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network

CLEO & PWDB Annual Meeting

June 17, 2025



Agenda

Culpeper Technical
Education Center
(CTEC)

17441 Frank Turnage Dr.
Culpeper, VA 22701



**VIRGINIA
CAREER WORKS**

PIEDMONT REGION

Annual CLEO & PWDB Meeting

June 17, 2025 ~ 3:00-4:30 PM

Agenda Item	Presenters
Call to Order	Ann Mallek/Annette Hyde
Roll Call/Determine of Quorum	Stephanie McNamara
Opportunity for Public Comment*	Ann Mallek/Annette Hyde
CLEO Items Requiring Approval	Ann Mallek
March 2025 Meeting Minutes	
New Board Member - Jessica Thompson	
Review Exec Committee Highlights (No Vote)	
PWDB Items Requiring Approval	Annette Hyde
March 2025 Meeting Minutes	
New ETPL Provider Approval	
New ETPL Programs Approval	
Updated VCWP Bylaws	
Financial Updates	Ti-Erra Elam/Sarah Morton
Director's Report	Federal and State Updates Sarah Morton
	Annual Report
Provider Presentation	Marty Bywaters-Baldwin
	Rappahannock Goodwill Industries (RGI)
Committee Updates	
	Business and Education Outreach Gary Spry
	Strategic Planning James Tsikerdanos
	Programs John Baldino
Adjourn	Ann Mallek/Annette Hyde

Americans with Disabilities Act: In accordance with the Americans with Disabilities Act, the PWDB will make reasonable efforts to accommodate persons with qualified disabilities. If you require an accommodation, please contact Sarah Morton, EO Officer at smorton@vcwpiedmont.com | (434) 290-0026 | TDD/TTY Dial 7-1-1 Toll-free. Requests for assistance should be made at least three business days in advance of the meeting.

Public Comments

VIRGINIA CAREER WORKS – PIEDMONT REGION COUNCIL AND WORKFORCE DEVELOPMENT BOARD MEETING PUBLIC COMMENT FORM

Virginia Career Works – Piedmont region Council and Workforce Development Board meeting. Please email as an attachment to smorton@vcwpiedmont.com with the subject line “VCW-P CLEO and PWDB Comments.” Submissions will be accepted until 7 AM on the day of the meeting.

Name: _____

Organization: _____

Email: _____

Comments in the area below:



CLEO Items Requiring a Vote:

- March 2025 Meeting Minutes
- New Board Member Nomination
 - Jessica Thompson – Orange County
- Executive and Finance Committee Findings (No Vote)

Board Items Requiring a Vote:

- March 2025 Meeting Minutes
- New ETPL Provider and Programs
 - Nomad Nursing, LLC
 - Direct Care Aide (DCA)
 - CPR
- Updated VCWP Bylaws

Financials

Executive Director's Report



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PY25 – PY26 PWDB and CLEO Planning Retreat



Scan QR Code for
Availability Voting

Federal and State Update



PIEDMONT REGION

Supporting Recent Layoff Events with Rapid Response Support

1) FEDERAL WORKFORCE

- Recently added **resources page to VirginiaHasJobs.gov for small businesses / Federal contractors** looking to pivot
- Hosted **Commonwealth-wide webinar in partnership with northern VA workforce boards and VEC** to share resources available around UI, upskilling, career coaching & resume review, and an employer panel
- Continue to host **Virginia Has Jobs virtual hiring events**
 - Cumulative 525 participating employers, 13,753 job seekers, and 16,000 applications submitted for 17,923 vacancies to date
 - 5/20 focused on the Valley and Piedmont regions, 32 employers and 1090 job seekers
 - Next will be on 6/17, hybrid event with online and in person options for the Southwest region
- Also want to shout out **Arlington / Alexandria Workforce Council's recent in-person Federal Resource Support Expo –over 700 job seekers in attendance**, 35 exhibitors, 300 headshots taken, 110 resumes reviewed

