Greenville County Workforce Development Board (GCWDB)
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GREENVILLE COUNTY
Workforce Development Board

Preparing the workforce, growing our economy

Greenville County Workforce Development Board (GCWDB)
Youth Committee Meeting
9 – 10:30 am, Tuesday, May 5, 2026
Greenville Tech - SSC Community Room, Building 102, 506 South Pleasantburg Drive, Greenville, SC 29607

Agenda
** Denotes an action item*

I.	**Welcome, Sign-In Sheet, Call to Order**	Mr. Craig Kinley, Chair
II.	**Quorum Validation (6 or more)**	Mr. Kinley
III.	***Minutes Approval (March 3, 2026*)***	Mr. Kinley
IV.	**Contractor Update (15 minutes)**	Eckerd Connects
V.	**Action Items / Old Business -**	Dr. Bogardus
VI.	**Strategic / Marketing Plan**	Dr. Bogardus
VII.	**New Business –**	Dr. Bogardus
VIII.	**Next Steps / Action Items***	Dr. Bogardus
IX.	**Adjourn**	Mr. Kinley

Presentation Documents will be made available via http://www.greenvillewib.com

Youth Committee Meeting Schedule 2026

February 3, 2026	9:00 a.m. – 10:30 a.m.	Virtually via Zoom (Inclement Weather)
March 3, 2026	9:00 a.m. – 10:30 a.m.	GTC - SSC Community Room
May 5, 2026	9:00 a.m. – 10:30 a.m.	GTC - SSC Community Room
August 4, 2026	9:00 a.m. – 10:30 a.m.	Virtually via Zoom
September 1, 2026	9:00 a.m. – 10:30 a.m.	GTC - SSC Community Room
November 3, 2026	9:00 a.m. – 10:30 a.m.	Virtually via Zoom

Public Law 101-166, Section 511: The Workforce Innovation and Opportunity Act (WIOA) Adult Program is supported by the Employment and Training Administration of the U.S. Department of Labor as part of an award totaling $626,046 with $0 (0%) state, local, and/or non-governmental funds. The Workforce Innovation and Opportunity Act (WIOA) Dislocated Worker Program is supported by the Employment and Training Administration of the U.S. Department of Labor as part of an award totaling $608,959 with $0 (0%) state, local, and/or non-governmental funds. The Workforce Innovation and Opportunity Act (WIOA) Youth Program is supported by the Employment and Training Administration of the U.S. Department of Labor as part of an award totaling $644,660 with $0 (0%) state, local, and/or non-governmental funds.

Greenville County Workforce Development Board (GCWDB)
Youth Committee Meeting
Tuesday, March 3, 9 – 10:30 am
Greenville Technical College Community Room, Greenville, SC

MINUTES

Attended: Jessica Allendorf (Swamp Rabbit Moving), Crystal Noble (SC DJJ), Tameka Brown (Greenville Tech), Craig Kinley (Wiprowess, Clemson; Chair), Lisa Nickles (GCS), Nita Donald (Upstate AHEC), Holden Roberts (Able SC), Tina Zwolinski (skillsgapp), Jimmy Sercey (SC VR), LaToya Dodson (Upstate AHEC), Natasha Galindez (Goodwill), Nyroba Leamon (Eckerd Connects), Laura Bogardus (Side by Side Strategies), Sam Bogardus (Side by Side Strategies – sam@sidebysidestrategies.com)

Members Absent: Stacey McKinney (SC DEW), Zoraida Arroyo (SC DJ

Next Meeting: May 5th, 9 – 10:30 am at Greenville Tech Community Room.

SUMMARY: The Greenville County Youth Committee met to discuss the media outreach plan for the new website and social media. Sam showed the first draft of the website and members provided commentary and suggestions for development.

Action Items:
- **Sam:** Continue webpage and social media accounts per discussion, to refine during May mtg.
- **Everyone:** send Sam your Google email address to access the shared Google Doc.
- **Jessica, Craig, Crystal, Nita**: Send name as you want it to appear, job title, company name, photo, short quote about why you are on youth committee or similar, and bio to Sam

Carry-over Action Items
- **Nyroba:** Inform the committee of the upcoming WEX (work experience) location, employment needs.
- **All:** After April 1, follow the new social media accounts once set up and promote/follow to help build a following
- **All:** Take photos at events/worksites (with appropriate releases), share w/Sam for website/social media
- **Tina:** Work with **Sam** to provide a unique link/code for the job exploration app to be included on the website, enabling tracking
- **All:** Consider and prepare topics/content (e.g., personal writings, worksite tours, partner spotlights) for regular posting on website/social media, as discussed

I. **Call to Order**: The meeting was called to order at 9 am.

II. **Welcome and Introductions:** The meeting was opened. Attendees introduced themselves. Natasha Galindez and Lisa Nickles were welcomed as new members.

III. **Quorum Validation**: There was a quorum present.

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IV. ***Minutes Approval* (February 3, 2026).*** Motion was made to approve the February minutes; seconded. Motion carried.

V. **Greenville Youth Program Progress Update (Nyroba Leamon, Eckerd Connects Program Manager):** Nyroba presented the current status of the Greenville WIOA Youth program, including enrollment numbers and performance metrics. 15 in active training, 14 in WEX, 6 GED/HS diploma, and 7 occupational skills. Nyroba presented data showing the program is on target to meet or exceed goals.

VI. **Youth Web Page Development Plan**. Sam showed the first draft of the web page and reported that social media accounts will launch with the website, targeted for April 1. Committee will discuss the marketing plan during the in person meeting on May 5. Website comments:

a. Nyroba to send eligibility criteria to Sam (Done).
b. Ensure content is focused on the target audience (youth – see strategic plan). The youth we target are motivated by income and urgency – how can they earn $ in a fast time-frame? The opportunity youth are not necessarily those attending Career Centers, who have plentiful opportunities. Incentivize youth.
c. Pull photos from past events on other sites
d. Ensure consent forms are secured for anyone appearing on website/social media (note: all Eckerd Connects success stories have consent forms.
e. Bullet instead of paragraphs – shorten where possible.
f. Feature partners like Goodwill
g. Create a Google Doc - Each member shares what they are able to contribute – send gmail emails
h. Craig suggested a menu within the header so visitors won't have to scroll.
i. Link all the success stories from Eckerd for a variety of stories.
j. AHEC to add information about internships with stipends
k. Add a link to Career Clusters
l. Add a section for Media / News that will contain press releases and any published articles. Try to get TV / radio coverage for programs in our marketing plan.
m. Invite Apprenticeship SC's Kathy Dickson to a meeting in the future to talk about apprenticeships and outreach to youth…the website is geared towards employers more than youth, though there is a HS youth program
n. Create a summer internship program (like Launch GVL) (ask Dean about funding stipends) to post on social media accounts. Social media preferences: Instagram, TikTok
o. Places to connect with youth:
    i. School District – parent news distribution – can Dean help us get this info in front of the parents?
    ii. YMCA
    iii. Make a general youth committee flyer with a QR code
    iv. HS yearbook staff / media department

VI. Priority Areas: Lisa joined #1 priority; Natasha joined #2; Holden joined #3

VII. Adjourn: Being there was no other business, the meeting was adjourned at 10:32 a.m.

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