SAW Education Coalition
Advisory Board

Meeting Date: *April 17, 2024*
Location: *Valley Career Technical Center, Student Activities Rm.*
Time: *9:00 AM*
Next Meeting: September 18, 2024

Agenda:
Introductions

- Dr. Leigh ann Whitesell - Director of SVCAL
- Velma Bryant - BRCC
- Amanda DiMeo - Staunton Economic Development
- Zach Straits - Builders First Source
- Allison Spouse - Assistant principal VCTC
- Cassie Farrish - Staunton City Schools
- BJ Thompson - Riddlebergers Bros
- Rebecca Castle- Augusta Economic Development

Industry Updates

- Builders First Source & Riddlebrothers: Struggle to compete against Amazon. Not getting resumes for skilled employees. Not as many skilled employees applying.
- Riddlebrothers is going to start advertising on Youtube and FB. Using AI to write service reports to look professional written etc.
- Needing to rethink how to recruit. I.e RTO, (reasonable time off) pet insurance, gyms, child care

School Updates

- VCTC: Steady increase of enrollment (approx. 600 application for 450 spots) Adding aviation, continue to work with industrial maintenance - next big things is spacing
- Staunton City: Focus on branding/marketing CTE for next year. Looking to fill an FCS position. Using social media to promote internships and CTE courses. SCS has filled an IT and custodian position internally with student internships. February CTE was successful for creating awareness.

Employment Updates

- Dynamic Aviation: Has a new contract but need 300 new employees
- CAVA - opening in the spring in Verona - Hiring 52 people for the next three years.
- Additional buildings are being built in GreenHill but the company has not been announced.
- Reminder to know that hirings are phased over 3-5 years.
- Augusta - Manufacturing (food and Bev.) Value added Agriculture, Life Science (Holister)
- Staunton - Not looking for distribution, similar to Augusta, technology data center.

Discussion

- Can VCTC get into an HR retiring package for recruiting? To have a structured approach. Idea to partner with SHERM(?) VCTC can not get an account with Indeed due to financial policies. (BRCC is going to see how they are able to post on indeed.)
- AI - BRCC is dealing with it and have adopted plagiarism policies. They use software called turn it in but it's not being recommended we use it. Trying to promote my PBA

learning. BRCC created a task force to look at using it more efficiently and how to police it etc. Narratives are coming in for VCTC etc using AI.

- Peter Denbigh has started a group and have start workshops to start the discussion. Hannah Cooper is on the committee and would be a person to reach out too. A Waynesboro innovation hub is opening.
- BRCC - Oct. 30 - at Expo - Staunton, Augusta, Waynesboro, Rockingham, and Harrisonburg
- Do we need to consider 9th graders or 6th graders?
- Should we get away from the education speak of "labeling" CTE?
- Organization for next year? Continue format and grow group (businesses)
- Two organizations - 1. chamber - talent coalition 2. Talent pathways initiative as part of the grant that Sharon is running
    - GoVA doesn't fund marketing
- Email - next meeting and are you interested in participating Can we also get a consist date? (2nd thursday etc)

SAW Education Coalition
Advisory Board

Meeting Date: *November 29, 2023*
Location: *Valley Career Technical Center, Student Activities Rm.*
Time: *9:00 AM*
Next Meeting: January 17, 2024

Purpose:
Provide recommendations on current job needs and the relevancy of career and technical education programs offered and to assist in the development, implementation, and evaluation of the local plan and application.