2) GEORGIA PACIFIC

- **Launched virginiaworks.gov/georgiapacific within 48 hours** listing locations for support, available programs, and community mental health resources
- Hosted **two impacted employee information sessions** within 2 business days of official announcement
- **With Crater Region Workforce Board, supported Georgia Pacific sponsored hiring event** with 40 employers as well as pre-scheduled Community wide hiring event with 100 employers - engaging over 300 impacted workers with printed materials and handouts
- **Building Community Support Plan** in partnership with Crater Region Workforce Board, includes weekly support "open house events" on UI assistance, health insurance, resume writing, interviewing, etc.
- Scheduled second major hiring event in early July, followed by pop up events with individual employers at Emporia center

WHAT CAPABILITIES DOES VIRGINIA WORKS BRING?

How do we prepare for 2030?

Moonshots

#1 in Future Readiness

#1 in Workforce Availability & Agility

#1 in Skills Match

#1 in Experiential Learning

What We Commit To

Facilitate world-class, omnichannel service delivery to both employers and individuals

Build active, resilient partnerships at the state and local level

Build the highest-performing client service organization

Implement effective and responsive sector-focused talent strategies

Build a nation-leading workforce tech stack

Track & forecast workforce supply / demand, system capacity, and program outcomes in near real time

Key Actions & Enablers

- Create and disseminate relevant, timely, and actionable career navigation content
- Implement omnichannel client experience – digital, in-person, hybrid
- Create and communicate a unified external brand
- Lead in how we use metrics / outcomes data to drive service delivery improvements
- Establish mechanisms for continuous client needs analysis & “market scanning”
- Lead in how we bring partners together to diversify and grow our collective funding
- Lead in convening the Commonwealth’s workforce ecosystem, cataloging programs, and building an engaged best practices network
- Lead in how we share data to support collective goals
- Formalize Virginia Talent Network as collaborative group of state partners led by VW, VEDP and Chamber that showcases talent solutions to employers
- Create easy-to-use, digital program reference guides to enable all to serve as connectors
- Upskill and cross-train all agency staff on program service delivery
- Continue professional development w/focus on communication and accountability
- Launch employee recognition & awards programs
- Design and implement career pathways & work-based learning talent programs (i.e. RA)
- Design and implement industry community of practice (COP) structure
- Refresh and digitize business services catalog / approach to present unified, holistic view of business services
- Rethink Rapid Response to provide true layoff aversion services
- Implement employer CRM
- Embed AI into job search tools
- Continually improve how data feeds decision making and policy making
- Create operations dashboard
- Implement customer satisfaction measurement at scale, including employer NPS
- Begin to define and measure return on investment



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WHAT CAPABILITIES DOES VIRGINIA WORKS BRING?

Focal sectors / sector strategies

TRADED
SECTORS

1

**Knowledge
Work** (Business
Services, Software &
Cybersecurity,
Financial Services)

2

Manufacturing
(Advanced Materials,
Food Processing &
Manufacturing,
Biopharmaceuticals)

3

Logistics

NON-TRADED
SECTORS

4

Health Sciences

5

Construction

6

Education

Four Key Indicators of our Economic Landscape



**Payroll
Employment**

4,272,700 in April. 268,100 added since January 2022.



**Labor Force
Participation**

65.4% in April. Increased 1.1 points since January 2022.



**Unemployment
Rate**

3.3% in April.



Job Openings

221,000 as of March.

Source: "Virginia's April Unemployment Rate increased by 0.1 percentage points to 3.3 percent; Labor Force Participation Rate decreased by 0.1 percentage points to 65.4 percent and Employment decreased by 13,845 to 4,427,162." Virginia Works, May 21, 2025, <https://www.virginiaworks.gov/monthly-state-unemployment-rate/>.



Positive Virginia JOLTS Trends on the Last Business Day In March

While marquee labor market indicators like the unemployment rate have been quiet in recent months, some less-followed indicators painted a positive outlook heading into the second quarter of 2025.

1

Layoffs significantly dropped (18,000, or over a third) over the month.

The number of layoffs and discharges in Virginia was 34,000 in March, 18,000 lower than February's revised estimate. This was down 23 percent over the year and reached a multi-year low.

