

Piedmont Workforce Development Board (PWDB)
Business and Education Outreach Committee
Monthly Meeting Minutes



Business and Education Outreach Committee Monthly Meeting
Tuesday – January 9, 2024
1:30 PM - 2:30 PM
Via Zoom

In Attendance: Scott Kozuch, chair
Gary Spry, Brian Rothamel, Jess Peregoy, Shawn Batten, Kyaw Khine, McKenzie Smith

I. Call to Order Scott Kozuch

The meeting was called to order at 1:30 pm.

II. Review of Meeting Minutes, November 14th, 2023, Scott Kozuch

III. Topics

Kyaw Khine's Report:

- There will be a Business Coalition #1 Manufacturing Businesses event at the Northside Library on January 10th from 10:30 am until 12:00 pm.
- At the next business coalition event, we will discuss workforce gaps and exchange manufacturing best practices.
- In Madison County, an upcoming Business Coalition #2 will be on January 31st, 12 PM - 2 PM at Revelations Vineyard.
- Presentation of Rack Cards
- Outreach initiatives in Strategic Plan (2024-27)

Shawn Battens Report:

- Starting next week, the work-based learning academy will be launched in Greene County, Charlottesville City, Lugo McGuiness, and Rappahannock.
- Our second cohort is nearing completion, while literacy and business components are underway in Greene.
- We are assisting Frank Churillo with finding interns and apprentices for his small business, helping with social media, joining the workforce center events, marketing, and flyers, and sharing information with schools and community colleges to assist him in recruiting.
- It is important to us that we increase his social media presence, work with the workforce center, and spread information out to the schools and the community college so that we can help him recruit.
- We are working towards digitizing all our resources, making them easily accessible through all online platforms.
- In December, our team attended a conference on higher education.

McKenzie Smith's Report

- Talent Supply Connector Grant updating information on launching the academy.
- Nelson County we are meeting next week with the CTE director to discuss launch dates.

III. Comments

- Presentation Rack Cards Kyaw Khine
 - It was suggested that company social media handles be added to the rack card graphics to engage a younger audience and add more diversity to the graphics of people on the rack cards.

- Jess Peregoy's Report

Greene County Public Schools is hosting a Career Expo at William Monroe High School on March 28th, 2024. This is an all-day event providing businesses, colleges, and organizations the opportunity to showcase their career field to middle & high school students, as well as to our community after school hours.

IV. Adjournment

Scott Kozuch

The meeting was adjourned at 2:23 pm.

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