



April 5, 2021

Dear WoW! Supporter,

We are ready to get back on track with our annual Worlds of Work expo! The local seventh graders missed this opportunity last year but will attend as eighth graders in the fall of 2021. Moving forward, WoW! will be an event designated for eighth grade rather than seventh grade as in the past.

This event brings together more than 70 businesses, 7 school districts, 3,000 eighth graders, and countless volunteers from the surrounding community; the Counties of Clarke, Frederick, Page, Rappahannock, Shenandoah, Warren, and the City of Winchester.

WoW! is an opportunity for our students to explore careers they find interesting and discover careers they may not have been aware of. This event is designed to be fun and interactive. Our business exhibitors create a space to showcase their company and the jobs they employ, and they incorporate those into a hands-on activity for our students to try out. The expo features work worlds based on 10 of the 16 Career Clusters identified by the Virginia Department of Education:

Agriculture	Hospitality & Tourism
Communications	Information Technology
Construction	Manufacturing
Finance	Public Service
Health Science	Transportation & Logistics

We believe it is imperative that our students are presented with all possible options and are part of a community that supports all jobs and career paths. Our children should choose a career based on their interests and aptitude and then determine the appropriate post high school education. The Commonwealth requires all students in middle school to select a career path, therefore, we are obliged to introduce career options at this stage. The career path our students choose now will guide their course requirements and selection over the remaining four years of schooling. The WoW! experience is incredibly impactful, just read the survey results and the comments shared by our students!

The cost of a WoW! event is \$44,000, about \$15.51 per student. Each year, the school districts have used \$20,000 of their Perkins Grant monies towards operation of the event. The remainder of the cost is supplemented by donations from our regional businesses and other various organizations.

**Worlds of Work** is managed by Lord Fairfax Community College Career Pathways Consortium, in partnership with Barrett Machine, Inc., Frederick County Economic Development Authority, Northern Shenandoah Valley Regional Commission, and Winchester Economic Development Authority.

#### **WoW! Planning Committee**

**Jane Baker** Warren County Public Schools  
**Stacy Barrett** Barrett Machine, Inc.  
**Darcus Breneman** First Bank  
**Shirley Dodson** Winchester Economic Development Authority  
**Mary Beth Echeverria** Frederick County Public Schools  
**Jenna French** Shenandoah County Government

**Todd Lynn** Shenandoah County Public Schools  
**Leigh Ann Pettit** Page County Public Schools  
**Sally Michaels** Frederick County Economic Development Authority  
**Katie Rice** Winchester City Public Schools  
**Karina Rice-Roberts** Courtyard by Marriott  
**Holly Rusher** Shenandoah County Public Schools

**Becky Sandretzky** Northern Shenandoah Valley Regional Commission  
**Ashley Shickle** Northern Shenandoah Valley Regional Commission  
**Cathy Seal** Clarke County Public Schools  
**Jimmy Swindler** Rappahannock County Public Schools

The WoW! planning committee is working to establish an annual revenue to hold this valuable event without taking away from Perkins Grant monies which could be used elsewhere within the schools; to purchase a new piece of equipment or provide CTE educator training. Additionally, we do not want to depend on an uncertain source each year. It is our hope that we will establish sustained sponsorships from our community.

Sponsorships allow us to provide the following:

- Offer the field trip to our students free of charge
- Rental of the event site
- Purchase of 3,000 cinch sacks with the WoW! logo, and 3,000 WoW! passports for students
- Printing of 3,000 WoW! booklets for student use. The booklet features types of careers within work Worlds, the necessary skills and education to acquire them, as well as potential earnings
- Beverages and snacks to our business exhibitors and volunteers on event days

At this time, we do not charge our exhibitors for booth space. We feel participation from our businesses is invaluable; a day and a half of staffing and cost of setup as well as expense of supplies. We realize there are some companies that are able to exhibit as well as sponsor and other businesses that may not be able to exhibit but want to be a part of the event and provide sponsorship. Beyond our businesses, our community is full of very involved citizens that believe in stable, good paying jobs and offering our students an opportunity to explore their options. Your involvement in any way is tremendously beneficial to the function of the event and to the success of our future workforce!

We hope you will sponsor WoW! 2021 and become a sustaining WoW! sponsor for the future.

Sincerely,

The WoW! Planning Committee