2

Job openings rose modestly over the month and remained five percent higher than five years earlier.

There were 0.7 unemployed per job opening in the Commonwealth, compared to one unemployed per job opening nationwide.

3

Layoffs were lower than in any month going back to February 2023.

Layoffs and discharges are countercyclical, which means that layoffs typically increase during economic contractions and decrease during economic expansions.

4

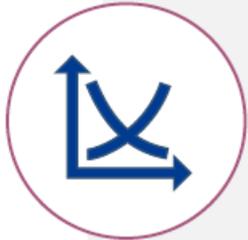
Quits as a percentage of total job separations rose to 69%, a multi-year high.

An estimated 88,000 workers quit jobs from Virginia employers in March.

5

Layoffs were nearly 90 percent lower than in March 2020.

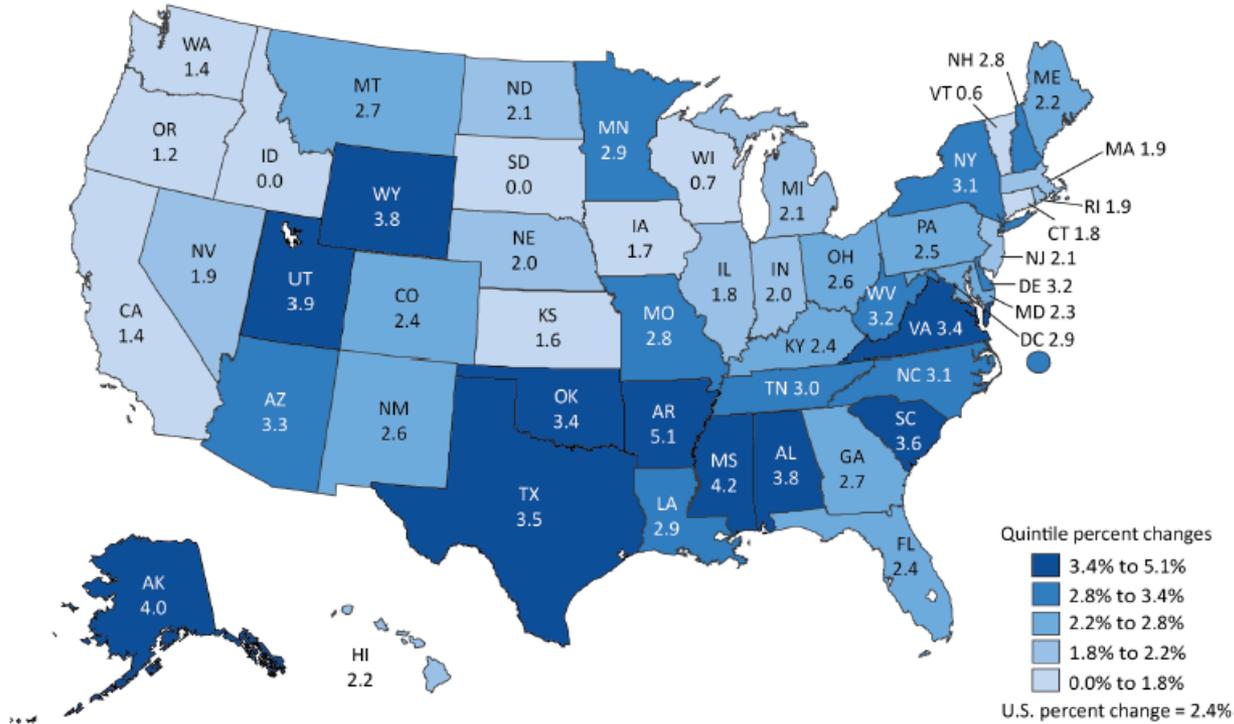
There were nearly 300,000 layoffs at the beginning of the Covid pandemic in March 2020.



The Commonwealth had a Rapidly Expanding Economy Heading into 2025

Recent months' slowdown in labor force growth and rising unemployment followed a period of rapid economic expansion in prior months. The Commonwealth's economy expanded at a 3.4 percent annualized rate in 4Q24.

