

## Strategic Planning Committee Meeting

Monday, January 8, 2024

James Tsikerdanos      Don Shotwell

Cheryl Kirby              Shawn Batten

McKenzie Smith         Sarah Morton

Meeting called to order at 1:00 p.m.

### I. Discussion of the Strategic Plan

- a. Discussion of DEI and understanding the mission sets and determining the focus
- b. James Tsikerdanos suggests the focus of the strategic plan should be employee engagement.
- c. Don Shotwell recommended that we focus on our largest employers and community partnerships and look at other avenues to increase DEI education.
- d. James Tsikerdanos suggested integrating more equity on the employers' side, from employer to community partnerships, brings in more diverse perspectives. Employer collaborations allow us to identify underserved employee populations, understand their needs, and offer targeted support.
- e. Sarah Morton noted she will present to the VCWP business coalition with an equity focus on January 10th. The presentation will include the importance of employee engagement and the role of designing equitable jobs and careers. We will aid employers in crafting customized training solutions.
- f. James Tsikerdanos shared the focus on recruiting from within the organization is important and fostering a culture of commitment and dedication speaks to our mission. This will bolster recruitment and retention rates and enable our employees to become ambassadors for their organizations. (e.g., Atlantic Union or Pepsi Cola, etc.)
- g. Cheryl Kirby reiterated that businesses need to be intentional in training and implementing strategies to recruit and retain employees.

### Focusing on Benefits & Incentives

- a. James Tsikerdanos emphasized the point of businesses being committed to building and retaining their workforce. Pushing this at the state level with Brian Slater, Secretary of Labor and Carrie Roth to communicate this as our model.
- b. Sarah Morton discussed the upcoming business coalition event and gave the overview. Business service team meetings that we can also interject because that is a requirement by the state that we must intervene and collaborate with the businesses. Demonstrating the public value of career and technical education in our region. Create a community partnership that enhances how you are going to grow your business.
  - i. Being honest during recruiting and helping
  - ii. Helping to educate and help create a culture
  - iii. Build that level of trust within the culture that they're trying to create

- iv. Discussion of recruitment packet and toolkit
- v. Discussion of cost-sharing positions for the next fiscal year

#### **Business Coalition/Roundtable Meetings**

- a. Sarah Morton suggests strategies to help with defining your work requirements, understanding what your telework policies are, understanding how you are helping staff to rebuild their confidence.
- b. Cheryl Kirby suggested that a SCHR representative should be on the board.
- c. James Tsikerdanos suggested that possible candidates will be given to Sarah Morton for the board.

#### **Next Steps**

- a. James Tsikerdanos asked what will the plan look like 18 months from now?
- b. Sarah Morton suggested that businesses attend the coalition meetings to generate feedback.
- c. Don Shotwell and Cheryl Kirby suggested that three points be given of where we should be in 18 months.
- d. Sarah Morton suggested that Cheryl Kirby move forward with the financial literacy plans in businesses in the region.
- e. James Tsikerdanos an initiative shifts the business culture to create meaningful impact to the community.

The meeting was adjourned at 1:58 p.m.