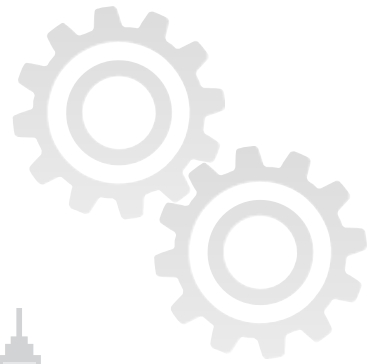


- **Existing Resources & Services Scaled:** The Alliance is looking for opportunities to take successful projects in Southern West Virginia and help scale them through the Alliance's 21-county region. For example, the Alliance hosted Screening, Brief Intervention, and Referral to Treatment (SBIRT) Trainings Summits, with support from a Substance Abuse and Mental Health Services Administration (SAMHSA) federal grant awarded to Marshall University. SBIRT promotes universal screening of all individuals to identify use, early risks, and misuse in order to intervene appropriately. 
- **Partnerships with Organizations:** The Alliance was a partner in hosting the Small Business Innovation Research National Road Tour in Huntington. The Alliance offered communications support for this event and promoted the tour on social media platforms, through a press release with comments from the West Virginia Congressional Delegation and sent out personalized invites. This national event came with billions of dollars available to area innovators to further research and develop their ideas and tangible solutions for our federal agencies. The Alliance also joining other West Virginia organizations to help plan Stand Up Rural America, a national conference expected to be in Charleston in 2021.
- **Partnerships with Government:** The Alliance has ongoing partnerships with the Department of Commerce, the Department of Education, HEPC and CTC, among others.
- **Alliance Promotion and Education:** Representatives from the Alliance have made numerous presentations to various organizations about the importance and mission of the Alliance. Groups include the West Virginia Workforce Investment Council, A. Michael Perry Leaders Forum, Beckley Rotary, TechConnect, WV Bio Summit, WV Community Hub's Power Convening, Barboursville Rotary, Chambers of Commerce events, among others.





**ALLIANCE FOR THE
ECONOMIC DEVELOPMENT
OF SOUTHERN WEST VIRGINIA**
Higher Education Means Jobs



The Alliance for the Economic Development of Southern West Virginia is a joint venture among West Virginia's southern colleges and universities to better connect the educational resources and workforce training offered in southern West Virginia to promote the region, eliminate redundancies and share best practices, improve the quality of life for area residents, create jobs, keep West Virginia's talent pool in the state and revitalize southern communities.

Learn more about the alliance and its projects online at www.marshall.edu/aedswv

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