Real GDP: Percent Change at Annual Rate, 2024:Q3–2024:Q4



U.S. Bureau of Economic Analysis



Annual Report



PIEDMONT REGION

2024-2025 Impact

THANKS TO THE SUPPORT OF OUR PARTNERSHIPS AND COMMUNITIES.

Career seekers at Virginia Career Works - Piedmont have access to a range of services, including career counseling, financial literacy, resume writing, mock interviews, job skill training, and job search support. Additionally, we provide support for unemployment insurance, youth services for career seekers aged 14-24, and access to computers.

Virginians Served

5,172
Total Individuals

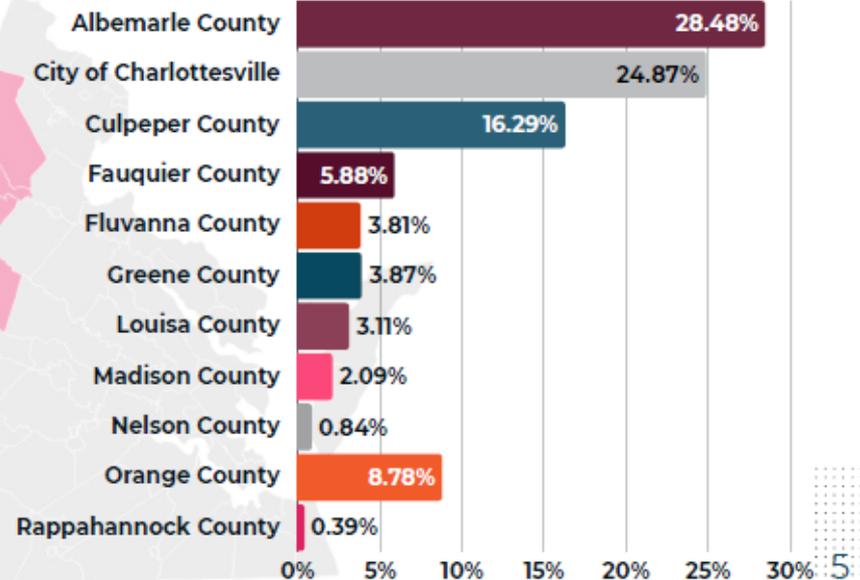
543

Job Placements

75

Credentials Earned

Localities Served by Percent



**VIRGINIA
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Workforce Innovation and Opportunity Act Title I

THE PRIMARY FOCUS OF WIOA

- **Increasing Employment and Job Retention:** WIOA aims to boost employment rates and enhance job retention among participants by offering tailored support and training.
- **Elevating Earnings and Economic Stability:** By equipping individuals with marketable skills and credentials, WIOA seeks to elevate earnings and foster economic stability within communities.
- **Providing Occupational Skills Training:** Access to industry-recognized credentials is a cornerstone of WIOA, enabling career seekers to thrive in target industries and meet evolving market demands.

