



PIEDMONT REGION

**Piedmont Workforce Development Board (PWDB)
Business and Education Outreach Committee Meeting
Tuesday, January 11, 2022
1:30 PM – 2:30 PM**

Join Zoom Meeting:

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

Meeting called to order at 1:31 p.m.

Candace Spence	Bo Bundrick	Scott Kozuch
Raymond Knot	Bryan Rothamel	Bo Bundrick
Dave Kilgore	Carol Coffey	
Sarah Morton	ThermaJean Cossette	

- I. Promotional Business Video Showing
 - A. Caroline Rice showed the Career Pathways video that Kelvin Whitehurst made for Gropen.
- II. Career Pathways Guide (CPG) Update
 - A. The body of work has been expanded to talk about registered apprenticeships, hiring individuals with disabilities and re-entry citizens.
 - B. Virginia Career Works-Piedmont (VCW-Piedmont) also does a lot of work with Partners and has started keeping track of related data to ensure they are fulfilling the grants that fund the CPG.

- C. Thirty-seven businesses have been introduced to the Guide, 24 businesses have been presented to, and eleven businesses have received customized guides.
 - D. There is a target of serving 100 career-seekers by June 2022. As of right now, 179 have been served.
 - E. Dave Kilgore opened the floor for questions regarding businesses and Career Pathways
 - 1. ThermaJean Cossette asked how businesses seem to be utilizing their personalized video and Career Pathways Guide.
 - a) Jeff Earney said that Gaston and Wyatt is using theirs for internal purposes for new employees.
- III. Education Outreach- CTE Courses
- A. Kelvin Whitehurst and Sarah Morton have been reaching out to Career and Technical Education (CTE) Directors and Directors of Adult Education to bridge gaps in communication.
 - B. Formal meetings with directors start tomorrow (1/12/22), during which Sarah Morton and Kelvin Whitehurst will present the CPG and explain how it has helped mitigate workforce gaps throughout the Region.
 - C. They have also started pulling CTE data to map out what courses are offered, gaps in training, and to better align with employers. Community colleges are also included in this matrix.
 - D. Dave Kilgore said that, while there has been success in the past, recruitment of businesses for whom to customize a Career Pathways Guide has slowed down. He called on other meeting attendees to send any businesses they might know could benefit to send them to VCW-Piedmont.
- IV. Love Louisa Magazine Article
- A. Caroline Rice was recruited by Tracy Hale Clark (Executive Director of the Louisa County Chamber of Commerce) and Dave Kilgore to write an article about workforce development in Louisa for a local magazine, Love Louisa. Businesses that received a CPG were featured with pictures for publicity, and quotes from Bo Bundrick and Tracy Hale Clark were included.
 - B. A draft has been sent to Tracy Hale Clark. Caroline Rice is awaiting approval for the article to be published.
- V. Opportunity for Public Comment/Open Discussion
- A. Bo Bundrick commented that Tracy Sides is doing a great job immersing herself in Louisa County.
 - B. Sarah Morton reminded everyone to please continue engaging with VCW-Piedmont's social media posts and to send along any upcoming events that can be posted to Kelvin Whitehurst and Caroline Rice.

Meeting adjourned at 2:20 p.m.