



VIRGINIA INITIATIVE FOR
**GROWTH &
OPPORTUNITY**
IN EACH REGION

GO Virginia Region 2

GO Virginia Region 2, Executive Committee Meeting

October 14, 2020, 1:00p.m.- 3:00p.m.

Connect from your computer via:

<https://virginiatech.zoom.us/j/88337728045?pwd=N1R3VnNqYzg2V3pQaEttNkdnQ2dkdz09>

or by phone: +1 929 436 2866 Meeting ID: **883 3772 8045** Password: **778084**

*Participants will be muted upon joining the session.

- Introductions (1:00-1:05)
- Financial Report (1:05-1:15)
- Proposal Review (1:15-2:15)
 - Virginia Bio
 - Central Virginia Community College
- Council business (2:15-2:30)
 - Council Vacancies
 - VEDP Site Development Virtual Road Show
- Staff updates (2:30-3:00)
 - Region 2 Talent Collaborative
 - Proposal Pipeline

Region 2 Allocations

10/13/2020

FY 19 Per Capita

Balance transfer of \$239,326.00 to FY 20 Per capita

FY 20 Per Capita

Transfers from FY19	\$	340,876.54	
Original Allocation	\$	1,550,032.00	
CV Training Center	\$	(100,000.00)	ECB
Regional Entrep (VIC)	\$	(299,995.00)	
Advancemnent F 2.0	\$	(180,000.00)	
Classroom to Careers	\$	(180,000.00)	
Roanoke Region Part	\$	(100,000.00)	ECB
RBTC ELITE	\$	(290,000.00)	
Amherst-LYH Sites	\$	(366,572.00)	
Transfer to FY20 ERR	\$	(110,700.00)	
Final Balance	\$	263,641.54	

FY 20 ERR Program

Original Allocation		\$1,000,000	
Transfer from FY20		\$110,700	
Fralin testing 1.0	\$	(100,000.00)	
Ramp&PIVOT	\$	(97,200.00)	
Fralin Testing 2.0	\$	(500,000.00)	
NRV Business CT 1.0	\$	(100,000.00)	
PHRE Mobiel App	\$	(63,500.00)	
NRV Business CT 2.0	\$	(47,200.00)	
Transfer to FY21	\$	(202,800.00)	
Final Balance		\$0	

FY 21 Per Capita

Pending transfer from FY 20	\$263,641.50	
Original allocation	\$1,545,403.00	(\$250,000 ECB Cap Bal)
Current Balance	\$1,809,044.50	

FY 21 Special ERR Allowance within Per Capita through March 21

Transfers from FY 20	\$202,800.000
Current Balance	\$202,800.00

FY 19 Capacity Building

Balance transfer of \$101,550.54 to FY 20 Per Capita

FY 20 Capacity Building

Original allocation	\$	250,000.00	
Support org services	\$	(213,800.00)	
Marketing services	\$	(21,500.00)	
Current Balance		\$14,700.00	<i>(Transfer eventual remainder to FY 21)</i>

FY 21 Capacity Building

Original allocation	\$250,000.00
Support org services	(\$166,000.00)
Current Balance	\$84,000.00

Applications Under Consideration 10/28/20

	Per capita
CVCC	\$ 266,000.00
	\$ -
	\$ -
	\$ -
	\$ -

Totals	\$	266,000.00		
Balances if all approved		\$1,543,044.50	\$	-

State competitive fund, No region 2 funds allocated

VA Bio Connect \$2,020,780.00

Anticipated returns from FY 18 funded project

R2 Talent Collaborative \$105,415



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Project Title: VA Bio-Connect

Applicant: Virginia Biotechnology Association (VA Bio)

Localities covered:

ALL - Statewide Competitive

Strategy/sector area:

Life sciences/Tech Development (entrep and workforce components as well)

Statewide Competitive GOVA Funds Requested:

\$2,020,780.00 in GOVA funds requested, with a match of \$1,108,934.00

Project Description/Overview:

- ▶ The overall goal of the project is to catalyze, strengthen, and grow the life science and biotechnology industry cluster in the Commonwealth
 - ▶ through a model of formalized regional BioHubs where they currently do not exist;
 - ▶ and connecting the BioHubs across the state in the areas of:
 - ▶ workforce development,
 - ▶ commercialization,
 - ▶ resource sharing, and
 - ▶ mentorship.