PARTICIPANT CREDENTIALS BY INDUSTRY

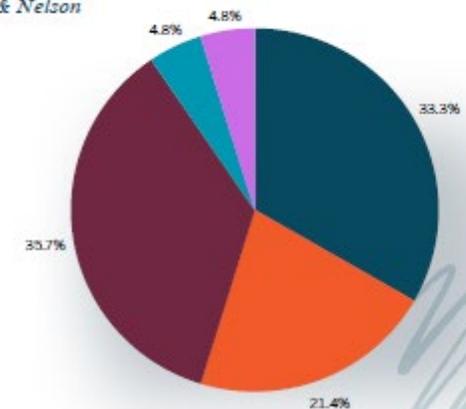
Planning District 9

Counties of Culpeper, Fauquier, Madison, Orange & Rappahannock



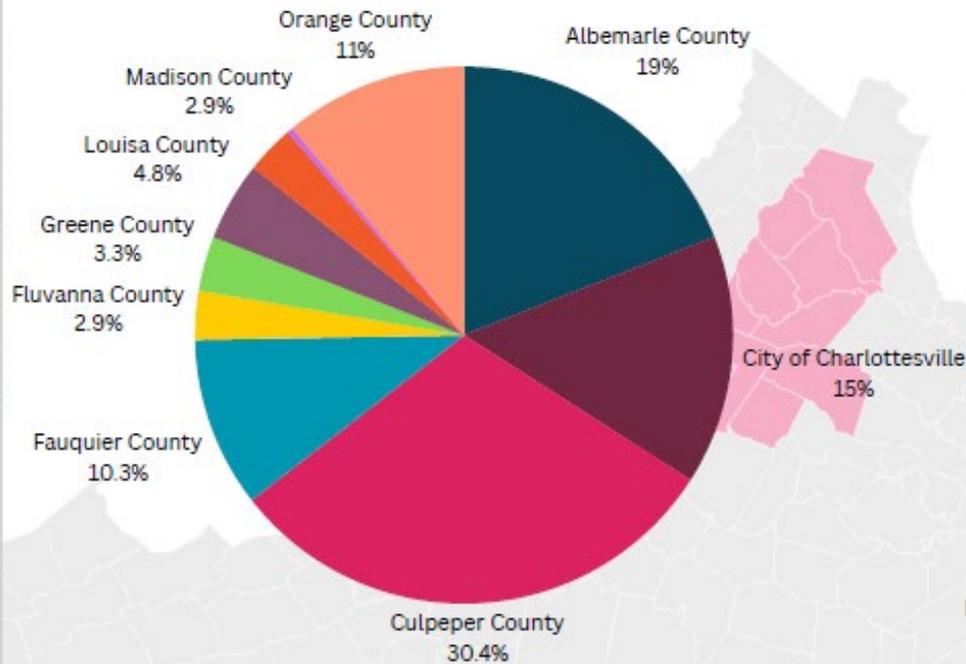
Planning District 10

City of Charlottesville and the Counties of Albemarle, Fluvanna, Greene, Louisa & Nelson

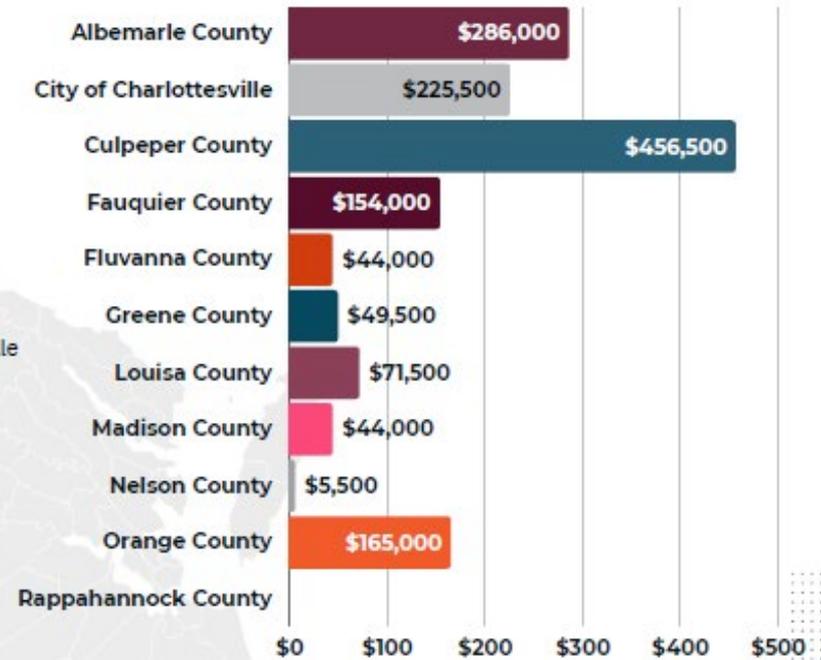


Workforce Innovation and Opportunity Act Funds by Locality

Enrollments by Locality



Training Funds Available



Year Over Year Performance

VCWP has remained steadfast in its mission to provide comprehensive workforce development solutions. The decrease in numbers from PY 23 to PY 24 are due to cuts in funding for our region, limiting our center services and staffing hours to Monday through Thursday instead of the previous Monday through Friday hours. Fridays are now reserved for the program provider team to complete case follow-ups and reporting. Despite this change, our impact remains profound over the last six program years:

↑ **42,186**
total people served

We will serve more than 7,700 individuals in 2024, which is a 27.4 percent increase since 2019.