Agenda:

- **Introductions**
  - Dr. Leigh ann Whitesell - Director of SVCAL
  - Velma Bryant - BRCC
  - Amanda DiMeo - Staunton Economic Development
  - Michael Tetto - Augusta County Public Schools
  - Zach Straits - Builders First Source
  - Nina Carter - Augusta Health - nmcarter@augustahealth.com
  - Allison Spouse - Assistant principal
  - Cassie Farrish - Staunton City Schools
  - Ben Rexrode - CMA Honda

- **Industry & Workforce Updates**
  - Augusta Health:
    - Dr. Whitesell thanking for the partnership to helping the workforce
    - recruiting day for PCT? students and nursing students
  - Builders First Source:
    - Needs are greater and it's becoming more technical
      - 3d modeling
      - skilled labors
      - touching more computers in the industry to more do with less with automation (i.e. roof trusses being made with computer arms etc.)
      - can't find a temp agency to find people to show up so have raised the wages and increasing the cost of homes
  - Staunton Economic Development:
    - Working on prospects
  - Honda: Automotive
    - within next 5 years 30% - full electric
    - more about batteries, electrical, brakes, wheels, tires, and possible residencies etc.

Education Updates

BRCC – Worlds of Work Follow-up, Other News

- good event
- looking for larger business participation
- How do we engage other businesses?

VCTC – Job Fair Planning, News

- Regional job fair - April 11th at Rockingham fairgrounds
    - MTC and VCTC will take their students and then home school students as a way to give back to businesses.

Augusta – Curriculum and Other News

- CTE meeting and tour at BRCC

Waynesboro -Curriculum and Other News

Staunton- Curriculum and Other News

- CTE Awareness Campaign for February
- Reality Town this fall was success

Other Items for Discussion

Construction Update by Dr. Whitesell

- Adding 3 classrooms
- Adding aviation technology next year
- Added clinical medical assistance this year
- Would like addition to diesel eventually
- Discussion on 3 addition course added by students last year
- 30% enrollment increase in past two years and are about max (approx. 650)

Other Discussions:

- MTC vs. VCTC
- When do we have opportunities to talk to parents? 8th graders comes to visit but counselors are a key to parents. But VCTC recognizes the need to have a direct connection.
- How to educate the general public - ideas for media, marketing, etc. at a low cost. BRCC doesn't have a media/marketing program.
- Skill sets for employees have expanded vs. isolated. For example, construction is being more automated and needing programming.
- VCTC grant is about automotive and VCTC would like input for the types of training needed to get a sense of safety etc.
- Calendar of events to businesses in the future
- Can Augusta Expo offer a cheaper rate but if Laura Campbell could help that would be helpful?
- Business database-

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Meeting Date: *September 13, 2023*
Location: *Valley Career Technical Center, Student Activities Rm.*
Time: *9:00 AM*

Purpose:
Provide recommendations on current job needs and the relevancy of career and technical education programs offered and to assist in the development, implementation, and evaluation of the local plan and application.

Agenda:

Introductions

- PJ Landis - BRCC
- Cassie Farrish - Staunton City Schools
- Amanda DiMeo - Staunton Economic Development
- Michael Tetto - Augusta County Public Schools
- Zach Straits - Builders First Source
- Hannah Cooper- Staunton & Harrisonburg Innovation Hub
- Leighann Whitesell - SVCAL
- BJ Thompson - Riddlebergers Bros
- Sandra Sprouse - McKee Foods
- Julie Maxwell - Valley Career and Technical Center
- Nina Carter - Augusta Health - nmcarter@augustahealth.com
- Allison Spouse - Assistant principal

Discussions:

- Background of Shenandoah Valley Center for Advanced Learning
- Purpose of Advisory Board - advise, assist, advocate, job requirements, visit programs
- How can businesses share soft skills information?
- WOW - October 11th
- Adobe industry standard and will help student who continue
- Start-up Experience for Staunton, Augusta, and Waynesboro
- Lee Ann will share email address for divisions to share events
- Reach out to Amy Pultz about a database
    - Amy will look into an idea but always free to call/email her. VAVoyager was suppose to act as this database.

Industry & Workforce Updates - What are needs?

