



Hampton Roads Workforce Council 757 Action Framework Newsletter Update

June 10, 2022

Hampton Roads Workforce Council

Merger Clears the Way for Strong Strategic Impact

The Hampton Roads Workforce Council is largely responsible for one of the five strategic pillars in the 757 Recovery and Resilience Action Framework: Growing, Retaining, and Attracting Talent.

Last summer's merger of the two workforce development organizations that previously served the region harnessed the power and resources of both organizations. The comprehensive strategic planning process that followed the merger has identified key strategies that will strengthen the organization's capacity to provide the trained talent regional employers need to grow the economy.

The Hampton Roads Workforce Council's promise is to be a reliable partner to the business community by making it easier to recruit, train and retain talent. To that end, the HRWC is adopting a hyper-focus on the needs of employers. Collaborating with the 757 Alliance, the HRWC will help determine the specific hard and soft skills key employers need to create high paying jobs in growth industries. The organization is also dedicating staff to work directly with employers to ensure they know that HRWC is an indispensable workforce partner whose services are often free and available throughout the region.

The HRWC is also focusing on delivering new talent from two key population groups:

- 1) Those who might pass through Hampton Roads on the way to other destination communities (college graduates and separating military, specifically)
- 2) Boomerangs (those who grew up in Hampton Roads and left for the DC metro area and other larger communities)

This year, the HRWC's Campus 757 program gained the support of many of the region's college presidents and is already leveraging summer activities to demonstrate to interns that Hampton Roads has much to offer them.

Some workers need social supports to complete their training and establish themselves on the job. The HRWC's new strategic plan maps and strengthens partnerships with area organizations that offer these supports and educates employers about the continuing benefits these workers are entitled to even after employment.

The Hampton Roads Workforce Council is also undertaking an evaluation of all its programs to ensure they are delivering appropriate return on investment, are demonstrating success, and have the ability to be scaled for greater impact.

Finally, HRWC will step more fully into its role as the leader of the employment ecosystem. Mapping and convening the employment ecosystem in meaningful ways offers an opportunity to help employers and jobseekers better understand how to get what they need. Plans are in the works for an Employment Ecosystem Summit to share best practices, increase connections among the ecosystem and report progress on workforce goals.