

Program Committee Monthly Meeting

July Meeting Minutes

Program Committee Monthly Meeting

Monday – July 15, 2024

1:00 PM – 2:00 PM

Via Zoom



PIEDMONT REGION

Stephanie McNamara calls the meeting to order at 1:00 PM

- I. The committee recalibrates what was discussed during the last committee meeting in May. The following were established as focal points for each of the region's Strategic Plan. Each committee member takes time to share what they have laid out as next steps for their section.
 - a. Worker outreach – Kenny Allison
 - b. Organizational outreach – Antwon Brinson
 - c. Employer Engagement – Laura Duckworth
 - d. Community Partnerships – John Baldino
 - e. Focused Workforce Initiatives – Eric Robertson
- a. John Baldino - **Community Partnerships**—ultimately, we are going to deal with the community or lack thereof. Corporate and business partners. He is starting from the concept of community and individual organizing. Find out what the other person wants, and can we do it? Businesses would be the hardest. Work with the BBB and individual stores. Revolving staff—how do we search? How can we help them? (First part)—Second part: Strengthening outreach and recruitment. A lot of folks have no idea who we are and what we do. I gave an example of some outreach with some underprivileged communities. Even though he was helping another organization, he made sure that they knew about VCWP.
What about PTOs and PTAs? worried about the kids having jobs - not really the parents - get the kids to volunteer and be in the community to open their eyes to some other opportunities.
Strengthen relationships with community partners—we don't know exactly what the community partners do or who they are, specifically DARS, Adult Ed, and DSS.
In John's opinion, we need to be sensitive to the topics of DEI - Laura feels like we need to be outward and call things out - he says we need to be cognizant of the fact that we need to make sure we keep the topic in the forefront of the conversations when bridging these topics.
 - i. Laura - wants to delineate between the two - if she is reading correctly... is it about fostering relationships between resources and connecting them vs. helping with recruitment? Maybe help some organizations that are not as strong as the United Way.
How can we help them? (First part)—Second part: Strengthening outreach and recruitment. A lot of folks have no idea who we are and what we do. I gave an example of some outreach with some underprivileged communities. Even though he was helping another organization, he made sure that they knew about VCWP.
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- b. Laura Duckworth - **Employer Engagement** - The high-demand occupation list is pivotal. Should we establish a routine of when to run in this committee? Stephanie McNamara has offered to run that report monthly and share it with the committee so we could give the board more educated recommendations of what we should focus on in each locality. Could some partners actually sponsor? What employers and businesses are actually engaged with our team? Have an event to thank for being engaged or welcome to engage... referred to earlier sponsored event.
The team is 180 degrees different in how it engages with employers and the community, so we need to get people to see us through a new lens.
How do we find out who we don't know isn't involved?
Event for finding skilled trades workers? Bidding war on salaries... maybe focus on that - they are meeting demands of job filling without the skills behind it. Promote customized workforce guides - under promoted and utilized. Customized workforce solution - making sure that people understand the difference between internships, apprenticeships, and registered apprenticeships specifically. Funding is out there - employers may see some funding that they didn't know about. English language learners to be involved also - maybe get folks to fold that in as well. Integrating ELL in.
- c. Eric Robertson - **Focused Workforce Initiatives** -Eric sent additional notes to the committee ahead of time. Needs assessment and curriculum assessment... copied and pasted. Working with all industries is definitely a new focus for him. Think about the different options and next steps in the construction and manufacturing trades - ex: he worked with PVCC to establish a construction project management course, and it is in the process of being added to the curriculum and looking for teachers.
He suggests reaching out to Homeschool students regarding the equation of who to help when? That could branch out the outreach.
Focus on middle schools and not just high schools. He understands that it is already being established, but why is it important, and how can they use it?
- i. Ex: Laura worked with discovery museum on the downtown mall - apprenticeship stickers 'learning by doing' - QR code for parents to learn more about opportunities and grants.
Workshops 6-12th grade - skilled trades and developed by skilled trade folks.

For August meeting, Kenny Allison and Antwon Brinson will share their ideas.

Next steps: Laura and John can figure out how to cross over and prioritize what to dive into going forward.

Meeting adjourned at 2:05pm

Attendees: (green is present and red is absent)

2024 Committee Members

Kenny Allison

John Baldino

Antwon Brinson

Laura Duckworth

Eric Robertson

Board Staff Attendees:

Stephanie McNamara