Project Description/Overview:

- ▶ Project supports the creation, retention, or attraction of:
 - ▶ at least 15 life sciences companies
 - ▶ with an average of 8 new jobs per company across the state over the grant period (plus trailing year),
 - ▶ for a total output of 120 new jobs,
 - ▶ with an average bioscience industry salary of \$107,610 annually.
- ▶ Project will also serve 33 additional companies over the 2 year period, helping them be better equipped to overcome barriers and grow.
 - ▶ This will add 50 new direct jobs and 100 indirect new jobs (during the project period and the trailing year)

Connection to GOVA strategies & funded projects:

- ▶ Region 2 has funded 3 “Technology” projects and 11 “Entrepreneurship” projects.
- ▶ There have been few funded projects substantively focused on life sciences sector despite importance of sector to region, as outlined in G&D plan.
 - ▶ RAMP projects and VT ERR project are examples of those that have been funded
- ▶ Project would create coordinating and support infrastructure for future bio/life sciences sector company growth and respond to two strategies recommended for region by state TEconomy study:
 - ▶ Generate increased ideation and greater activities in commercial viability for traded sector, high growth-oriented businesses, integrated with VT’s and LU’s technology commercialization efforts
 - ▶ Advance innovation networks bringing together startups and existing companies focused on advancing commercialization and increasing talent connections
- ▶ Geographically, this project seems to focus on Roanoke as regional “Biohub” which raises questions about assets and service in rest of Region 2.

Project Assessment:

- ▶ Dedicated focus on life science sector companies a plus.
- ▶ Life science and innovation ecosystem focus are regional priorities.
- ▶ Could set up organizational and support infrastructure to support life science sector companies over longer term.
- ▶ Partners and team seem well positioned to implement.

- ▶ Q: Metrics/evaluation may need strengthening?
- ▶ Q: Job creation numbers appear low given the size of ask. It also appears that a high portion of the ask is for organizational infrastructure as opposed to direct support to companies.
- ▶ Q: How to sustain program beyond grant?

Project Discussion and Action:

- ▶ Applicant q&a
- ▶ Council discussion
- ▶ Action?

Project Title: Central Virginia Region CTE Academy

Applicant: Central VA Comm. College

Localities covered: The counties of Amherst, Appomattox, Bedford, and Campbell, and the City of Lynchburg

Per Capita GOVA Funds Requested: : \$266,000 in GOVA funds requested, with a match of \$134,000

Project Description/Overview:

- ▶ The project supports the start-up of a CTE Academy to serve the college's service region (265,000 residents)
- ▶ The Academy is a regional priority and need and concept were validated through a 9-month Employer Needs Assessment:
 - ▶ with over 600 area businesses and roundtable discussions with nearly 100 industry representatives.
- ▶ During the GOVA two-year performance period, the Academy will enable an estimated 1,120 students to complete a credential or certificate
 - ▶ , the majority of those in one of the four GOVA industry sectors.

Project Description/Overview:

- ▶ Students served may be high school students, high school graduates, adult learners or under-employed/under-skilled workers.
- ▶ GOVA funding is sought to support 2 positions during the critical start-up period:
 - ▶ a CVCC Coordinator of CTE Initiatives and CTE Academy Coordinator of Business Partnerships.
- ▶ CVCC anticipates positions will be sustained through tuition revenues and future allocations through the Commonwealth's G3 program.

Connection to GOVA strategies & funded projects:

- ▶ To date, Region 2 has funded 10 “Talent” projects.
- ▶ 2 were exclusively focused on Lynchburg sub-region (the LU-led projects – CERE and AMPL)
- ▶ 2 others included the sub-region in a substantive way (**Region 2 Talent Collab** and **Brain Drain study**).
 - ▶ *Notably, the Worlds of Opportunities Career Expo was made possible in the region by Region 2 Council as part of the Talent Collab project.*
- ▶ This project holds promise to address a Coordination Gap identified in the updated 2019 Region 2 G&D plan:
 - ▶ “companies, education institutions, and workforce training entities do not necessary collaborate enough to seamlessly align career pipelines with regional job availability.”
- ▶ Under the talent strategy from that plan, this project appears to address all 4 of the sub-strategies including #1:
 - ▶ “Strengthen the pipeline from K-12 to higher education to career for each priority sector”

Project Assessment:

- ▶ Appears to be well-supported by region and thorough planning process was conducted.
- ▶ Holds promise to increase credentials & completions & address coordination gap between K-12, higher ed, industry.
- ▶ Evidence of support from businesses and partners and includes focus on GOVA Priority Sector Industries.
- ▶ Q: How does this relate to existing CTE offerings in region? Would it detract numbers from those?
- ▶ Q: A lot of success hinges on these two positions. What steps will CVCC and partners take to ensure these positions and Academy start-up is fully supported and a success?
- ▶ Q: How will Academy be sustained if state funding not awarded?

