



PIEDMONT REGION

**Piedmont Workforce Development Board (PWDB)  
Business and Education Outreach Committee Meeting  
Tuesday, July 11, 2023  
1:30 PM – 2:30 PM**

Meeting called to order at 1:45 p.m.

Scott Kozuch	Annette Hyde*	Bryan Rothamel	Carol Coffey	Shawn Woodfolk*
Gary Spry	Jeff Earney*	Jess Peregoy	Sarah Morton	Anglea Hobson
Stephanie McNamara	Kyaw (Joe) Khine			

\*Denotes absent committee members

- I. Review of Meeting Minutes, June 13, 2023
  - A. Meeting minutes were posted on the website for review prior to today's meeting.
  - B. Comments from the June 13, 2023, meeting include:
    1. Sarah Moron reported that the Career Pathways team is working on the Counselors' Coalition and developing a framework that will support Juniors and Seniors from local high schools. The students will participate in a Work Based Academy to include career readiness such as, cover letter and resume writing, career selection process, Financial literacy such as reading paycheck stubs, opening bank or credit union accounts, reading personal checks. The TSC coordinators will work with students to pipeline into employment with our business partners.
    2. Chef Antoine from Culinary Concepts will facilitate a program with Dylan at the jail to connect released individuals with employment. This process will start 6 months prior to the release date. Participants will earn a Serve Safe certification.
    3. The transition from the state is progressing slowly but projected to complete transition by July 24th and move into full implementation.
    4. Scott inquired about the volume of foot traffic at the new campus. Sarah reported between 7-15 individuals/day with continued high volume at the old location. USPS was packed last session with 12-15 individuals. The new location allows for the division of testing and interview sites.
    5. Sarah is also working in tandem with the school systems. They will have a

presence at the Let's Get Connected Summit in the fall along with school counselors, PVCC staff, Mr. Donnelly, and other partners.

- II. Open Discussion to Update on Thomas Jefferson Adult Career Education (TJACE)
  - A. Carol Coffey, TJACE@PVCC region 10 presented about the impactful programs offered at PVCC and shared how they work collaboratively with Ginger Hillary at Culpepper. The program works to help adults complete high school credentialing. Demographics include refugees, immigrants (working to learn English and culture), individuals at foundational levels for careers in the community. This work is funded through WIOA. There are 18,000 individuals without a high school diploma. 7,617 individuals are considered limited English proficient. In 2022, 800 adult learners were taught over the course of 100 hours. There is an ESL waiting list. They have 35 PT team members and 4 FT team members. Most classes are now being instructed in person and a small number of classes are being offered through virtual classes. There are two options to gain high school credentials: GED or NEDP. They also offer a GED in Spanish program. Carol shared that businesses have mentioned employees are in need of soft skills and that language learners have a need to learn cultural expectations in the workplace. PVCC plans to offer phlebotomy in the fall. They also newly started a family learning program with elementary schools in Charlottesville City. Debbie Toler runs this program (434-961-5464). There are two cultural events hosted each year: March & June. Career Focused Training: Participants will earn workplace credentials while earning core skills. 4Work! will provide career fundamentals with entry level career training for their first employment opportunity. This will be offered at the VCWP campus in the fall.
  
- III. Comments
  - A. Scott asked if PVCC offers outreach. They distribute marketing materials, rely on community and workforce partners to recommend their program to individuals, advertise about transportation, and advertise in rural newspapers. Over 50% of students are employed. Employers are becoming more vested in investing in their employees. Sarah asked if PVCC advertises with the Chambers, local libraries, and department of social services for any deficiencies. She also suggested possibly incentivizing some individuals to encourage participation. Sarah shared the Career Pathway Toolkit as a means to bridge knowledge gaps.
  
  - B. Jess Peregoy agreed to pilot the work-based learning academy at Greene County Technical Center.
  
  - C. Next meeting scheduled for August 8, 2023, at 1:30-2:30, topic: Skills Based Hiring by Scott Kozuch. We will schedule a Zoom troubleshooting connection 1 week prior to the meeting.

Meeting adjourned at 2:10 p.m.