

Central Virginia Workforce Development Board
S.W.O.T. Analysis Meeting – July 13, 2021
University of Lynchburg
3 p.m.

The meeting was opened by board chairman, Nat Marshall. He greeted board members and introduced Executive Director, Traci Blido.

Traci Blido asked Operations Coordinator, Lori Cumbo, to take attendance.

Board Members Present:

Nate Mahanes, Renee Chalmers, Christine Kennedy, Nat Marshall, Robbie Morrison, Jason Shockley, Scott Francis, Kenneth Williams, Ron Lovelace, Cheryl Toler, Sonya Todd, Andy Crawford, Lauren Anderson, Travis Griffin, Luke Saechao, John Capps, Cheryl Giggetts, Anthony Cardoza.

Board Staff Present:

Traci Blido, Lori Cumbo, Tim Saunders, Gina Dudley

Others Present:

Kimberly McIvor (VEC), Keith Cook (One-Stop & Title I Program Operator), Shirley Dodson (VEDP), Gary Christie (CVPDC), Hugh Ballou (Facilitator)

Hugh Ballou, a Leadership Coach with SynerVision Leadership Foundation, was introduced. Hugh led the board in the completion of a Strengths, Weakness, Opportunities, and Threats (S.W.O.T.) analysis. This activity was completed as part of the board's mandated local planning process. The S.W.O.T. analysis included the following elements:

- Evaluation of the board and its workforce system
- Identification of potential improvements over time
- Definition of key actions for board engagement and effectiveness
- Identification of key messages to share with the public

Through the S.W.O.T analysis, board members highlighted/identified the following points:

- Board members support Title 1 employer programs OJT/Work experience, etc.
- Board members want to develop an organization that 100% meets the needs of clients served, helping them achieve all their goals/dreams
- Board members have a goal of developing a highly skilled, sustainable workforce, with all employable citizens having a living or high wage job.

- Board members want to ensure that our employers have the skilled workers they need
- Board members want the workforce system to serve as a bridge between employers and workforce
- A talent pipeline for/with regional employers should be developed
- Pathways must be created for a highly competent workforce
- The board wishes to see no one without a job; no employers without skilled employees
- Board members want everyone to be aware of Virginia Career Works
- Virginia Career Works (the workforce system) should serve as a matchmaker for employers to find employees (plenty of skilled and ready to work people)

S. W. O. T.

Strengths

- Great staff @PDC office + @ the Lynchburg Center!
- Government collaboration
- Wealth of training providers • Centrality of services • Education:
 1. Public Schools
 2. Community College
 3. Universities
- Great place to live (raise family)
- Educational Diversity
- Strong Technology Opportunities
We have a lot of career pathways within local/regional industries
- Strong partnerships
- Strength of machining & conveyor industry
- Unique resources – CTE & G3 STEM Academy; Susie G Gibson Science & Technology Center
- Lots of Nuclear Energy & Supporting players
- Attractive place to do business – Low cost of Business
- On point – Operator & Provider of Title 1 services – Human Kind & Board Staff
- Lynchburg’s size provides opportunity for stronger Partnerships & Collaboration
- Shared Passion & Desire to serve our community
- Varied Weather
- We are an urban city surrounded by counties, all with varying philosophies
- High wage/high tech jobs
- Industry sectors data has been collected. We know the needs.
- Our region is smaller than other regional boards meaning we can work together easier – less \$ to spread
- Wide array of agencies and services designed to help people
- Existing Systems and Partnerships designed to help individuals we serve
- Low cost of living

- Rural and urban
- People and community focus, open for change
- Large variety of universities and colleges
- Lynchburg hosts a variety of industries
- Organizations have overlapping service areas

Weaknesses

- 1 hour to nearest Interstate
- Lack of communication/collaboration with other workforce boards/regions
- Lack of awareness of job opportunities
- Too many organizations (workforce-non-profits)
- Lack of Workforce Participation
- Lack of familiarity with resources
- Lack of Soft Skills for Success
- Focus on 4-year degrees
- A lack of Diversity & Equity in Training
- Skills Mismatch
- No clear Brand or products
- Gov't red tape
- Lack of workforce culture innovation. Antiquated methodologies that won't attract top talent
- Lack of awareness of resources & job opportunities throughout our Region

- No real progress. We keep talking about same issues with no clear & widely accepted agreement on outcomes & actions to achieve outcomes
- Mismatch of collegiate degrees & in-demand jobs
- No action on sector pathways. We know the training needed, but we can't seem to get people with pathways & hired in large %'s
- Lack of Childcare (affordable/accessible) no 2nd & 3rd shift options
- Public transp. Access – Schedules & no service outside urban hub
- Lack of basic skills & work ethic of those applying for jobs
- Continued rise in crime
- Lack of depth of Knowledge & understanding & engagement by full board

Opportunities

- Job opportunities are plentiful
- Opportunity for training & education (collaboration)
- Opportunity to reach youth and adult job seekers to inform them about jobs
- Lynchburg is within one hour of major tourist attractions and outdoor amenities
- Value of CTE
- Strategic planning between organizations
- Regional Definition of career pathways
- Jet service and low flight cancellations
- Awareness to Strategy to Action
- Mild climate
- Accessibility to Amtrak and U. S. Highways/I-64
- Streamline & Coordinate training in K-12 & post-Secondary to match in-demand jobs
- Increased use of VAWC
- Create awareness of WD Programs
- Involve at risk populations in skilled Trade Programs
- Focus on STEM & other Cert Programs
- Out of Board meeting action
- Registered & non-registered apprenticeship opportunities in our Region
- Execute actionable items form our strategic plan
- Better collaboration & coordination of training/resources

Threats

- Implosion of federal funding • Legalization of Marijuana • Pot!
- COVID comeback
- Stagnation “Get Moving”
- Lack of motivated workers
- Businesses leaving due to lack of workforce

- Drug use increase
- Increase in crime
- Profound Pervasive Poverty
- Generational Poverty
- Political Polarization

Specific Messages (*Describe what we did today*)

- Affirmed what we already know so that we can get our plan approved
- Steps to identify a path forward
- We described actions to take to close workforce gaps
- Working together to identify SWOT in order to develop strategic plan
- Verbalized our problems & the opportunities to be stronger
- Thought about vision vs. voting on functional/admin needs
- Provided focus for future Actions
- To listen, Learn, and share gained knowledge
- Develop vision for VCW/CVWDB

Individual Action Items

- Use our resources to help execute our WDB strategic plan – Christine Kennedy
- Provide support to those who are willing or have not used VAWC – Reneé Chalmers
- Influence employers to take a more active role in W.F. development – Traci Blido
- Provide IET programs – Luke S.
- Facilitate more productive operations/performance committee meetings “Focused on Actions” – Giggetts
- To help educate and/or train others – Nate M.
- To actively participate in board actions – Anthony Cardoza
- To help create a meeting environment that is conducive to discussion, idea generation, and results – Nat Marshall.
- Promote Collaborative action w/partners – stimulate development of career pathways – Dr. Capps

Following the S.W.O.T. analysis, Traci Blido provided closing marks and concluded the meeting.