



PIEDMONT REGION

**Piedmont Workforce Development Board (PWDB)
Business and Education Outreach Committee Meeting
Tuesday, May 10, 2022
1:30 PM – 2:30 PM**

Join Zoom Meeting:

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

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

Sarah Morton	Jeff Earney	Candace Spence		
Bryan Rothamel	Annette Hyde	Kelvin Whitehurst		
Ray Knott	Caroline Rice	Bo Bundrick		

- I. Business Outreach- 5 minutes
 - A. Project Future
 - 1. Career Pathways Guide (CPG) customized for Albemarle-Charlottesville Regional Jail

2. CPG presented to Albemarle County, customization meeting to be scheduled
 3. CPG introduced to Lidl US via email
 - a) Reached out to us for workforce, recruitment, and retention strategy assistance
 4. Tracy Sides recognized by Louisa Chamber of Commerce for her business support and leadership of Workforce Committee
 5. Year-end CPG video featuring all the businesses that received customized guides
 6. Featured in this month's Sector Strategies and Career Pathways Academy Newsletter
 - a) Included a client testimony from Mike Kavros at Callie Opie's Orchard in Louisa
 - B. Joined Nelson Community Wellness Alliance as the workforce representatives
 - C. VCW-Piedmont met with the Central branch of the Small Business Development Centers to give more information on the CPG body of work and how it can be used to assist new businesses
 - D. Sarah Morton has been working with Carl Stafford on how to develop workforce through the Carver Center
- II. Education Outreach Update- 15 minutes
- A. Sarah Morton met with Betty Jo in Madison County about developing innovation labs for Career Technical Education students
 - B. VCW-Piedmont has been asked to share their CTE matrix with the Governor's office to match students with career opportunities. It was requested that the committee communicate with potential businesses in their respective localities that they will be contacted
 - C. Orange County is in the process of finding a new location for the CTE center.
 1. They are looking for a new superintendent, so the future of their CTE program is unknown at this time
 - D. Career fairs/events
 1. 4/21 Orange County High School career fair
 - a) Kelvin Whitehurst made a video highlighting this event
 2. Madison County High School job fair cancelled
- III. Open Discussion and Next Steps- 10 minutes
- A. June 8th Board meeting at CTEC—shoutout to Bryan Rothamel and Marty Bywaters-Baldwin for coordinating!
 - B. VCW-Piedmont has been moved to the next phase of the Talent Supply Connector grant.
 - C. Jason Ford was hired as Operations Manager for the VCW-Piedmont office

Meeting adjourned at 1:57 p.m.