

## Campus757 Program Summary



In 2019, the Hampton Roads Workforce Council commissioned a study of regional workforce and talent, one that delivered resultant Talent Alignment Strategy reports. The reports stated, among their many findings, that Hampton Roads has a “growing labor shortage” owing to the economic state of full employment, competition for high-demand occupations, and other factors. The report states, “The supply of labor is stressed even further as regional gains in employment (+30,000 jobs in five years) substantially outpaced growth in the working age population (+9,600 people).”

More specifically: “Economic and population trends drive the need for enhanced talent attraction and retention efforts. High school and college graduates leaving the region represent a source of talent that is not currently being utilized to its full potential. Capitalizing on this pipeline of talent requires efforts to retain local college graduates and encourage boomerangers, those that leave but return.”

As the HRWC has strategized to solve this growing problem, we have identified a series of tactics that we will implement to combat the labor shortage and develop, attract, and retain the talent needed today and into the future. One that has proven to be successful in the pursuit of college graduate retention is a project launched in Philadelphia called Campus Philly. That organization, incorporated in 2004 with a mission of keeping regional college graduates in the area post-graduation, has helped effect meaningful change: between 2000 and 2017, the population of degree-holders in Philadelphia ages 25 to 34 grew by 115 percent, according to a Campus Philly report in 2017. Campus757 is our local take on the same concept. With the help of a GO Virginia grant, we are currently following suit after consultation with Campus Philly. Cleveland, Atlanta, Richmond, and Greensboro have done the same.

The goals are as outlined:

1. Promote the 757 as a welcoming, vibrant, and accessible place for young professionals and college graduates to make an impact.
2. Develop a marketplace, both online and offline, of internships and open jobs to facilitate the matching of employers and potential employees.
3. Help students move and assimilate into Hampton Roads — for example, help them find a place to live, identify needed services, and connect them with their peers and organizations in the region.
4. Help identify regionwide gaps in the workforce and develop plans with organizations to close those gaps.

Campus757 aims to help facilitate students’ attachment to and participation in our region. By helping students fall in love with the Hampton Roads Region and launch their careers here after graduation, Campus757 will help grow a skilled, diverse workforce for local businesses, which in turn will fuel economic growth and opportunity across the region.

The program has several facets. They include, at a high level:

*Promote the region as a welcoming vibrant, and accessible place for young professionals and college graduates to make an impact.*

- Campus757 will sponsor a variety of live on-campus events to engage with students and employers.
- Campus757 will also develop and promote live events in the region to showcase the broader Hampton Roads region.
- In addition to these events, Campus757 will develop a robust online presence to promote the area at targeted schools.

*Develop a marketplace, both online and offline, of internships and open jobs to facilitate the matching of employers and potential employees.*

- Campus757 will sponsor a comprehensive series of events and house sophisticated job matching tools — modeled after insights gained from other regions and prior research — designed to help students and employers connect with each other.
- The Campus757 website will also contain comprehensive job and internship listings for the Hampton Roads area that would be of interest to students. Companies and organizations that support Campus757 activities will post internships, as well as part-time and full-time positions, on the website, which would be available to any student who registers on the site. In addition, companies would be able to search for students who register on the site and reach out if there is interest in their background and skill set.
- In addition to providing information about Hampton Roads and available jobs, the Campus757 website will also provide comprehensive information about the local job market to students and other prospective employees.
- In addition, Campus757 will recruit young professionals who recently graduated and chose to launch their careers in the 757 to serve as mentors, navigators, and coaches.

*Help students move and assimilate into the 757.*

- The most important features of this program objective are to ensure that people find a place to live, create meaningful connections with peers and others, and learn about the rich variety of social, recreational and community activities in our region.
- Campus757 would also offer a 757-immersion program to orient people to the city and all it has to offer.
- Finally, Campus757 will offer a navigator program for young professionals launching their careers.

*Quantify economic impact from the work, help identify regionwide gaps in the workforce, and develop plans with organizations to close those gaps.*

- Our team plans to develop a robust set of metrics to track the impact of the Campus757 initiative on the region's economy.
- We plan to produce principal data sets focused on the program's impact on the workforce and economy; the program's impact on students and employers; the perception of Hampton Roads among students; and the projected entry-level employment needs for the region for the principal sectors, including projected salaries for those sectors and the types and number of degrees awarded against these sectors.

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