



# Eastern-in-the-News



## GREG ZIRK JOINS EASTERN AS WORKFORCE PROJECT MANAGER

Moorefield — Feb. 13, 2013 — In its new five-year plan, West Virginia's community and technical college system emphasizes its mission as the state's "first choice" for workforce development." That responsibility puts Greg Zirk, in his new job as Workforce Project Manager at Eastern WV Community and Technical College, squarely at the center of action.

"We are very pleased that Greg has joined our Workforce Training department at Eastern," said Dr. Charles 'Chuck' Terrell, Eastern's president. "His diverse background in industry, human resources and human services makes him an ideal person to take over the leadership, management and planning of training partnerships for the college, our learners, and the regional employers we serve."



**In his new job as Workforce Project Manager at Eastern WV Community and Technical College, Greg Zirk looks forward "to meeting with employers, both large and small, throughout the six county service area, to identify common and particular training needs, and to work toward meeting those needs through Eastern's Workforce Education."**

**Zirk has worked previously in diverse supervisory and managerial areas such as production, quality assurance, human resources and service, in both the private and public and sectors.**

Through its Customized Training program, Eastern offers specialized training — designed to meet the specific and particular workplace needs of any employer — to some or all employees at any level, including managerial.

"Some of our popular trainings to date include computer software, customer service, and leadership," said Ward Malcolm, Dean of Career, Technical and Workforce Education. "And we are delighted to work with individual businesses, local governments and non-profit employers to design and implement any kind of employee training needed."

As Workforce Project Manager, Zirk will "lead and manage training projects from design to evaluation phase," said Malcolm. "He'll travel around to meet the owners and operators of every business within our six-county service district, and beyond. Greg knows a great many people in our area, so he'll go out to talk about the college and our workforce services, and all of the options we offer to employers.

"More than that," Malcolm noted, "he'll find out what they look for in an employee, what traits and skills and knowledge are seen as particularly valuable."

In addition to those duties, Zirk will conduct surveys to discover what kinds of hobby interests district residents have, and what kinds of matching community education classes and workshops they would like Eastern to offer. "Greg will be the human connection who makes things happen," Malcolm said.

Zirk brings to the college 2 decades of manufacturing experience as a manager at American Woodmark and Wampler Foods, in departments as varied as production, quality assurance and human resources. He has also worked for nearly as long in the public sector, including many years as a supervisor, with the Department of Health and Human Resources.

A graduate of Fairmont State University, Zirk has also studied social work and business administration at Potomac State and Shepherd Colleges. Over the years, he has taken additional courses and workshops in numerous areas of leadership, administration and social work.

Previously licensed as a Social Worker, and certified by the Society of Human Resource Managers as a Professional in Human Resources (PHR), Zirk currently serves as president of Hardy Telecommunications' Board of Directors. He also serves as Treasurer of Moorefield Lodge No. 29 Ancient Free and Accepted Masons (AF&AM).

"I am very excited to begin my new duties as Workforce Project Manager," Zirk said, "and I look forward to meeting with employers, both large and small, throughout the six county service area, to identify common and particular training needs, and to work toward meeting those needs through Eastern's Workforce Education."

A lifelong resident of Moorefield, Zirk is married to the former Charlene Kessell, with whom he is a proud parent of five children.

For more information about Eastern's financial aid opportunities, programs of study, workforce training and community education, call toll free: 877-982-2322; or check the College's website: "[www.easternwv.edu](http://www.easternwv.edu)".

Serving the residents of Grant, Hampshire, Hardy, Mineral, Pendleton and Tucker counties, and fully accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools, Eastern West Virginia Community and Technical College is a comprehensive and equal opportunity community and technical college bringing the resources and assets of Education That Works to the families, communities and employers of the Potomac Highlands.