- SIH - 140 companies represented
- McKee
    - Been struggling in skills positions and looking for a pipeline
    - Started a grow your own -line mechanics and electronic technicians - hire maintenance utilities ($22 starting pay) after taking a mechanical test and train

for 6 mo before becoming a mechanic, students need to be 18, mechanics starts at $30
    - willing to speak to students in the industrial maintenance students at VCTC
    - WBL - possible for students who are 18 and have time in schedule
    - best benefits package in the county
- New businesses asking to come to the area?
    - Staunton Innovation Hub - tech industry, software development, thrive pediatrics
    - Valley - food and beverage manufacturing, more and more about agriculture businesses
    - Using VCTC and HS for business tours about tailoring to businesses
- First Builders Source
    - CDL Driver laws have changed and people now have to take a course to get a certification; BRCC is full for CDL - income and pay levels high
- Augusta Health
    - National nursing shortage and looking to reduce travel contracted work; PCT, CNA, LPNS are needed; Interested in the PCT program.
- Riddleberger
    - Struggle finding experienced workers for HVAC; interviewing a lot of younger kids...biggest struggle is that younger students do not know how to communicate and showcase themselves.
    - Can not stress soft skills - looking people in the eye, shaking hands, etc.
    - Love field trips elaborate prefab and duct work

Education Updates

BRCC

- Spoke of mechatronic program and Hershey's and could Mckee also partner and possible DE work
- Agriculture enrollment up
- Starting a med tech program
- 100% pass rate for all vet tech boards
- career pathways offering workshop with alternative schools and doing a soft skills workshop

VCTC

- 20% increase of student enrollment (added industrial maintenance, PCT, etc.) Not quite at capacity but close.
- October 23rd business appreciation luncheon (51 students completed 1600 hours)
- Job Fair with MTC - tentatively April 11th
- Industrial maintenance, added clinical medical
- Put in for GoVA grant for Region 8 - unofficially getting grant and it passed the state board review committee - $820,000 Go to work in manufacturing and transportation - funds will support addition of aviation technology - currently have a pilot program in gov. school
- New staff in HVAC, criminal justice and precision machine
- Low enrollment in precision but not a concern at this point

Augusta

- New Middle Schools
- Pathways
- Expanding WBL Program

Waynesboro

Staunton

- Awarded CTE Innovation Grant ($37,000) for 2 Robo Dog
- New CTE staff at high school
- Grow Our Own - hired an internship student from 22-23 SY as a full time IT staff member
- Integrating CTE in content courses (6th grade STEM, flight simulation in math, environmental science, and government)

Next Meeting:

Wednesday, September 13, 2023 – 9:00 am
Wednesday, November 29, 2023 – 9:00 am
Wednesday, January 17, 2024 – 9:00 am
Wednesday, April 17, 2024 – 9:00 am

*Examples of possible goals might be:

- ✔ Establish business & industry connections to expand work based learning and practical experience
- ✔ Develop a plan to recruit CTE teachers from industry & trades.
- ✔ Promote CTE education with alumni data and success stories
- ✔ Develop opportunities for teachers to do "master externships" with business and industry for professional development to further inform their teaching and skills
- ✔ Develop performance indicators for regional CTE programs
- ✔ Review industry credentials most desired and compare with VDOE approved list
- ✔ Use regional advisory boards by trade area to review curriculum and employability needs

Ideas for Advisory Committee Meeting Topics/ Schedule 2023-24
for
SAW Education Coalition Advisory Board

Time Frame	Advisory Board Task
Wednesday, September 13, 2023 – 9:00 am	Introductions, review of advisory committee duties, set goals and meeting dates for year
Wednesday, November 29, 2023 – 9:00 am	TBD
Wednesday, January 17, 2024 – 9:00 am	TBD
Wednesday, April 17, 2024 – 9:00 am	TBD

Purpose of Advisory Board

-ADVISE educators improve the quality of instruction in career and technical education that prepare students for workforce by providing recommendations on curriculum, offering, equipment, facilities, recruitment, etc.

-ASSIST in providing information on current trends, new technology, and job requirements in business and industry and engaging with students and staff in supportive activities

-ADVOCATE and support workforce development by raising awareness of opportunities in CTE programs for students and value of CTE for community