

**Joint meeting of the Center for Economic and Community Engagement Advisory Board
and the Virginia Tech Council on Vibrant Virginia
Virginia Tech Corporate Research Center
1900 Kraft Drive, Moss Research Building, Blacksburg
Curiosity Conference Room
September 11, 10:00 AM - 1:00 PM**

- 10:00 AM Welcome and Introductions
Guru Ghosh, Vice President, Outreach & International Affairs
- 10:15 AM Director's Report
John Provo, Executive Director, CECE
- 10:45 AM Discussion on the economic and policy landscape and its impact on our work
- *John Accordino, Professor of Urban and Regional Planning, Virginia Commonwealth University*
 - *Pace Lochte, Asst. Vice president for Economic Development, University of Virginia, Board member, Virginia Economic Development Partnership*
 - *Jon Porter, Assoc. Vice President, Strategic Research Alliances, Virginia Tech*
 - *John Provo (facilitator)*
- 11:45 AM Transition to Lunch
- 12:00 PM Vibrant Virginia, accomplishments and plans (Working Lunch)
- *Scott Tate, Associate Director for Community Innovations, CECE*
- 1:00 PM Adjournment

ZOOM

<https://viriniatech.zoom.us/j/88526197773?pwd=G7MBguRf3GD6UM4HprHjSHOEoji76F.1>

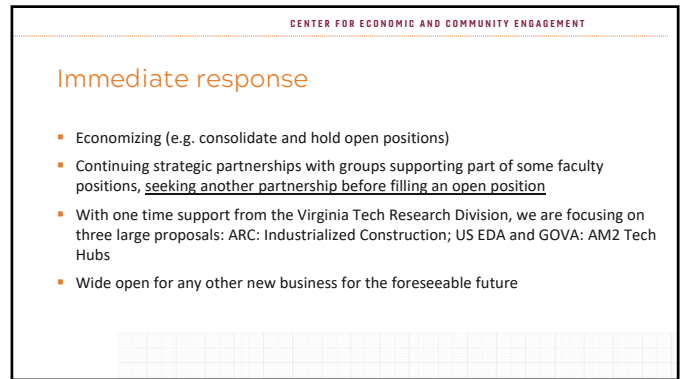
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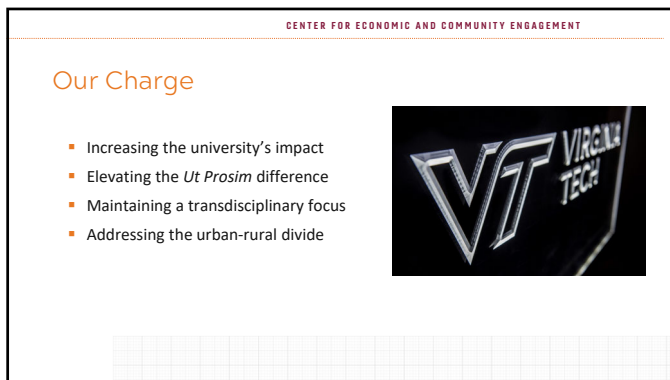
CECE Magazine: https://cece.vt.edu/content/dam/cece_vt_edu/cece-magazines/24-25.pdf



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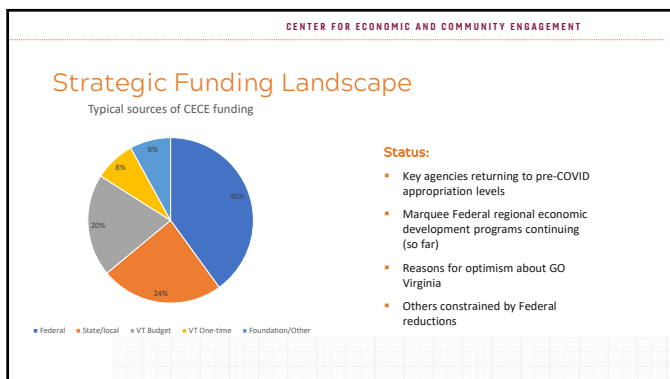
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Regional Transformation

Appalachian Regional Commission
ARISE Planning Grant: Setting Appalachia's World on Track to Adapt to the Changing Construction, Kentucky, Tennessee, North Carolina, Ohio, Pennsylvania, Virginia, and West Virginia, with Virginia Tech College of Engineering.