Project Discussion and Action:

- ▶ Applicant q&a
- ▶ Council discussion
- ▶ Action?

Region 2 GO Virginia Council

Project Title: VA Bio-Connect
Applicant: Virginia Biotechnology Association (VA Bio)
Localities covered: Statewide project
Growth & Diversification Plan Strategy Area (s): Life sciences/Tech Development (entrep and workforce components as well)
GOVA Funds Requested: \$2,020,780 in State-wide GOVA funds requested

Project Description:

The overall goal of the project is to catalyze, strengthen, and grow the life science and biotechnology industry cluster in the Commonwealth through a model of formalized regional BioHubs where they currently do not exist and connecting the BioHubs across the state in the areas of workforce development, commercialization, resource sharing, and mentorship. VA Bio-Connect seeks to harness this opportunity by:

- Serving existing and emerging life science companies in the regions through programming and collaboration with established partners;
- Closing the talent gap for life science companies experiencing growth through job connections, internships, and network opportunities;
- Creating a statewide virtual entrepreneur-in-residence network bringing together industry-specific experts from diverse backgrounds to support early stage life science companies including but not limited to university spin-offs; and
- Establishing a state-wide, online centralized, externally searchable, asset map that can be used to find industry specific assets and market statewide calendar of industry specific events.

The applicant anticipates the creation, retention, or attraction of at least 15 life sciences companies with an average of 8 new jobs per company across the state over the grant period (plus trailing year), for a total output of 120 new jobs, with an average bioscience industry salary of \$107,610 annually.

According to the applicant, project advisors will also serve 33 additional companies over the two-year period, helping them be better equipped to overcome barriers in their businesses, which will vary. The serviced companies are expected to grow and add 50 new direct jobs in addition to 100 indirect new jobs (during the project period and the trailing year) for a TOTAL ROI of 170 jobs resulting in \$2,057,586 generated tax revenue, for a total ROI of 102%.

Project Assessment (Region 2 staff reviewer – John Provo; External reviewer – Juli Golemi, Georgia Tech University Center Director and Senior Research Faculty at the Enterprise Innovation Institute; Region 2 Council reviewer – John Dooley, President of the Virginia Tech Foundation.

Strengths

- “Great job on preparing a program that will foster statewide collaboration and spur future economic growth.”
- “The proposed team seems to have solid experience and capabilities to run the program.”
- “The project is closely aligned with the stated program priorities of the region’s Growth and Diversification Plan. Its focus on life sciences and the creation of high paying jobs is well articulated.”
- “Another strength of the project is its multi-region approach which could result in better coordination of efforts and resources. “

- “The project is very much focused on the life sciences (bio-sciences) sector which is a regional priority. “
- “Having the active engagement and ownership of Virginia Bio provides legitimacy to the proposal. Virginia Bio and its leadership are well known and respected. The CvilleBioHub is also a respected partner.”
- The regional and state-wide collaboration should foster job creation in the longer term, after the program is launched and is well into implementation phase.

Weaknesses

- “Sustainability of the program is not addressed adequately. Several of the proposed budget items build immediate infrastructure and capacity, but these investments will need sustained support beyond the grant. This is a major concern for the efficacy of the proposal.”
- “the proposal needs clarity as to how it will assess its stated metrics to measure the distinctive impact of the program. The evaluation component needs strengthening.”
- Lacking support letter from key state entities such as VEDP or VIPA/CIT, raising concerns of coordination.
- Lacking support letters from Region 2 economic development organizations. These are included for other regions.
- “The number of estimated new jobs is not very high.”
- “Within Region 2, it appears as if the primary focus is in Roanoke. If funded, the project leadership needs to pursue program options in both the Lynchburg and the New River Valley. Both Lynchburg and the New River Valley are rich with potential talent for program implementation.”
- “How will the outcomes be verified?”
- Company and job numbers seem low given the extent of the ask. The ROI numbers appear based on anticipated “annual increase in the rate of new life science company growth in Virginia resulting from the program”, which raises questions of how this will be measured. How will the applicant seek to capture and document the result of program activities as opposed to industry growth that might happen regardless?
- The description seems to equate success with overall growth of industry
- A significant portion of the budget appears devoted to organizational infrastructure rather than direct support to companies or workforce (eg. “\$795,520.00 of the requested grant budget will support creation of the VA Bio-Connect infrastructure” and “\$660,260.00 of the two-year budget will be used to develop the infrastructure and program operations needed to support a diverse, skilled workforce”).

