



PIEDMONT REGION

**Piedmont Workforce Development Board (PWDB)  
Business and Education Outreach Committee Meeting  
Tuesday, April 12, 2022  
1:30 PM – 2:30 PM**

Join Zoom Meeting:

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

Meeting called to order at 1:33 p.m.

Scott Kozuch	Linda Copeland	Sarah Morton	Caroline Rice	Laura Amdusky
Bryan Rothamel	Annette Hyde	Kelvin Whitehurst	Jeff Earney	ThermaJean Cossette
Ray Knott				

- I. Business Outreach- 5 minutes
  - A. One-Stop Center Metrics
    - 1. 327 new hires in total
    - 2. 49 events hosted out of the One-Stop centers
      - a) Sarah Morton noted that this number would normally be higher, but it's lower due to the pandemic.
  - B. Grant Metrics- Career Pathways Guide

1. Fifty-eight businesses have been contacted, 41 from the four target counties. Twenty-seven have been presented the Career Pathways Guide (CPG) and 13 have received and are using their customized guides.
    - a) VCW-Piedmont has met the KPI requirements for the grant through which the CPG body of work is funded.
    - b) The CPG has been adopted by the Shenandoah Valley Region. Interest has been expressed by people in Illinois and Colorado.
    - c) There is an opportunity to continue and expand the CPG through another Go Virginia grant that VCW-Piedmont applied for.
- II. Education Outreach Update- 15 minutes
- A. Career fairs/events
    1. Greene County Ag Day- Video
      - a) Kelvin Whitehurst filmed a video at Greene County Public Schools' Agriculture Field Day that taught elementary school students where the food on their table comes from.
      - b) There is agreement that there should be a youth-led committee to give adults their perspective on the workforce.
    2. PVCC- 3/30
    3. UVA Apprenticeship Event- 4/12
      - a) This was hosted with the Facilities Management department at UVA.
  - B. Community Colleges- Database
    1. Sarah Morton and Kelvin Whitehurst have spoken with the three community colleges in the Region to establish and bridge gaps in communication between businesses and schools.
    2. Germanna Community College has expressed interest in the CPG and will hire a Career Technical Education Coordinator to work with high schools in their region.
  - C. Pepsi- Rappahannock County Schools
    1. ThermaJean Cossette attended a Job Fair Expo at Rappahannock County High School April 6, and she had a chance to connect with many students.
- III. Open Discussion and Next Steps- 10 minutes
- A. New Grant Opportunity
    1. VCW-Piedmont applied for another Go Virginia grant, Talent Supply Connector, to help connect students with businesses for internships. This will be a 2-year grant if accepted. Sarah Morton mentioned that a few committee members may be contacted about providing internship opportunities to students.
  - B. High School Events
    1. Greene County is hosting a two-part career fair April 18th to reach teens and adults.

2. Orange County High School is also hosting a Career Fair, anyone interested in attending should contact Marty Bywaters-Baldwin
  3. Culpeper High School is hosting a Career Fair for seniors April 13th.
- C. WIOA
1. Sarah Morton is constantly looking for new funding opportunities to ensure WIOA is as inclusive as possible. This is one of the motivations for seeking the Talent Supply Connector grant.
  2. Sarah Morton would like committee members to send along the names of any students they feel would be productive in establishing a youth workforce committee.
- D. There will be communication as to whether the next meeting will be virtual or in-person. It was agreed upon that committee members are willing to travel throughout the Region.

Meeting adjourned at 2:07