GO Virginia
Region 2, New River, Lynchburg, Roanoke-Alleghany Regions

- Materials and Machinery Cluster Scale-Up Planning, from New River Valley Regional Commission
- Support Organization Services
- Talent Pathways Initiative, with Virginia Tech College of Engineering

Region 5, Hampton Roads

- Secure Future Talent Center, from Virginia Tech Corporate Research Center

Region 5 and 6, Hampton Roads and Coastal Virginia

- Promoting Careers in Aquaculture, Hampton Roads and Coastal Virginia, with Virginia Seafood Agricultural Research Center

Region 7, Northern Virginia

- Virginia Alliance for Semiconductor Technology, from Virginia Tech Department of Electrical and Computer Engineering

US Economic Development Administration

- Tech Hubs Program, Virginia's Additive Manufacturing and Advanced Materials Tech Hub, New River Valley and Danville, with the New River Valley Regional Commission and Virginia Tech College of Engineering
- University Center Program, GO Virginia Region 5, 2, 3, parts of 4, 5, 6 and 8, with Virginia State University
- University Economic Development Association, National University Center Cohort Program

Roanoke Blacksburg Innovation Alliance

- Strategic Services, Roanoke and Blacksburg

Virginia Tobacco Region Revitalization Commission

- Strategic Planning, Southern and Southwest Virginia



VAST promotes industry access to facilities and advocates for the growth of semiconductors, an essential component in most electronics across Virginia.



Members of the AM2 Tech Hub consortium pose for a picture in front of IperionX in South Boston, Virginia.

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Talent Development and Experiential Learning

Chimer, Cost Benefit Analysis of the AbilityOne Program, Greater Washington Area

New River Mt Rogers Workforce Development Board, Southwest Virginia

- Childcare Workforce Evaluation
- Data Analysis
- Strategic Plan Update

Tazewell County, Project 13 Three; Recidivism and Substance Abuse Needs Assessment


Urban Alliance; STEM Internships, Northern Virginia

Virginia State Council of Higher Education; VTOP Region 2 Internship Collaborative, New River, Lynchburg, Roanoke-Alleghany


Virginia Tech Department of Electrical and Computer Engineering

- Major Design Experience Projects
- Space @ VT; Industry Collaboration Development

Wellspring Foundation; K12 Teacher and School Needs Assessment, Washington, Grayson, Russell, and Smyth Counties; with Virginia Tech SWVA Center



Principal Allyson Willis speaks with economic development specialist Ashley Posthumus, graduate assistant Madeline Mann, and director of the Southwest Center Allison Mays during their visit to Watanga Elementary School in Abingdon.



Enlbed Engineering, a materials and manufacturing technology company in Blacksburg, VA, was one of 22 recipients in Region 2 to receive a 2023 Top Virginia Employer for Intern Award from the Virginia Talent + Opportunity Partnership (V-TOP).

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Community Innovations



Hope and Home Task Force



Alleghany County Community Convening

- Alleghany Foundation, Vibrant Virginia; Economic Scan and Strategic Work Plan, Alleghany-Covington
- American Farmland Trust; Advisory Services; Statewide
- Center for Early Success; Regional Childcare Feasibility Study and Business Plan Assessment, Danville Pittsylvania
- City of Roanoke; Hope and Home Task Force Facilitation, with Virginia Tech Roanoke Center
- Harvest Foundation, Vibrant Virginia; Strategic Road Map for Thriving Youth, Martinsville and Henry County
- Mellon Foundation; Monuments Across Appalachia VA, from Virginia Tech College of Liberal Arts and Human Sciences
- Virginia Cooperative Extension; Community Economic Programming Development, Statewide
- Virginia Tech College of Agriculture and Life Sciences; Cultivating Rural Vitality in Virginia Food Systems, from Virginia Tech Center for Food Systems and Community Transformation
- Virginia Tech Outreach and International Affairs; Childcare Policy Exploration, Statewide; with Virginia Tech School of Public and International Affairs
- Virginia Tech Outreach and International Affairs, Vibrant Virginia; Housing Security and Landscape Assessment, Roanoke; with Virginia Tech Roanoke Center
- Virginia Tech Outreach and International Affairs and Virginia Cooperative Extension; Vibrant Virginia, Statewide