↑ **3,123**
individuals placed in jobs

A testament to our growing reach and effectiveness in connecting with those in need of career support.

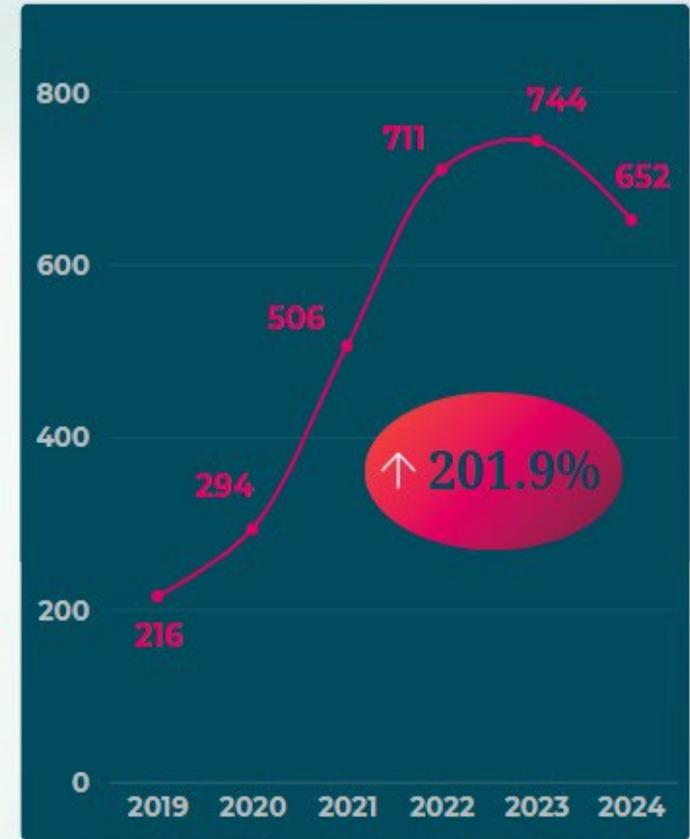
↑ **707%**
increase in credentials earned

Improving skills in our community.

↑ **329**
WIOA Program Participants

Leveraging federal resources to equip individuals with the skills and tools necessary to thrive in the workforce.

JOB PLACEMENTS BY YEAR



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Workforce Innovation and Opportunity Act Title I

EMPOWERING CAREER SEEKERS AND EMPLOYERS

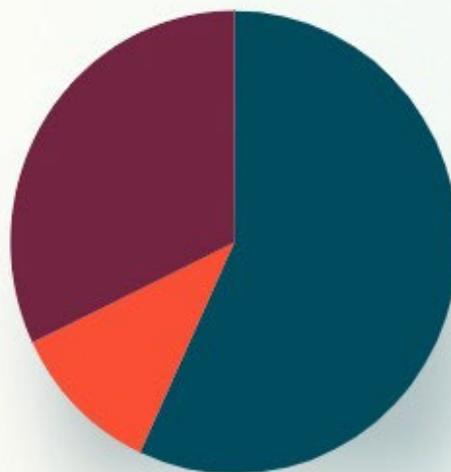
At the core of the Workforce Innovation and Opportunity Act (WIOA), Title I is a dual mission: to equip adults, youth, and dislocated workers with the tools necessary for achieving self-sufficient employment and to assist employers in accessing a pool of qualified candidates. Through the American Job Centers in the Piedmont region, WIOA channels essential funding and resources to drive impactful outcomes for both individuals and businesses.