Questions/Misc.

- The proposal is not clear on lines of accountability for the regional co-directors and other personnel. It would be good to see an organization chart for the proposed program.
- It appears as if \$460,000 is being expensed for technology features (web development, a virtual application platform, the life science asset tool). This seems high and there is possible duplication. The travel budget of \$40,000 seems high.

Region 2 GO Virginia Council

Project Title: Central Virginia Region CTE Academy
Applicant: Central Virginia Community College (CVCC)
Localities covered: The counties of Amherst, Appomattox, Bedford, and Campbell, and the City of Lynchburg
Growth & Diversification Plan Strategy Area (s): Talent/Workforce

GOVA Funds Requested: \$266,000 in GOVA funds requested, with a match of \$134,000

Project Description:

CVCC is seeking GO Virginia funding to support the start-up of a Career and Technical Education (CTE) Academy, to serve the college's service region, an area home to 265,000 residents. This regional CTE academy will meet a documented need in the community (see 2016 Region 2000 CEDS Initiative #7, calling for establishment of a Regional Workforce Center to deliver necessary workforce training).

Initial planning for the CTE academy was accomplished with a \$2K planning grant from the Commonwealth of Virginia's Get a Skill, Get a Job, Give Back (G3) Program. During the 9-month study, CVCC and its external research partner, Public Policy Associates, Inc., interacted with over 600 businesses and industries to gauge interest in building a workforce pipeline and held roundtable discussions with nearly 100 industry representatives. Through the Employer Needs Assessment, industry across all fields reported difficulty in finding qualified applicants with a CTE associates degree, diploma or certificate.

During the G3 study, CVCC also worked with the regional public-school systems to develop new and expanded dual enrollment opportunities and coordinated with regional workforce organizations seeking input and guidance that aided in the planning for the CTE Academy. The academy is envisioned to accept high school students, high school graduates, adult learners and under-employed/under-skilled workers to earn credentials critical for employment in the region.

The two-year performance period estimates 1120 students to complete a credential or certificate from the newly established Central Virginia Regional CTE Academy. Programming will include a heavy concentration on the four targeted priority industry sectors of Manufacturing, Healthcare, Information Technology, and the automation segment of the food and beverage sector as identified in the GO Virginia Region 2 Growth and Diversification Plan.

The skills-based training to be provided by the CTE Academy will enable students to pursue well-defined career pathways towards higher paying jobs that are achievable with the stackable credentials and certifications. Each of the pathways includes a dual enrollment option based on existing programs offered to each of the five regional public high school divisions which includes 10 high schools. We have also aligned CVCC programming to provide a seamless transition for students wanting to continue their education regionally. CVCC has identified 26 existing programs that it will enhance and align under the academy framework. The academy leadership team will also be working to develop an additional 4 credential and/or certificate programs during the two-year performance period in coordination with regional industry and education partners.

CVCC's GO Virginia grant request will fund two key startup positions at the CTE Academy for 2 years. The first year will be one of planning and organization for the startup of classes. The second year will support the first year of operation as the CTE academy will begin offering classes with the Fall Semester of 2021. The two positions are CVCC Coordinator of CTE Initiatives and CTE Academy Coordinator of Business Partnerships. The Coordinator of CTE Initiatives will assist with daily operations of the

Academy and be a main resource to our K-12 partners. The CTE Academy Coordinator of Business Partnerships will serve as a liaison between local business and industry and the CTE Academy.

The requested 2-year GO Virginia support serves as critical gap and start-up funding. The positions will be sustained through new tuition revenue anticipated from the influx of CTE program students who take advantage of the G3 Program. CVCC anticipates receiving future funding in the Commonwealth's FY 2022 budget for the Get a Skill, Get a Job, Give Back (G3) Program that will help sustain the CTE Academy beyond the funding period of the GO Virginia funds. This follow on funding was part of a \$69 million appropriation for the G3 Program that was proposed by Gov. Northam and approved by the Virginia General Assembly prior to the Special Session at which time the funds were temporarily unallotted until the Commonwealth's economy improves. There is every expectation that the funds will be restored at that point. The G3 Program remains as an important priority to both the governor and the General Assembly.

