



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

# Region 2 Growth and Diversification Plan Initial Breakout Groups

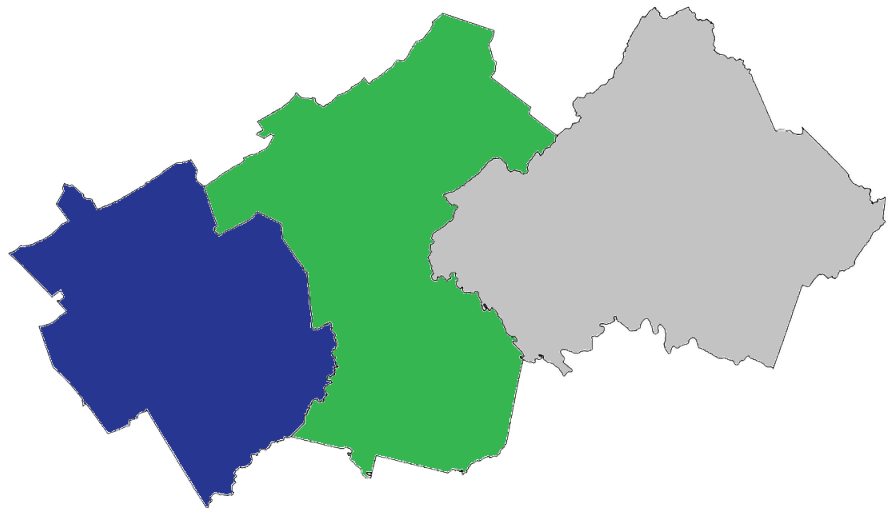
## Talent Development

In order to grow, attract, and retain top talent in Region 2, the region should develop strategies that address the four major gap areas: talent, interest, affordability, and coordination. These gaps can be addressed both individually and holistically. Using an iterative process, approximately 20 representatives from workforce, economic development, and regional planning groups helped identify the following potential strategies. Strategies in red\* may have received less attention:

Previous 2017 Strategies	Opportunities
<b>Strengthen the pipeline from K-12 to higher education to career for each priority sector (11 projects)</b>	Define clear career pathways for each of the four priority industry sectors and support programs that address critical pathway training opportunities (e.g. apprenticeships, STEM-focused CTE, or etc.)
	Begin job training at K-12 level and enhance K-12 career exploration activities
	Bridge the interest gap through the creation of targeted awareness and recruitment campaigns in each priority industry sector
<b>Increase completions of degrees applicable to target industry sectors (4 projects)</b>	Cross-market and cross-promote technical programs and certifications
	Provide financial assistance or incentives for students to enroll in certificate or degree programs that lead to careers in high-demand occupations
<b>Improve knowledge and promotion of complementary workforce and training services (9 projects)</b>	Development and implementation of a collaborative region-wide impact-focused program model
	Development and implementation of a virtual “one-stop shop” resource for employers, workers, students and their parents
<b>Enhance employer engagement activities that will encourage more aligned skill development, create opportunities for regional employment post-graduation, and promote the hiring of in-demand occupations (8 projects)</b>	Develop and promote experiential learning opportunities
	Increase and promote internship opportunities
	Identify innovative employer engagement activities that promote the presence of in-demand job openings

### 11 Projects (\$1.4 million)

- Developing a Destination for Talent
- Classrooms to Careers
- ELITE Internship Program
- CVCC CTE Academy
- Blockchain Ecosystem Catalyst
- Regional Career & Technical Education Study
- Ignite
- Additive Manufacturing Partnership Labs
- Stopping the Brain Drain
- Talent Collaborative
- Highlands Drone Zone