OBJECTIVES:

- Career Services
- Training Services
- Supportive Services



WIOA PARTICIPANTS BY PROGRAM



External Funding

External funding is not just helpful; it is essential to sustaining and expanding our impact in the community. This critical support empowers us to stretch every dollar further, enhancing our programs and services for individuals seeking employment, career growth, and skills development. External investments enable us to reach more people, adapt to evolving workforce needs, and build a resilient, skilled labor force. By supporting Virginia Career Works – Piedmont, stakeholders are not only helping individuals and businesses thrive, but they are ensuring that every contribution counts toward a stronger, more prosperous community.

Funding Partners



JOBS PLUS



**Grants
\$647,116**



**LOCALITY FUNDS
AVAILABLE
\$94,722**



**WIOA & FEDERAL
FUNDING
\$857,939**



**TOTAL FUNDING
\$1,599,777**



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Provider Presentation

Rappahannock Goodwill Industries

Marty Bywaters-Baldwin, Chief Mission Officer



Success Story: Paid Work Experience

WIOA & Center Operator
Update



CODY BANKS
Owner, Head of Design

BANKS GRAPHIC DESIGN ✦

Internship Competencies

- Logo Design
- Social Media Marketing
- Photography and Videography
- Brand Messaging
- Client Consultations



LEXI WETZEL
Intern



**Lexi Wetzel
Design**

Goodwill 
RAPPAHANNOCK

VCWP Dashboard - Year-to-Date

All comparisons to PY23 baseline year

People Served/Mo.

638/mo ↓

- 11.14% v. PY23 (718/mo.)

Job Placements/ Mo.

52/mo ↓

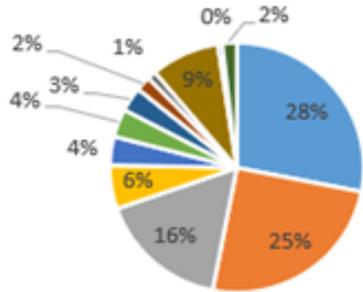
-17.46% v PY23 (63/mo.)

WIOA Participants YTD

289 ↑

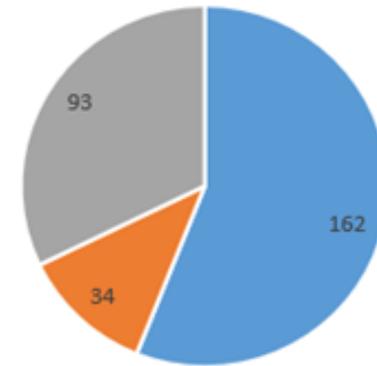
+17% PY23 (247 ytd)

Job-seekers Served by VCWP Centers



- Albemarle County
- Fauquier County
- Louisa County
- Orange County
- Charlottesville City
- Fluvanna County
- Madison County
- Rappahannock County
- Culpeper County
- Greene County
- Nelson County
- Other

WIOA Participants - Area 6



- Adult
- DLW
- Youth



PD10 UPDATES

- VCWP hosted one of the monthly VA Works Town Hall meetings featuring Commissioner Nicole Overley, supporting ongoing discussions on workforce initiative.
- The Area 6 team celebrated Juandiego Wade's retirement from Albemarle County DSS and the Career Center, honoring his years of service and impact.
- Participated in the WMHS College and Career Expo in Greene County.
- **162** Employers served (July-May)
- **79** Hiring Events





PD9 UPDATES

- Center Manager represented VCW at the Chamber's State of the Community Workforce Panel sharing the resources available through the workforce system in our area.
- VCW-Culpeper supported CTEC & Culpeper schools with the 6th annual senior job fair & Signing Day with 60 students celebrated as "Enrolled, Enlisted, or Employed."
- Pd9 Team is learning Spanish thanks to weekly classes from Culpeper Literacy Council.

Welcome, **Alfredo Hernandez!**

WIOA Adult/DLW Career Navigator in Charlottesville



- Marty Bywaters-Baldwin
- marty.baldwin@fredgoodwill.org



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PWDB Committee Reports

Business and Education Outreach

Gary Spry

Strategic Planning

James Tsikerdanos

Programs

John Baldino



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