



October 22, 2019

9:00 a.m.-10:00 a.m.

Wytheville Community College

1000 E Main Street, Wytheville, VA 24382

Room #: Johnson Lobby

Joint Subcommittee Meeting Packets

Chambers of Commerce | Economic Development | Education

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**GO Virginia Region One
Joint Subcommittee Meeting
Chambers of Commerce | Economic Development | Education**

**October 22, 2019
9:00 a.m. – 10:00 a.m.
Wytheville Community College
1000 E Main Street, Wytheville, VA 24382
Room #: Johnson Lobby**

Agenda

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|-------------------------------------------------|-------------------------------------------------|
| Welcome & Introductions | Dr. Dean Sprinkle, Education Subcommittee Chair |
| ▪ Review of Minutes from August 6, 2019 Meeting | |
| Education Subcommittee Update | Dr. Dean Sprinkle |
| Chambers of Commerce Subcommittee Update | Beth Rhinehart, Chair |
| Economic Development Subcommittee Update | Josh Lewis, Co-chair |
| Next Steps | Dr. Dean Sprinkle |

Region I GO Virginia

Joint Chambers of Commerce, Economic Development, and Education Subcommittee Meeting Minutes

Date: August 6, 2019

Location: Dickenson Center for Education & Research, Clintwood, VA

Present: Shannon Blevins, Dean Sprinkle, Duane Miller, Josh Lewis, Mizi Sykes, Rick Colley, Donna Henry, Penny Horton, Rita Surratt, Carl Snodgrass, Sandy Ratliff, Brian Falin, Jim Baldwin, Becki Joyce, Tommy Asher, Sara Lamb, Melinda Leland, Will Payne, Will Clear, Jonathan Belcher, David Olive, Marty Holiday (via telephone)

Dean Sprinkle opened the meeting, and introductions followed for the benefit of those new to the group.

A brief review of the previous jointly held subcommittee meeting was provided, noting that much of the discussion centered on branding for the region.

Will Payne, of Coalfield Strategies provided a brief overview of InvestSWVA.

It was announced that the Chambers of Commerce regional legislative breakfast will occur this fall.

Melinda Leland provided an update on the United Way of Southwest Virginia's (UWSWVA) workforce credentials study. Among the findings are that employer requested credentials and those offered in the schools do not always align. She noted that cost is often a consideration in which credentials are offered at the schools. Melinda indicated that she and others with UWSWVA will be working with Region I schools to dig further into the data.

Melinda also noted that Region I employers who responded to the survey indicated a need for employees with "soft skills" including enthusiasm, attitude, and written communication skills.

A brief update on GO TEC and efforts with those who are in the Asset Limited, Income Constrained, Employed (ALICE) workforce were provided as well. One of the outcomes of visits to Region III is increased awareness of gaps in what is available to address talent pipeline between the schools in Region I and Region III. Travis Staton noted the income thresholds for ALICE, and that there is a high percentage of those so identified in Southwest Virginia.

Shannon provided an overview of the updated Region I Growth and Diversification Plan. In updating the plan, surveys were conducted and strategic plans that had been updated in the last two years were reviewed.

Leadership and tourism, while important, were not identified as areas for funding. Updated strategies include **talent development** (aligning education and credentials with industries in the talent pipeline; increasing awareness of opportunities that exist in today's regional economy; and increasing industry recognized credentials); **sites and infrastructure**, including aligning with target industries, upgrading, and leveraging Regional Industrial Facility Authorities; and **innovations and entrepreneurship**.

Josh Lewis offered that it would be beneficial to have asset maps for the region, including k-12 through community college, and four-year colleges and universities.

It was determined that the three subcommittees would benefit from continued joint meetings, and that each could break out separately on an as-needed basis.

Dean Sprinkle agreed to serve as the chair of the joint subcommittee meetings.

With no further business, the meeting adjourned.