



PIEDMONT REGION

**Piedmont Workforce Development Board (PWDB)
Business and Education Outreach Committee Meeting
Tuesday, February 8, 2022
1:30 PM – 2:30 PM**

Join Zoom Meeting:

<https://us02web.zoom.us/j/89896717175?pwd=TkRrMStleWcwa0FoQlYyRTUvVEpkUT09>

Meeting called to order at 1:31 p.m.

Scott Kozuch

Annette Hyde

Sheila Hoffman

Jeff Earney

Bryan Rothamel

Carol Coffey

Candace Spence

ThermaJean Cossette

Dave Kilgore

Jeff Earney

Kelvin Whitehurst

I. Business Outreach

- A. We have reached out to 43 businesses now.
- B. Dave Kilgore is finding that some businesses aren't necessarily interested in receiving a customized Career Pathways Guide (CPG), but many are interested in hosting hiring events or other support options
- C. 12 businesses in our target sectors have received a customized guide, and significantly more have received higher levels of support. This has exceeded our goal of reaching 15 for program year.
- D. Bryan Rothamel asked when the GO Virginia grant that is funding the CPG body of work runs out. The expiration date is September, but Dave Kilgore estimates that we will finish with it in August, and we will apply for another grant in April.

- II. Education Outreach Update
 - A. Business Career and Technical Education (CTE) Course Needs
 - 1. Businesses are being asked a series of questions related to what courses they need in order for students to enter their workforce.
 - 2. This matrix is still in the early stages, but we're seeing that different businesses have different needs.
 - 3. This has provided very helpful information so far, and it's hypothesized that this will become significant as we meet with more businesses.
 - B. Career Technical Education Course Enrollment Numbers
 - 1. We have started to keep track of the number of students enrolled in each CTE course at each school system in the Region. The plan is to connect businesses with the nearby schools to bridge gaps in course offerings.
 - a) It's likely that this will need to be done each school year.
 - 2. Kelvin Whitehurst and Sarah Morton have been leading this initiative by meeting each school system. This has resulted in a lot of discussion over expanding curriculums. They have also started creating promotional CTE videos (the first video of this series, made by Kelvin Whitehurst, was presented to the Committee).
- III. Open Discussion and Next Steps
 - A. Annette Hyde asked when Sarah Morton and Kelvin Whitehurst would be meeting with Madison County Public Schools (MCPS).
 - 1. They will be meeting the week of February 2, 2022.
 - 2. It's estimated that they will be done with the CTE courses by the end of the week of February 14, 2022.
 - 3. Annette Hyde asked that Kelvin Whitehurst and Sarah Morton reach out to her when meeting with Madison Schools.
 - B. Carol Coffey said that she would like to host PVCC training programs in conjunction with employers.
 - 1. Dave Kilgore suggested that she connect with Tracy Sides for getting connected with businesses in Louisa, Nelson, and Fluvanna counties.
 - C. ThermaJean Cossette would like to connect to see about getting a promotional video from Kelvin Whitehurst.

Meeting adjourned at 1:53 p.m.