

## Monthly Business and Education Outreach Committee

July 28, 2021 via Zoom

### Attendees:

Dave Kilgore  
Sarah Morton  
Stephanie McNamara  
Linda Copeland  
Carol Coffey

Candace Spence  
Bo Bundrick  
Scott Kozuch  
Allyn Gutasuskas

The meeting was called to order by Dave Kilgore at 11:00 AM.

- I. The purpose of this meeting was to briefly keep Committee members in the loop regarding **Sector Strategies** and how they will impact businesses.
  - a. Candace Spence shared that CVPED is trying to focus more on Sector Strategies.
    - i. Although the Strategies have been written, the Partnership is requesting feedback from businesses on priorities or to clear up any questions.
    - ii. Candice (Spence) will be sending the Strategies out the afternoon of the meeting.
      1. The Strategies will be sent to the Committee in four different messages and she has requested a quick turnaround on response as the goal of the Partnership is to have the Sector Strategies officially pushed out within the first week of August.
- II. Dave (Kilgore) – The Sector Strategies dovetail nicely with the GO Virginia strategy as well as the development of **Employer Toolkits**. He emphasized the need of the expertise from the group.
- III. **Career Pathways** – Dave (Kilgore) shared the current status of the Career Pathways Model.
  - a. The diagram shared was one developed with the Employer Toolkit in partnership with Farmington Country Club.
  - b. Career Pathways support the Business Sectors.
    - i. Bo Bundrick said that the diagram shared is a very helpful visual because it is simple and easy to follow. Dave (Kilgore) pointed out that he would like to share these with everyone – business owners, educators, students, parents – everyone.
    - ii. Allyn Gutasuskas was enthusiastic toward the work done at this point. She asked how employers are connected with students?
      1. The Communications and Engagement Professional will be the one having those conversations once they are hired. Although not all conversations will be in person, the basic tools will be in place.
    - iii. PWDB needs to find more entry level workers coming into the region – the Implementation Grant will help attract who is needed. We can reach 20 employers in a solid way instead of a mass 200 employers in a general capacity.
    - iv. Carol Coffey suggested making sure numbers of jobs are in the prototype to try and fulfill the jobs effectively. This would also help to prioritize what is most important to focus upon first (re: Career Pathways)

- v. Laura Amdusky agreed that the graphics make the flow of the Career Pathways much easier to follow and offers her assistance in developing such a diagram for the next business.

IV. **Project Future kick-off**

- a. Mobile Resource Specialist – The wheels have been put in motion with Fluvanna County and the vision of the county is to have VCW-P presence in schools 2 days a month, in the local Library 1 day a month and in the Community Center 1 day a month. Goodwill is still in the process of hiring this position.
  - i. Dave (Kilgore) will be connecting with Madison and Nelson Counties to move toward similar kick-offs. To be effective the Specialist needs to be more mobile than just an office on location. The goal will be to take the services to the people instead of the people coming to the service.
- V. **BST** – The new policy is different by moving to a single point of contact model for businesses. The BST team is trying to understand how practical that is. Marty Bywaters-Baldwin and Alicia Lenahan are working through the ins and outs of the policy as they lead BST's in both planning districts.

Meeting adjourned at 11:30 AM.