

Virginia's Talent Development Ecosystem: Connecting a Credential Ready Workforce

During the Design Lab attendees were matched at tables based on their role within the ecosystem to collaborate on solutions for three areas impacting today's workforce:

1. Addressing the skills mismatch and identifying resources that would enable the scholar to be a competitive candidate in today's job market.
2. Discussing barriers to entering the workforce such as access to education, transportation, and digital equity.
3. Identifying an approach that would help qualify a candidate vs. disqualifying an individual during the hiring process

Skills Mismatch

- No such thing as the ideal candidate
 - Need to approach how we work with people on an individual basis
- Job titles don't determine pathway necessarily
- Need to come to terms with job hopping both from organizational view and job seeker view
 - Employers need to see it not as a negative
 - Helps employees improve skills
- Functional vs technical skills
 - What skills are required to start the job and what skills can be learned on the job
- Curiosity is critical
 - Growth mindset - beyond just working for a paycheck
- Adaptability



Barriers

- Focus on skill set rather than experience
 - Develop better screening
 - Training applicants to present skills
 - Employers need to shift mindset
- Childcare availability
- Transportation (affordable and efficient)
 - Focus employment in areas with affordable housing
 - Employer sponsored transit benefits
- Digital Equity (job seeker access)
- Flexible Scheduling
 - Rethink nature of work
- Confidence and Exposure to Diff Types of Jobs
 - Open house environments to expose both parents and kids
 - Enabling/educating school counselors
- Education requirements
 - Waiving certification fees

Qualify vs. Disqualify

- Need to understand how people work with ATS systems
 - They must exist for efficiency, but need to understand the drawbacks and nuance that's lost
 - Humans can be higher-touch & complementary to the ATS
- Updating job titles
 - If it doesn't match the description, may alienate applicants
 - Programming alternative key search terms associated with job title
- Applicants need to be able to see themselves in the role and descriptions can help that
- Organizations should adopt internal support for credentialing existing employees
- Help job seekers show their value and ability to perform the job



Qualify vs. Disqualify

- Two-sided problem
 - Hiring managers
 - Help understand how to look for the right things and update job descriptions to match core motivators
 - Align roles with company mission and show how role is impactful in org
 - Equip scholars with the skillset to position skills correctly
- Help employers with understanding of value of credentials

Design Lab Participants by Organization

Bank of America
Better Housing Coalition
Blue Ridge Bank
Boys & Girls Clubs of Metro Richmond
Branch Group
BWX Technologies
Cameron Foundation
Community College Workforce Alliance
Chamber RVA
Chmura Economics & Analytics
Community Foundation of Richmond
CURE
Deloitte
Dominion Energy
DragonFli Group
Genworth Financial
Germana Community College
Hampton Roads Workforce Council

Head Start
Hispanic Chamber of Commerce
Office of the Governor
Pathways-Virginia
Petersburg City Public Schools
Phlow Corp
Piedmont Virginia Community College
REAL LIFE
Sentara
Sentara College of Health Sciences
Skills for America's Future
State Council of Higher Education for Virginia
United Way of Greater Richmond and Petersburg
Virginia Hospital & Healthcare Association
Virginia Learns
Virginia Peninsula
YUPRO Placement