

Monthly Business and Education Outreach Committee

November 9, 2021, via Zoom

Meeting called to order at 1:30 PM

Dave Kilgore
Candace Spence
Stephanie McNamara
Carol Coffey
Jeff Earney
Kelvin Whitehurst
Caroline Rice

Scott Kozuch
ThermaJean Cossette
Bryan Rothamel
Allyn Gutauskas
Annette Hyde
Bo Bundrick

I. Career Pathways

a. Dave started with a brief update of the Career Pathways Process

- i. A sample Career Pathways (Maple Berry Designs) was made to show as an introduction to potential clients.
 1. Bryan Rothamel pointed out that the various industries should be included with the Career Pathways Brand Ambassadors for clarity.
- ii. CTE Programs and Community Colleges
 1. Dave pulled the course catalogues from community colleges and high schools from the region and documented all the classes provided.
 2. Kelvin is in the process of reaching out to the community colleges and high schools to ensure they are being correctly represented.
 - a. This has been a tense conversation at times, as some institutions have wondered about the lack of participation, which has created a disconnect.
 - i. Dave met with the Charlottesville and Albemarle high school principals Oct. 19 to find a way to bridge this disconnect.

iii. Employers

1. Dave has reached out to 29 employers all around the regions and all from different industries.
 - a. Maybe 10-11 will have customized guides by the end of next week.
2. The sample CPG has been presented to 14 employers in the past 40 days or so.

3. We are waiting on 9 face-to-face meetings that have been scheduled. These employers have been shown the sample. One employer has decided that they do not have use for the CPG.
4. Dave discussed other Career Pathways Guide opportunities that have come up.
 - a. There was an opportunity to branch out to the Shenandoah Valley region, specifically with Devil's Backbone and received an invitation to a principals meeting in that region.
 - b. We have branched out to Fluvanna businesses.

b. Questions

- i. Bo Bundrick asked if Dave would be interested in attending a Louisa meeting (date is to be determined)
- ii. ThermaJean asked if any schools we had met with had given any examples of feeling a lack of engagement.
 1. Dave answered that despite efforts, they are unable to find businesses that are willing to help teach classes, provide internships, which has led to the disconnect.
 2. Bryan chimed in that they "speak on different planes" and had experience getting a few together with CTE programs, but that it's an important factor to consider.
 3. Allyn mentioned that the desire is there, but that it takes a certain type of intention, desire, and attention which are not easy to achieve or find. It takes a large commitment from the employers.
 - a. Dave agreed and said that this is not a short-term issue, but that we can hopefully start taking small steps towards resolving this issue.
 4. Bryan Rothamel asked how many clients we can onboard at a time without becoming overwhelmed
 - a. Dave gave various solutions to avoid this. Caroline will be able to visit businesses on her own, Economic Developers will be trained, and Marty and Jason will be trained to go out on their own eventually to cover Culpeper employers.

II. Video Rollout

- a. Kelvin introduced the video he made for Gaston & Wyatt.
 - i. Kelvin said that if anyone had any businesses anyone felt would benefit from a video, to please let anyone in VCW-Piedmont know.

1. Dave added that anyone attending should take advantage of this, as many businesses pay \$3000 to have a video like this made.

Meeting adjourned at 2:07