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Pipeline - Under Review

Appalachian Regional Commission; ARC Ready Outreach and Community Engagement Strategic Plan and Evaluation, with New River Mount Rogers Workforce Development Board

Jefferson National Lab; Advancing Manufacturing for Operations and Manufacturing Scale Up; Newport News

Outreach and International Affairs; Shaping Future Opportunities for the Catawba Area, Roanoke



Shenandoah Valley Battlefields Foundation

- New Market; Monitoring Update
- Winchester; Economic Impact

Town of Christiansburg; Childcare Needs Assessment; with Southeast Rural Community Assistance Project

Wellspring Foundation; Feasibility Assessment for Maple Syrup Production Cooperative, White Top, Virginia

Virginia Department of Agriculture and Consumer Service; Opportunity Assessment and Blue Catfish Feasibility for Eastern Shore Hub, with Aconack-Northampton County Planning District Commission


Catawba Greenway.

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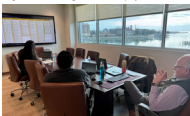
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Impact, Design and Evaluation

- Appalachian Regional Commission (ARC); Evaluation of ARC Outdoor Tourism and Recreation Grants
- Chesterfield County Economic Development; Best Practices and Benchmarking Research Benchmarking Research
- Jefferson Science Associates; Economic and Community Impacts; Newport News Impacts; Newport News
- National Science Foundation; EPIC: Evaluation Capacity Building for Leveraging Innovation to Grow High Tech and University Partnerships (LIGHT UP) collaborative; with SUNY Canton, Kean University, Marymount University, Bowie College, and Allegheny University
- Octagon House; Feasibility Study; Smyth County; with Virginia Tech Institute for Policy and Governance and SWVA Center
- Shenandoah Valley Battlefields Foundation; Economic Impact Study and Regional Baseline
- Town of Bowling Green; Impact Analysis Services; Caroline County; with Virginia Tech Institute for Policy and Governance
- Virginia Seafood Agricultural Research and Extension Center; Economic Impact Analysis, Hampton
- Wellspring Foundation; Economic Impact Study for the Virginia Creeper Trail; with Virginia Tech SWVA Center
- Wellspring Foundation, Vibrant Virginia; Outdoor Tourism Asset Diversification and Marketing Study for Damascus, with Virginia Tech SWVA Center



Ell Travls speaks with George Whitley, board president of the William King Museum of Art as part of the Appalachian Regional Commission grant evaluation project.



Virginia Seafood Agricultural Research and Extension Center

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Personnel Updates

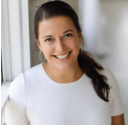


VT CENTER FOR ECONOMIC AND COMMUNITY ENGAGEMENT VIRGINIA TECH

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Faculty and Staff Updates



Elli Travis
Associate Director for
Evaluation




Barb Reibsam
Program Coordinator

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Thank You For Your Support!




Give to CECE:
<https://cece.vt.edu/about/give.html>




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Student Updates



Caroline Buttemere




Victoria Blackham

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Other business

- Minutes
- Q&A
- Open discussion



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Other Business



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Virginia Tech Center for Economic and Community Engagement (CECE) Advisory Board Meeting

2000 Kraft Drive, suite 2100, Blacksburg, VA, Crescent Conference Room

March 3rd, 2025, the meeting began at 10:06 AM and adjourned at 12:55 PM

CECE Advisory Board In-person attendance: Guru Ghosh (Chair), Susan Short, John Capps, Kiyah Duffey, Omar Faison, Elizabeth McClanahan, John Provo, Pam VandeVord

CECE Advisory Board in Attendance via Zoom: David Devan, Keith Holland, Lauren Stuhldreher, Blair Durham, Leah Fremouw, Steve Harrison, Marc Nelson, Deborah Flippo, Karen Roberto, Christina Winn, Laura Belmonte, Mike Gutter

CECE staff in Attendance: Dylan Andrews, Holly Carroll, Kim Gray, Julia Kell, Sarah Lyon-Hill, Makenzie Mann, Afroze Mohammed (virtual), Ashley Posthumus, John Register, Jemma Sabokrouh,

