

## Monthly Business and Education Outreach Committee

May 11, 2021

### Attendees:

Dave Kilgore  
Sarah Morton  
Stephanie McNamara  
Annette Hyde  
Carol Coffey

Candace Spence  
Bo Bundrick  
Becky Gartner  
Allyn Gutasukas  
Bryan Rothamel

Meeting called to order at 1:30 p.m.

### Business and Education Outreach Committee and Business Services

#### Review of Current Strategic Plan

- Dave Kilgore shared the current draft of the Strategic Plan for feedback and input.
  - Specifically, the Mission Statement, DEI Statement, and External Statement were reviewed and approved by the committee.

#### Sector Strategies

- Dave Kilgore led the discussion regarding Sector Strategies and opened the floor for feedback and discussion.
  - It is imperative that the committee be in agreement regarding next step priorities.
  - Some deliverables can be pushed out to a later program year.
  - Discussions surrounding approved sectors at the state level are important as the needs of the workforce evolve.
  - Sector needs/strategies will vary from company/employer to another, so it is key to keep in mind that one solution will not work for all.
- The strongest discussion surrounded the need to add Hospitality and Tourism to the approved Industry Sectors at the state level. Hospitality and Tourism is currently facing the following issues:
  - People pivoting to a different industry during the Pandemic and won't be returning.
  - Workers that didn't (and don't) have child care.
  - Carol Coffey asks if there is anticipation of workers returning to these Hospitality and Tourism roles once Unemployment Benefits are terminated?
  - Ray Knott suggested that we elevate the roles to make them more appealing
- Becky Gartner asked under which sector Green Industries would fall. Candace Spence responded that it would fall under Food and Beverage unless the crop could be made into a fabric, in which case it would fall under Manufacturing.

#### Dave Kilgore focused attention to the Strategic Plan, Priority 1A.

- **Priority 1A: Collaborate with the four business sectors to meet their needs. Leverage resources to create a workforce system that connects and aligns job seekers with employers and employers with job seekers.**
  - An example of putting this deliverable into action is the Employer Toolkit developed by VCW-Piedmont with guidance from Farmington Country Club (Allyn Gutasukas).

- It is addressed that retention is a huge problem in Hospitality and Tourism right now, specifically from the long term focus. We need to assist employers in creating programs. Currently, the committee has that lower on the totem pole, but would like to move it up.
- Bryan Rothamel said that he is a little hesitant to move it to a PY 2021 deliverable as it is already heavy. Would there be time?
- Allyn Gustauskas spoke up to say, in her opinion, it will create a domino effect in the economy and specifically the Hospitality and Tourism Sector. This would be by offering job experience thereby creating a stronger skill foundation and increasing retention.
- Bo Bundrick added that K12 has had this approach for the past three years by providing payment for the work experience as well as offering elective credits academically.
  - He encouraged the VCCS to do the same.
- When the topic of developing Business Strategies with other employers arose, Bryan Rothamel pointed out that businesses tend to shy away from hearing what they should be doing differently. He added that his suggestion is to approach it from a global perspective, they are less defensive.
  - Sarah Morton added in that we can offer strategies and if they choose to lean in for help, we can acknowledge growth opportunities and isolate gaps and barriers.
- The Committee agreed to leave long term strategies as is.

**Next Steps:**

- Dave Kilgore will make the necessary changes to the Strategic Plan and re-share with the committee.
- Dave Kilgore is working with Tom Gillette (PD 10 Goodwill) to come up with a Business Services Team plan to avoid overlap in meetings and groups. Currently, the BST and this committee overlap in actions and reporting quite a bit. He will keep the committee posted on the outcome.

Adjourned at 2:30 p.m.