



PIEDMONT REGION

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

Meeting called to order at 1:32 p.m.

Scott Kozuch	Jeff Earney	Carol Coffey	Allyn Sinderbrand	ThermaJean Cossette
Charles Bodden	Bryan Rothamel	*Annette Hyde	*Jess Peregoy	*Ray Knott
*Gary Spry	*Shawn Woodfolk			

*Denotes absent committee members

- I. Business Outreach
 - A. Project Future
 - 1. Charles offered to serve as the Healthcare industry representative.
 - B. Re-entry Citizens
 - 1. ThermaJean asked if she V3 Certified employers can also claim the Work Opportunity Tax Credit when hiring qualified veterans.
 - a)
- II. Education Outreach
 - A. LinkedIn Learning Updates

1. The benefit on the LinkedIn Learning program was shared as an option individual business can pursue, however VCW's contract was not renewed.

III. Open Discussion and Next Steps

- A. Sarah shared a focus in our next steps is to serve the re-entry population in our region through the newly created Re-entry task force.
- B. Sarah shared the importance of improving digital and financial literacy within the work environment. Proposing the question, how do we create a structured path or program to get folks access to the resource that can improve their skills in both areas?
- C. Jeff shared that his current workforce has been using slack to improve communication throughout the entire staff. Stated it was a challenge at first, however the platform has made communication and announcements much easier and streamlined.
- D. Scott shared the importance of 1 on 1 training with folks to make learning new platforms and programs more impactful.
- E. Allyn shared that even for positions that don't require advanced technical skills, fewer and fewer people can easily apply for jobs and do onboarding without digital literacy skills.
 1. Shared her use of Human Resource Information Systems (HRIS) platforms to improve the sharing of vital updates and communication within her team.
- F. ThermaJean shared the strongest benefit that existed when using an HRIS platform was the utilization of an app. Many different features that were available on the app presented the strongest benefit to the employees (Payroll, Clocking system, Announcements, etc.)
- G. Sarah shared that many organizations are transitioning to digital evaluations, therefore digital literacy is ever important even for current employees.
- H. Within the Talent Supply Connector Grant, (Develop Culture Shift Education and Leadership Coalitions) to encourage the discussion of the benefits that come with employment. Benefits like insurance, retirement, PTO accumulation, and various other options that come outside of the job specific duties.
- I. A potential next step is to create surveys to gather data around on what needs have been seen within businesses regarding digital literacy as a priority for them.
- J. Scott shared the benefit in empowering the individuals in the digital realm. It creates a strong sense of trust and appreciation when you train someone in such an impactful life skill.
- K. Jeff shared the importance of sharing the benefit to the employee. If you're going to share/increase workload, what benefit will they gain from learning that new skill.

- L. Carol reinforced the relationship between employers and the investment in employee strategies., PVCC has invested in a computer lab that has been very successful by allowing folks to use technology, in addition to doing some targeted workshops
 - 1. PVCC will be hosting a basic computer workshop in Nelson County.
 - 2. PVCC is very interested in partnering with any organization on increasing knowledge in the digital field.
- M. Allyn stated there is still work to be done with employers for them to understand and embrace training programs. A priority is building that trust and rapport with businesses to take the chance and utilize the opportunities and programs that do exist.
- N. Sarah stated that companies should focus on investing in the employees and not the position. The real benefit comes from the result of that investment, and it's not something that can simply be said. It must move to action.

Meeting adjourned at 2:17 p.m.