OTHER ATTENDEES: Erin Burcham, panelist; William (Eddie) Amos, panelist; Kevin Byrd, panelist; Emily Gibson, invited guest

10:06 AM Guru called the meeting to order; each participant (both in-person and remotely) introduced themselves to the group

10:12 approval of 2024 minutes

10:13 meeting turned over to John Provo for Director's report

Discussed strategic landscape and anticipated opportunity areas with ARC, US EDA, GOVA, and Vibrant Virginia

Program updates – 40 projects currently being worked on categorized into 4 areas:

Regional Transformation – ARC, GOVA, IALR, US EDA, Roanoke Blacksburg Innovation Alliance and VA Tobacco Region Revitalization Commission

Community Innovations – Alleghany Foundation, Center for Early Success, Harvest Foundation, Mellon Foundation, VA Cooperative Extension, VT College of Ag and Life Science, VT OIA

Impact, Design and Evaluation – includes evaluation of ARC outdoor tourism and recreation grants, National Science Foundation, Saint Paul's College4Life, VA AREC, VT School of Public and International Affairs, VT Roanoke Center, Wellspring Foundation

Talent Development and Experiential Learning – Chimes, New River-Mt. Rogers Workforce Development, Project 13Three, Urban Alliance, Virginia State Council of Higher Education, VT Department of Electrical and Computer Engineering, Wellspring Foundation

Pipeline – Under Review/Development

Ability One, Accomack-Northampton County Planning District Commission, ARC, Chesterfield County, Friends of SWVA, Hanover County, National Telecommunications and Information

Administration, Town of Bowling Green, US Dept. of Agriculture, National Institute of Food and Agriculture

The floor was opened for further discussion/questions. Elizabeth McClanahan inquired if Blacksburg was included in the Downtown program. They are currently not a part of that program. Guru wanted to see CECE do an economic analysis with Abingdon regarding which non-degree programs could be offered in Abingdon; Laura Belmonte indicated that user price has been a leading issue with respect to such programs; she is piloting a new program called Future Educator's Fund; need consistent funding for this program; Eddie Amos provided insight on various successful on-line programs offered by various universities and the need for us to "catch up" to these programs; Guru suggests we mobilize a task force and come up with a stackable strategy to carry forth this initiative

Ashley explained a grant she has worked with for teacher retention programs. She recently traveled to Washington and Russell County to meet with superintendents, teachers, etc. to come up with actionable steps to move forward and produce a report to implement such a program.

Personnel Updates – John Register has welcomed a baby girl, and Elli Travis is defending her PhD later this semester

Giving Day support – will continue to seek support beyond the one day of giving

Other business - Guru asked Ashley to expand on the teacher retention issues that Washington and Russell County are facing; Pam asked who we had reached out for support and how could the board reach out to alumni or whoever to help support the center; John aspires to meet with board members individually for this purpose.

John Provo asked Christina Winn how they have handled recent issues/concerns about federal funding. She indicated they have intentionally worked to rely less on the federal government previously following BRAC. They also have focused on getting info out to those workers laid off and steering them towards open positions.

Steve Harrison said they were in a similar situation to Christina in trying to understand and educate those on the scale and scope of federal investment in the Hampton Roads region. There is a heavy reliance in the Hampton Road area where he is located. He is trying to put together a comprehensive guide to federal investment in Hampton Road area. Furthermore, he believes there is an opportunity for enhanced investments.

Marc Nelson provided his thoughts on federal funding in the Roanoke region. The City of Roanoke does not have the federal connections as Roanoke County has. They are keeping tabs with Fralin Life Science Center and Carillion with respect to all of this. Omar Faison didn't see federal funding having a major impact on his organization.