Project Assessment (Region 2 staff reviewer – Sarah Lyon-Hill; External reviewer – Jenny Carter, Director of Workforce Partnerships and Projects, Virginia Community College System; Region 2 Council reviewer – William T. Amos.

Strengths

- “Absent exposure to these high-demand fields, students aren’t naturally seeking them out and the pipeline of talent is trickling out, slowly. This Academy is a step in the right direction to strengthening that pipeline. The breadth of DE courses and credentialing opportunities seems mighty from the description provided, and the anticipated number of students who would benefit from the Academy, high.”
- “A solid amount of research has gone into developing the idea this proposal would fund, it seems (9-month study with external contractor).”
- “In terms of innovation, this is lower on the scale of truly ‘new’ concepts....however, it’s commendable the region is thinking in a collaborative way. This seems a worthy project to invest time and resources towards...”
- “The proposal focuses on how to move students into regional job opportunities in the Central Virginia area. The proposal targets students and workers between K-12 and those moving into the workforce who may be unemployed or underemployed. The program provides a transition for students wanting to continue their education regionally.”
- “The ROI presented in the case study supports the business base. The planning district is investing 134,000.00 to start the project.”
- “The application supports growing skilled talent. As per the application, the initiative prepares students, under-employed and unemployed workers with credentials and capabilities to fulfill the new and higher-paying jobs that are and will be created in the region.”
- “They have already done a great job establishing a need for the academy, which aligns with our Region 2 priority clusters and strategies (growing skilled talent).”

Weaknesses

- “While the Academy is one piece in resolving the issue, it cannot guarantee job growth in higher-wage jobs from existing and new industries (attraction). Spur growth, yes. These are existing jobs lacking the workforce to fill them, however - not necessarily ‘new’ job creation paying above and beyond what the region already contains. An inherent issue with pipeline talent development, really. The lower numbers of jobs to be created (found in the ROI template reflects this)”

- The match is curious in not having in-kind contributions listed, which seems odd given the collaborative nature of this effort and the need for support (office, technology, etc) around these positions. Has that not yet been worked out?
- “Funding staffing with grant funds is always risky and in my opinion, rarely indicated. Sustainability is the biggest liability when grant funds underwrite salary and benefit costs.”
- “The success and sustainability of the program hinges on implementation, and at this point some of it is TBD.”
- “Narrowly focused” on Lynchburg region, which may be a strength per implementation but would love to see this across Region 2

Questions/Misc.

- “...higher education is undergoing a significant metamorphosis due to the pandemic, the explosion of technology, and the speed at which students are expected to attain competency in the highly competitive global marketplace. Bricks and mortar schools (and academies) may become passé in the near future as AI and other experiential learning modalities gain momentum.”
- “I would strongly recommend include a component of testimonials, think TedTalks by the young adult version (ages 21 – 28 or so) of the types of students the project seeks to draw. These are the people the students will admire and listen most closely to.”
- “Can we get better clarity on how they will measure the critical success factors of the program? How often will these components be measured?”
- “Do they already have people in mind for the two positions? If so, who and what are their qualifications? They’re asking a lot of those two positions in that two-year period. They would need people who are fairly experienced in this kind of work and/or the regional workforce ecosystem.”
- “Whether the CTE Academy enrollees would be in addition to existing high school or workforce enrollees in other programs, or if the program would be pulling from existing CTE and workforce program enrollees while creating increased demand for these programs. This is unclear, particularly when they begin to offer numbers of enrollees/completers/graduates they expect. Are they additional to current numbers or a 5% increase to the region?”

GO VIRGINIA REGION TWO

October 22, 2020

2:00PM-3:00PM

Site Development Virtual Road Show

The GO Virginia Region Two Council will be partnering with Virginia Economic Development Partnership (VEDP) to host the Site Development Virtual Road Show on October 22nd.

As part of the rollout process for VEDP's recently completed Enhanced Site Characterization effort, VEDP will discuss broad themes that have emerged from the data collection and analyses on the 45 sites, across 16 localities, included in the study. All site development stakeholders are encouraged to attend, including local economic developers, county administrators, REDO representatives, landowners, Planning District Commissions, and other regional partners.

Registration is required.

Click the link below to register for the VEDP presentation.

<https://tinyurl.com/y3vyuvqe>

For more information, please contact:

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