

Strategic Planning Committee Meeting
April 29, 2025
1-2 p.m.
MINUTES



I. Opening

- James Tsikerdanos
- Don Shotwell
- John Jackson
- Cheryl Kirby

Attendance: VCWP team members: Sarah Morton & Liz Burnett

II. Call to Order: James Tsikerdanos called the meeting to order, beginning at 1:05 p.m.

III. Discussion

- **Old Business: Review of discussion from the previous meeting**
 - Discussion continued how to move forward in communicating with the community. This includes educating the community about Virginia Career Work Piedmont and the services the organization and its partners provide.
- **Funding and Grants:**
 - The agency has been funded for another year, primarily through Federal funding.
 - Sarah Morton is actively submitting multiple grants, including Sentara, Manning Foundation, Truist, Atlantic Union, and the Melinda Gates Foundation.
- **Strategic Plan Updates:**
 - Discussion on revisiting the strategic plan, focusing on DEI (Diversity, Equity, and Inclusion) while considering funding implications. VCWP has shifted DEI to "unity, civility, grace, and respect" to align with current funding trends. This is reflected in the strategic plan posted to the VCWP website.
- **Collaborative Partnerships:**
 - Emphasis on the importance of strong collaborative partnerships and diversified funding streams.
 - Sarah Morton highlighted the need for proactive planning for training programs in emerging industries like solar, nuclear, and biotech, citing industry growth in our region.
- **Upcoming Events and Meetings:**
 - Sarah Morton is attending various events, including the Virginia Funders Conference, energy summits, and biotech hub meetings.
 - James suggests that VCWP communicate Sarah's event schedule regularly to board members for potential support and collaboration.
- **Fundraising and Annual Meeting:**
 - Sarah presented the idea of turning the annual meeting into a fundraising gala, showcasing the year's achievements and partnerships.
 - Offers the potential to sell tables and invite key stakeholders to support the Workforce Board.
- **Office Space and Co-Location:**

- Sarah led the discussion on the high cost of rent and the possibility of co-locating with other partners to reduce overhead.
- Exploration of alternative locations, such as Fashion Square Mall, for a co-working, one-stop facility model.

IV. Adjournment: Meeting adjourned by James Tsikerdanos at 1:58 PM

V. Action Items:

- Liz Burnett to compile and distribute a monthly newsletter detailing Sarah's event schedule and areas where board members can assist.
- Sarah Morton to interview a potential freelance grant writer and explore outsourcing grant writing tasks.
- Planning group to develop a framework for the fundraising gala, including potential speakers and sponsorship opportunities.
- John to inquire about the lease status and costs for the current office space on the mountain.

VI. Next Steps:

- Schedule a strategic planning session for September to review the strategic plan and set goals for the next year.
- Continue building community partnerships and engaging with key stakeholders.
- Explore opportunities for co-location and cost-saving measures for office space.

Committee Members:

James Tsikerdanos	Present
John Jackson	Present
Cheryl Kirby	Present
Kaki Dimock	Absent
Lorne Seay	Absent
Don Shotwell	Present
Steven Ray	Absent