11:11 AM

Panel: Capacity Building in Roanoke-Blacksburg

- William Amos, Chair, GO Virginia Region 2 Council
- Erin Burcham, President and CEO, Roanoke-Blacksburg Innovation Alliance

- Kevin Byrd, Executive Director, New River Valley-Regional Commission
- John Provo (facilitator)

Erin indicates they were formally VERGE; mission is to continue to work with stakeholders to assess what the region needs to do to grow technology and biotech sectors; expanded on her personal bio

Kevin Byrd – New River Valley Regional Commission is a governmental agency with a board of elected officials; VT, Radford and NRCC a part of his community; often works with CECE; try to pull the community together through economic development; expanded on his personal bio

Eddie – 9 regions make up GOVA; looking for public and private partnerships to benefit this region; he is in charge of region 2; expanded on his personal bio

John asked Erin to provide goals for her organization. The long-term goal for the region was to be the number 1 innovation district with respect to assets and talents. Mid-term goal is to elevate physical infrastructure and STEM talent and capital. Short term goals include looking at local capital and how we can invest in that.

Kevin's organization is funded via local government membership and state assembly. Housing is one focus of his agency. They have developed the first regional housing trust fund which allows discretionary funds to invest in housing. Passenger rail is a long-term project for them. Disaster funds are middle and long-range goals such as interconnection of water systems throughout the region.

Eddie said his long and short-term goals are very similar to other groups in the room. The short-term is focusing on growing the job base above the state medium for income and the long-term is looking at the growth and diversity plan which looks at not just where the region is today but where it needs to be in the future.

Emily Gibson, in charge of Government Affairs at VT and David Devon joined and John congratulated David Devon on his recent promotion.

Erin indicated that CECE has worked together on grant writing. Ashley, along with Sarah, have helped Erin secure new funding and diversify their strategies. Kevin indicated they have worked with CECE extensively, and it has been advantageous to have CECE located within his region. His agency is currently working on the Tech Hubs grant with CECE. Eddie said GOVA region 2 has been fortunate to be able to work with CECE staff.

John asked the panel about specific gaps and direction for the team. Gaps included the region not having wet labs and the need to keep looking forward to making sure we have lab space and AI infrastructure to have organizations come and stay in the region. Erin expanded that capital, and funding are a critical piece of keeping people (specifically VT alum) here in this region. Kevin focused on drawing federal and state funds to make land available for growth in the area. Eddie said we need to keep the best workers in this area and not have "brain drain" to other regions such as Raleigh.

John asked the panel members how their constituents see the university and how the university sees their constituents. Kevin said it depends on how they interact but, overall, he sees it as appreciation. Kevin referenced the work that Emily Gibson had done. Emily expanded that Partnership for Progress is proactive and does not arise from crisis. In one example, she explained if various partners are going for

the same grant, how we can collaborate and not work against one another. Partners in Partnership for Progress include the Town of Blacksburg, the Town of Christiansburg, Montgomery County, the Regional Commission and Virginia Tech.

Erin focused on the talent route. Some constituents look at how to recruit VT students.

Eddie indicated that we export much of our talent from the region. Roanoke benefits greatly from Virginia Tech being in the region. Some distressed areas could benefit more from education aspects.

John Provo asked the panel what was a surprise you saw this past year and make a prediction for the future. Kevin said he was surprised at the continued investment in the region. He predicted that Emily's Partnership for Progress program would do wonderful things. Erin said she is surprised that Vital, the largest Go Virginia project, has begun January 1. She predicts we need to restrategize funding and need to think more creatively. Eddie said the number and quality of projects that have come through the pipeline this year were groundbreaking initiatives. He predicted that things may be turbulent this year, so we need to make sure to tell the story about what we do in the region. Predicts we will tell the story better in the future.

11:55 Sarah explained GOVA's growth and Diversification plan – 2025 Update

Goals: see if life is better in region 2 since 2017, identify any regional changes from last update, reframe and refine industry clusters, keep the plan short, reader friendly

4 Industry Clusters:

1. Manufacturing for Transportation, Energy and Autonomy

Manufacturing verticals to include transportation, energy, autonomy and automation and industrialized construction

2. Advanced Materials

to include subclusters of chemicals, packaging, and multiple industry applications of materials

3. Life Sciences and Biotechnology

to include subclusters of biopharma and medical device manufacturing, life sciences, R & D, and living lab: healthcare system

4. IT, Engineering Services and Emerging Tech – smallest cluster but talent represented here is large

To include subclusters of IT and cybersecurity, engineering services and other R& D

Defining and Prioritizing GOVA Strategies

Scale up cluster technologies and firms

Support entrepreneurship and small business development

Develop, retain, and attract talent

Improve, sites and infrastructure

Going forth, Sarah concluded, there will be a regional survey, listening events, and strategy/working sessions.