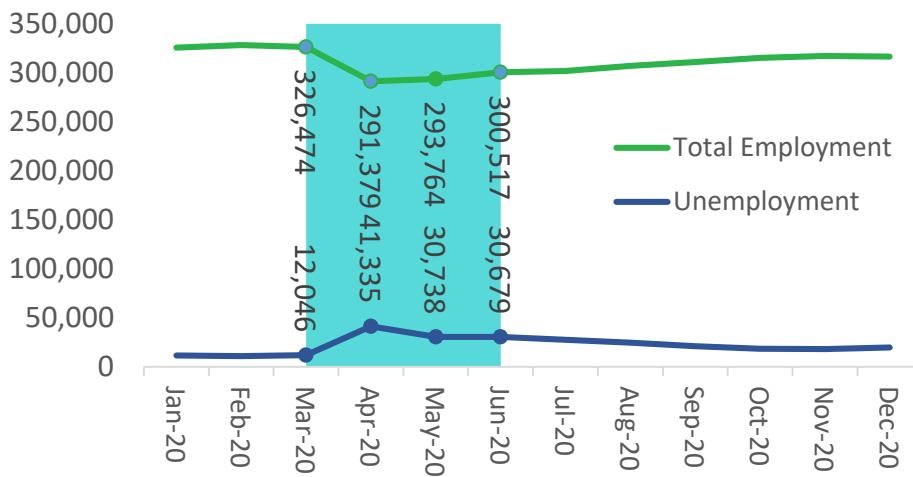


Projects were well distributed across the region with potentially less reach in more rural counties such as Amherst, Appomattox, Campbell, Craig, Floyd, Franklin, and Giles.

## How have assets and priorities changed?

Asset Type	Example Strengths	Challenges
Educational assets	K-12, community colleges, proprietary schools medical schools, universities, 4-year colleges, adult education (ACE program and similar)	Limited linkages between education institutions, limited awareness of offerings between sub-regions
Similar occupations across industry clusters	IT occupations, middle-skill occupations across GOVA target industry clusters. Programming for those cross-industry occupations.	Filling those programs with interested students, for example technician related programs
Workforce system	Three workforce development boards, robust community college system with access programs like ACCE at New River, CCAP at VA Western	Connectivity between the systems, employer/business awareness
National and international employers	Lab Corp, Carilion, BWX Technologies, Volvo, West Rock, Celanese, Rackspace, GE	Lack of awareness of employer needs and of workforce resources
Willingness to collaborate	Mentioned in each regional plan and highlighted during discussions with stakeholders during the Region 2 Planning period.	Limited means and methods of collaboration

## How has COVID impacted talent?



Employment fell 8% (25,956 jobs) from March 2020-June 2020. Meanwhile, unemployment more than tripled. More than one year later, total employment in Region 2 remains below pre-pandemic levels. What talent-related strategies can address the economic impacts the Coronavirus Pandemic has had on Region 2?

Proposed GOVA Industry Clusters (Median wage = \$22/hour or \$46K annually)			
Manufacturing (\$23/hr)	Food and Beverage Manufacturing (\$19/hr)	Life Sciences and Health Care (\$27/hr)	Emerging Tech and IT Cluster (\$26/hr)
<ul style="list-style-type: none"> <li>Automotive</li> <li>Metalworking Tech</li> <li>Lighting &amp; Electrical Equipment</li> <li>Paper &amp; Packaging</li> <li>Downstream Chemicals</li> </ul>	<ul style="list-style-type: none"> <li>Agricultural Inputs &amp; Services</li> <li>Food Processing &amp; Manufacturing</li> <li>Food &amp; Beverage Packaging*</li> <li>Wholesale &amp; Distribution*</li> </ul>	<ul style="list-style-type: none"> <li>Inpatient Care</li> <li>Outpatient Care</li> <li>Eldercare</li> <li>Biopharm. &amp; Medical Devices</li> <li>Medical Diagnostics &amp; Support Services</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge Creation (Ed Institutions)</li> <li>IT &amp; Cybersecurity</li> <li>Autonomous Systems</li> </ul>
Added additional industries related to transportation	Added industries related to packaging and distribution	Same as 2017 but broke out "healthcare"	Same