Guru shared that he appreciates the efforts of CECE and its partners. He was appreciative of the panel's discussions and found value in it. Our companies are going to need higher-level, higher-quality programmers. He referenced Jensen Wong's presentation at CES in January and recommended attendees to go back and review it. Guru said we at VT need to do a better job of investing in our talent as we don't do a good job of maintaining mid-career engineers here at VT.

AI is a focus for the future. There was much back-and-forth conversation concerning various ways to become more competitive and growing and flourishing in this region.

Meeting was adjourned at 12:55 PM.

Respectfully submitted,
Kim Gray, Recording Secretary

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Vibrant Virginia: Encouraging Vibrant and Flourishing places in every part of the State



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Vibrant Virginia: Positive Returns for The Past Year 2024-2025

PROJECT 13THREE

For the past year, OIA invested \$20,000 in the Vibrant Virginia Initiative resulting in:

- \$162,948 in additional funding for VV program activities
- \$260,000 in leveraged funding for other community activities across the Commonwealth.







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Our vision is to encourage:

Vibrant and flourishing places in every part of the Commonwealth.



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We carry out this vision through:

- Place-based partnerships and exploratory projects:**
We build sustained collaborations with an anchor partner around a pressing, community-defined issue or opportunity. We also lead or support short-term exploratory projects.
- Faculty-initiated micro-projects**
We help VT faculty conduct VV-aligned projects through seed awards, technical assistance, and/or resource linkages.
- Civic Well-being Initiative:**
We develop and offer capacity-enhancing tools and resources to support civic well-being.



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Strategy 1: Place-based Partnerships & Exploratories:

- In a Specific Place
- Includes an Anchor Partner
- Issue or challenge of VV-relevance
- Looks for Sustained Engagement opportunities





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VV Place-Based Partnerships & Exploratories: Examples

PLACE

- Tazwell County

ANCHOR Partner:

- Project 13Three

THEME:

- Recovery and Re-entry Ecosystem

Organization List

- Community Support
- Healthcare
- Education
- Corrections
- Housing
- Law Enforcement
- Employment Assistance
- Faith-Based Support
- Legal Services
- Financial Assistance

PROJECT 13THREE




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VV Place-Based Partnerships & Exploratories: Examples

PLACE



- Martinsville-Henry County

ANCHOR Partner:

- Harvest Foundation

THEME:

- Youth Flourishing

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VV Place-Based Partnerships & Exploratories: Examples

PLACE

- Washington, Grayson, Russell, Smyth

ANCHOR Partner:

- Wellspring Foundation (tentative)

THEME:

- Outdoor Economy and Healthy Communities – Multiple Projects
- Including support for post-disaster recovery




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VV Place-Based Partnerships & Exploratories: Examples

PLACE

- Alleghany Highlands (includes Alleghany County, Covington, and Clifton Forge)

ANCHOR Partner:

- Alleghany Foundation

THEME:

- Economic Opportunity for All




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VV Place-Based Partnerships & Exploratories: Examples

PLACE

- City of Roanoke (and Roanoke Region)

ANCHOR Partner:

- City of Roanoke/VT Roanoke Center

THEME:

- Unhoused and Housing Insecurity
- City "Hope and Home Task Force"



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Strategy II: Faculty-Initiated Micro-projects

In 2025, we helped over a dozen faculty explore Vibrant Virginia project ideas and identified four projects for \$10,000 seed funding awards:

- Supporting the creation of community-focused exhibits and events along Route 76 in Virginia, to promote recreation tourism along a historic cycling route
- Facilitating community visioning and planning with Amonate, an unincorporated former coal-company town in Tazewell County;




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Strategy II: Faculty-Initiated Micro-projects (cont.)

- Identifying and reducing barriers to rural Emergency Medical Service (EMS) care delivery in Virginia;
- Providing STEM kits and decision science instruction through neighborhood outreach to underserved communities in Northern Virginia






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Strategy III: Community Well-being Initiative

- Civic Well-being Working Group
- A Landscape Assessment and Gap Analysis of Community Leadership and Civic Involvement Programming in Virginia
- VCE Program Team development of program-related ideas and resources



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FOR MORE INFORMATION

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